



# Information Technology For Childhood Cancer 2019 Fundraising Package



***Join Us at the Hockey Hall of Fame***

***On April 2<sup>nd</sup>, 2019***



***In Support of  
Childhood Cancer Canada***

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# Fundraising Prospectus



## IT4ChildhoodCancer – 2019 Charity Event

April 2<sup>nd</sup>, 2019  
Hockey Hall of Fame

Your friends at **IT4ChildhoodCancer** are looking for your support again this year!

Every year since 2010, we have relied on the generosity of the Information Technology sector in Canada to help us raise funds in support of **Childhood Cancer Canada**. With your help, we have raised over \$800,000 which is helping make a difference for our Canadian children.

Year	Location	Activity	Teams	Shavees	Volunteers	Amount Raised CDN Funds
2011	Brazen Head Pub	Head Shaving	3	23	5	\$29,802
2012	Steam Whistle Brewery	Head Shaving	10	43	5	\$56,249
2013	Fermenting Cellar	Head Shaving	12	69	12	\$113,428
2014	Hockey Hall of Fame	Head Shaving	20	93	27	\$161,427
2015	Steam Whistle Brewery	Head Shaving	27	84	36	\$141,778
2016	Steam Whistle Brewery	Head Shaving	25	76	30	\$163,526
2017	Fermenting Cellar	Head Shaving	20	95	30	\$108,949
2018	Steam Whistle Brewery	Rock Star Karaoke	0	0	23	\$58,445
2019	Hockey Hall of Fame	Head Shaving/Karaoke				
<b>Total</b>			<b>117</b>	<b>483</b>	<b>168</b>	<b>\$833,604</b>

Our funding has helped support many recent medical advancements including the ability to map the whole genome of tumours, the discovery of mutations that may be driving tumours, and finally new targeted drugs. These new treatments offer renewed hope for children who have not responded to previous therapies.

Founded in 1987, **Childhood Cancer Canada (CCC)** is the country's leading foundation dedicated entirely to the fight against childhood cancers. Their goal is to improve the lives of children with cancer and their families through vital national support programs and investment in lifesaving research.



**Childhood cancer is unique.** It is not just a smaller part of the adult world of cancer. Cancers affecting kids are completely different than adult cancers. Kids usually get cancer in the blood, brain or bones while adult cancer typically affects the lungs, skin and private parts.



Every 6 hours in Canada, a child is diagnosed with cancer.



One in five children diagnosed with cancer won't survive.

**95%**

By the time children with cancer are in their 30s and 40s, more than 95% of childhood cancer survivors will have a chronic health problem and 80% will have severe or life-threatening conditions.

The biology, treatment, and effects of treatment are unique to children. Through unique partnerships with all of **Canada's 17 childhood cancer hospitals and treatment centers**, Childhood Cancer Canada ensures that children with cancer are exposed to kinder and gentler treatments that will not only cure them but leave with them with an improved quality of life into adulthood.

Childhood Cancer Canada's mission is to create victories for Canadian children with cancer through investment in national, collaborative, lifesaving research, empowering education and community programs.



## YOUR SUPPORT IS NEEDED

We are looking for **10 – 15 teams/IT Companies** to help us solicit donations for Childhood Cancer Canada. Each team would be assigned a team captain and they would be tasked with figuring out how to raise funds in advance of our April 2<sup>nd</sup> event.

**We have decided to leave the fund-raising plans up to each team.** In the past, IT4CC raised funds through our head shaving events. We asked individuals to sign up to shave their heads during our event. Prior to the event, each shavee would create a personalized webpage where they would solicit donations from their colleagues, family and friends. These donations rolled up to their team total. Our teams would compete against each other for the top team designation (as we know we are very competitive in the IT industry and this competition greatly benefitted our cause).

It should be noted that the act of shaving was significant. It was our way of showing our support for the children that have lost their hair during their cancer/radiation treatments. We used our event to let our children know that they are not alone, they have a community that is here to support them.

This year, we are still planning to support companies and individuals that want to donate their hair/shave their head at our event, but it is no longer a requirement. If a team/company would prefer to raise donations through other means that would be fine with us. For example, a team could decide to raise funds by holding a bake sale (versus having their head(s) shaved). Or they might decide to do one of the following:

Movie night

Trivia Night

Games Night

Bake Sale

BBQ

Yoga

Volleyball

Paint Night

Wine Tasting

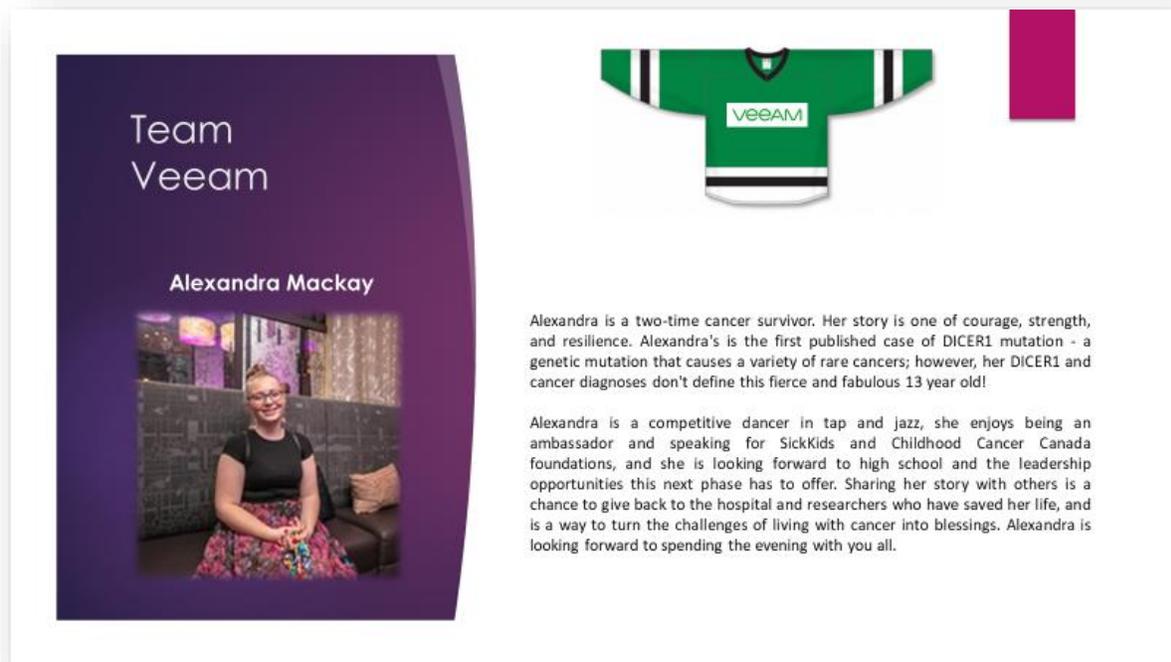
Another option that is available is for a team to identify a single person to represent their team at the head shaving event. Your company/team could draw straws to see who would be the lucky (or unlucky) person to donate their hair for this great cause. Your team would then drive all of their donations to a single donation webpage.



To create a team or to join an existing team, please go to our website;  
<http://support.childhoodcancer.ca/IT4CC2019>

## TEAM AMBASSADOR

We will be assigning a team ambassador to each team. The ambassador will be a local child that has or is currently battling cancer. We want each team to know who they are supporting so that the fundraising becomes a more personal, meaningful experience.

The graphic features a purple background on the left with the text "Team Veeam" and a photo of Alexandra Mackay. To the right is a green Veeam jersey with white and black stripes on the sleeves and hem, and a small purple square above it.

Team  
Veeam

Alexandra Mackay



Alexandra is a two-time cancer survivor. Her story is one of courage, strength, and resilience. Alexandra's is the first published case of DICER1 mutation - a genetic mutation that causes a variety of rare cancers; however, her DICER1 and cancer diagnoses don't define this fierce and fabulous 13 year old!

Alexandra is a competitive dancer in tap and jazz, she enjoys being an ambassador and speaking for SickKids and Childhood Cancer Canada foundations, and she is looking forward to high school and the leadership opportunities this next phase has to offer. Sharing her story with others is a chance to give back to the hospital and researchers who have saved her life, and is a way to turn the challenges of living with cancer into blessings. Alexandra is looking forward to spending the evening with you all.

We will be inviting the team ambassadors and their families to our event this year. And if possible, we will have the team ambassador participate in the head shaving of their team (if applicable).

## OUR INSPIRATION

We could not put on our event without remembering our dear friend Jadyn Schill. As most of you know, Jadyn was and still is the driving force behind our event.

Jadyn Schill was diagnosed with a rare form of brain tumour— ependymoma, at the age of five (5). For more than half her life she battled cancer. Her tumour was surgically removed more than seven (7) times. And she endured 123 rounds of radiation, making her Canada's most radiated child ever.

Although having cancer was all Jadyn had known, she was so much more than just a pediatric cancer patient. She was bubbly, she was positive, she was a very caring person. She was, in my opinion, the bravest person that I had the pleasure of meeting. Jadyn was also a great public speaker and she was our keynote speaker for many of our events. She had an energy that was infectious, and she was/is a big reason why we continue to run our event each year.



On **Feb. 15, 2018** her mom, Christie Joy Chiasson posted the following note to Facebook:

*Today is International Childhood Cancer Awareness Day. I wish Jadyn and I spent the day celebrating the fact that she is over 9 years from her original diagnosis. Instead we spent the morning at SickKids with her oncologist and social worker...Having a talk that should never involve a child's name.*

*While we continue to believe in miracles it is looking like SuperGirl will get her healing in heaven with my mom.*

Jadyn Schill lived with a form of childhood brain cancer for nine and a half years before she passed away on March 6, 2018. The loss of Jadyn just isn't fair! With your help we would like to ensure that this doesn't happen to anyone else.

## 2019 EVENT

Location: **Hockey Hall of Fame**  
Date: Tuesday April 2, 2019  
Attire: Fun/Casual  
Time: 5:30 pm Doors Open



Your IT4CC team is planning a huge party which will include free admission to the Hockey Hall of Fame, a live band, dancing, a silent auction, door prizes, hors d'oeuvres and adult beverages. You and your family will have access to the pavilions, interactive games and memorabilia at the Hockey Hall of Fame.

Last year, we started a new tradition called Live Band Karaoke where we published a list of songs that the band would play at our event. We invited our guests to review the play list and to pick the songs that they would like to participate on. We are allowing our guests to sing or play guitar or drums, etc. with our live band. Our only caveat is that you will need to know the words/song because we won't have a Karaoke machine to guide you. But if you're prepared, this is your opportunity to show the IT community how talented you really are.

And finally, our event includes the who's who of the IT industry. You will have an opportunity to mingle with a great group of people while doing something great for kids with cancer.



## SUMMARY

Your IT4CC team has been raising funds for Childhood Cancer Canada since 2010. Because of your generosity over the years, we have been able to support many families across Canada. One of the programs that we help fund is the Empower Pack.



When a child is diagnosed with cancer, they spend a significant amount of time sitting around the hospital waiting for their examinations or treatment. The Empower Pack is intended to provide some comfort and something to do while in the hospital. It includes a comfort blanket, a tablet, earphones and a stuffed teddy bear.

A couple of months ago, I received the following request for help...

*I have a very close friend, she volunteered at our IT4CC event. Her nephew has a rare terminal Cancer, he was 17 when diagnosed and he now has 2 months to live, he was at SickKids hospital moved to Toronto General and now at home under palliative care. The family doesn't have much. I don't know, but is there anything through Childhood Cancer we could do for him? Breaks my heart to see the family going through this. Not sure if he applies for anything like "make a wish" because he just turned 18.*

Upon receiving this note, Childhood Cancer Canada immediately sent the family an Empower Pack and have agreed to provide the family with \$1,000 to help fund Tyler's funeral if/when the time comes.

Here is the response that we received from the family....

*I just wanted to say thank you so much for the package, Tyler loves the gifts. Tyler is now in the hospital and the tablet is keeping him busy. My sister Suzanne cried when she saw the gift. I know she really appreciates it and thanks you from the bottom of her heart. It's really amazing what Childhood Cancer supports and how it helps out families in need. Thank you so much for your kindness and generosity. It will not be forgotten 💖*

As the saying goes, it takes a village to raise (cure) a child and we are very appreciative for your support! We believe that together we can and we are making a difference.

Thank You!