

Celebrating 25 years of better tomorrows

A Message from our Founder and CEO

Dear Friend,

I'm pleased to share with you the 25th anniversary edition of our 2019-2020 annual report. We have achieved a lot together in 25 years.

When we celebrated our 25th anniversary year in 2019, I never dreamed we would be rebuilding our foundation from the ground up in 2020. We didn't know words like COVID-19 or coronavirus. Nor did we use words such as self-isolating, social distancing or PPEs in casual conversation. We never imagined we'd be laying off nearly half of our staff.

COVID-19 has irrevocably changed our world, but one thing remains constant – cancer. In the midst of a global pandemic, parents are still hearing the words, “Your child has cancer,” for the first time.

Today, in Alberta, hundreds of children are fighting for their lives. They are enduring toxic cancer treatments that are wiping out their immune systems and causing irreparable damage, which may rear its head later as a chronic or life-threatening health condition. It may be cardiovascular issues or pulmonary conditions. It may be a learning disorder.

Their fragile health and weakened immune systems leave them incapable of fighting the slightest cold or flu, never mind a contagion like COVID-19 in a global pandemic. These families are scared and isolated. They have been self-isolating for months, sometimes years, but now they're really frightened. They are frightened of what this virus could do to their child's frail body.

These children and families need us.

Children affected by cancer need a community, because cancer is going to do everything in its power to alienate these kids from everything that was innocent and normal in their childhood.

These kids will not have normal childhoods. Their lives and the lives of their families, will never be normal again. They will need help to rebuild their lives and our programs are designed to help them rebuild, while restoring hope for tomorrow.

“ I imagine a world where there is a cure for every child and I believe this is a world we can create together. ”

–Christine McIver, Founder & CEO

These kids need us today and they will need us tomorrow. And, I promise you, we will be here for them. We will rebuild this foundation and we will be there for families for another 25 years. We will be here for as long as the words children and cancer appear together in the same sentence.

Our vision is to provide a cure for every child and care for every family. I believe in the next 25 years, there will be a cure for all childhood cancers. A cure that doesn't take so much from the very life it gives. A cure that doesn't cripple or blind or disadvantage and disable children.

I imagine a world where there is a vaccine for children that pre-empts cancer and stops it in its tracks. This may sound like a dream, but it may not be that far off in the future. A University of Calgary researcher that we fund is only a few years away from bringing a vaccine for pediatric leukemia to clinical trials.

Researchers across the globe are working in the field of immunotherapy, developing therapies that boost the child's immune system to fight cancer without causing devastating health problems.

I imagine a world where there is a cure for every child and I believe this is a world we can create together. We have been creating this world together for the past 25 years.

What we have built, we have built with you – the generous individuals and companies of Alberta. As our fundraising events and Camp Kindle rentals cancel due to COVID-19, we are losing our only source of revenue.

We need you. We need you to stand by us as we rebuild for the future.

I believe in the resilience of the human spirit and the strength of human compassion. I believe in human kindness and generosity and I believe that a cure for childhood cancer is within reach. I believe a better world for children with cancer is possible in our lifetime.

Let's build that world together.

Sincerely,

Christine McIver, M.S.M., LLD (Hon), CFRE

Founder and Chief Executive Officer