

A photograph of a young child with light hair and blue eyes, wearing a yellow bucket hat and a red jacket over a black shirt. The child is being held by two women with long hair, both smiling. The woman on the left is wearing a brown jacket, and the woman on the right is wearing a blue bucket hat with the 'camp kindle kids can' logo and a dark jacket. They are outdoors in a forest with trees in the background.

kids
cancer care

2025-26 HIGHLIGHTS

**Lives you touched
in 2025-26**

**Together, we're
helping young people
affected by cancer to
survive and thrive in
body, mind and spirit.
Here's a snapshot
of your impact in
2025-26.**



Body

Research

Advancing research, clinical trials, and life-saving therapies.



Research investment in 2025-26

Your support helped 6 children access clinical trials in 2025-26, giving them new hope.



● \$160,000

Kids Cancer Care Childhood Cancer Research Fellowship

A two-year fellowship (2024 and 2025) awarded to the following researchers:

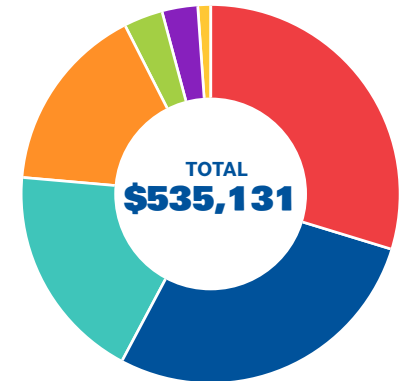
- Dr. Ismay de Beijer, who is exploring mobile health (mHealth) interventions to deliver health data, education, symptom tracking, and self-management tools for childhood cancer survivors aging out of the pediatric cancer system.
- Dr. Yusheng Zhao, who is combining his expertise in computational chemistry and rational drug design with cancer cell biology to develop a new drug that will bind and block the activity of a key cancer-driving molecule in the cells of patients with infant leukemia.

● \$150,000

Kids Cancer Care Award in Childhood Cancer Research

An annual research competition, providing seed funding for research in psycho-oncology, nursing, clinical, translational and basic research to:

- Dr. Fiona Schulte who is developing a Fear of Cancer Recurrence Scale for Pediatric Survivors (FCRS-Peds).
- Dr. Perri Tutelman who is co-designing and developing a prototype for a transdiagnostic digital intervention for cancer survivors navigating mental and physical health problems.



● \$100,000

PHOENIX - Pediatric Hematology, Oncology, Experimental and Novel Therapies EXcellence Program

Annual investment to:

- Employ a research lead to manage clinical trials.
- Open new and more clinical trials.
- Improve access to clinical trials by helping families cover the out-of-pocket expenses of participating (e.g., travel, accommodation, parking, etc.).

● \$85,000

Psychosocial/Neuropsychology role

Hiring in process. The role will advance research into the neuropsychological impact of childhood cancer while supporting clinical evaluations to identify potential areas for support at school.

● \$19,000

Hospital Care Support - Alberta Children's Hospital

Urgent care items for kids receiving treatment via the Hospital at Home program, i.e., transportable cardio-respiratory monitors and central line vests, so kids can be at home with their family while on active treatment.

● \$16,131

Program Administration

● \$5,000

Conference presentation support

Two \$2,500 grants awarded to graduate students, nurses, and clinical associates to present their research at conferences.

Body

PEER

Thriving through exercise, play and physical activity.



With your support, in 2025-26, **100 kids** benefitted from 523 hours of exercise therapy, play, sports, and connection, helping them rebuild their strength and fitness levels while managing the late effects of cancer treatments.



Mind

Thriving through learning, education, and growth.



In 2025-26...

646 Calgary students

increased their understanding of childhood cancer through 13 Cancer in the Classroom sessions that fostered compassion and support for kids with cancer.

90 kids

received 4,705 hours of tutoring and advocacy support, strengthening their confidence and academic skills.

20 young people

received a Kids Cancer Care Derek Wandzura Memorial Scholarship to pursue post-secondary studies in fields ranging from law to engineering to health care, AI, teaching, and astrophysics.

1 The Kids Cancer Care Derek Wandzura Memorial Scholarship Fund is administered through the Calgary Foundation.

19 teens

contributed 1,656 volunteer hours, building skills and completing a service trip to Mexico, supporting local health care and outreach programs.



Spirit

With you at our side, we're nurturing resilience to help kids thrive in spirit—fostering a sense of belonging, personal growth, and social connection.



1,752 participants

enjoyed over 20 year-round camp and outreach programs.

351 kids

kids rediscovered childhood at summer camp, building new skills, friendships, and resilience to sustain them in difficult times.

692 kids and parents

found respite and renewal at our spring and fall camp programs.

10 counselling sessions

helped kids and families navigate cancer.

Who we served in 2025-26



- **Parents of childhood cancer patients/survivors**
- **Siblings of childhood cancer patients/survivors**
- **Childhood cancer patients/survivors**
- **Children of adult cancer patients/survivors**

Kids Cancer Care supports the whole family. While most of our programming (95%) serves children with cancer, survivors, and their siblings, some programs—such as our spring and fall Family Camp and holiday events (Polar Express and A Christmas Carol)—are designed for families to enjoy together.

Public Awareness and Education

At Kids Cancer Care, we raise awareness about pediatric cancer through partnerships and campaigns at provincial, national, and global levels employing advocacy, media and public relations, social media, newsletters, reports, video, spokeskid training and mentoring, and public outreach.



In 2025-26...

Advanced national advocacy through ACCESS partnership

We partnered with ACCESS to champion a federal petition requesting funding to address the systemic issues in pediatric cancer, advocating for faster drug approvals, increased access to clinical trials and equitable care and cost-sharing across provincial/federal health jurisdictions. We also helped shape national research and care by making sure the role of charities was part of a survey on the lived experiences of childhood cancer.



Showed up in inboxes, mailboxes, and media stories

From email to direct mail to media coverage, we connected with more than 25K subscribers and 6K households and the larger community—enhancing connection and support.



Grew our online community (and kept things interesting)

Our campaigns reached 2.2M impressions (+15% YoY) and grew our social following to 17K (+3%). More people are seeing, sharing, and supporting our work.



Got people clicking

48K website users generated 64K sessions, with strong engagement (50%) and solid page exploration (2.4 pages per visit). But 42 seconds per visit means we have an opportunity to improve content to engage people to stick around a little longer.



Made the most of free advertising dollars

We secured \$10,000 in free ads through a Google Ad Grant, generating 879 clicks and a 22% engagement rate—well above Google's 5% benchmark—expanding reach while preserving resources for direct program delivery.



We heard you in a brand audit

We engaged in a brand audit, selecting Stormy Lake Consulting to lead the work to better understand our community and how we show up for them.



Community

Volunteers

Thriving in community.



In 2025-26...

300 volunteers

gave 18.7K hours, providing the equivalent of 10.2 FTEs and saving the foundation \$704K to invest in programs for kids and families.



180 volunteers and donors

contributed over \$9M to expand and improve access at Camp Kindle, adding the Shane Homes Treehouse Village, Christine's Conservatory, an outdoor percussion playground, supported by Morrison Homes, the Westman Village, a multi-purpose space, Qualico Residences, and the wheelchair-accessible Excel Homes Enchanted Pathway.

Nearly 13K

individuals and companies donated to Kids Cancer Care, and 270 gave monthly through the League of Superheroes Monthly Giving Club. Your support made life-saving research and life-changing programs possible for children affected by cancer.

Some 9K people

participated in 74 fundraising events, helping advance our mission to help young people and their families survive and thrive in body, mind, and spirit.



Strategic Initiatives

In 2025-26, Kids Cancer Care embarked on two strategic initiatives to better understand our impact and community.



1. Program Evaluation

Last spring, we launched a program evaluation initiative to measure our impact and build a consistent framework to track our impact over time. To do this work, we partnered with Human Insights, a Calgary-based consultancy specializing in systems thinking and human-centred design.

Whole-person Evaluation Framework

We identified 16 indicators to measure impact and developed a consistent framework to guide year-over-year program evaluation. Four indicators track program health, while 12 measure our progress in advancing our mission through three pillars: body, mind, and spirit.

● Mind

Helps build academic skills and competence, confidence, healthy coping skills, and offers comfort and hope to reduce anxiety.

● Body

Encourages physical movement, builds and tracks physical abilities and activities, manages cancer side effects, and supports overall well-being.

● Spirit

Facilitates strong friendships, personal growth, magical memories, and a true sense of belonging with peers who understand the cancer journey.

● Program Health

Measures demographics, participation, engagement, and satisfaction rates.



Evaluation Outcomes

The infographic below, and appended charts, represent results from a three-month pilot evaluating four events, based on parent surveys before and after each event. The results reflect only fraction of our overall impact. A full-year report across all programs will be available in 2027. Here's what we've learned so far:

November 2025 through January 31, 2026



235 survey responses
from 92 families

39% response rate

Program type surveyed

3 family events

1 kid event

Pre- and post-survey response rate

Pre-survey 58%

Post-survey 40%

Top 3 indicators

Families said the event created

84% sense of belonging

83% joyful experiences

82% comfort and hope

**Number of people participating
in programs surveyed**

598 attendees

425 unique attendees

115 households

What we learned and how we're improving

1. Manually reviewing family stories was time-intensive. We introduced a secure computer tool to quickly sort feedback, providing key insights more quickly and cost effectively.
2. To reduce effort for busy families, we embedded surveys into the Camp Brain check-in process, allowing us to hear from far more people.
3. A few pilot questions overlapped (e.g., learning new skills vs. personal growth), so next year, we'll blend overlapping questions to keep the surveys short and user-friendly.
4. The survey response rate was strong at 39%. Our goal is for all households to complete at least one survey each year, with 50% responding regularly.



Looking ahead

The 2025-26 pilot helped us test and refine how we measure impact and develop and fine-tune an evaluation framework. These surveys are now part of daily programs, and we'll use 2026-27 learnings to improve and report back in 2027.



2. Brand Review

In 2025-26, Kids Cancer Care engaged in a brand review, selecting Stormy Lake Consulting to lead the work.

HIGHLIGHTS FROM OUR 2025 BRAND REVIEW



433

survey participants



25

workshop participants



12

one-to-one
interviews



14

comparator
organizations reviewed



3

program visits



2

event visits



10

kid collage submissions with 2 winners

How we gathered brand insights



BRAND STRENGTHS

Fostering community is our greatest differentiator

77%

agree KCC makes them feel connected to community.

84%

agree KCC creates a sense of normalcy for families facing cancer.

KCC walks alongside families through every phase of their journey; no comparator reviewed incorporated that into their brand or has the breadth to own that.

Families describe KCC as a: lifeline, refuge, home, family, hug, comfort, lifeboat, safety net, family, centerpoint, safe space, shelter in the storm, oasis.

What we heard from our community

91%

agree KCC brings joy to a child's life.

86%

of families agree KCC provides holistic support for the whole family.

If KCC were an animal, what animal would it be?

Pangolin

“They are an endangered species and when they are threatened, they curl up in a ball. Their shell protects the fleshy innards. That’s what KCC does—it surrounds the family and offers them a layer of protection.”

– Workshop participant (parent)

Also a symbol of hope and resilience!



AREAS TO EVOLVE OUR BRAND

Our advocacy and research work isn't well known

This vital work isn't well known in our community and isn't amplified enough in our brand.

Our communications can overload with fundraising

Fundraising is integral to KCC—it's how we're able to operate—but our community feels our fundraising efforts are over-emphasized, detracting from mission-based programs and initiatives.



Appendix

Program Evaluation Pilot: November 2025 to January 2026

Who we welcomed and where they came from

PROGRAM OR EVENT	Kids and Teens (<19)	Adults (18+)	Calgary Area	Outside Calgary	Total Participants
Community Literacy Event	63%	37%	88%	12%	41
A Christmas Carol	40%	60%	71%	29%	252
Polar Express	49%	51%	62%	38%	238
Sparks and Sticks	100%	0%	87%	13%	67
Total Unique Numbers	48%	52%	70%	30%	425 People & 598 Participants

- Deepening connections:** The difference between total participants (598) and individual people (425) shows that families love coming back to participate in multiple programs and events.
- Supporting the whole family:** While 95% of our programming is for kids, some of our programs are for the whole family, e.g., three of the four events surveyed.
- Reaching across Alberta:** While Calgary is our home base (70%), our holiday programs welcomed families from rural areas with 30% of families from outside Calgary.

What our families told us and our estimated total impact

We asked families to rate their experiences at four events held between November 2025 and January 31, 2026. Results include only “Strongly Agree” responses, with positive outcomes estimated across 598 total visits.

WHAT WE MEASURED	A Christmas Carol	Polar Express	Sparks & Sticks Hockey Tournament	Community Literacy Event	Average Score	Estimated Total People Helped
Joyful Experiences	83%	85%	89%	73%	83%	501 people
Confidence	-	-	84%	-	84%	56 people
Physical Activity	-	-	84%	-	84%	56 people
Comfort and Hope	79%	85%	-	-	82%	401 people
Belonging	67%	85%	63%	55%	68%	436 people
Physical Ability	-	-	68%	-	68%	46 people
Learning New Skills	-	-	-	64%	64%	26 people
Building Relationships	61%	77%	63%	55%	64%	402 people

1. **Where we shine:** We are doing an incredible job of creating pure joy (83%), boosting confidence (84%), and getting kids moving (84%).
2. **Room to grow:** Mental preparedness in Sparks & Sticks Hockey Tournament scored lower (32%). We’re already building more emotional and mental health supports into our sports and recreation programs.
3. **The power of scale:** Smaller programs offer personalized experiences, while large holiday events bring comfort and joy to hundreds of people all at once.