



**you
are
here**

ANNUAL REPORT
2012–2013

kids
cancer care



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**you
are
here**

changing
children's
lives

You are here igniting
joy in the hearts of
children; inspiring
innovative research
and health care;
and empowering
cancer survivors to
live their dreams.

research

you are bringing hope to children with cancer

Campbell was two when he started fussing while in his car seat. If Mom or Dad didn't angle the car seat just right, his legs would fall asleep and he would start screaming. They thought it was a bit bizarre but they also thought, "He's two, and two-year-olds can be impossible."

It wasn't until they were visiting Grandma Marian one spring day that they began to realize the severity of the problem. Running across the living room, Campbell fell and wasn't able to get up and walk.

His mom's nurse's intuition was screaming, so she took Campbell to the Alberta Children's Hospital, where a bone scan revealed a grapefruit-sized tumour on the adrenal gland of his right kidney. There were also tumours along his femurs, pelvis, ribs and neck.

Campbell was diagnosed with stage 4 neuroblastoma and Ken and Jennifer Laidlaw learned that their two-year-old son had only a five to 10 per cent chance of making it.

That was 10 years ago, and although Campbell survived, 70 per cent of children with high-risk neuroblastoma do not. This is after enduring treatment protocols similar to Campbell's. Scientists still do not understand why only 30 per cent of children with high-risk neuroblastoma survive and why 15 per cent fail to respond to treatment at all.

Dr. Paul Beaudry* is trying to change this.

With the help of a \$300,000 Kids Cancer Care research award, made possible by you, Dr. Beaudry is investigating three new approaches to diagnosing and treating neuroblastoma.

1. Cancer-killing viruses

Researchers in Dr. Beaudry's lab are investigating viruses known for attacking cancer cells, while leaving healthy cells alone and boosting the immune system to fight cancer. With your support, these researchers are systematically testing for viruses that show promise for treating neuroblastoma.

2. Metabolomics

Using the science of metabolomics, a system for measuring the metabolites (molecules) of a person's cells to determine their overall health status for different diseases, Dr. Beaudry is learning to predict which children will survive with less therapy and which high-risk children will not respond to therapy at all – hopefully, all with a simple blood test one day.

3. Resistant molecules

With your support, these researchers are also beginning to identify rogue molecules that help neuroblastoma cells resist treatment. By understanding how these molecules work, Dr. Beaudry hopes to uncover the secrets of destroying them.

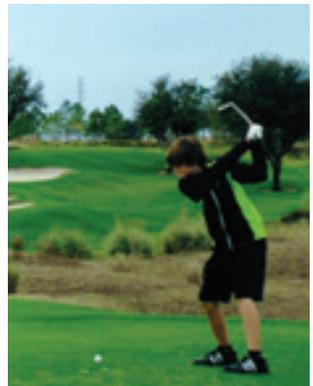
Today, Campbell is a healthy teenage boy who loves golfing and freestyle skiing. As with most childhood cancer survivors, however; Campbell lives with long-term side effects of treatment. He has serious hearing deficits and, at 14, he's already wearing

60+

new children's cancer research studies are in the works because of you.

high-powered hearing aids, which he hides with his long, freestyle-skier hair. Campbell is also missing many adult teeth and requires extensive orthodontic work, jaw surgery and implants.

Dr. Beaudry hopes to create a better future for kids like Campbell by improving their chances of surviving and by developing targeted therapies that cause fewer long-term side effects. His hope is that, one day, with your help, no child will ever face the odds Campbell did.





Although Campbell survived, 70% of kids with high-risk neuroblastoma do not. Dr. Paul Beaudry is trying to understand why.



**you
are
here**

**improving
the odds
for kids**

Thank you! With your support, Kids Cancer Care made another \$300,000 gift to the experimental and applied therapeutics program at the University of Calgary and Alberta Children's Hospital, where there are currently more than 60 new research studies in the works.

hospital

you are helping teenage girls to see their inner beauty

“One girl was feeling quite shy and nervous. She was wearing a hat she never took off, but slowly she inched the cap up. It took about 20 minutes for her to finally take it off. It was the first time I’d ever seen her without her hat. The transformation three hours later was unbelievable.” – Chantal

When cancer shatters your innocence and high-dose chemotherapy strips away your strength and vitality and, eventually, your hair, remembering who you are inside is vital.

With your support, seven teenage girls, ravaged by cancer treatments, enjoyed an evening of self-discovery through the *Look Good Feel Better* program at the Alberta Children’s Hospital. Volunteer cosmeticians led the girls through an empowering session on how to manage the appearance-related side effects of their cancer treatments with makeup, wigs and funky headwear.

“The girls were so nervous at first,” recalls Chantal Newman, a child

life specialist at the hospital who coordinated the event with her co-worker Emily Synnott. “They were sitting around, not speaking or looking at each other. I wanted to get in there and make it better, but I knew the only way through it was to allow them to experience it.”

What transpired that evening could not have been better orchestrated. Gradually, the walls came down and the girls began to enjoy each other. They began to see the inner strength and beauty they thought cancer had stolen. They saw it in themselves and in each other.

The girls’ mothers were asked to leave before the session began. When they returned three hours later, it was a different room. “We’ll never forget it,” says Paula Thomas, whose 15-year-old daughter Jenna took part in the program. “It was so inspiring to see those girls, shining and confident. So uplifting.”

Each girl, now shining in her own power, was ready for a professional photo shoot, which brought the evening to a close.

“The energy in the room was palpable,” says Chantal. “These girls were beaming with an inner beauty and confidence that was grounding them in their own strength. It wasn’t about makeup. It was about a deep connection to themselves and to each other. The makeup was just a tool to help them get there.”

From B.C., Jenna and her mother stayed at Ronald McDonald House last fall, while Jenna received treatments as an out-patient. “Every morning before clinic, Jenna would take out her kit and go through her makeup regime,” says Paula. “It was so good for her.”

Diagnosed with acute myeloid leukemia last August, Jenna needs all the goodness life has to offer. She underwent a bone marrow transplant last December and has spent the better part of a year in the hospital.

“We were just coming up to her 100th day, post-transplant, and getting ready to go home when she relapsed,” says Paula. “She was re-admitted to the hospital the same day she was supposed to leave.”

Although cancer continues to challenge her, Jenna is strong and determined. “I’ve done this before,” she said to her mother when they received the news of her relapse. “I can do it again.”

You helped

7

beautiful teenage girls see their inner beauty.



life specialist at the hospital who coordinated the event with her co-worker Emily Synnott. “They were sitting around, not speaking or looking at each other. I wanted to get in there and make it better, but I knew the only way through it was to allow them to experience it.”



"I've done this before,
I can do it again."
—Jenna

Fifteen-year-old Jenna is finding strength on her cancer journey through the *Look Good Feel Better* program.

**you are
here**
ensuring kids
with cancer
receive better
care

Special thanks to the Canadian Cosmetic, Toiletry and Fragrance Association Foundation for developing the *Look Good Feel Better* program

and a big thanks to the volunteer cosmeticians and child life specialists, Emily and Chantal, for giving Jenna and her friends a special moment to shine.

camp

you are giving kids a childhood

Amina remembers a dark, rainy night in Somalia, when three masked militia men burst through the front door and gunned down her father.



That night, Amina and her sisters fled to Ethiopia where they were given passports to foreign lands. Amina would come to Canada and, eventually Calgary, where 20 years later you would be there for her in the most unexpected way.

In 2009, Amina was diagnosed with leukemia. Her deepest fear is that she will not be here to care for her children.

After fleeing an abusive husband in 2005 and losing her mother in 2011, who had come to Canada to help her sick daughter, Amina found herself utterly alone in the world with six children. Now living off AISH, the Oflehs eke out a hand-to-mouth existence with barely enough money to put food on the table and cover the mortgage of their home, built by Habitat for Humanity.

It was the kindness of strangers like you, who gave Amina and her kids the first real break they'd had in years. When Len Shapiro heard

67

kids facing a parent's cancer diagnosis enjoyed a carefree week at Camp SunHaven last summer, because you cared.

about Amina and her children he put up the funds so they could go to Camp SunHaven, a camp program for children who have a parent with cancer.

Mr. Shapiro's kindness inspired more generosity and, in 2011, the RBC Foundation made a two-year commitment to keep the program running.

Amina's children have gone to SunHaven every year since. "They love it!" Amina says. "They can't wait to go every year."

In a life fraught with fear and uncertainty, SunHaven gives the Ofleh kids one carefree week each summer.

Amina has been waiting since 2009 for a bone marrow transplant donor. But even with a successful donor match, the outcome is uncertain for Amina and her family. The thought of dying is never far from her mind: "If I die, what will happen to my children? They will lose the house if I die."

Still, Amina is hopeful that she will be able to provide for her children. If she can raise enough money, she will take her children to Somalia this summer, where the family's inheritance will be settled in court. In Canadian dollars, the estate may not be worth the millions it is in Somalia, but Amina hopes it will be enough to make a dent in the mortgage and help secure her children's future.

Her children's response to the proposed trip to Somalia? "Oh! We're going to miss camp!"

Sagal and her brothers and sisters love camp so much they started a fund to save money. They now make regular donations in support of the SunHaven program.

A week at camp gives kids a break, so they are able to face life's adversities with a renewed sense of strength and purpose.



**you
are
here**
**giving
kids
a break**

Thank you Mr. Shapiro and the RBC Foundation! Your generosity and compassion means the world to families like Amina's. You are offering these children a glimpse into a carefree childhood, where they can finally be kids and explore their potential.

scholarships

you are helping young people realize their potential

They were looking for a better life for their son when they moved to Canada – the land of ice hockey and subzero temperatures. They didn't know the move would ultimately save his life and shape the path of his career.

Although he was only eight, Chaitanya remembers clearly the night he and his parents, Biren and Sohal Shah, arrived in Canada. "It was 30 degrees Celsius in Mumbai when we left and -30 in Calgary when we landed."

Culture shock had nothing on the shock of that subzero weather. And yet, nothing would ever trump the shock of what was to come.

At the end of his grade-eight basketball season, Chaitanya was coughing a lot and thought he may have a cold. A chest scan revealed masses in his chest, which the doctor thought may be pneumonia. But when a team of doctors descended upon the Shahs to discuss the results of the scan, Chaitanya knew it was something serious. He remembers thinking, "Why do they need a whole team for this?"

His instincts were right. It was stage 4 germ cell cancer, a highly aggressive cancer that demanded a lengthy and complex treatment protocol.

That night and the intense year that followed would determine the course of his life. Chaitanya is passionate about genetics and cancer and he is determined to be an oncologist one day. "I'm perfect for the position," he jokes, "given my vast exposure to the profession."



Even at 13, Chaitanya was thinking the way a doctor might. "There were multiple tumours all through my body," he says. "There are many types of germ cell cancers but it was so advanced when we caught it that I had them all. I kept

thinking 'Did I miss something? Could I have caught this earlier?'"

A second-year biological sciences student at the University of Calgary, Chaitanya has found an outlet for his passion and his inquisitive mind. With the help of a scholarship, made possible by you, Chaitanya is en route to becoming an oncologist.

But as intensely as he wants this, his experience with cancer has taught him to take things in stride. "It's given me a ferocious tenacity to go after what I want, but mostly it's given me perspective. As stressful as it gets during exams, in the back of my mind, I go, 'At least I don't have cancer.'"

And the wry sense of humour? That's quintessential Chaitanya – a quality that helped him during his cancer journey and that will one day serve him as an oncologist as he helps others face their cancer journey.





Chaitanya is studying to become an oncologist with a Kids Cancer Care Derek Wandzura Memorial Scholarship.

13

childhood cancer survivors started following their dreams last fall with a Kids Cancer Care scholarship – thanks to you.

Thank you for empowering young people like Chaitanya to follow their bliss and fulfill their potential. With your generosity, you have built an endowed scholarship fund worth over \$403,766 that will be here for childhood cancer survivors for generations to come.

Mark Derry Photography

fundraising

Grant's legacy

"Your candle burnt out long before your legend ever did." – Sir Elton John

It was 9:25, Friday morning, September 16 when Jim Skalk took a call from his wife Melanie that will never go away. Within minutes, Jim was on his way to the Alberta Children's Hospital – a place that had become familiar ground for the Skalk family.

But that day the scene was different. It was the day they would lose their son Grant.

It had been a brief but intense fight, lasting seven months. First it was acute lymphoblastic leukemia. After a brief cancer-free interlude in the summer, it returned. This time, as acute myeloid leukemia, a leukemia with poor outcomes for young people. When Grant later developed painful skin blisters, his doctor ordered a punch biopsy, which revealed skin leukemia, evidence that the disease was aggressive and fatal.

Grant's pain was unbearable, even with several pain medications. But he braved it with the strength of character that defined him his entire life. Grant died the way he lived – a leader.

"Please, get everyone here," he told his parents.

Eighteen people were at his bedside when he passed away. He was 15. There would be no more basketball or skiing or camp for Grant. For those who weren't at his bedside, Grant had another plan. "Please, pass me my phone," he said to his sister Ali.

He sent three texts:

To Bret, he wrote: *"You're my best friend."*

To Sydney, a girl he met while playing basketball when they were five: *"You are the first and last girl I ever loved."*

To Lauren, he wrote: *"You were like a sister to me."*

Grant's cancer journey and his absence have been keenly felt, inspiring great acts of kindness and generosity in his name – a celebration of his life and a head

shave at Mountain Park School where he was a student; golf tournaments and fundraisers held by close friends; his father's vow to ride and raise funds in his name in the Ride for a Lifetime; his family's commitment to Kids Cancer Care through volunteer work.

"This ride's for my son Grant," Jim says. "Camp was the last thing Grant was able to do outside before he passed away. It was where he was happiest. He couldn't say enough about camp and how much he loved it. He was planning to come back and be a counsellor."

Grant never did fulfill his dream of becoming a camp counsellor. He passed away just weeks after making that plan. But he lives on in the hearts of those who loved him. And, he lives on through you and your generous acts of kindness, which pay tribute to a life well-lived.

Your love for Grant and concern for young people like him have inspired fundraising initiatives that have raised more than

\$34k!



Grant (centre) at Camp Kindle, August 2011.

Jim Skalk has been riding in his son's name in the Ride for a Lifetime since 2011.

**you
are
here**

**joining the
fight for kids
with cancer**

Thank you Jim and all the riders and sponsors in the Ride for a Lifetime. You are making camp and life-saving research possible for kids like Grant. And a big heartfelt thanks to you, Melanie and Ali, and the community that surrounds you. Thank you for caring enough to reach out and help young people battling cancer.

Unique Perspectives Photography

volunteers

you are going above and beyond for kids with cancer

“We are tired, smelly, a little cranky, but giddy with exhaustion! Thank goodness we chose to skip the mile-long baggage line problem area as we caught the very last shuttle to the hotel.” – Miranda

When Miranda Menard and Alex Campbell left Edmonton in March to accompany 16 teens from the Kids Cancer Care Teen Leadership Program on a three-day trip to Tijuana, Mexico, they never dreamed they would be spending two days in the airport on the way home.

Tijuana. San Diego. San Francisco. Phoenix. Denver. Delayed flights. Lost luggage. Missed flights. Musical pilots. And engine troubles. Now, that's going above and beyond the call of volunteer duty.

The first hint that this year's Mexico trip wasn't going exactly to plan came Friday morning when torrential rains foiled their efforts to get to the building site. “There

was so much mud,” recalls Alex, a paramedic and volunteer of eight years with Kids Cancer Care. “The buses couldn't get to the site; it was like mud soup.”

Undaunted, the teens and volunteers slogged through the mud on foot. When they arrived at the site, they discovered that, for safety reasons, construction would be postponed until the rain stopped. To make up for the lost day, the group spent the day caring for children at an orphanage, which helped lift their spirits.

But now the pressure was on. Their goal was to build four homes in two days and they'd just lost a full day. Fortunately, they managed to build two homes in a single day and another group finished the last two homes the next week.

“It's an eye-opening experience for the teens to see how happy these people are with so little,” says Alex. “These families live in squalor, in shacks made of metal scraps and plywood they've scrounged together. What we built for them is luxury, but it is still very

258 volunteers shared

13,215

hours of time in 2012 to enrich the lives of children with cancer!

basic for our standards, so seeing genuine joy in these families when you turn over the keys tells you it's all worth it.”

A school teacher and veteran volunteer with Kids Cancer Care, Miranda was able to pluck all the teachable moments from the mishaps and misadventures. “Every experience holds the seeds of personal growth, if we choose to embrace it,” she says. “Making the most of every moment, that's what true leadership is about. The teens definitely proved themselves this trip.”

you
are
here
leading
by
example



Long-time volunteers, Alex (below) and Miranda (inset) are inspiring kids of all ages—from tots, as tiny as Giselle, (inset) to teens, as tough as those in the Teen Leadership Program.



Alex photo: KCC archives
Miranda photo: Unique Perspectives Photography

A heartfelt thanks to Alex and Miranda and all the volunteers who go above and beyond to help young people with cancer. You are leading by example, helping kids move beyond cancer and become the change-makers of tomorrow.

A special thanks to Dan Doherty and the Calgary Rotarians (Fish Creek and Calgary West), who purchased the building materials to make these homes possible.

you are here

changing the course of children's cancer

our leaders to you

"I alone cannot change the world, but I can cast a stone across the waters to create many ripples." – Mother Teresa

We see the ripples of your generosity and kindness everywhere in the lives of children with cancer and the families that love them.

We see it in the laboratory and at the hospital, where you are giving these kids the greatest chance of surviving by supporting ground-breaking research and innovative approaches to care and treatment.

We see the effects of your generosity in the eyes of young cancer survivors as they grow up and receive scholarships to pursue their dreams – to become oncologists, nurses, orthodontists, pastry chefs and animation artists.

And your spirit is ever-present at camp. It's in the smiles and laughter of the kids and in the promise they hold for the future because you had the wisdom to give them a rich childhood full of friendship, laughter and life-affirming experiences.

It is reassuring to know you are always here with us. Thank you for being here for children with cancer and their families. We need you every step of the way and we are forever grateful for your compassion and your charity.



Christine McIver, M.S.M., CFRE
Founder & Chief Executive Officer

Crispin Arthur
Chair, Board of Directors

6 ways you can help

1. shave

Show moral support for kids who lose their hair during cancer treatments by shaving your head and raising vital dollars through our Shave Your Lid for a Kid® campaign. If bald isn't your style, you can always pledge someone who is shaving.

2. events

Events need people like you. Ride a motorbike, swing a golf club, dance at a gala. Take part in a Kids Cancer Care event or become one of the many Albertans hosting fundraising events on our behalf.

3. volunteer

Volunteers are at the heart of Kids Cancer Care. Join our dynamic team at Camp Kindle, in the office or at our fundraising events. We have a place for you.

4. talk

Tell your friends, your family and colleagues about our work. Our greatest resource is you, so spread the word!



5. rent

Rent Camp Kindle. Next time you plan a retreat for your school, band, or corporate group, take them out into the natural beauty of the Foothills. Our staff will work with you to create a customized visit that meets your goals and budget.

6. donate

There are so many ways to make a gift to Kids Cancer Care.

- > **make a one-time gift** online, by phone or mail a cheque.
- > **double your giving.** If your company has a matching gift program, you could double the impact of your gift.
- > **become a monthly donor.** It doesn't take much. Even \$5 a month adds up and, over time, will make a significant difference. Sign up for monthly giving today and help fund the next wave of childhood cancer research.
- > **provide a fitting memorial.** Is there someone special you'd like to remember? Why not recognize this person with a gift in their name to Kids Cancer Care. We'll mail a card to the family, so they know you've made a gift in honour of their loved one.
- > **leave a legacy.** Imagine a cure for cancer. Long after you're gone. A legacy gift to Kids Cancer Care will affect thousands of children for years to come. Speak to your financial advisor about leaving a bequest for Kids Cancer Care.



you
are
here

in the lab

at the hospital

making research possible

- A **\$300,000** gift to the experimental and applied therapeutics program at the Alberta Children's Hospital and University of Calgary
- **60+** new research studies



inspiring innovative care and treatment

- **Dr. Gurpreet Singh**, a pediatrician from India, completed his 3-year oncology residency training at the Alberta Children's Hospital
- **29** pediatric oncology professionals advanced their expertise at over **20** meetings, workshops and conferences across North America
- **20** chemotherapy and biotherapy textbooks purchased
- **10** Calgary nurses completed their certification to treat children with cancer
- **6** Calgary nurses received their Pediatric Life Support certification

helping children understand their cancer experience

- **57** children made colourful Beaded Journeys—a tangible expression of their cancer journey that tracks every needle, x-ray, surgery, chemo or radiation treatment, birthday or graduation along the way



Kids Cancer Care is an exclusive club to which no one is ever denied. It's a club to which no one wants membership; and yet, everyone feels very privileged to be a member. — a parent



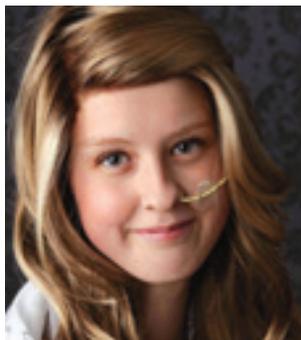
providing a warm meal and a caring community for newly diagnosed families

- 8 volunteer parents
- 636 pizzas
- 1,716 cans of pop
- 40 mouths fed and
- 40 lives touched over the year during our weekly Pizza Nights



empowering teenage girls to feel great

- 7 teenage girls renewed their self-esteem from the inside out through the *Look Good Feel Better* program



bringing Christmas to families on the cancer ward over the holiday season

- 1 turkey and all the trimmings for 10 families and 2 nurses



Cancer isn't so scary when you spend time with survivors and you meet their families. You're no longer so alone on the journey —you have company, good company. — a parent

you are here



in the community

building community all year long

- **589** kids and parents enjoyed **1** enchanting performance of A Christmas Carol courtesy of Theatre Calgary and Fluor Canada
- **65** families hit the slopes during **2** Family Ski Days
- **137** children and **56** parents reconnected at **15** community programs such as the Halloween Howler or floor hockey with Mikael Backlund of the Calgary Flames
- **35** teens enjoyed **2** evenings out with their peers during our Teen Nights
- **24** families enjoyed Mother's Day Brunch
- **200** kids and parents enjoyed Survivor Day at Camp Kindle
- **22** parents and **1** drummer boy named Joel competed in the Dragon Boat Races

- Thanks to Kids Up Front and Rogers Communications, **80** parents and **343** kids enjoyed family time together with free tickets to
 - > ATP performances
 - > Calgary Hitmen
 - > World Juniors and Flames
 - > Harlem Globetrotters
 - > Calgary Stampeders
 - > Float to End Cancer
 - > Calgary Home Show
 - > CPO performances
 - > Spruce Meadows
 - > Heritage Park
 - > Calgary Zoo

inspiring tomorrow's leaders

- **15** Alberta teens volunteered with **13** local projects and raised **\$15K** to build **3** homes for low-income families in Mexico through our Teen Leadership Program

preparing home cooked meals for families facing a cancer diagnosis

- **46** volunteer cooks
7 families and
27 mouths and bellies fed

empowering young cancer survivors to inspire others

- **8** young people shared their cancer journey with thousands of people at **30** fundraising events across Alberta through our Spokeskid Program





My daughter can be herself. With these kids, cancer is no big deal; it just is. She blossoms under the guidance of these counsellors and with the friendships she has made. — a parent

at camp

in the classroom

giving kids and families a break

- **583** children and **79** families enjoyed **13** magical camp programs
- **438** kids enjoyed the thrill of summer camp
- **67** kids experienced SunHaven, a camp program for children who have a parent with cancer
- **43** parents and **58** kids enjoyed our first ever week-long Family Camp
- **36** kids and **36** parents enjoyed our Fall Family Camp
- **42** teens experienced a weekend get-away at Camp Kindle during our Fall Teen Camp

training tomorrow's leaders

- **6** teens graduated from the counsellor-in-training program at Camp Kindle



helping young people reach their dreams

- **13** cancer survivors received scholarships to a post-secondary institute of their choice, bringing the total number of scholarships awarded in four years to **72**
- Worth **\$403,766**, the endowed scholarship fund will be there for childhood cancer survivors well into the future



you are here

raising funds for children with cancer

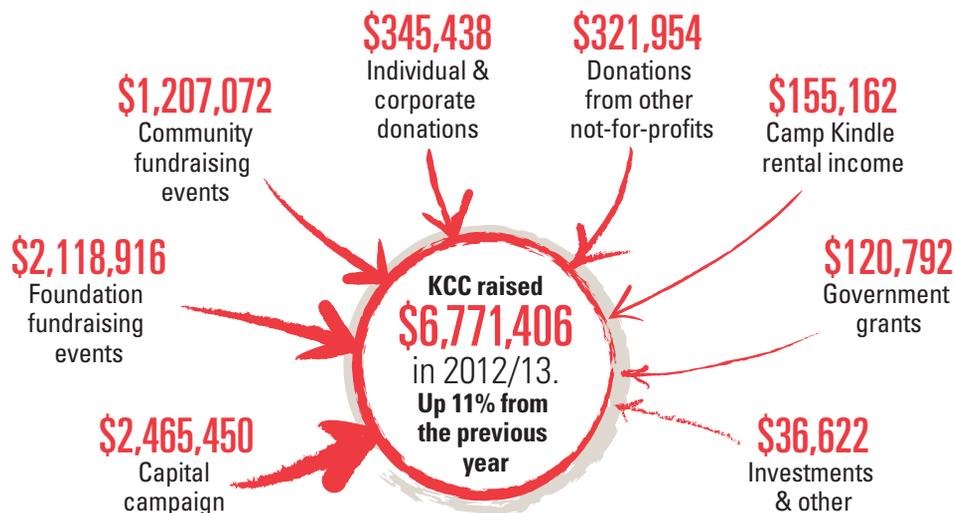
where the money comes from

You helped raise **\$6,771,406** in 2012/13, up 11% over the previous year.

■ The Camp Kindle capital campaign continued during this fiscal year, raising another \$2,465,450 to be used toward renovations and upgrades at the facility. We increased our original fundraising target of \$8 million to \$10 million to include the initial purchase of the facility and additional capital projects at camp. At year-end, campaign receipts amounted to \$6.2 million. With commitments of \$3.8 million we have raised 100 per cent of the revised goal.

■ Fundraising was up 17 per cent over the previous year and participation remained strong across all events and campaigns. The Shave Your Lid for a Kid® program saw outstanding success, more than doubling its revenue from 2011/12. The Dad & Daughter Gala also reached new heights, increasing revenue by 63 per cent over the previous year. Overall, the trend towards renewed philanthropy continued throughout 2012/13.

■ Camp Kindle remained closed until July 1, 2012 for construction, limiting availability and rental revenue. But the refreshed and upgraded facility is ready to take on a full year of operations as we move forward.



To reduce our environmental footprint, we have included only financial highlights in this report. To view the complete financial statements, please visit our website at kidscancercares.ab.ca or contact our office at 403 216 9210 or staff@kidscancercares.ab.ca.

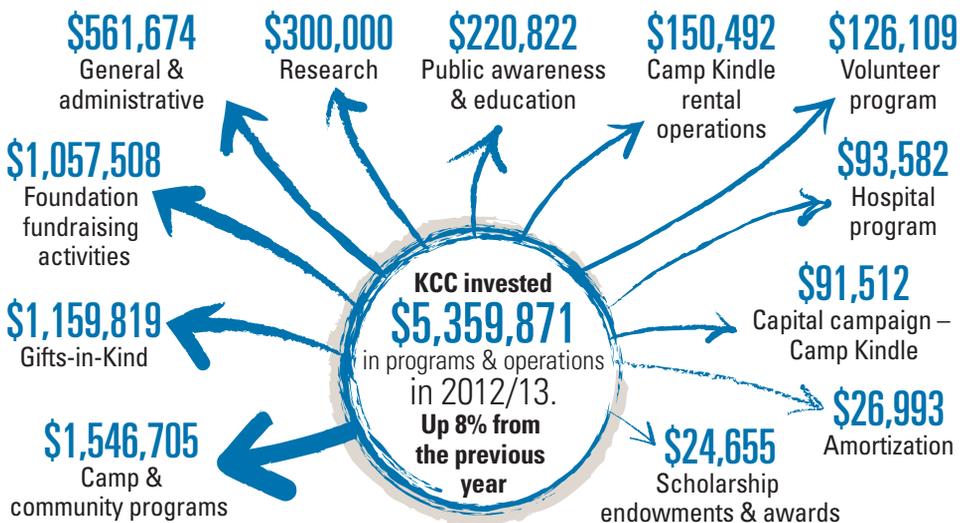
you are here

improving the lives of children with cancer

where the money goes

With your support, we invested **\$5,359,870** in programs and operations in 2012/13, up 8 % over the previous year.*

- In spite of the challenges related to ongoing construction, Kids Cancer Care managed to accommodate more children and families in 2012/13, as participation numbers were up, 3,227 versus 2,743 in 2011/12. This is especially impressive given that camp program and operation costs were down over the previous year – even with an increased need for financing and staffing.
- Kids Cancer Care awarded 13 scholarships to childhood cancer survivors in 2012/13 and increased the amount of money dispersed by 31 per cent, translating into larger scholarships for some recipients. Kids Cancer Care strives to ensure that recipients receive scholarships that address their individual needs and circumstances.
- Fundraising expenses were up slightly in 2012/13 by 7 per cent, which saw a corresponding rise in revenue of 17 per cent.
- Despite steady growth, the Foundation manages to keep general and administration costs relatively constant. General and administrative costs amounted to 10.48 per cent of the overall budget in 2012/13 versus 8.6 per cent in 2011/12. The increase of \$143,382 is largely due to a significant increase in office space lease and an increase in accounting resources related to running Camp Kindle. We also saw a rise in credit card transaction fees resulting from increased volumes of online giving.
- The Foundation's gifts-in-kind increased by 70 per cent over the previous year related to the Camp Kindle build. These donations of time, services and materials from our supporters require a corresponding non-cash expense to be recorded.
- Kids Cancer Care continues to fulfill its \$2.5 million commitment to fund research into experimental and applied therapeutics at the Alberta Children's Hospital and the University of Calgary. In 2012/13, the Foundation's research program made another \$300,000 payment toward this commitment.



*With your support for the capital campaign, we invested a further \$5,735,925 in property and equipment in 2012/13 for construction at Camp Kindle.

**you
are
here**

at Camp Kindle

**making childhoods
possible**

camp kindle capital campaign donors

Thank you! With your generous gifts, you have built a healing place for children with cancer, where they can be kids amid the turmoil of their lives.



Thanks to you, kids can

dream big

\$500,000 +

The Paddon Hughes
Development Co. Ltd.

believe in tomorrow

\$250,000 - \$499,999

Remington
Development Corporation

imagine the impossible

\$100,000 - \$249,999

Brian and Brenda MacNeill
CN
Government of Alberta –
Community Enhancement
Facility Program
Ken and Bernice Baher
The Flames Foundation for Life

hope for

a better future

\$50,000 - \$99,999

AltaGas
Anonymous
KOA Kampground
Owners Association
Michael R. Shaw Outdoor
Leadership Foundation

play with gusto

\$25,000 - \$49,999

Brett Wrathall
Cadmus Fund at
The Calgary Foundation
Drew and Barbara MacIntyre
and Family
Fortis Alberta

laugh out loud

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Camp was exactly what our boys needed: a safe place where they could play and Mom and Dad wouldn't worry! It is now a huge reunion and a humbling reminder of how happy and lucky our family is. Thank you!

— a parent

**you
are
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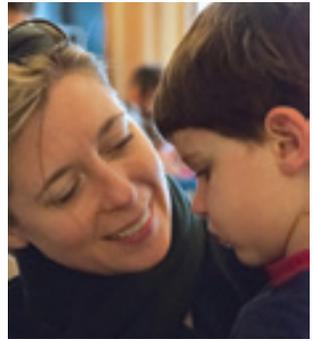
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Special thanks to you, **McAra Printing** and **nonfiction studios inc.**, for generously producing this report at no cost to Kids Cancer Care.



This annual report is dedicated to **Jaymee** (above) and **Jenna** (page 4), **Keira** and **Ruby** (back cover) and the many children still waging war with cancer. Don't give up.

It is for **Campbell** (page 3), **Chaitanya** (page 7) and **Tank** (front cover) and all the young people who have fought the battle and won. You are an inspiration.

This report is for you, **Grant**, (page 10) and the young people who fight courageous battles and do not win. You will forever live in our hearts.

And finally, it is for the many children who will be diagnosed tomorrow. We will be there for you too.

**A cure for every child,
care for every family.**



**they
are
here**

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to you**

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