

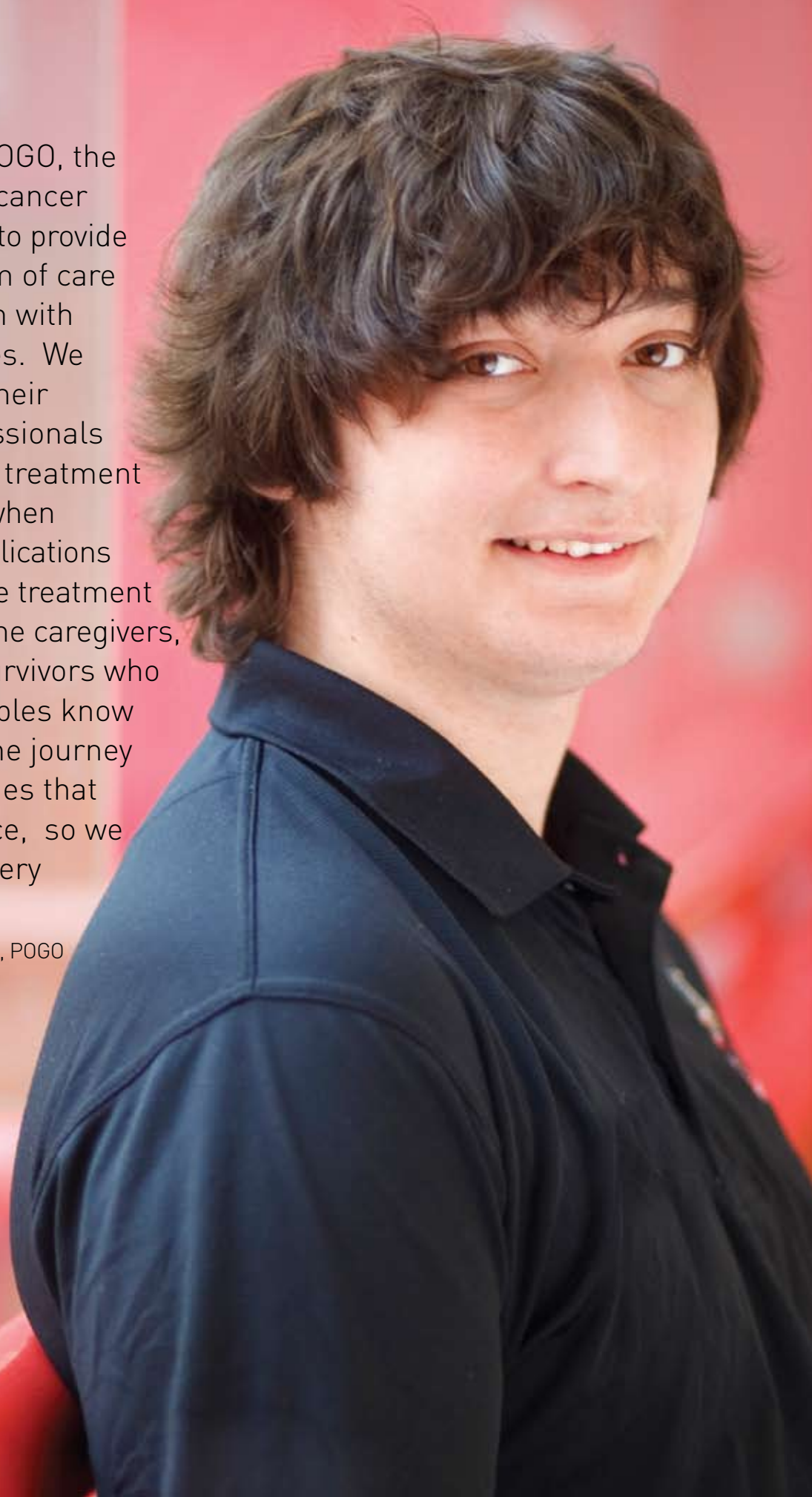
**cancer
sucks**

'09-'10

DONOR REPORT

“Working together as POGO, the professional childhood cancer care community strives to provide the best possible system of care and support for children with cancer and their families. We are there for children, their families and care professionals during difficult times of treatment and in the years after, when survivors may face complications from the disease and the treatment that saved their lives. The caregivers, experts, families and survivors who sit at POGO planning tables know how long and difficult the journey can be and the challenges that children with cancer face, so we are there for them at every step along the path.”

Corin Greenberg, Executive Director, POGO



PROVIDING FINANCIAL SUPPORT TO FAMILIES, FROM DIAGNOSIS THROUGH TREATMENT

When a child is diagnosed with cancer, it affects the well-being of the whole family. Many parents report feeling isolated and unsure of their next move. POGO ensures that there are social supports in place for families beyond the hospital, beyond just treatment.

“Our daughter was barely two months old when our 3-year-old son was diagnosed with Acute Lymphoblastic Leukemia. We were shell-shocked; we didn’t know where to turn. From that first week we were in the hospital, POGO was there. I can’t tell you how helpful it was to have people come to us rather than us have to go looking for support. I was on maternity leave and the financial support provided through POGO was an incredible help.” - Parent

Thanks to many of you, last year, POGO was able to distribute \$824,000 to 930 Ontario families. This financial support was augmented by the generosity of the Marriott, Hilton and Westin hotels and their staff who helped to provide more than 600 complimentary nights for many of the families in need. In addition, Globalive provided YAK long-distance calling cards for families to stay in touch with loved ones while they are away from home with their child in hospital.

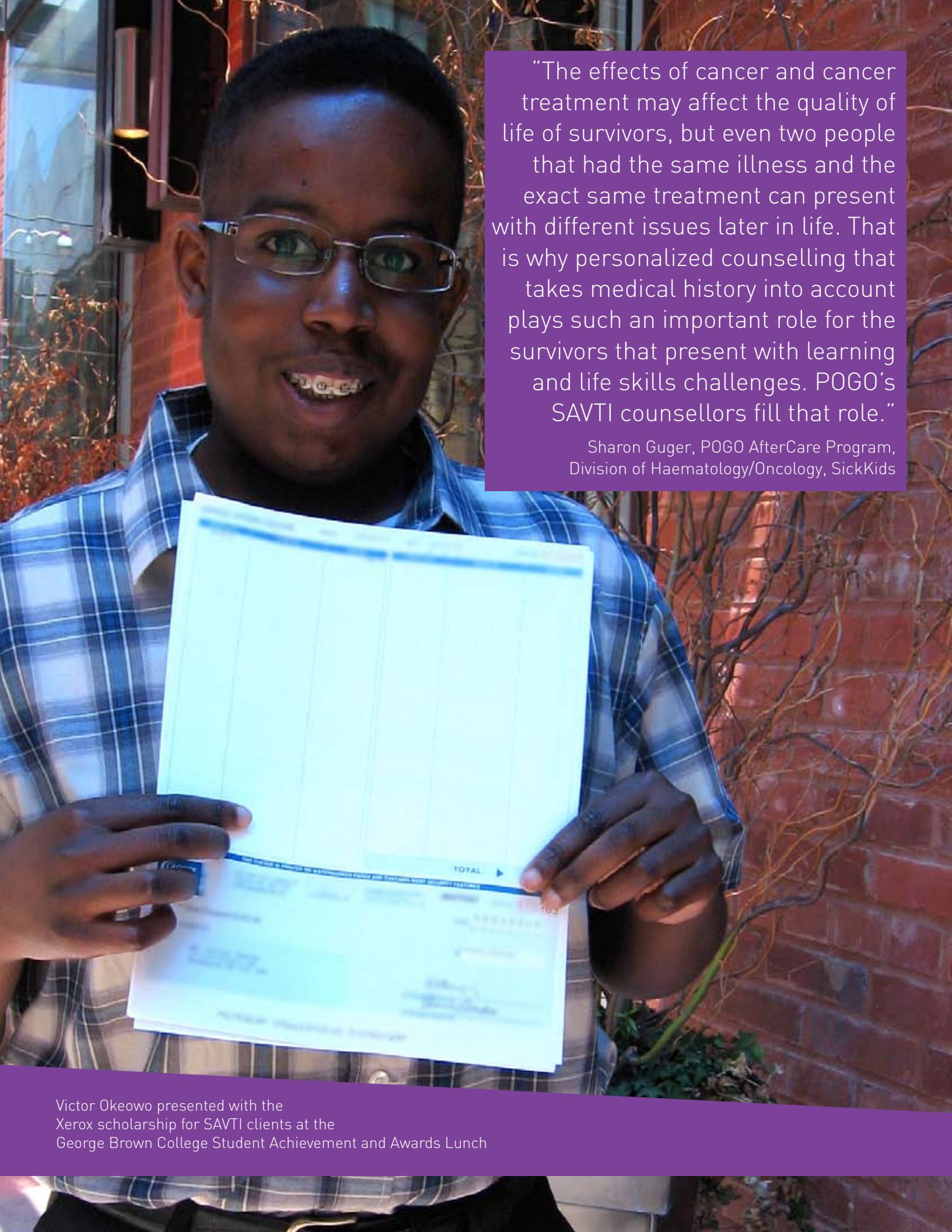
POGO gratefully acknowledges the generous support of the following organizations: Canadian Cancer Society – Ontario Division, Fallen Rock Productions, members of the POGO Leadership Connection, RBC Foundation, CIBC Children’s Foundation, Scotiabank Group, Clarky’s Kids, Grocery Foundation, TD

Securities Underwriting Hope Charity Auction, the participants in the Eclipse Gym Spinathon, and the growing list of individuals, and other corporations and foundations that support this program. POGO is also very proud to welcome Coast to Coast Against Cancer Foundation as the lead sponsor of POFAP, POGO’s financial assistance to families program.

“My little sister was just a baby when I got cancer. She couldn’t come to the hospital very often. I was so happy that my mom and dad could be there with me because POGO helped my family pay for babysitting.”

Survivor, age 7

POFAP



“The effects of cancer and cancer treatment may affect the quality of life of survivors, but even two people that had the same illness and the exact same treatment can present with different issues later in life. That is why personalized counselling that takes medical history into account plays such an important role for the survivors that present with learning and life skills challenges. POGO’s SAVTI counsellors fill that role.”

Sharon Guger, POGO AfterCare Program,
Division of Haematology/Oncology, SickKids

Victor Okeowo presented with the Xerox scholarship for SAVTI clients at the George Brown College Student Achievement and Awards Lunch

SPECIAL SUPPORTS FOR SURVIVORS HELP THEM TO SUCCEED

There is a group of childhood cancer survivors that, as a result of their disease and/or treatment, will struggle in many areas of cognitive and adaptive functioning. The disability or challenges may be easy to spot, such as delayed development, inability to concentrate on a task, and/or behavioural issues; or they may be unnoticeable, such as slower mental processing or difficulties listening and writing at the same time. The late effects of childhood cancer and its treatment can impact not only the way students learn, but also their social and emotional well-being, and their ability to successfully pursue post-secondary pathways to colleges and universities, apprenticeships and training, and the workplace.

POGO's Successful Academic and Vocational Transition Initiative (SAVTI) provides young survivors with counselling and access to helpful resources, and offers useful information to their families, teachers and potential employers. "Realistic goal-setting is important," says Barb Kelly, POGO SAVTI Counsellor, "but so is respecting the ambition of our clients. Some of these young survivors would not be aware of their options or get the accommodations they need to succeed without our intervention. We bring the medical history into the equation and can advocate on behalf of these survivors, ensuring they get what they need within the school setting and work environment."

Victor is one of Barb's clients. Diagnosed at 6 months with an optic glioma – a tumour that

blinded him in one eye, and left him with little vision when it reoccurred behind the other eye – Victor's struggles with school have been lifelong. "He loves to learn," says Victor's father Baba Okeowo. "Some kids pretend to be sick so they can stay home, but Victor would always pretend to be well when he was feeling sick so that he could go to school."

Victor followed an independent education plan designed for special education students and obtained a high school certificate. With Barb's help, he has achieved his goal to go to college and work in an office through the George Brown College Vocational Program and co-op placement. He won the 2010 Xerox scholarship for SAVTI and the next step is to help Victor find meaningful employment.

"To be honest, before POGO, we didn't know how we were going to help Victor succeed. He is an ambitious guy and it could have all gone to waste. Now he has a certificate, he has work experience. Our son is very ambitious and now he has the opportunity to fulfill that ambition." – Baba Okeowo

POGO gratefully acknowledges the Lawson Foundation, Ministry of Education, the Paloma Foundation, Bridle Bash Foundation, Xerox, and many others for their continued support of the SAVTI program and the young survivors it helps.

PROMOTING PROMISING RESEARCH

Each year, increasing numbers of children and adolescents treated for cancer will survive and grow to adulthood. However, up to 60% of them will face significant late effects as a result of their therapy, and future fertility has emerged as a major concern for survivors and health professionals alike.

The research of Dr. Amy Lee Chong, POGO Research Fellow, focuses on male fertility preservation in young cancer patients. “At this time, fertility preservation in prepubescent males and all female patients is still experimental, but this is not the case in pubescent males for whom sperm banking is a practical and realistic option, and which should be considered part of routine care in those at risk of future fertility impairment,” says Dr. Lee Chong.

A country-wide survey of pediatric oncology centres has highlighted the lack of a uniform approach to the provision of sperm banking services to adolescent cancer patients in Canada, and the need to develop fertility

preservation guidelines to optimize this practice. Educational sessions for medical staff, increased awareness, development of age-appropriate resources, and funding for banking and storage costs are some of the initiatives that may help improve current practices.

“Of course curing the child is always our primary concern,” says Dr. Lee Chong, “but we have to be cognizant that if their fertility is impaired as a result of this process, we are changing their lives forever.”

Dr. Lee Chong’s research will be published in the journal of Pediatric Blood and Cancer in late 2010.

RESEARCH

“The POGO childhood cancer registry, POGONIS, is an unparalleled resource for pediatric cancer research. Although there are cancer registries in other jurisdictions, POGO is unique in that it collects complete treatment data (chemotherapy, radiation and surgery), rather than merely diagnosis and demographic details. This information can be linked to other provincial healthcare databases to address questions about cancer survival, the long-term risks faced by survivors and disparities in care. The availability of treatment data allows these questions to be asked at a more detailed and revealing level than can be achieved using other registries. POGO has collected treatment data for all children treated in the province’s pediatric cancer centres from 1995 to the present and we are in the process of collecting similar data for children diagnosed from 1985-1994. As a result, pediatric cancer researchers will soon have access to 25 years of data regarding children with cancer in this province. The results of projects generated from POGO’s registry will have immediate and lasting impact on the care of Ontario’s children with cancer, as well as that of children around the globe – both those who are newly diagnosed and the growing population of long-term survivors. It is resources such as this that allow Ontario’s cancer researchers to be leaders, both nationally and internationally, and to influence the way we approach the care of children with cancer.” Dr. Paul Nathan, Pediatric Oncologist, Hospital for Sick Children



EDUCATION

INVESTING IN PROFESSIONAL EXCELLENCE

Professional education is a cornerstone of optimal outcomes, patient safety and quality healthcare delivery. The education events offered by POGO are some of the very few knowledge transfer opportunities for pediatric oncology professionals in Canada, and are critical to the quality of Ontario's childhood cancer care.

More than 300 clinicians, researchers, students, parents, and survivors attended the 2009 POGO symposium, CNS Tumours: A New Perspective. CNS (brain) tumours are the most common cause of cancer mortality in childhood and cause the most adverse long-term outcomes in survivors of all childhood cancers. The symposium focused on improvement in outcomes across physical, biologic and behavioural issues. Topics included genetic

predispositions, innovative therapies, mitigating the adverse effects of treatment, rehabilitation, and challenges beyond treatment, in particular care giver burden for parents of survivors of brain tumors.

POGO recognizes the following organizations for their support of the 2009 Annual Symposium: Canadian Cancer Society – Ontario Division, Genzyme Canada Inc., Childcan, McMaster Children's Hospital, The Gerry & Nancy Pencer Brain Trust, Ontario Telemedicine Network, YM BioSciences Inc., Agnico Eagle Mines, Children's Wish Foundation, Windsor Regional Hospital, Shering-Plough, and Varian Medical Systems. POGO also gratefully acknowledges the commitment of the Government of Ontario to pediatric cancer control and its financial support for the POGO Symposium.

“The POGO annual symposium brings together our province-wide network of multi-disciplinary experts and gives them the opportunity to learn from and interact with world leaders in the field. Unlike discipline-specific conferences, the content is much more diverse and comprehensive. The symposium addresses a critical issue in pediatric oncology from the perspective of physicians, nurses, psychologists, social workers, the patient and their family. This allows for the stimulation of novel ideas and discussions that are often translated into advances in clinical practice and research. You can always count on the POGO symposium to deliver high caliber information in a collegial and enthusiastic manner.” Symposium attendee

SHARING KNOWLEDGE FOR GLOBAL TRANSFORMATION

Almost 90% of all children with cancer live in developing countries where resources for diagnosis and treatment are all too often inadequate. Survival rates in developing countries, such as those in Central America, can be as low as 40% compared to 80% in North America.

Measurement of outcomes is central to modern pediatric oncology practice and is a prerequisite to enable the analysis of data and provide targeted interventions that are necessary to improve childhood cancer care in low-income countries. With partners in the Central American Pediatric Oncology Research Initiative (CAPRI), POGO has helped to implement a data management program and train data managers to record in real time new diagnoses, clinic visits and hospitalizations, selected toxicities and outcomes such as death from toxicity, relapse, abandonment of treatment, and continuous remission. Prior to CAPRI, data management was virtually non-existent in Central American countries.

“As the Director of the International Outreach Program at St. Jude Children’s Research Hospital, I am especially pleased with the formal partnership that has been established with POGO, bringing its experience and expertise to bear on the challenges of delivering care and conducting clinical research in developing countries. We have made important progress in this regard. The pillars of POGO’s research unit afford essential support to these endeavours. Specifically, the development of an infrastructure consisting of a robust web-based database system and training and ongoing mentoring and supervision of data managers would have not been possible without the resources made available by POGO.” - Dr. Raul Ribeiro





THIRD-PARTY EVENTS

“For the first time, POGO’s private-sector fundraising reached the \$2 million mark! This means that thanks to you, our generous donors and supporters, since we became a charitable organization only seven years ago, our budget has quadrupled. Because of that success, we have been able to provide even more financial assistance to more families, conduct research that will change pediatric cancer care globally, help survivors succeed, and invest in this province’s pediatric cancer professionals. POGO has been very fortunate to maintain and grow its roster of supporters, including the following third-party events that chose POGO to be their beneficiary” *Vanessa Melman Yakobson, Managing Director of Development and Strategy.*

COAST TO COAST AGAINST CANCER FOUNDATION

Last year, POGO was thrilled to welcome the Coast to Coast Against Cancer Foundation as a lead sponsor for POGO’s much needed financial assistance to families program, committing \$400,000 per year for 3 years.

“We are thrilled to have the Coast to Coast team as our partner,” says Vanessa Melman Yakobson, Managing Director of Development and Strategy. “This multi-year commitment to POGO means that we can we can plan ahead, knowing we can depend on that support coming in.”

The Coast to Coast Against Cancer Foundation is a volunteer-based foundation that conducts a variety of memorable events that encourage active and healthy lifestyles. From cycling rides to team-building activities, children across the country benefit from the generous support of their sponsors, participants, donors, and volunteers. One hundred percent of donations

are distributed to charities that improve the quality of life of children living with and beyond cancer. Since the organization began in 2001, over \$7 million has strengthened camps, hospitals and child-specific cancer research.

In March 2010, 72 teams, with 600 cyclists, participated in a 24-Hour Spin that kept fundraising riders cycling on stationary bikes around the clock! Funds from the 24-Hour Spin and other Coast to Coast events raised more than \$300,000 for POGO last year.

If you would like to participate in one of the Coast to Coast events benefitting POGO, including the National Kids Cancer Ride, 24-Hour Spin, Inside Ride, and Strut for the Cure, go to coasttocoastagaincancer.com for more information.



CADILLAC FAIRVIEW RUN 2009

Cadillac Fairview gathered runners, sponsors and donors at Sunnybrook Park in Toronto in support of POGO.

The Cadillac Fairview run is not a competitive race and runners of all levels are encouraged to participate in this 5K walk / 10K run.

Kids, parents, grandparents, even dogs are encouraged to join this annual family fun day that includes a bar bq lunch, face painting and entertainment for all ages.

“Cadillac Fairview believes in giving back. Although the goal of the CF RUN was initially to create an annual fundraiser that would bring together Cadillac Fairview’s employees, their families and friends, it has now grown to include hundreds of people from all over Ontario who want to support children with cancer. Healthy families are the foundation of strong communities, and since 2005, the CF RUN has supported several charitable organizations. In 2009, Cadillac Fairview partnered with the Pediatric Oncology Group of Ontario – a perfect partnership – POGO’s ongoing research and family support has touched the hearts and lives of several Cadillac Fairview employees whose families were affected by cancer.” - John M. Sullivan, Executive Vice President, Development, Cadillac Fairview Corp. Ltd.

In its first year supporting POGO, the CF Run raised over \$135,000! This great event is now an annual fundraising event for POGO and we would like to thank all of the organizers at Cadillac Fairview for their time and support. Go to www.cfrun.ca to find details about next year’s event.



CIBC MIRACLE DAY

CIBC Miracle Day has raised more than \$190 million globally, including \$50 million in Canada, to benefit children in communities around the world.

On the first Wednesday in December each year, CIBC’s wholesale banking sales and trading staff, and CIBC Wood Gundy Investment Advisors donate their fees and commissions. These gifts help more than 400 children’s charities across Canada who make miracles happen in our communities every day.

In 2009, POGO was the grateful beneficiary of \$100,000 from CIBC Miracle Day. If you would like to invest in a miracle, make a CIBC Miracle Day trade on December 1st 2010 and designate POGO as the beneficiary of your transaction! For more information, visit www.cibc.com/miracleday



WILDEBOER DELLELCE SPEAKERS' SERIES

POGO has been fortunate to be part of a very exciting initiative hosted by Wildeboer Dellelce LLP with support from Globalive Communications Corporation. As part of the Wildeboer Dellelce Speakers' Series, several high-profile speakers representing different industry sectors have presented at intimate luncheons hosted at Wildeboer Dellelce’s offices. Speakers have included Don Tapscott, Chuck Winograd, David Kassie, and Tony Melman. For each speaker, both Wildeboer Dellelce and Globalive have donated \$5,000 to POGO, raising \$35,000 for POGO in the past fiscal year.



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TORONTO WOMEN'S RUNS SERIES

Cory Freedman, Race Director, envisioned an event where Toronto women set the pace – with almost 60% of finishers in all GTA half marathons in the past 4 years being women, the time for a women's only marathon was long overdue.

The first annual Toronto Women's Half Marathon and 5K, took place at Sunnybrook Park in May 2009 with more than 1,500 runners, 200 volunteers and 300 sponsors. This event combined with the Toronto Women's 5K and 10K in August 2009, raised over \$30,000 in support of POGO.

Toronto Women's Runs continues to support POGO. If you would like to participate in an upcoming event, visit www.towomensruns.com.



TRI KIDS TRIATHALON SERIES

Runwell Events founders Tara and Brad Melville have created a unique, non-competitive children's triathlon series, taking place in different cities across Ontario every summer. The TRi KiDS Triathlon Series encourages a healthy active lifestyle in children while supporting a great cause. In 2009, TRi KiDS athletes raised an incredible \$17,000 through personal fundraising, demonstrating the power of kids helping kids. Go to www.runwellevents.com to learn more. Thank you to all of the young athletes!



ECLIPSE FITNESS PEDAL FOR POGO

POGO employee Susan Portner and Rory Pederzoli of Eclipse Fitness Club hosted the first Pedal for POGO, engaging 30 people to participate in a two hour spinathon that raised almost \$30,000 in support of POGO's financial assistance to families program. Thank you Jason Kaiman, owner of Eclipse Fitness Club, as well as Susan, Rory and all of the spinners for your outstanding fundraising achievements!



IFDS GOLF TOURNAMENT

International Financial Data Systems (IFDS), a Silver Sponsor at the 2009 Gala, held a golf tournament at Angus Glen in August 2009. Through sponsorships, raffle tickets and donations, IFDS hoped to donate \$10,000 to POGO. After IFDS announced they would match the day's proceeds, over \$20,000 was raised!



TD SECURITIES UNDERWRITING HOPE CHARITY AUCTION

The TD Securities Underwriting Hope Charity Auction is an employee-driven event that encourages employees who volunteer their time at an organization to nominate their charity of choice. POGO was proud to be the beneficiary of a \$30,000 donation last year.



POGO would also like to gratefully acknowledge the following third party event organizers for choosing POGO as their beneficiary again this year:

Clarky's Kids – started by the Kitchener Rangers in partnership with former Ranger and current New Jersey Devil, David Clarkson – raised more than \$26,000 in support of POGO.

The Leo Baeck Day School held their annual fundraising run and raised more than \$13,000 between the two participating campuses.

The Ottawa Dragon Boat Race Festival contributed \$25,000 to help families in Ottawa and its surrounding areas through support of POGO and our partner Candlelighters Ottawa.



OTHER THIRD PARTY EVENTS

Masters Insurance Golf Tournament
Rockin' for POGO Concert
Montreal Institutional Equity Traders
Association - Charity Day
Francesca Salon & Spa's Fundraiser for POGO
Temple Har Zion Wine Auction
Sunshine Montessori School Dress Down Days
Raquel's 8th Birthday Party
Crossland Public School Fundraiser
RBC Charity Trust Campaign
Innerkip Central School Chalk Drawing
Fundraiser*
VPI Staff Campaign

BLO Blow Dry Bar Launch Party*
Race 4 Kids
Kipling Plaza's Pogos for POGO
"Hat Day" Fundraiser at Lakeshore Discovery
School
Gabrielle & Patricia Spadetto's Fundraiser*
TD Bank North Bay BBQ
Jean Little Public School Fundraiser - Megan
Austin's "Cookies for Cancer"

An asterisk (*) indicates events that took place during Childhood Cancer Awareness Month September 2009.

POGO GALA

On Saturday, April 4th, 2009, 800 of Toronto's hip social set, corporate supporters, healthcare providers, and young professionals attended the POGO Annual Gala at the Liberty Grand to celebrate the courage of children with cancer and the achievements of the Pediatric Oncology Group of Ontario. Speakers included Honourary Chair Suzanne Rogers, former Global News Anchor Anne-Marie Mediwake and childhood cancer survivor Lauren Donnelly.

Dimitra Davidson, Gala Chair, has been a POGO volunteer since 2004. "We are so pleased with the support from our gala sponsors, attendees and volunteers. The families who depend on financial assistance from POGO face enormous out-of-pocket costs and last year many families were also struggling with job loss and reduced income. Despite the challenging times of 2009, the event was a huge success, raising approximately \$380,000 (net)."

Between 2001 and 2009, the POGO Gala has raised \$1.3 million to fund research, financial support for families of children with cancer and program support for survivors with cognitive challenges from having had cancer.

CHILDHOOD CANCER AWARENESS MONTH

Childhood Cancer Awareness Month (CCAM), coordinated by POGO with partners across the province, continued as a month-long event in September 2009. Mayors celebrated by making proclamations and attending special ceremonies, students in more than 30 schools created chalk drawings and messages of encouragement to their peers in cancer

treatment, and more than 9,000 gold awareness ribbons were distributed. These public education and awareness raising events, held in partner communities throughout Ontario, led to media coverage on the web, in print, on television, on Twitter, and on the radio.

AWARDS

The O. Harold Warwick Prize is given to a scientist whose research has had a major impact on cancer control in Canada. In 2009, the award was presented to POGO Board President, Dr. Ronald D. Barr, a pediatric cancer specialist known nationally and internationally for his work in the field of pediatric oncology, and as co-author and author of seven books and more than 250 scientific articles. Since 1977 he has been at McMaster University and is currently professor of pediatrics, pathology and medicine in the Michael G. DeGroote School of Medicine.

PROFILE

Demonstrating his passion to help children with cancer, John M. Sullivan took on the role of Chair of the POGO Childhood Cancer Charitable Council in 2008. The purpose of the Council is to successfully grow fundraising revenue and help POGO significantly increase its capacity to serve children with cancer, their families and survivors. As Chair, John oversees the development and work of the Council. As the father of a young survivor, he works tirelessly for the POGO cause.

“POGO has undertaken a very impressive program with equally impressive results. We will continue to be supporters of this very worthwhile program.”

Larry Tanenbaum, POGO Patron



DONORS

Our sincerest gratitude to all of you for your generosity and support of POGO. A special thank you to our multi-year donors, indicated below with an asterisk (*), for your continued commitment to POGO.

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Donors recognized above made contributions or pledges of \$250 or greater to POGO between April 1, 2009 and March 31, 2010. The Pediatric Oncology Group of Ontario publishes this roster in order to recognize the generosity of the individuals, corporations, foundations, and third party events that support our organization.

*Please note: some of the individual names listed above contributed to POGO through one of the third party events.

In the event of an error or omission, please contact the POGO fundraising department at (416)592.1232. POGO also wishes to gratefully acknowledge the ongoing support of our many prize donors and gifts in-kind contributors.

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Gala 2009

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THINK OF POGO

PEDIATRIC ONCOLOGY GROUP OF ONTARIO

Honour/Memorial Donations: Send a personalized note of congratulations, sympathy, greeting or celebration as a meaningful way to honour a special person or occasion in your life.

Birthdays: In lieu of birthday presents, have your friends and family make a donation. We will send you a birthday card with the total of your donation.

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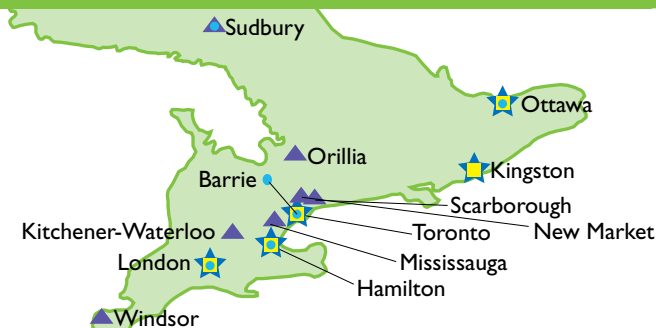
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Monthly Donation: By giving a fixed amount every month, you are helping to ensure stable and reliable funding for POGO programs that directly benefit childhood cancer patients, their families and survivors.

POGO has software to make sending invitations, raising money and issuing tax receipts quick and easy. Contact the POGO Fundraising Department at 416.592.1232.

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Hamilton Health Sciences
Kingston General Hospital
Children's Hospital of Eastern Ontario, Ottawa

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The Hospital for Sick Children, Toronto
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POGO

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Visit our website at www.pogo.ca!

Many thanks to the families who allowed us to share their experiences and photos, and the staff and partners who assisted with the content of this report.

Cover shot provided by Click Photography. All other images provided by Leigh Tynan Studio.

THANK YOU