



FALL 2010

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CHILDHOOD CANCER
CHARITABLE COUNCIL**

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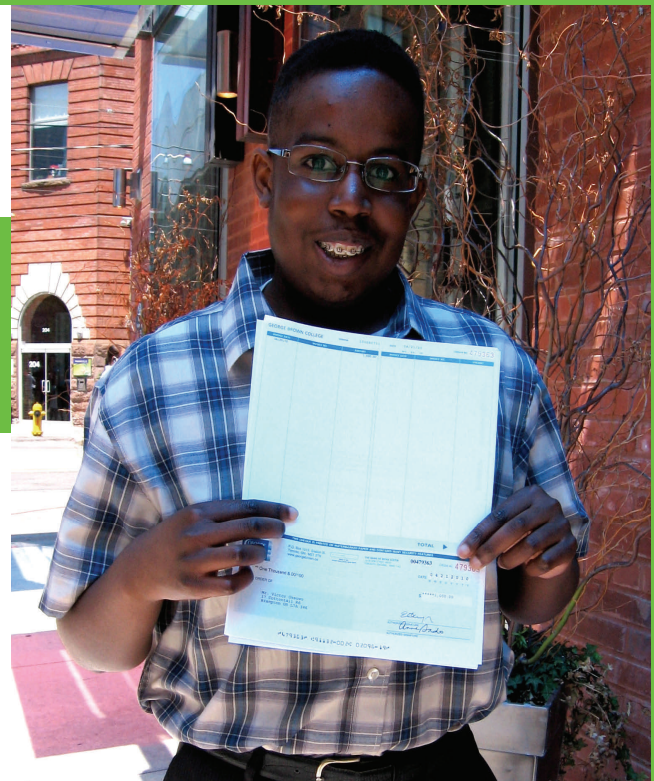
**WE HELP THEM
SURVIVE
THEN WE MAKE SURE THEY
THRIVE**

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 Williams, 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

Upcoming events:



This spinning relay will take place in early 2011. **Bookmark 24hourspin.com for more details.**

All proceeds go to benefit POGO's financial assistance to families program.

Visit pogo.ca to find out about other events benefiting POGO.



SAVE THE
DATE
POGO
GALA
April 9, 2010

POGO in the news:

POGO collaborates with the **Canadian Cancer Society** to form the Pediatric Cancer Outcomes Initiative (PCOI). Using POGO's unique database, POGONIS, this initiative will stimulate research that improves the quality of outcomes for kids with cancer and



childhood cancer survivors, and reduces the overall burden of cancer on families.

Creative ways to give

Why not host a fun event and in the process raise funds for POGO and families with kids in cancer treatment? POGO has online tools to make sending invitations, raising money and issuing tax receipts quick and easy.

Here are some ideas to get you started:

Involve your kids: *Get Up & Go For POGO!* allows schools to promote community service by raising funds to support POGO's work. The program provides a vehicle for schools to give back to their community while promoting physical fitness. Look for the *Get Up & Go for POGO!* logo on our website and check out our Planning Manual at www.pogo.ca/ways-to-help/getupandgoforpogo/



Involve your friends: 'Tis the season for cocktail parties and gift exchanges. Why not ask your guests to make donations to POGO in lieu of gifts? You can register your event with us and we'll keep track and report all donations in honour of your special day.

Involve your colleagues: Ask your employer to allow a "Casual Day" where employees make a donation in exchange for dressing down for a day.

Contact Christine Cleland to get started with your event today!
416.592.1232 x.253 or cleland@pogo.ca



PHOTO by Tynan Studios

We're expanding the POGO Leadership Connection

POGO reimburses families for some of the most problematic costs they face while their child is in cancer treatment. Costs such as food, accommodation and childcare can consume up to 1/3 of a family's after-tax income. With committed donor support from our POGO Leadership Connection, POGO is able to plan ahead and even grow this vital program that provides much needed financial support to so many Ontario families.

To support the expanding need, we need to double our membership in cities throughout the province. The commitment is just \$2,500 over 5 years—that's less than \$42 per month. For more information go to: <http://bit.ly/joinPLC> or call Heather at 416.592.1232 x.233.

POGO has been very fortunate to be the beneficiary of the following events:



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 program for families, committing \$400,00 per year for 3 years.



Kids, parents, grandparents and even dogs are encouraged to participate in this annual family fun day. In April 2010, the CF Run for POGO raised \$252,653. Next year's run takes place on April 16th. **Bookmark www.cfrun.ca!**



globalive

Several high profile speakers, representing different industry sectors, have presented at intimate luncheons hosted at Wildeboer Dellelce's offices. For each speaker, both Wildeboer Dellelce and Globalive have donated \$5,000, raising \$30,000 this year.



Toronto Women's Runs, the first all women half marathon and 5K/10K races in Canada, have raised \$40,000 so far this year—with more to come!



INTERNATIONAL FINANCIAL
DATA SERVICES

IFDS, a Gold Sponsor at the 2010 POGO Gala, hosted a golf tournament at Angus Glen raising \$27,000.

FALLEN ROCK PRODUCTIONS

Fallen Rock Productions have been supporting POGO through funds raised at their annual amateur theatrical production since 2006. This year's show, The 25th Annual Putnum County Spelling Bee, raised \$40,000 - bringing their total contribution to POGO to more than \$280,000.



New Jersey Devil, David Clarkson and Dr. Robert Meeder from the POGO Orillia Satellite clinic rode with Lance Armstrong to raise funds for POGO.



Melanie and David Bellatrutti raised over \$38,000 for POGO and POGO partner, McMaster Children's Hospital at a golf tournament in memory of their son Joshua.



Only halfway through their fundraising activity for this year, Clarky's kids has raised more than \$25,000 for POGO.



Five TRi KIDS triathlons took place over the summer raising \$17,000 for POGO.



Kids at the Leo Baeck Jewish Day School have been raising money for POGO since 2006. So far this year they have raised over \$13,000.



HAMMERHEAD MOTORSPORTS
raise funds for **POGO** & **young adult Cancer CANADA**

For seven days, covering 2,200 km, 2 two-man teams raced rally cars in the TARGA race across Newfoundland, raising \$33,000 for pediatric cancer.

Check out what we've been up to:



On Saturday April 10th, more than 1,000 people were brought together at the POGO Gala presented by Rogers. With the help of our sponsors, this year's event was a great success - raising \$450,000 net to help improve the lives of children with cancer.



POGO was invited to Queens Park on September 23rd when the Minister of Health declared Childhood Cancer Awareness Month in the legislature. Among the many activities that took place across the province, kids took chalk to their school grounds to send messages of hope and encouragement to their peers in treatment, and a block party

for kids and families was organized by Justine Melman in Toronto, raising \$3,000 for POGO. Many thanks to our chalk sponsor Crayola.



Because kids get cancer too... there's POGO



It is that time of year when many of us take time to reflect and consider ways to make a positive difference in our communities and in the lives of others. At POGO this means helping the 4,000 children who are currently being treated for cancer or are in follow-up care in Ontario. It also means providing financial assistance to more than 900 Ontario families that are struggling financially with the out-of-pocket costs that come with a child's cancer diagnosis.

We don't do it alone of course. You can help us make a difference in the lives of children living with cancer, their families and survivors of childhood cancer by making a gift today. Simply fill out the enclosed reply card and return it to POGO with your donation or go to our website to make a secure online donation.

If you are interested in additional ways that you can help our cause, why not choose POGO as your charity of choice in lieu of gifts this holiday season, or purchase POGO holiday cards to send to your family and friends?

**Call Heather today to learn more: 416.592.1232 x.233
or go to our website and click on Holiday Giving in the right hand column.**

YOUR DOLLARS AT WORK

Last year, POGO distributed \$824,000 to 930 families in Ontario to help offset out-of-pocket costs associated with a child's cancer treatment. Costs such as childcare, food and lodging can add up to 1/3 of an average family's after-tax income.

POFAP

The late effects of childhood cancer and its treatment can impact the way students learn, as well as their social and emotional well-being. POGO counsellors helped more than 300 survivors to transition from high school to post secondary or employment.

SAVTI

POGO's database is an unparalleled resource for pediatric cancer research. POGO fellow Dr. Amy Lee Chong will publish her findings about male fertility preservation for young cancer patients in the journal of Pediatric Blood and Cancer later this year.

PRU

Professional Education is a cornerstone of optimal outcomes, patient safety and quality healthcare delivery. The educational events offered by POGO are some of the very few knowledge transfer opportunities for our pediatric oncology professionals in Canada.

EDUCATION

**Donate online today!
It's easy, convenient and secure.
Just go to www.pogo.ca**

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