



**IN 2 MONTHS, HE'LL BE  
DIAGNOSED WITH CANCER...**

**IN 20 YEARS WE  
WILL STILL BE  
HELPING HIM.**

## CHILDHOOD CANCER IS A LIFETIME JOURNEY.

Nearly 4,000 children in Ontario are in active treatment or follow-up care at any given point in time. While a cancer diagnosis comes as a shock at any age, when a patient is so young, it seems incomprehensibly unfair.

Some aspects of the cancer journey are more obvious. A frightened and bewildered child. The physical and emotional pain, the sense of helplessness, of vulnerability. But these are not the only challenges. A whole world of disruption—financial, psychological, educational and vocational—comes with childhood cancer. It is a world of which few of us are fully aware, unless we have to enter it ourselves.

Pediatric Oncology Group of Ontario (POGO) champions childhood cancer care. When a child is battling cancer, we ensure that child, and family, have lifelong access to the best care for the best possible outcomes.

## **POGO** FOR KIDS WITH CANCER. FOR NOW. FOR LIFE.

As the official source of advice to the Ontario Ministry of Health and Long-Term Care, directly involved in writing healthcare policy, POGO has pioneered a unique whole-life approach to childhood cancer care. As a licensed charity, committed to championing the cause, POGO has identified, and continues to identify, key support programs that government cannot fund, and relies on donations to deliver these programs.

## POGO NEEDS CHAMPIONS TO HELP MEET THE UNIQUE CHALLENGES ASSOCIATED WITH CHILDHOOD CANCER.

With the generosity of private donors, POGO is able to offer financial assistance, providing many families with relief during the most difficult time in their lives.

POGO can help young survivors struggling with learning challenges complete their education and embark on careers.

POGO can provide professional development opportunities that help our healthcare professionals remain best-in-class.

And POGO can conduct research that leads to improved care and better outcomes for kids with cancer in Ontario and around the world.

To meet the needs of today, and those of the future, POGO must increase its charitable revenue stream. But we can't do it alone.

**JOIN OUR POGO LEAGUE OF  
CHAMPIONS TODAY.**

**[WWW.POGO.CA](http://WWW.POGO.CA)**



There is an urgent need to build the next generation of childhood cancer researchers



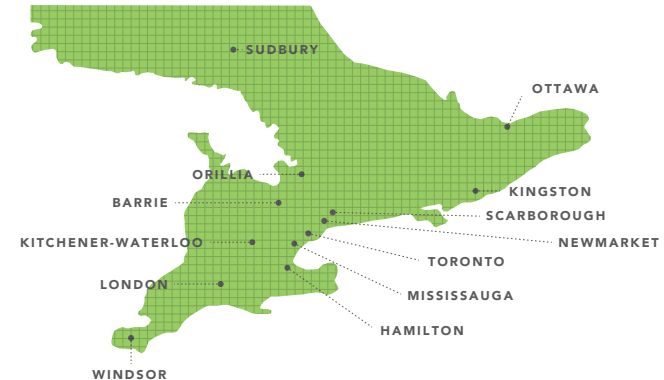
Almost **65%**

of children diagnosed with cancer are under the age of four

## OUR PARTNERS IN CANCER CARE

Developed from an unprecedented alliance of visionary leaders, experts, healthcare professionals, the Ontario government, parents and childhood cancer survivors, POGO's goal is to deliver the right care, in the right place, at the right time to children in the province whose lives are touched by childhood cancer. The POGO collaboration was formed in 1983. POGO incorporated as a charitable entity in 1997.

Close to **60%** of survivors will experience lifelong complications



Ongoing professional education is critical in the ever-evolving field of pediatric oncology



A family can lose **1/3** of its after-tax income when a child is in cancer treatment



Childhood cancer is the leading disease-related cause of death for children



**4,000** children in Ontario are in cancer treatment or follow-up care



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