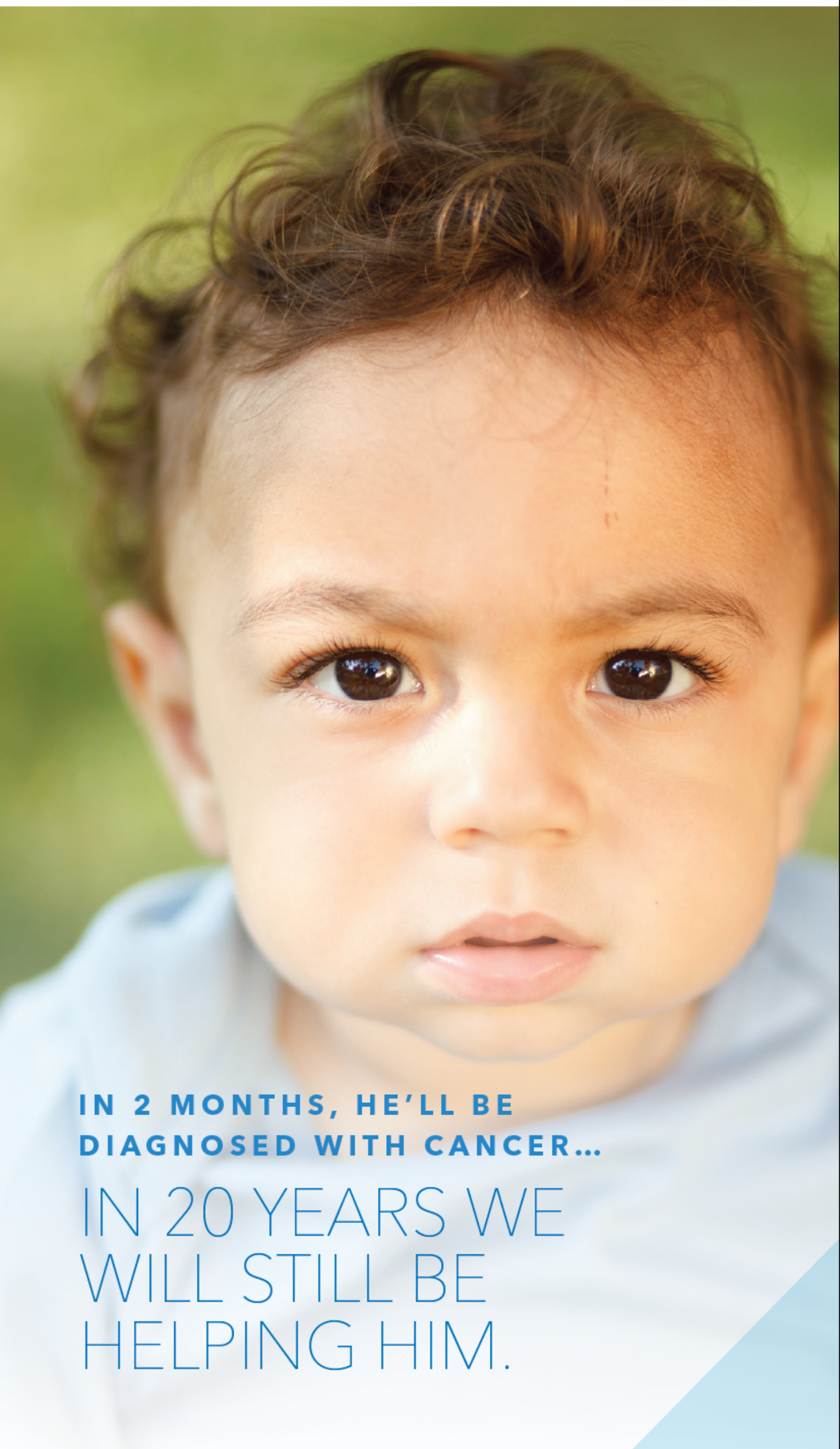




PEDIATRIC ONCOLOGY GROUP OF ONTARIO



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

IN 20 YEARS WE
WILL STILL BE
HELPING HIM.



Approximately

45%

of children diagnosed
with cancer are under
the age of five



A family can lose

1/3

of their after-tax income
when a child is in
cancer treatment



Treatment can last
as long as

3

years

CHILDHOOD CANCER IS A LIFETIME JOURNEY.

There are over 4,000 families in Ontario with a child in cancer treatment or follow-up care each year. 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 work to ensure that everyone affected by the diagnosis has access to the best care and support. We partner to achieve the best childhood cancer care system for children, youth, their families and survivors in Ontario and beyond.

POGO

FOR KIDS WITH CANCER.
FOR NOW. FOR LIFE.

As the official advisor to the Ontario Ministry of Health, POGO has pioneered a unique whole-life approach to childhood cancer care. As a licensed charity (since 1997), committed to championing the cause, POGO has identified, and continues to identify, key support programs that are outside the scope of government, and raises private dollars to deliver these programs. From a child's diagnosis, through treatment and into survivorship, POGO is here for kids with cancer, for now, for life.

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

Many POGO programs supporting families through their journey depend entirely on private donations.

With the generosity of 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 high-quality professional development opportunities for the healthcare professionals on whom families rely to save their children's lives.

And POGO supports 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



More than

84%

of children diagnosed
with cancer in Ontario
will survive

60%

of survivors will
experience at least one
chronic health problem
due to their cancer
and/or its treatment



Ongoing professional
education keeps our
healthcare professionals
BEST-IN-CLASS



**POGO
RESEARCH**
translates into
improved care
and better outcomes

OUR PARTNERS IN CANCER CARE

POGO was formed in 1983 from an unprecedented alliance of visionary leaders, experts, healthcare professionals, the Ontario government, parents and childhood cancer survivors. Our vision is to be a valued partner and to achieve an excellent childhood cancer system.



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