

World Child Cancer 100 Club

The Concept

We are inviting key individuals to become part of World Child Cancer's new and exclusive 100 Club. Membership is limited to 100 people who each donate £100 or more per month by direct debit.

In addition, if Club Members are UK citizens and join the World Child Cancer 100 Club before 30 June 2019, your donations will be DOUBLED via our fundraising appeal.

This is your opportunity to be a part of a community that raises £120,000 per annum to support children with cancer in the developing world.

The Benefits

- A bespoke quarterly e-newsletter for Club Members keeping you updated about our work and including case studies of children and families whose lives have been changed thanks to your support.
- Discounted tickets for World Child Cancer events such as The Spirit of Christmas and our bi-annual Gala Dinner.
- 100 Club branded Christmas cards to send to friends and family.
- The opportunity for you and a guest to visit a World Child Cancer project to see the impact of your support first hand (this would be a self-funded trip).
- First refusal on places in events such as the London Marathon (subject to reaching minimum sponsorship levels) which can be extended to friends and family.

The difference your support could make

World Child Cancer is a small and lean organisation which spends an impressive 83p in every pound on diagnosing, treating and supporting children with cancer and their families in the developing world. As a 100 Club Member, you can be assured that every penny you donate will be spent wisely. To provide just two examples:

- £100 could support the accurate diagnosis of five children with cancer. Without your support, these children could be mis-diagnosed or even die, often in pain, from a curable cancer.
- £1,200 could support a complete course of treatment for two children with Burkitt Lymphoma, a rare and particularly aggressive form of blood cancer.

To find out more about becoming a World Child Cancer 100 Club Member, please contact cath.cole@worldchildcancer.org or 020 3176 7892.

www.worldchildcancer.org

Address for correspondence and registered office:
World Child Cancer UK, Unit 2.3, Lafone House, Leather Market, 11/13 Weston Street, London, SE1 3ER
World Child Cancer UK is a registered charity in England and Wales charity no 1084729

About World Child Cancer

Around the world, nearly **300,000** children develop cancer each year. In developed countries more than **80%** of children survive – compared to as few as **10%** in developing countries. Many children remain undiagnosed due to a shortage of trained doctors and nurses and many children with curable cancers die because their illness is diagnosed too late. Those families whose children are diagnosed, often have to travel huge distances – at great expense – to reach hospital and, with little or no national health service, the cost of drugs is prohibitive for many. Even those children who start treatment may be forced to abandon it mid-way through as limited funds disappear and parents have no option but to return to work to support the whole family. Money for accommodation is commonly non-existent, so parents find themselves sharing their child's hospital bed, sleeping in the hospital corridor or even sleeping in the car park.

We believe inequality in cancer treatment should not exist and that every child, regardless of where they live, should receive the very best possible treatment and care and be able to realise their ambitions and dreams. We improve diagnosis, treatment and support for children with cancer, and their families, via our twinning partnerships between healthcare professionals in the developed world and those in the developing world. These partnerships, together with staff training and mentoring, provide valuable expertise which builds the capacity and knowledge of doctors and nurses in-country. We also support treatment costs for the lowest income families, provide ward equipment, fund essential staff posts and provide support to the whole family. In order to affect long term change, we also deliver awareness-raising campaigns and liaise with civil society, both in-country and in the UK, to persuade governments to invest more resources into childhood cancer services.

We currently support 10 programmes in Africa, Asia and Central America, working with partner hospitals in Bangladesh, Cameroon, Ghana, Indonesia, Kenya, Kosovo, Malawi, Mexico, Myanmar and the Philippines. We also support a collaborative Wilms' tumour project in sub-Saharan Africa.

Jani's story



Jani was eight years old when he started to develop a swelling around his stomach. His Dad, Bruno, took Jani to the local healthcare centre where he was diagnosed with a type of lymphoma (cancer). Despite receiving this diagnosis, Bruno didn't understand what was wrong with Jani and he was given no information or an explanation about how he could be treated...so he returned home.

When Jani's condition worsened, the family visited one of World Child Cancer's partner hospitals, Mbingo Baptist Hospital where Jani was quickly diagnosed with a kidney cancer called Wilm's Tumour. Dr Francine at the hospital took the time to explain to Bruno what was happening to his child and what treatment was needed to increase his chances of survival.

Following treatment Bruno told us Jani is 'fine and strong and has no major health problems'. You can hear from Bruno here:

<https://www.youtube.com/watch?v=vJK7lskBPFc>.

Your generosity will enable more children with cancer, like Jani, in the developing world to survive and receive the best possible treatment and support.

www.worldchildcancer.org

Address for correspondence and registered office:
World Child Cancer UK, Unit 2.3, Lafone House, Leather Market, 11/13 Weston Street, London, SE1 3ER
World Child Cancer UK is a registered charity in England and Wales charity no 1084729