



# Childhood Cancer Campaign Planning Guide

## GENERAL INFORMATION

### WHAT IS THIS PROGRAM?

Cancer has resulted in more deaths among children than any other disease. Optimist International has developed this planning guide outlined to suit to the strengths and resources of its members. Clubs and Districts have the opportunity to provide assistance and services directly to children receiving treatment for cancer, their care partners and service providers, as well as contribute to ongoing research efforts.

### DONATE TO CHILDHOOD RESEARCH

Optimist International is committed to being the leading force to rid the world of childhood cancer. In December 2009, Optimist International met a \$1 million commitment to establish the Endowed Research Fellowship at Johns Hopkins. The organization has pledged an additional \$500,000 to fund and create the Optimist International Innovative Research Fund at Johns Hopkins. To donate to this worthy cause, please send funds to the US Optimist International Foundation and designate they are for “childhood cancer research” on the check memo line or in an attached letter.

### MATCHING GRANT PROGRAM

Optimist Clubs and Districts sponsoring CCC projects may apply for a matching grant from the Optimist International Foundation to maximize the impact made on childhood cancer patients, their families and their healthcare providers. An application can be found on the Optimist website at [www.optimist.org/ccc](http://www.optimist.org/ccc).

### HOW CAN I GET INVOLVED?

In addition to supporting some of the ideas contained in this guide, clubs can sponsor a CCC Walk during June, Optimist International Childhood Cancer Awareness Month. This show of unified support will demonstrate the organization’s mission to “be the leading force to rid the world of childhood cancer.”

**For more information on the Matching Grant Program, call the Optimist International Foundation 800-500-8130.**

## CCC PROGRAM HISTORY

There is no definitive date one can use to pinpoint when Optimist Clubs first became involved with childhood cancer projects within their own communities.

The first involvement of the governing board occurred in 1997, when members Jack Evans and Past President Clifton Katz became acquainted with Dr. Desmond Hammond of the National Childhood Cancer Foundation (now known as the Foundation for the Children's Oncology Group) while working on the Optimist Rose Parade float.

Intrigued by the work of the Foundation and alarmed by the devastation caused by childhood cancer, Past-President Katz invited other leaders of Optimist International— including Past Presidents J. Wayne Smith and André Dubois —to visit NCCF headquarters in Arcadia, California. After visiting the Foundation, the leadership supported Katz's contention that the cause of childhood cancer was a natural fit with Optimist International's mission.

Over the next several years, Club involvement with childhood cancer activities continued to grow. In appreciation of his efforts in this area, Dr. Hammond was presented with the Optimist International Humanitarian Award at the 1998 annual convention. By 1999, an ad-hoc Childhood Cancer Committee for the purpose of developing an Optimist International program for this cause was created, and ultimately developed the structure for the Childhood Cancer Campaign.

In December 2001, the Board of Directors of Optimist International passed a motion to make the CCC the organization's primary focus for the next five years. Simultaneously, the Optimist International Foundations pledged up to

\$400,000 in operating funds for the same five-year period for the Childhood Cancer Campaign.

On March 24, 2004, Optimist International, led by International President Dwaine Sievers, signed an agreement with Johns Hopkins to create "The Optimist International Research Fellowship in Pediatric Hematology and Oncology." At that time, Optimist International made a commitment to raise \$920,000.00 over the next five years.

Members can be assured of the organization's commitment to CCC as evidenced by the unanimous support and endorsement of the program by the Board of Directors of Optimist International, its Foundations, and the executive staff for both entities.

## GOALS OF THE CHILDHOOD CANCER CAMPAIGN

The program model is built to accentuate four areas of service on which Clubs can focus:

- Support to children diagnosed and receiving treatment for cancer. There most likely will be individuals receiving treatment from a medical provider within the geographic proximity of your Club. However, often times it may mean assisting an individual from your community who has been diagnosed with cancer but needs to travel to a particular facility in another community for treatment.
- Support to families and care partners of children with cancer. Clubs should seek to identify families that need support. Some of the priority areas are emotional, financial and/or respite assistance.
- Support to healthcare providers, running the gamut from toy collection drives to fundraising campaigns to purchasing needed equipment and materials.
- Provide support for cancer research through donations to the Optimist International Foundations, where funds will be collected for distribution in a "matching grants" program for both Club projects and pediatric oncology research.

Fulfillment of these goals meets the challenges stated in the program's motto: "Providing the Care...Finding the Cure"

# PROGRAM STRUCTURE AND OVERVIEW

## **Participation on the District Level:**

- Appoint a CCC Chair for the District.
- Establish a three-person rotating CCC committee, with one new member added each year.
- The District CCC Committee helps Clubs formulate programs within their own communities. The committee members will receive resource materials and the assistance of Optimist International staff.
- A commitment should be made by each District to support/sponsor a major cancer-related initiative, such as a cancer camp or an equipment purchase for a service provider.
- Establish a liaison to work with hospitals and/or care providers that provide children's cancer care within the District and nearby Clubs.
- Develop corporate partnerships and contacts for funding purposes.
- Report all efforts to Optimist International.

## **Participation on the Club Level:**

- Appoint a Club CCC Chair and register the individual with Optimist International.
- Clubs should seek to identify families that need support. Identify community needs through existing caregivers and service providers.
- Collaborate on service activities and/or fundraising efforts with a Junior Optimist International Club.
- Promote Club services through contact with healthcare providers, contact cards for families and care partners and utilization of press releases for public support.
- Seek local corporate funding.
- Clubs report efforts to Optimist International in order to help secure future funding and support for CCC from grant funders and corporate donors.

## **Individual Member Participation:**

- Participate in any Club activities pertaining to childhood cancer.
- Consider making a personal gift to the Optimist International Childhood Cancer Campaign.
- Be a "mentor" to the siblings, support parents – do errands.
- Reach out and touch a child with cancer.

Above all, we want to provide a one-on-one personal touch to every child and every family stricken with this disease in a manner that only Optimists can do.

# **CHILDHOOD CANCER: THE FACTS**

## **IN NORTH AMERICA ALONE**

- Cancer is the No. 1 disease killing children today. It kills more children than asthma, diabetes, cystic fibrosis and AIDS....combined.
- Cancer in childhood occurs regularly, randomly and spares no ethnic group, socioeconomic class, or geographic region.
- The incidence of cancer in children is 15-times greater than that of AIDS.
- One in every 330 U.S. citizens develops cancer before the age of 20.
- Each year in North America, more than 12,000 children and teenagers will be diagnosed with cancer.

## **NOW FOR THE GOOD NEWS**

- Up to 75% of childhood cancer can now be cured.
- Childhood leukemia now has an 80% survival rate.
- The cancer death rate has dropped more dramatically for children than for any other age group
- More than 400,000 patient-years of life are being saved each year using newly developed treatments for children with cancer.

## **WE CAN RID THE WORLD OF THIS DISEASE!**

# THE CLUB CCC PROGRAM: GETTING STARTED

## A. The Role of the Club CCC Chair

A good starting point for Clubs is choosing the appropriate member to lead or coordinate the Clubs' Childhood Cancer Campaign. This could be an opportunity for Clubs to develop new leaders by turning over the program's responsibility to a promising member. In the best-case scenario, however, a member who has a great desire to be involved and requests the position will fill this role. To lead a cause targeted at ridding the world of a fatal disease requires passion along with pragmatism.

Now that we've identified the desired qualities, what are the duties of the CCC Chair?

- Approach or make contact with healthcare providers within the appropriate proximity of the Club to determine which of these providers — if any — are involved in providing pediatric oncology treatment or service.
- Become educated on what pediatric oncology services are available in the community; the healthcare providers' suggestions for how to incorporate the Optimist Club's members and resources into the providers' services in a complementary manner; and then relay this information back to the Club for its consideration.
- Develop a fundraising strategy in collaboration with the club's fundraising committee or the entire Club membership. Research and develop concepts for specific fund raisers and coordinate process.
- Develop service activities in collaboration with the Club membership. Coordinate the service activity/event process.
- Become familiar with, and serve as the Club liaison to networking agencies and resources within the community.
- Establish a relationship with the local media and coordinate the generation of CCC-related publicity to media outlets.

## B. Making Connections with Medical Providers

The area in which your Club is located, as well as what medical services are available within that area, will dictate your approach in working towards establishing a fulfilling relationship with a service provider or providers. One immediate reference tool at your disposal is the list of Member Institutions of the Children's Oncology Group. This list is not inclusive of all medical institutions in North America that treat children with cancer. However, it is a comprehensive list of the most prestigious medical institutions in the world of children's oncology. Clubs are encouraged to contact medical facilities in their area that are not listed to determine if they provide pediatric oncology services. You also can pursue additional provider institution information via the Children Oncology Group's web site <http://www.nccf.org>.

In the event there is no facility within the immediate proximity of the Club, other collaboration options are:

- Contact other Clubs within your District to team up with them and expand their existing CCC services.
- Get involved with a pediatric oncology center outside your Club's immediate area.
- Network/collaborate with related organizations, e.g. cancer camps, Ronald McDonald Houses, the National Leukemia Society, etc.
- Concentrate on working with families and care partners of children being treated for cancer.
- Concentrate services on educating the public on childhood cancer and raising money for research.

### **C. Making the Call. Your Club has identified an institution working with children with cancer. Now what?**

- If the institution is a medical provider and has its own pediatric center, start with the center director or its volunteer coordinator. Call and ask for an appointment to visit the center and to talk to the administration about ways the Club can collaborate or assist the center. You can also write the director in advance about the nature of your request, inserting a program brochure for his/her benefit, and then follow up on the phone to set an appointment.
- Make sure you put together some information about Optimist International and your Club to take with you and distribute to your hosts. Don't assume everyone is familiar with our organization. You can visit [www.optimist.org](http://www.optimist.org) to find an excellent source of information on the history and purpose of Optimism via the "What is Optimism" link on the left-hand side of the home page. Make sure you have prepared remarks and a plan of what you hope to accomplish from this meeting. This will help avoid wasting everyone's time.
- Be sure you are clear on what the institution's policies and procedures are and what needs they have. Do not commit to anything you know the Club would not be able to do or which would violate the Clubs policies.

In the event there is not a separate pediatric center attached to the institution, it is recommended that the Club direct its communications to one of these departments: mission services, volunteer services or social work.

For non-medical institutions, Clubs may want to direct their communications – in the following order – to the agency's Executive Director, Director of Development or Special Events, Volunteer Services or Program Services.

The great majority of institutions will welcome your offer to get involved and will be eager to work out a plan of action beneficial to both the Club and the institution.

## CLUB CCC ACTIVITIES AND SERVICES

As stated previously, the program goals revolve around service and fund raising. While focused on different, distinct goals, these two functions share a common thread: both require care, commitment and creativity – there's those three C's again! You can also add in compassion, cooperation, coordination and communication. Let's call it the Seven C's to Success.

### **SEVEN C'S TO SUCCESS:**

1. **Care** – In all instances, take pride in doing the job right, being mindful of the considerations of others. Be mindful of your own limitations. Remember: Care for the caregiver.
2. **Commitment** – See the project through with your best effort, from start to finish. Honor your agreements. There are many people depending on you, so respond accordingly.
3. **Compassion** – Going through the motions benefits no one. Compassion fuels desire, which fuels success.
4. **Cooperation** – If you throw in all the other qualities without cooperation, nothing will be achieved to its maximum benefit. There is no “I” in team and you'll soon realize – if you don't already – that pulling together prevents falling apart.

**TRUE STORY:** When some of the greatest recording artists in America assembled to produce a recording to raise awareness and support for famine-ridden Ethiopia, the first instruction coordinator Quincy Jones gave the “stars” was, “Check your egos at the door. It's not about you.” Keep this in mind at all times: it's about the kids.

5. **Coordination** – Everyone must be on the same page at the same time. Take care of the little details before they become big problems. Coordination is the sibling of cooperation.
6. **Creativity** – If you keep doing what you're doing, you'll keep getting what you're getting. Everyone does a golf tournament, a picnic, toy collections, etc. How can you do it better? Or different? Make a splash? Challenge yourself to think outside the “box.”
7. **Communications** – “The last shall be first,” because this is where it all starts. Communicate amongst members to reach consensus; to the public, to tell your story; to the kids, so they feel good about themselves; to the families, so they can have hope.

In this planning guide you will find ideas for various service activities for Clubs targeted at supporting kids; families and care partners; and service providers.

Keep in mind the list is not inclusive, and is intended to provide a sampling of activities that Optimist Clubs and other organizations involved in similar programs have found to be productive.

A list of sample fundraising projects can also be found in this guide.

## CLUB CCC FUNDRAISING OBJECTIVES

“It takes money to make money” according to the time-tested adage. Optimists know it takes money to provide services to youth and the community. Within the scope of the CCC, Clubs are asked to consider raising funds in order to meet the following objectives:

- To purchase and implement products, services and activities for the benefit of children with cancer.
- To provide support for family members and care partners of children with cancer.
- To purchase equipment, products or services for the benefit of healthcare providers treating children with cancer.
- To advance pediatric oncology research.

In order to plan for Club CCC fundraising commitments, the Club should reach consensus first as to the types of services in which they want to involve themselves and to what extent. For example:

- Does the Club want to host or sponsor activities like a picnic or a day at an amusement park for children and their families?
- Is the Club interested in assisting a medical facility with purchasing a much-needed piece of equipment, such as a van lift or purchasing furniture for the visitor’s center, etc.?
- Is the Club interested in providing healthcare information to the community via underwriting the costs for putting on a health fair?
- Is the Club willing to assist with family-related expenses, such as travel and lodging for out-of-town treatment; covering the costs of food and utilities for a household that is cash-strapped; and/or assisting with uncovered medical expenses?
- Is the Club interested in supporting research and matching grant opportunities by raising funds for Optimist International Foundations’ Childhood Cancer Campaign Fund?

Suggestions for fundraising activities and events targeted at supporting the aforementioned requests, as well as providing related services, can be found in this guide.



## DEALING WITH DIFFICULT ISSUES

It was mentioned earlier in this guide that close to 75% of all childhood cancer can be cured. The obvious flip side is 25% of children diagnosed with cancer will not survive. The reality is it's probable that some of the children with whom you will come in contact will die from cancer. This is just one of the potentially emotionally-charged issues your Club may encounter while engaged in CCC activities. Here are other delicate situations that may arise:

- Family members/care partners distressed over the possibility of losing a loved one.
- Family members/care partners experiencing turmoil watching a loved one suffer.
- A child diagnosed with cancer experiencing difficulty in maintaining hope.
- A sibling experiencing a wide-range of emotions from lack of attention to fear of their own mortality.
- A child dealing with the after-effects of treatment.

Before engaging in a working relationship with a medical provider and/or family or child with cancer, Optimists are advised to seek consultation and training on dealing with related sensitive issues. There are resources within almost every community to help address these concerns.

- Medical providers – Before formalizing a relationship between the Club and the institution, discuss these concerns with the provider's liaison and request specific training on sensitive issues for your members.
- Contact a local hospice and ask for a professional social worker/counselor/therapist to make a presentation or conduct training for your Club.
- Procure the pro-bono services of a professional licensed counselor or psychologist to address sensitive issues with your Club.
- Seek the assistance of family caregiver support programs in your area. Agencies such as the United Way are good sources of referrals to community-based counseling agencies.
- Utilize faith-based institutions and religious leaders to provide inspiration and spiritual reinforcement to the members.

The point to keep in mind is that these issues should not be ignored and the need for emotional support, for members as well as those you serve, is universal.

## TELLING YOUR STORY – CLUB PUBLICITY

Publicity can mean more to your Club than “just getting your name in the paper.” By building up your Club through media coverage, you are bound to become more attractive to your community. Positive media coverage will not only enhance a Club’s image, it will also help attract new members.

Keeping press releases simple and informative is the key to getting them published. Like any industry, media members come to expect things “wrapped in certain packages.” When this isn’t done properly, some worthy news items can go unpublished. Please take a look at the following list of public relations suggestions – it may lead your Club to newfound popularity.

- This guide contains sample press releases that are proven to attract media coverage. Try to use these releases as a guide when publicizing your event.
- Know who should receive a certain release. If your event is tailored to a certain news department (i.e. sports, local news, features, etc.), make sure you point that out on the release. This can get the process moving more rapidly.
- Make sure contact information is located on the release, so the media can contact the Club to gather further information. The contact is generally a program Chair or Club President.
- Build local media contacts. Don’t be afraid to try to build a relationship between your Club and local reporters and editors.
- Be short, sweet and succinct. No press release should ever be over two pages long. Use compact, information-filled sentences and paragraphs. Anything too lengthy may be disregarded without a serious glance.
- When submitting photos to the print media, remember that editors love action shots. A picture of Optimists standing around and smiling may be nice for a Club scrapbook, but wouldn’t likely draw the attention of a media professional. A picture should always tell part of the story. If you use a digital camera, make sure to shoot the photo in the highest resolution possible.
- Make sure to utilize a photo-release form (see sample forms in this guide) for parents to authorize the Club’s use, for publicity purposes, of any photos of their children under age 18. A sample photo release form for adults over the age of 18 granting the Clubs use of their photo is included in the guide as well.
- Emphasize the kids. Even if your Club is conducting a fund raiser where no child is present, be sure to mention the project’s ultimate goal is to help Optimists “Bring Out the Best in Youth, in our Communities, and in Ourselves.”
- Don’t try to follow-up your press release with a phone call. Unless new information is available, follow-ups often serve as negative reinforcement.

## CAMP QUALITY USA AND CANADA LIST

The Children's Oncology Camping Association (COCA) consists of over 65 oncology camps with the United States, Canada, Australia, Europe and New Zealand. COCA serves as a trade association and resource for oncology camps. For more in on COCA, please call 1-800-737-2667 or visit them on the World Wide Web at [www.coca-intl.org](http://www.coca-intl.org).

Camp Quality, an endorsed organization of Optimist International, is a member of COCA. The following is a list of Camp Quality sites in the United States and Canada. Members interested in Camp Quality can contact the national marketing office (Independence, Mo.) at 816-478-1560. Their web site is <http://www.campqualityusa.org/>.

Camp Māk-A-Dream, a COCA member headquartered in Montana, serves 33 states in the U.S. plus Canada. The Māk-A-Dream Camps do admit children while they are receiving treatment. Their headquarter contact information is also listed below.

For more information on the Canadian camps, please call toll free at 1 866 738-8011 or visit their web site at [www.campquality.com](http://www.campquality.com).

### Camp Māk-A-Dream

Bldg 32 Fort Missoula  
Missoula, MT 59804  
Ph. (406) 549-5987  
Fax: (406) 549-5933  
E-mail: [camp@montana.com](mailto:camp@montana.com)  
[www.campdream.org](http://www.campdream.org)

### Camp Quality Canada

NATIONAL CONTACT:  
Brendan Turner, Executive Director  
1444 Queen Street East  
Toronto, Ontario M4L 1E1  
Ph. 416-406-2267  
Toll Free 1-866-738-8011  
Fax: 416-406-2260  
E-mail: [brendan.turner@campquality.org](mailto:brendan.turner@campquality.org)  
<http://campquality.org/>

#### Southern Ontario

Laura Calvert, Director  
1444 Queen Street East, Suite 206  
Toronto, ON M4L 1E1  
416-406-2267 ext. 106  
E-mail: [laura.calvert@campquality.org](mailto:laura.calvert@campquality.org)

#### Northern Ontario

Allison Andlar, Director  
Box 2021, Station A  
Sudbury, ON P3A 4R8  
Toll Free 1-800-899-3380  
E-mail: [allison.andlar@campquality.org](mailto:allison.andlar@campquality.org)

#### Eastern Ontario

Glenn & Pam Mooney, Directors  
P.O. Box 355; Carleton Place, ON K7C 3P4  
Toll Free 1-800-294-7841  
E-mail: [glenn.mooney@campquality.org](mailto:glenn.mooney@campquality.org)

#### Northwestern Ontario

Ashleigh Quarrell, Director  
704 McKenzie St.  
Thunder Bay, ON P7C 3L4  
807-577-0059  
E-mail: [ashleigh.quarrell@campquality.org](mailto:ashleigh.quarrell@campquality.org)

#### Alberta

Grace Cantle, Director  
28 Crowfoot Terrace NW  
PO Box: 68167 Crowfoot  
Calgary, Alberta T3G 3N8  
416-406-2267 ext. 107  
E-mail: [grace.cantle@campquality.org](mailto:grace.cantle@campquality.org)

#### Manitoba

Ainsley Kullman, Director  
Box 158, 30 – 360 Main St.  
Winnipeg, MB R3C 3Z8  
1.866.738.8011  
E-mail: [ainsley.kullman@campquality.org](mailto:ainsley.kullman@campquality.org)

## **Camp Quality USA**

### **NATIONAL HEADQUARTERS**

Patricia Harris, Executive Director  
540 Hampton Ridge Dr.  
Akron, OH 44313  
Phone: (330) 671-0167  
E-mail: [patty@campqualityusa.org](mailto:patty@campqualityusa.org)  
[www.campqualityusa.org/](http://www.campqualityusa.org/)

#### **Camp Quality Arkansas**

Beth Cameron, Camp Director  
PO Box 9095  
Jonesboro, AR 72403  
(830) 486-7106  
Camp Location: Bald Knob, AR  
E-mail: [beth.cameron@campqualityusa.org](mailto:beth.cameron@campqualityusa.org)  
[www.campqualityusa.org/ar](http://www.campqualityusa.org/ar)

#### **Camp Quality Central Missouri**

Erin Carl & Casey Bucher, Directors  
P.O. Box 953  
Jefferson City, MO 65102  
(636) 795-7229  
Camp Location: St. Clair, MO  
E-mail: [cmo@campqualityusa.org](mailto:cmo@campqualityusa.org)  
[www.campqualityusa.org/cmo](http://www.campqualityusa.org/cmo)

#### **Camp Quality Greater Kansas City**

Crystal Davison, Director  
3111 SE 3rd Terr.  
Lee's Summit, MO 64063  
(816) 809-8600  
Camp Location: Excelsior Springs, MO  
E-mail: [crystal.davison@campqualityusa.org](mailto:crystal.davison@campqualityusa.org)  
[www.campqualityusa.org/gkc](http://www.campqualityusa.org/gkc)

#### **Camp Quality Heartland (IA/NE)**

Angela Batson, Camp Director  
PO Box 402  
Council Bluffs, IA 51502  
Camp Location: Fremont, NE  
E-mail: [angela.batson@campqualityusa.org](mailto:angela.batson@campqualityusa.org)  
[www.campqualityusa.org/htl](http://www.campqualityusa.org/htl)

#### **Camp Quality Illinois**

PO Box 641  
Lansing IL 60438  
(708) 895-8311 ext. 101  
Camp Location: Frankfort, IL  
E-mail: [illinois@campqualityusa.org](mailto:illinois@campqualityusa.org)  
[www.campqualityusa.org/il](http://www.campqualityusa.org/il)

#### **Camp Quality Kansas**

Susie Mooney, Camp Director  
2617 N. 75th Street  
Kansas City, KS 66109  
(913) 424-8355  
Camp Location: Wichita, KS  
E-mail: [susie.mooney@campqualityusa.org](mailto:susie.mooney@campqualityusa.org)  
<http://www.campqualityusa.org/ks>

#### **Camp Quality Kentuckiana**

Charlie Obranowicz, Camp Director  
P.O. Box 35474  
Louisville, KY 40232  
(502) 507-3235  
Camp Location: Underwood, IN  
E-mail: [charlie.obranowicz@campqualityusa.org](mailto:charlie.obranowicz@campqualityusa.org)  
[www.campqualityusa.org/ki](http://www.campqualityusa.org/ki)

#### **Camp Quality Louisiana**

Alan Barth, Executive Director  
1800 Forsythe Avenue, Suite 2, Box 307  
Monroe, LA 71201  
(318) 547-4319  
Camp Location: Mer Rouge, LA  
E-mail: [alan.barth@campqualityusa.org](mailto:alan.barth@campqualityusa.org)  
[www.campqualityusa.org/la](http://www.campqualityusa.org/la)

#### **Camp Quality Minnesota**

Stephanie Gil, Camp Director  
(612) 470-4890  
Camp Location: Zumbro Falls, MN  
E-mail: [stephanie.gil@campqualityusa.org](mailto:stephanie.gil@campqualityusa.org)  
[www.campqualityusa.org/mn](http://www.campqualityusa.org/mn)

#### **Camp Quality Missouri Ozarks**

P.O. Box 302  
Joplin, MO 64802  
Camp Location: Neosho, MO  
E-mail: [ozarks@campqualityusa.org](mailto:ozarks@campqualityusa.org)  
[www.campqualityusa.org/oz](http://www.campqualityusa.org/oz)

#### **Camp Quality Michigan (2 locations)**

Tom Fasca and Jeff Cram, Camp Directors  
P.O. Box 345  
Boyer City MI 49712  
(231) 582-2471  
Camp Location: Luther, MI and Fenton, MI  
E-mail: [mioffice@campqualityusa.org](mailto:mioffice@campqualityusa.org)  
[www.campqualityusa.org/mi](http://www.campqualityusa.org/mi)

#### **Camp Quality New Jersey**

Al Passy, Director  
P.O. Box 264  
Adelphia, NJ 07710  
(732) 845-1958  
Camp Location: Sandyston, NJ  
E-mail: [al.passy@campqualityusa.org](mailto:al.passy@campqualityusa.org)  
[www.campqualityusa.org/nj](http://www.campqualityusa.org/nj)

#### **Camp Quality Northwest Missouri**

Gabe Bailey and Adam Nelson, Directors  
P.O. Box 9044  
St. Joseph, MO 64508  
(816) 232-2267  
Camp Location: Stewartville, MO  
E-mail: [nwmo@campqualityusa.org](mailto:nwmo@campqualityusa.org)  
[www.campqualityusa.org/nwmo](http://www.campqualityusa.org/nwmo)

#### **Camp Quality Ohio**

Sandra Kelly, Executive Director  
PO Box 358  
Uniontown, OH 44685  
(216) 328-2128  
Camp Location: Butler, OH  
E-mail: [ozark@campqualityusa.com](mailto:ozark@campqualityusa.com)  
[www.campqualityusa.org/oh/](http://www.campqualityusa.org/oh/)

#### **Camp Quality Texas**

Gladys Pryor, Executive Director  
300 Marian Street  
Baytown, TX 77520  
(832) 597-8131  
Camp Location: Huntsville, TX  
E-mail: [texas@campqualityusa.org](mailto:texas@campqualityusa.org)  
[www.campqualityusa.org/tx](http://www.campqualityusa.org/tx)

## CLUB CCC ACTIVITY IDEAS

### For Children Being Treated For Cancer:

- Find out from parents what the child likes and recruit people to send cards and small gifts. The child may collect certain things, so add to the collection! If they don't collect anything, help the child start a collection. This will get their mind off of the pain and give them something fun to do. Puzzles, books, or CDs are just a few ideas.
- If the child is older and in their teens, gather some of their friends and carpool or caravan them to the hospital for a visit. Keeping in touch with friends is very important.
- Put on a fund raiser in the child's name and donate the money to the child's family to use for his/her care. It can be as easy as setting up an account at a bank so people can donate directly or throwing a special party and getting donations from local organizations so the money raised can go directly to the family.
- Sponsor an outing for children with cancer and their siblings in cooperation with the treatment facility. Potential locations are amusement parks, carnivals, parks, ballgames and the zoo.
- Create your own outing or event for kids, i.e. a picnic, Easter egg hunt, fishing trip, carnival, horseback riding, etc. You may be able to also incorporate a fund raiser into the event, such as a raffle or drawing.

**Be Creative!**

**Be Compassionate!**

**Communicate!**

### For Family Members and Care Partners:

Note – Battling cancer can take time; in fact, it can take several years. The family or care partners will need your support throughout the whole course of treatment so make it a point to spread out your much-appreciated contributions.

- Often a family is away at the hospital/work most of the time and they don't have time to keep up with housework. Mowing the lawn and picking up the family's newspapers is a way to help.
- If you are close to the family, try to get a key to the home from them and explain that you would like to clean the house. If there are other children, offer to watch them for an evening once per week or whenever you have time. If there are pets, offer to bathe them and give them fresh food and water.
- If the hospital is nearby, visit and sit with the parent. Fill them in on what's going on and what is new. Bring a favorite food and a bag filled with magazines, note cards, toiletries and anything you would want to have if you were in the hospital.
- Many times the hospital is not close. If that is the case, send pre-paid phone cards to the parent(s) so they can stay in touch with family without running up their phone bill.
- Don't forget the siblings of a child with cancer. Bring the siblings small gifts to keep them from becoming bored and/or feeling left out. If possible, take them out for a burger, movie, or free event for kids. It's important that siblings get attention to help them overcome feelings of apprehension and inadequacy.
- Providing emotional support is crucial in keeping family members mentally healthy and focused. Call on a regular basis and just listen, letting the individuals vent if needed.

**For Family Members and Care Partners (cont'd):**

- If you are the co-worker of the parent(s), talk to your supervisor about having all the people in the office donate time off to the parent, if the company will allow this.
- Make a meal for the family on a regular basis and bring it to them. You can also put together a food basket that contains the items necessary for the family to make a certain meal.
- The family needs to have fun! Give a movie gift pack that contains movie rental gift certificates, popcorn, candy and soda.
- Offer to help get other siblings to and from after- school obligations, such as practices or scouting activities.

**Be Caring!**

**Make the Commitment!**

**For Medical Providers and Treatment Facilities:**

- Establish a fund to assist with expenses for families who have traveled with a child to your community for treatment, as well as to assist with basic living expenses for local families served by the treatment facility.
- Organize and direct a fundraising drive or event to purchase a needed piece of equipment or accessory for the treatment facility.
- Sponsor a health fair for the purpose of educating the public about childhood cancer as well as the importance of umbilical cord blood donations by women after giving birth so the donations can be used in stem cell transplants.
- Sponsor a blood drive.
- Volunteer at the treatment facility.
- Conduct drives for art supplies, dolls, stuffed animals and toys.

**Be Cooperative!**

**Coordinate Your Efforts!**

# CLUB CCC FUNDRAISING IDEAS

## Category Activity

A – Thons .....	Bike-a-thons or rallies, dance-a-thons, stroll-a-thons, volleyball marathons, walk-a-thons
Entertainment .....	Band festivals or concerts, bingo, carnivals, car shows, ethnic or cultural festivals, fairs, movie nights, mouse races, picnics
Food .....	Bake sales, barbeques, cake walks, cook-offs, dinner dances, fish fry, pancake breakfasts, pot-luck suppers, progressive dinners, spaghetti/chili dinners
Games of Skill .....	Bowling, fishing, poker, ping-pong, washers, or pool/billiards tournaments; golf tournaments (including closest-to-the-hole and hole-in-one contests), marathons or 5k runs, meat (turkey) shoots, pie-eating contests, trivia nights
Sales .....	Auctions, candy sales, car washes, flea markets, giving stands (set up in businesses), greeting card sales, plant sales, quilt sales, raffles, 50/50 drawings, Christmas tree lots
Travel .....	Antique shop tours, bus tours, casino excursions, church tours, cruises, garden tours, house tours, historic landmark tours, museum tours, paddle boat rides, train trips
Miscellaneous .....	Aluminum collections (cans, tabs, etc.), selling concessions at a community carnival, celebrations, fairs, etc.



## CHILDHOOD CANCER RELATED WEB SITES

\* This information was provided by the Pediatric Oncology Resource Center.

These pages are designed to help you find external links quickly.

Question: Is the information I am about to find on the Internet reliable?

Most, but not all, of the information you find on the Internet is reliable. First, look at the url.

- “.com” is a commercial site, and the sponsors of the page have a monetary investment in it. Some “.com” sites have great information; some are trying to sell you something.
- “.org” is sponsored by a non-profit organization.
- “.edu” is an educational institution; they only want to teach you something.
- “.gov” is a government site.

Next, look at who has written the page. The “editors” should list their qualifications. Medical doctors are of course good sources of information; non-medical doctors should state that fact and list their qualifications and aims in writing the pages.

Pay attention to who links into the page — if you were directed to the page by a reliable source, the new page is also likely to be reliable. Reliable pages are usually updated often, indicating that the editors are interested in keeping the information as current and accurate as possible. Always understand that the medical information you read on the Internet is not to be substituted for personal consultation with a physician.

### **Airline Flight Helps**

- Corporate Angel Network: [www.corpangelnetwork.org/](http://www.corpangelnetwork.org/)
- Air Care Alliance: [www.aircareall.org](http://www.aircareall.org)
- Mercy Medical: [www.mercymedical.org/](http://www.mercymedical.org/)

### **Aspergillus**

- [www.aspergillus.man.ac.uk/](http://www.aspergillus.man.ac.uk/)

### **Blood counts explained**

- University of Iowa Nursing: [www.coninfo.nursing.uiowa.edu/sites/pedspain/bcounts/index.htm](http://www.coninfo.nursing.uiowa.edu/sites/pedspain/bcounts/index.htm)

### **Bone Marrow/Stem Cell Transplants**

- Blood and Transplant Newsletter (BMT Newsletter): [www.bmtnews.org/](http://www.bmtnews.org/)
- Blood and Transplant Newsletter (BMT Newsletter), Nuts and Bolts section: [www.bmtnews.org/bmt/bmt.book/chapter.1.html](http://www.bmtnews.org/bmt/bmt.book/chapter.1.html)
- Bone Marrow Foundation: [www.bonemarrow.org/](http://www.bonemarrow.org/)
- HLA Registry Foundation: [www.hlaregistry.org/](http://www.hlaregistry.org/)
- International Bone Marrow and Cord Blood Search: Caitlin Raymond International Registry: [www.crir.org/](http://www.crir.org/)
- International Bone Marrow Transplant Registry (IBMTR): [www.ibmtr.org/](http://www.ibmtr.org/)
- JLS Foundation: [www.jlsfoundation.org/](http://www.jlsfoundation.org/)
- National Bone Marrow Transplant Link: [www.comnet.org/nbmtlink/sg.html](http://www.comnet.org/nbmtlink/sg.html)
- University of Pennsylvania Oncolink, BMT main page: [www.oncolink.com](http://www.oncolink.com)
- University of Minnesota: [www.peds.umn.edu/centers/bmt/](http://www.peds.umn.edu/centers/bmt/)



## **Clinical Trial Listings**

- Cancernet: [www.cancer.gov/search/clinical\\_trials/](http://www.cancer.gov/search/clinical_trials/)
- Centerwatch: [www.centerwatch.com/](http://www.centerwatch.com/)
- University of Pennsylvania Oncolink, cooperative groups: [www.oncolink.com](http://www.oncolink.com)

## **Chemotherapy Drug Information**

- RX list: [www.rxlist.com/](http://www.rxlist.com/)
- UNMC: [artemis.unmc.edu:82/cancer/](http://artemis.unmc.edu:82/cancer/)
- University of Pennsylvania Oncolink: [www.oncolink.com](http://www.oncolink.com)

## **Environmental issues**

- EDA: [www.scorecard.org/](http://www.scorecard.org/)

## **Financial Help**

- ACS site: [www.cancer.org/](http://www.cancer.org/)
- Cancer Care: [www.cancercare.org/](http://www.cancercare.org/)
- Cancer Fund of America: [www.cfoa.org/](http://www.cfoa.org/)
- SSI (social security): [www.ssa.gov/](http://www.ssa.gov/)
- Leukemia Society of America: [www.leukemia.org/docs/pat\\_serv/pataid.html](http://www.leukemia.org/docs/pat_serv/pataid.html)
- Kelly Ann Dolan: [www.cfoa.org](http://www.cfoa.org)
- Cancer Fund of America: [www.kadmf.org/](http://www.kadmf.org/)
- University of Pennsylvania Oncolink: [www.oncolink.com](http://www.oncolink.com)
- Ronald McDonald Houses: [www.rmhc.com/home/index.html](http://www.rmhc.com/home/index.html)
- The Sparrow Foundation: [www.sparrow-fdn.org/](http://www.sparrow-fdn.org/)

## **Glossaries**

- NIH: [www.nhgri.nih.gov/DIR/VIP/Glossary/](http://www.nhgri.nih.gov/DIR/VIP/Glossary/)
- Cancernet: [www.cancer.gov/dictionary/](http://www.cancer.gov/dictionary/)
- MedsOnline: [www.meds.com/glossary.html](http://www.meds.com/glossary.html)
- Harvard Medical Schools Intellihealth: [www.intelihealth.com](http://www.intelihealth.com)
- ICARE for help finding new treatments and doctors: [www.icare.org/](http://www.icare.org/)

## **Journal Search Sites**

- Biomed Net: [www.biomednet.com/library](http://www.biomednet.com/library)
- CancerLit: [www.cancer.gov/cancer\\_information/cancer\\_literature](http://www.cancer.gov/cancer_information/cancer_literature)
- Cancer Online: <http://journals.wiley.com/cancer/>
- Journal of the American Medical Association: [www.jama.ama-assn.org/](http://www.jama.ama-assn.org/)
- Loansome Doc: [www.nlm.nih.gov/pubs/factsheets/loansome\\_doc.html](http://www.nlm.nih.gov/pubs/factsheets/loansome_doc.html)
- New England Journal of Medicine: [www.nejm.org/](http://www.nejm.org/)
- University of Pennsylvania Oncolink: [www.oncolink.com](http://www.oncolink.com)
- PubMed: [www.ncbi.nlm.nih.gov/PubMed/](http://www.ncbi.nlm.nih.gov/PubMed/)

## **Online support, parents**

- ALL-KIDS: [www.allkids.org](http://www.allkids.org)
- Oncochat: [www.oncochat.org](http://www.oncochat.org)

### **Online support, teens and kids**

- Sick Kids: <http://gnv.fdt.net/~mother/sickkids.html>

### **Radiation Help**

- University of Pennsylvania: [www.oncolink.com](http://www.oncolink.com)
- University of Michigan: [www.med.umich.edu/radonc/pat/patguid.htm](http://www.med.umich.edu/radonc/pat/patguid.htm)

### **Special Items for Kids with Cancer**

- Teddy Bears for Cancer Kids: <http://taybearhugs.org/>
- The Cancer Club: [www.cancerclub.com/ch01000.htm](http://www.cancerclub.com/ch01000.htm)
- The Kimo Bear Project: [www.kimobear.org/](http://www.kimobear.org/)
- Starbright Website: [www.starbright.org/](http://www.starbright.org/)

### **Stats on childhood cancer**

- NCCF/CCG site: [www.nccf.org/nccf/cancer/Cncrinfo.htm](http://www.nccf.org/nccf/cancer/Cncrinfo.htm)

### **Survivor Groups**

- NCCS, National Coalition for Cancer Survivorship: [www.cansearch.org/index.html](http://www.cansearch.org/index.html)
- Outlook: [www.outlook-life.org/](http://www.outlook-life.org/)

### **Teen Groups**

- Ulman Cancer Fund for Young Adults: [www.ulmanfund.org/](http://www.ulmanfund.org/)
- Teenage Cancer Trust: [www.teenagecancertrust.com](http://www.teenagecancertrust.com)

### **Wigs, hats**

- Headcovers Unlimited: [www.headcovers.com](http://www.headcovers.com)
- Locks of Love: [www.locksoflove.com/](http://www.locksoflove.com/)
- Wigs for Kids: [www.wigsforkids.org/](http://www.wigsforkids.org/)

### **Web sites for good information on childhood cancer/all cancers, main pages**

- ACS: [www.cancer.org/](http://www.cancer.org/)
- Cancer Guide: <http://cancerguide.org/mainmenu.html>
- Cancer News: [www.cancernews.com/quickload.htm](http://www.cancernews.com/quickload.htm)
- CURESEARCH: [www.nccf.org/](http://www.nccf.org/)
- CenterWatch: [www.centerwatch.com/](http://www.centerwatch.com/)
- JLS Foundation: [www.jlsfoundation.org/](http://www.jlsfoundation.org/)
- Medical Matrix: [www.medmatrix.org/index.asp?](http://www.medmatrix.org/index.asp?)
- Meds Online: [www.meds.com/](http://www.meds.com/)
- NCCS: [www.cansearch.org/index.html](http://www.cansearch.org/index.html)
- University of Pennsylvania Oncolink: [www.oncolink.com](http://www.oncolink.com)
- Outlook: <http://www.outlook-life.org/>
- Squirrel Tales: <http://www.squirreltales.com/index.html>
- St. Jude: <http://www.stjude.org/>
- Tomorrow Fund: <http://www.tomorrowfund.org/>

## MEMBER-INSTITUTIONS OF THE CHILDREN'S ONCOLOGY GROUP

Listed on these pages are medical institutions who treat children with cancer and are affiliated or supported by the Foundation for the Children's Oncology Group, formerly the National Childhood Cancer Foundation.

This list is not inclusive of all medical institutions that treat children with cancer. Clubs are encouraged to contact medical facilities in their area not listed below to determine if they provide services for children with cancer.

The childhood cancer research and treatment centers of the Children's Oncology Group (COG) are located at the most prestigious medical institutions in the world. The 5,000 or more pediatric oncology specialists of COG conduct collaborative research, working efficiently and cost-effectively as they share the goals and results. Because of these cooperative methods, children with cancer are assured of state-of-the-art care, no matter where they live.

There are over 230 Children's Oncology Group member-institutions, located in almost every state and province in North America, and elsewhere in the world. Below is a listing of those pediatric oncology centers. They are listed first by state or province, then by city, COG Institution, principal investigator (the person in charge of COG protocol) and phone number.

<b>Canada</b>	<u>COG Institution</u>	<u>Contact Number</u>
<b>Alberta</b>		
Calgary	Alberta Children's Hospital	403-943-7396
Edmonton	Stollery Children's Hospital	780-432-8512
<b>British Columbia</b>		
Vancouver	British Columbia's Children's Hospital	604-875-2322
<b>Manitoba</b>		
Winnipeg	CancerCare Manitoba	204-787-2197
<b>Newfoundland</b>		
St. John's	Janeway Child Health Center	709-777-4799
<b>Nova Scotia</b>		
Halifax	IWK Health Centre	902-428-8888
<b>Ontario</b>		
Hamilton	McMaster University	905-521-2100
Kingston	Kingston General Hospital	613-548-3232
London	Children's Hospital of Western Ontario	519-685-8500
Ottawa	Children's Hospital of Eastern Ontario	613-737-7600
Toronto	Hospital for Sick Children	416-813-5886
<b>Québec</b>		
Montreal	Hospital Sainte-Justine	514-345-4969
Montreal	McGill Univ.-The Montreal Children's Hospital	514-934-4400
Sherbrooke	Centre Hospitalier Universitaire de Québec	819-346-1110
Ste-Foy	Centre Hospitalier de l'Université de Québec	418-656-4141
<b>Saskatchewan</b>		
Regina	Allan Blair Cancer Centre	306-766-2498
Saskatoon	Saskatoon Cancer Center	306-655-2744

<b>United States</b>	<u>COG Institution</u>	<u>Contact Number</u>
<b>Alabama</b>		
Birmingham	University of Alabama	205-939-9100
Mobile	University of South Alabama	251-405-5115
<b>Arkansas</b>		
Little Rock	University of Arkansas	501-320-1494
<b>Arizona</b>		
Mesa	Banner Children's Hospital	480-833-1123
Phoenix	Phoenix Children's Hospital	602-546-0920
Tucson	University of Arizona Health Sciences Center	520-626-8278
<b>California</b>		
Downey	Southern California Permanente Medical Group	562-803-2479
Duarte	City of Hope National Medical Center	626-256-4673
Loma Linda	Loma Linda University Medical Center	909-558-3374
Long Beach	Harbor/UCLA and Miller Children's Hospital	562-933-8600
Los Angeles	Cedars-Sinai Medical Center	910-423-4423
Los Angeles	Children's Hospital Los Angeles	323-669-2121
Los Angeles	UCLA School of Medicine	310-825-6708
Madera	Children's Hospital Central California	559-353-5480
Oakland	Children's Hospital of Oakland	510-428-3689
Oakland	Kaiser Permanente Medical Group, Inc. N. CA	415-202-3528
Orange	Children's Hospital of Orange County	714-997-3000
Orange	University of California, Irvine	714-456-6615
Palo Alto	Stanford University Medical Center	650-723-5535
Sacramento	Sutter Medical Center, Sacramento	916-733-1997
Sacramento	University of California, Davis	916-734-2782
San Diego	Children's Hospital & Health Center	858-966-5811
San Francisco	UCSF School of Medicine	415-476-3831
Santa Barbara	Santa Barbara Cottage Children's Hospital	805-569-8394
<b>Colorado</b>		
Denver	The Children's Hospital-Denver	303-861-67404
<b>Connecticut</b>		
Farmington	Connecticut Children's Medical Center	860-545-9630
New Haven	Yale University School of Medicine	203-785-4640
<b>District of Columbia</b>		
Washington	Children's National Medical Center	202-884-2800
Washington	Georgetown University Medical Center	202-444-7599
Washington	Walter Reed Army Medical Center	202-782-0421
<b>Delaware</b>		
Wilmington	Christiana Care Health Services/A.I. duPont Inst.	302-651-5500

**Florida**

Ft. Lauderdale	Broward General Medical Center	954-355-4527
Ft. Myers	Children's Hospital of SW FL Lee Memorial Health Sys	239-432-3333
Gainesville	University of Florida	352-392-5633
Hollywood	Joe DiMaggio Children's Hospital at Memorial	954-987-2000
Jacksonville	Nemours Children's Clinic	904-390-3789
Miami	Baptist Children's Hospital	786-593-1960
Miami	Miami Children's Hospital	305-662-8360
Miami	University of Miami School of Medicine	305-585-5635
Orlando	Nemours Children's Clinic	407-650-7230
Pensacola	Sacred Heart Hospital	850-505-4790
St. Petersburg	All Children's Hospital	727-767-7451
Tampa	Tampa Children's Hospital	813-870-4252
W. Palm Beach	St. Mary's Hospital	561-840-6125

**Georgia**

Atlanta	Children's Healthcare of Atlanta Emory University	404-785-1112
Augusta	Medical College of Georgia Children's Medical Center	706-721-3626
Savannah	Memorial Medical Center/Backus Children's Hospital	912-350-8194

**Hawaii**

Honolulu	Cancer Research Center of Hawaii	808-586-2979
Tripler	Tripler Army Medical Center	808-433-6057

**Iowa**

Boise	Mountain States Tumor Institute	208-381-2711
Des Moines	Raymond Blank Children's Hospital	515-241-8912
Iowa City	University of Iowa Hospitals & Clinics	319-356-1905

**Illinois**

Chicago	Children's Memorial Medical Center at Chicago	773-880-4562
Chicago	Rush-Presbyterian St. Luke's Medical Center	312-942-5983
Chicago	University of Chicago Medical Center	773-702-6808
Chicago	University of Illinois	312-996-6143
Maywood	Loyola University Medical Center	708-327-9135
Oak Lawn	Hope Children's Hospital	708-346-4094
Park Ridge	Lutheran General Children's Medical Center	847-723-5962
Peoria	St. Jude Midwest Affiliate	309-624-4945
Springfield	Southern Illinois University School of Medicine	217-785-2343

**Indiana**

Indianapolis	Indiana University-Riley Children's Hospital	317-274-8784
Indianapolis	St. Vincent Hospital and Medical Center	317-338-4673

**Kansas**

Kansas City	University of Kansas Medical Center	913-588-6340
Wichita	Via Christi Regional Medical Center	316-268-5691
Wichita	Wesley Medical Center	316-263-4311
Wichita	Wichita CCOP	316-263-5784

<b>Kentucky</b>		
Lexington	A.B. Chandler Medical Center-University of Kentucky	859-323-5694
Louisville	Kosair Children's Hospital	502-852-8459
<b>Louisiana</b>		
New Orleans	Children's of New Orleans/LSUMC CCOP	504-896-9740
New Orleans	Ochsner Clinic	504-842-5200
New Orleans	Tulane University	504-988-5412
<b>Massachusetts</b>		
Boston	Boston Floating Hospital for Infants & Children	617-636-5535
Boston	Dana-Farber Cancer Inst. & Children's Hospital	617-632-3971
Boston	Massachusetts General Hospital	617-726-2000
Springfield	Baystate Medical Center	413-764-5316
Worcester	University of Massachusetts Medical School	508-856-4225
<b>Maryland</b>		
Baltimore	Johns Hopkins Hospital	410-955-7385
Baltimore	Sinai Hospital of Baltimore	410-601-5864
Baltimore	University of Maryland at Baltimore	410-328-2808
Bethesda	National Cancer Institute - Pediatric Branch	301-496-0085
<b>Maine</b>		
Bangor	Eastern Maine Medical Center	207-973-7554
Scarborough	Maine Children's Cancer Program	207-885-7565
<b>Michigan</b>		
Ann Arbor	C.S. Mott Children's Hospital	734-764-7126
Detroit	Children's Hospital of Michigan	313-745-5515
East Lansing	Michigan State University	517-355-8998
Flint	Hurley Medical Center	810-762-7304
Grand Rapids	DeVos Children's Hospital	616-391-2086
Grosse Pointe Woods	Meade Pediatric Hematology Oncology Center	313-647-3200
Kalamazoo	Kalamazoo Center for Medical Studies	269-341-6350
Royal Oak	William Beaumont Hospital	248-551-0360
<b>Minnesota</b>		
Minneapolis	Children's Heath Care	612-813-5940
Minneapolis	University of Minnesota Cancer Center	612-626-2778
Rochester	Mayo Clinic and Foundation	507-284-2511
<b>Missouri</b>		
Columbia	University of Missouri	573-882-3961
Kansas City	The Children's Mercy Hospital	816-234-3265
St. Louis	Washington University Medical Center	314-454-4118
St. Louis	Cardinal Glennon Children's Hospital	314-577-5638
<b>Mississippi</b>		
Jackson	University of Miss. Medical Center Children's Hospital	601-984-5220



**North Carolina**

Asheville	Memorial Mission Hospital	828-213-1111
Chapel Hill	University of North Carolina at Chapel Hill	919-966-1178
Charlotte	Carolinas Medical Center	704-355-2000
Charlotte	Presbyterian Hospital	704-384-5227
Durham	Duke University Medical Center	919-684-3401
Greenville	East Carolina University School of Medicine	252-744-4676
Winston-Salem	Wake Forest University School of Medicine	336-716-4085

**North Dakota**

Fargo	MeritCare Hospital	701-234-7544
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**Nebraska**

Omaha	Children's Memorial Hospital of Omaha	402-955-3950
Omaha	University of Nebraska Medical Center	402-559-7257

**New Hampshire**

Lebanon	Dartmouth-Hitchcock Medical Center	603-650-5541
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**New Jersey**

Hackensack	Hackensack University Medical Center	201-996-5437
Livingston	Saint Barnabas Medical Center	973-322-2800
Morristown	Atlantic Health System	973-971-6720
New Brunswick	St. Peter's University Hospital	732-745-6674
New Brunswick	Univ. of Medicine and Dentistry of NJ	732-235-5437
Newark	Newark Beth Israel Medical Center	973-926-7161
Paterson	St. Joseph's Hospital and Medical Center	973-754-3230

**New Mexico**

Albuquerque	University of New Mexico School of Medicine	505-272-4461
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**Nevada**

Las Vegas	Nevada Cancer Research Foundation - CCOP	702-732-0971
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**New York**

Albany	Albany Medical Center	518-262-5513
Bronx	Montefiore Medical Center	718-741-2342
Brooklyn	Brookdale Hospital Medical Center	718-240-5904
Brooklyn	Brooklyn Hospital Center	718-250-6074
Brooklyn	Maimonides Medical Center	718-283-7373
Brooklyn	SUNY Health Science Center at Brooklyn	718-270-1693
Buffalo	Roswell Park Cancer Institute	716-845-2333
Manhasset	North Shore University Hospital-Cornell Med. Ctr.	718-470-3460
Mineola	Winthrop University Hospital	516-663-9400
New York City	Columbia Presbyterian College of Phys. & Surgeons	212-305-5808
New York City	Memorial Sloan Kettering Cancer Center	212-639-7951
New York City	Mount Sinai Medical Center	212-241-7022
New York City	New York Hospital-Cornell University Med.	212-746-3400
New York City	New York University Medical Center	212-263-6825
Rochester	University of Rochester Medical Center	716-275-2981
Stony Brook	SUNY at Stony Brook	631-444-7720
Syracuse	SUNY at Syracuse	315-464-5294
Valhalla	New York Medical College	914-493-7997

**Ohio**

Akron	Children's Hospital Medical Center	330-543-8730
Cincinnati	Children's Hospital Medical Center	513-636-4266
Cleveland	Rainbow Babies and Children's Hospital	216-844-3345
Cleveland	The Cleveland Clinic Foundation	216-444-5517
Columbus	Children's Hospital of Columbus	614-722-3552
Dayton	Children's Medical Center-Dayton	937-641-3111
Toledo	Mercy Children's Hospital	419-251-8215
Toledo	Toledo Children's Hospital	419-291-7815
Youngstown	Western Reserve Care System-Tod Children's Hosp.	330-884-3955

**Oklahoma**

Oklahoma City	University of Oklahoma Health Sciences Center	405-271-5311
Tulsa	Warren Clinic, Inc.	918-494-2525

**Oregon**

Portland	Doernbecher Children's Hospital-Oregon HSU	503-494-3121
Portland	Emanuel Hospital-Health Center	503-281-5053

**Pennsylvania**

Danville	Geisinger Medical Center	570-271-6848
Hershey	Penn State Children's Hospital	717-531-6012
Philadelphia	Children's Hospital of Philadelphia	215-590-1000
Philadelphia	St. Christopher's Hospital for Children	215-427-5000
Pittsburgh	Children's Hospital of Pittsburgh	412-692-5005

**Rhode Island**

Providence	Rhode Island Hospital	401-444-5171
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**South Carolina**

Charleston	Medical University of South Carolina	843-792-2957
Columbia	South Carolina Cancer Center	803-434-3533
Greenville	Children's Hospital of the Greenville Hospital System	803-455-8898

**South Dakota**

Sioux Falls	South Dakota Children's Hospital & Clinics	605-333-7171
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**Tennessee**

Chattanooga	T. C. Thompson Children's Hospital	423-778-7289
Johnson City	East Tennessee State University	423-433-6200
Knoxville	East Tennessee Children's Hospital	865-541-8266
Memphis	St. Jude Children's Research Hospital	901-495-3300
Nashville	Vanderbilt Children's Hospital	615-936-1762



**Texas**

Amarillo	Texas Tech UHSC-Amarillo	806-354-5527
Austin	Children's Hospital of Austin	512-324-8475
Corpus Christi	Driscoll Children's Hospital	512-694-5311
Dallas	North Texas Hospital for Children	972-566-6647
Dallas	Univ. of Texas Southwestern Medical School	214-456-2382
Fort Worth	Cook Children's Medical Center	817-885-4020
Galveston	University of Texas Medical Branch	409-772-2341
Houston	Texas Children's Cancer Center	832-824-4200
Houston	M.D. Anderson Cancer Center	713-792-6620
Lubbock	Children's Hem/Onc Team at Covenant Children's Hosp.	806-725-4840
San Antonio	Southwest Texas Methodist Hospital	210-614-4011
Temple	Scott & White Memorial Hospital	254-724-2006

**Utah**

Salt Lake City	Primary Children's Medical Center	801-588-2680
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**Virginia**

Charlottesville	University of Virginia Health Sciences Center	804-924-5105
Falls Church	Inova Fairfax Hospital	703-876-9111
Norfolk	Children's Hospital-King's Daughters	757-668-7243
Portsmouth	Navel Medical Center/Portsmouth	757-953-4522
Richmond	Medical College of Virginia	804-828-9605

**Vermont**

Roanoke	Carilion Medical Center for Children	540-985-8055
Burlington	University of Vermont College of Medicine	802-847-2850

**Washington**

Seattle	Children's Hospital and Regional Medical Center	206-987-2106
Spokane	Sacred Heart Children's Hospital	509-474-2777
Tacoma	Madigan Army Medical Center	253-968-1980
Tacoma	Mary Bridge Hospital	253-403-3481

**Wisconsin**

Green Bay	St. Vincent Hospital	920-433-8670
Madison	University of Wisconsin-Children's Hospital Madison	608-263-6200
Marshfield	Marshfield Clinic	715-387-5511
Milwaukee	Midwest Children's Cancer Clinic	414-456-4170

**West Virginia**

Charleston	West Virginia University HBC	304-388-1540
Huntington	Cabell Huntington Hospital	304-691-1300
Morgantown	West Virginia University HSC	304-293-1217

# SAMPLE NEWS RELEASE



PRINT ON CLUB/DISTRICT LETTERHEAD OR TYPE IN CLUB/DISTRICT NAME  
CONTACT  
CONTACT NAME  
CONTACT'S NUMBER

FOR IMMEDIATE RELEASE  
DATE

## OPTIMISTS WORK WITH YOUNG CANCER PATIENTS

Local cancer patients and their families have a friend in the Optimist Club of (CLUB NAME). Optimist volunteers conducted a service project on (DATE) in their on-going effort to aid kids diagnosed with cancer. The project is part of Optimist International's Childhood Cancer Campaign.

"The art and craft day at the hospital is our way of reaching out and showing we care," Club President PRESIDENT NAME said. "These kids and their families are going through a lot right now. We want to show our support."

Optimist volunteers spent the day with the kids. (BRIEFLY DESCRIBE THE PROGRAM, NOTING SPECIFICS LIKE HOW MANY KIDS AND VOLUNTEERS WERE INVOLVED, AS WELL AS THE SPECIFICS OF THE PROGRAM).

Optimist International is one of the world's largest service club organizations with over 80,000 adult and youth members in almost 3,000 clubs in the United States, Canada, the Caribbean and Mexico and throughout the world. The organization's Childhood Cancer Campaign became one of its main focuses in 2001, and in 2004, Optimist International partnered with John Hopkins University to move forward research for the disease. Carrying the motto "Bringing Out the Best in Youth, in our Communities, and in Ourselves," Optimists conduct positive service projects that reach more than six million young people each year. To learn more about Optimist International, please call (314) 371-6000 or visit the organization's website at [www.optimist.org](http://www.optimist.org).

# SAMPLE NEWS AND PHOTO RELEASE



PRINT ON CLUB/DISTRICT LETTERHEAD OR TYPE IN CLUB/DISTRICT NAME  
CONTACT  
CONTACT NAME  
CONTACT'S NUMBER

FOR IMMEDIATE RELEASE  
DATE

## **OPTIMIST CLUB TO HELP KIDS WITH CANCER**

The Optimist Club of (CLUB NAME) will be working with kids with cancer on (DATE) at (LOCATION). (NAME OF PROJECT) is part of the club's commitment to young cancer patients in the community. Optimist volunteers plan to (briefly describe project) as part of the program. The project is part of Optimist International's Childhood Cancer Campaign.

(USE A QUOTE FROM THE CCC CHAIR OR CLUB PRESIDENT TO TALK ABOUT THE PROJECT AND INCLUDE DETAILS.)

Activities planned during the program include (GIVE SPECIFICS TIMES AND ACTIVITIES PLANNED). (IF APPLICABLE, NOTE THAT PHOTO OPPORTUNITIES WILL BE AVAILABLE).

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## PHOTO RELEASE FORM - ADULTS

I, \_\_\_\_\_, grant Optimist International my permission to use my picture for their public relations purposes. Optimist International may use the photo in any publication they see fit.

Name \_\_\_\_\_

Date \_\_\_\_\_

Phone number \_\_\_\_\_

E-mail \_\_\_\_\_

## PHOTO RELEASE FORM - CHILD

I, \_\_\_\_\_, grant Optimist International my permission to use a picture of my son/daughter, \_\_\_\_\_, for their public relations purposes. Optimist International may use the photo in any publication they see fit.

Name \_\_\_\_\_

Date \_\_\_\_\_

Phone number \_\_\_\_\_

E-mail \_\_\_\_\_

# WALK FOR CHILDHOOD CANCER PLANNING GUIDE

## PURPOSE:

Every great journey begins with one step and we're happy to have your Club taking that step with Optimist International. We appreciate your willingness to join us as we walk to help rid the world of childhood cancer.

Please use these materials as a guide to assist your Club in organizing a CCC Walk in your community. Remember this is your Club's walk and you are free to tailor it to fit the needs of your area. The following materials are samples to get your Club started thinking about how to organize and execute the event.

**Be creative! Think outside the box! Have fun!**

## Frequently Asked Questions

- **Why should our Club participate?** Optimist Members have proven their dedication to providing the care and finding a cure. All Clubs are asked to sponsor a CCC Walk during June, Optimist International Childhood Cancer Awareness Month. This show of unified support demonstrates the Optimist International mission to "be the leading force to rid the world of childhood cancer.
- **How do the funds raised help childhood cancer?** Your Club can determine the best way for the funds raised to be utilized. They may be sent to the Optimist International Foundation designated for Johns Hopkins research or the general CCC fund. Your Club may donate the funds to a local hospital or cancer research center. The funds may also be used to cover the costs of a CCC project run by your Club.
- **How do we report our plans to conduct a walk?** Clubs are asked to complete the CCC Walk Commitment Form available on the Optimist website once they have set their goals for number of walkers and funds raised. The form should be submitted to Optimist International, Attn: CCC 4494 Lindell Blvd. St. Louis, MO 63108.
- **How can contributions be submitted to the Optimist International Foundation?** Funds can be sent via check or money order and should be made out to OIF-CCC. The mailing address is Optimist International, Attn: CCC 4494 Lindell Blvd. St. Louis, MO 63108. If your Club would like to designate the funds for research or Johns Hopkins, please note that on the memo line or in an attached letter.

# CCC WALK TIMELINE

## 12 Weeks Prior

- Club decides to conduct a CCC Walk.
- Appoint a Team Captain and a few Co-Captains (depending on the size of your Club).
- Research possible sites for your walk.
- Set a walker goal.
- Set a dollar goal.
- Create a proposed budget for the event.
- Determine how the funds raised will be utilized (Optimist Childhood Cancer Campaign, Johns Hopkins, local hospital, Club CCC project, etc).
- Register your team and set goals with Optimist International.

## 10-12 Weeks Prior

- Decide on a walk location and complete any necessary paperwork to reserve the area for the day of your event.
- Create and display posters promoting the walk and inviting community members to participate.
- Send letters to community groups encouraging them to participate in the walk.
- Contact local businesses and ask them to sponsor a walker or donate funds or in-kind items (ex. water or fruit for the walkers) in exchange for promotion on race materials.
- Contact local bookstores, libraries, coffeehouses, recreation centers and places where active people spend time and ask if they will display information about the event.
- Optional: Host a kick-off event for your Club or community.

## 6-8 Weeks Prior

- Encourage each walker to hit a specified goal (ex. \$200 or more).
- Optional: offer prizes to the participants who sign up the most sponsors each week.
- Ask for volunteers from the Club to assist during the walk (ex. hand out water, handle walker registration, security, etc) .
- Have promotional items printed, such as race programs or brochures.

## 2-4 Weeks Prior

- Contact the local newspaper and ask them to include contest details in their Community Calendar section.
- Send press release to local media outlets - newspapers, radio and TV stations.
- Send out a reminder with date, time and location of the event to all registered participants.
- Encourage registered walkers to meet the funds raised goal.
- Use the goal poster to track your Club's progress.
- Arrange for Optimist materials to be displayed at event.

### **One Week Prior**

- Send last-minute reminders to all registered walkers.
- Determine which Club Members will be responsible for collecting funds and depositing in the bank.
- Ask for a volunteer to take photos of the event.

### **Day of the Walk**

- Check in all walkers upon their arrival. Conduct the walk.
- Take photos!

### **Immediately After Walk**

- Send a "thank you" letter to all walkers and include information on where their contributions should be sent.

### **1-3 Weeks After Walk**

- Follow up with walkers who have not submitted their contributions.
- Send a "thank you" note or letter to all the sponsors and businesses that assisted with your event.
- Calculate total amount raised and spread the word to Club Members and all participants.
- Send press release to local media outlets.
- Send press release and picture to local media about event.

# PARTICIPANT REGISTRATION FORM

---

Walker's Name

---

Address

---

City

State/Province

ZIP/Postal code

---

Phone

E-mail

---

Date of Birth

Emergency Contact Person

---

Emergency Contact Person's Address

---

City

State/Province

ZIP/Postal code

---

Phone

Relationship

---

Walking for or in memory of (if applicable)

## **Waiver, Release and Indemnification of Liability:**

In consideration of this entry, I the undersigned intended to be legally bound, hereby for myself, my heirs, executors and administrators, waive and release any and all rights and claims for damages, actions and causes of actions against the sponsoring Optimist Club, Optimist International and their affiliates, subsidiaries, officials, representatives, employers, successors, volunteers and assigns for any and all injuries suffered by me in this event. I attest that I am physically capable to compete in this walk. I grant full permission for the free use of my name and/or photographs or any record of this event for any legitimate purpose.

---

Signature (if under 18 years of age, parent or guardian must sign)

---

Date



# SAMPLE LETTER TO RECRUIT WALKERS

(Print on Club or District letterhead)

Dear \_\_\_\_\_,

The Optimist Club of \_\_\_\_\_ is sponsoring a Have a Heart,  
(Club Name)

Do Your Part Walk to help rid the world of childhood cancer.

We have set a goal of raising \$ \_\_\_\_\_ and are confident we can reach or even exceed this goal.

We need \_\_\_\_\_ walkers to participate.  
(#)

Our event takes place on \_\_\_\_\_ at \_\_\_\_\_.  
(Date) (Location)

Each walker will be asked to find sponsors to donate funds. All funds raised during the walk will be \_\_\_\_\_.  
(how funds will be utilized)

Will you help us in our efforts to rid the world of childhood cancer? Signing up for the walk is easy!

You will need to complete the enclosed registration form and submit it to

\_\_\_\_\_ at \_\_\_\_\_ by \_\_\_\_\_  
(Club contact person) (address) (registration deadline)

If you would prefer to make a donation to support our efforts, please make a check out to

\_\_\_\_\_ and send it to \_\_\_\_\_.  
(Club name or designated institution) (Club contact person)

Thank you for your consideration.

Yours in Optimism,

\_\_\_\_\_  
(Club President name)

# SAMPLE LETTER TO BUSINESSES REQUESTING DONATIONS

(Print on Club or District letterhead)

Dear \_\_\_\_\_,

On \_\_\_\_\_, the \_\_\_\_\_ will be conducting a  
(Date) (Club Name)

Have a Heart, Do Your Part Walk to help rid the world of childhood cancer.

According to statistics from the American Childhood Cancer Association, there are approximately 12,400 children from birth through 19 years of age who are diagnosed with cancer each year.

About one in 300 boys and one in 333 girls will develop cancer before their 20th birthday.

The Canadian Cancer Society reports that on average, there are over 2,000 new cases of childhood cancer and over 300 deaths per year.

Our Optimist Club would like to do something about this. We have set a team goal of \$ \_\_\_\_\_.

The money we raise will \_\_\_\_\_  
(how funds will be utilized)

We are asking that \_\_\_\_\_ support our efforts with a contribution of  
(company name)

\$ \_\_\_\_\_ or an in-kind donation of items such \_\_\_\_\_ or  
(suggest items like water)

or \_\_\_\_\_  
(suggest items for walker gift bags)

If your company would like to make a donation, please contact \_\_\_\_\_  
(Club contact person)

at \_\_\_\_\_ or \_\_\_\_\_  
(phone number) (e-mail address)

Checks can be made out to \_\_\_\_\_ and sent to  
(Club name or designated institution)

\_\_\_\_\_  
(Contact person and address)

Thank you for your consideration.

Yours in Optimism,

\_\_\_\_\_  
(Club President name)