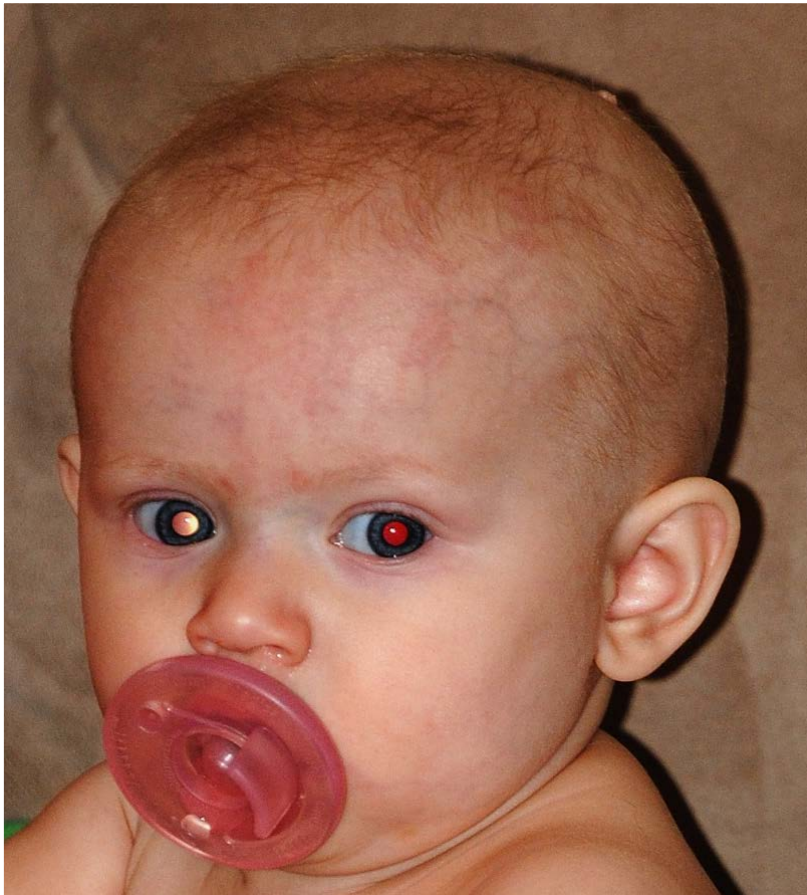




World Eye Cancer Hope
life and sight for every child

www.wechope.org



“When Spiders’ webs unite,
they can tie up a lion”

Ethiopian proverb

World Eye Cancer Hope

Life and Sight for Every Child

WE C Hope was inspired by two little girls born worlds apart who were united through their experiences with retinoblastoma.

Daisy's Story

In England, Daisy was 13 months old when cancer was found in both eyes. She began 9 months of chemotherapy and therapy directly to her eyes, but sadly her first eye was removed just two months into treatment.

For the next three years, Daisy endured more chemotherapy and radiation, but none of this worked. Eventually, her family took her to Canada in a last attempt to save her second eye.

The Daisy Fund was set up to raise money to meet costs of treatment and living in Canada for fifteen months.

Treatment was initially very successful, but persistent bleeding from previous treatments eventually made it impossible to safely look at Daisy's eye, and the risk of missing new tumour activity became too great. Daisy's second eye was removed in February 2004, a month before her 5th birthday



Rati's Story

In Botswana, Rati's parents took her to the doctor aged 5 months, concerned about a white glow in her eye. The doctor thought she might have retinoblastoma but concluded she was too young to get cancer and sent her home with a clean bill of health.

Still concerned, her parents saved for a 2nd opinion in neighbouring South Africa, where she was diagnosed with cancer in one eye.

Rati's eye was eventually removed when she was 11 months old. Doctors thought this had cured her, but 19 months later, her eye socket began to swell – the cancer was back, and doctors gave no hope of cure.

Rati's parents connected online with Abby White, a survivor of Rb living in Oxford, UK. She began to search for help, and Daisy's family offered funds from The Daisy Fund to help her access the best possible care.

Rati responded very well to treatment, but after a year in remission, the cancer returned and no more treatment was possible. Rati died on 21 August 2006 aged 4 1/2 years.

World Eye Cancer Hope evolved from the generosity of Daisy's family and the agony of Rati's loss, creating light within the darkness cancer brought to their lives.

Daisy, Rati and their families inspire us every day on our journey to develop high quality sustainable care that protects life and sight for every child fighting retinoblastoma, brings hope to their families and life-long care to all survivors.

www.wechope.org





Awareness and Action Campaigns

Shining the Golden Light on Childhood Cancer



Early diagnosis offers the best hope of life and sight saving care for children with eye cancer. Join our annual life-saving, sight-saving awareness and action campaigns.

The Challenge

300,000 children develop cancer every year around the world. 90% have advanced (stage 3 or 4) cancer due to poor awareness. 4 in 5 die within five years of diagnosis.

Globally, cancer is the #1 killer of children below 15 years. In developing countries, it is the #2 killer of children aged 1-15 years.

90% of children with cancer live in less developed countries, where access to expert medical care is limited. They receive less than 5% of global childhood cancer funds.

96% of children with retinoblastoma are cured in developed countries, but many lose one or both eyes due to late diagnosis. When their eyes are saved, most children suffer severe loss of vision.

Global retinoblastoma survival is less than 20%. Children die from cancer that has spread beyond the eye due to delayed diagnosis and incomplete medical care.



A simple family photo can save a child's life and sight. Help us spread this message!

The Campaigns

World Child Cancer Day

Date: February 15th

Focus: Families helping families.

This annual awareness raising event is led by Childhood Cancer International. Families and communities in developed countries are encouraged to host a fundraiser to benefit children with cancer in the developing world.

Most people don't know children can get eye cancer, but they die from it! If I had known about white pupil and Rb, my daughter would still be alive.

~ A Bereaved Mother in China ~

World Retinoblastoma Awareness Week

Date: From 2nd Sunday in May for 7 days.

Focus: Achieving early diagnosis.

"A white pupil in a child's eye could be a sign of cancer - early diagnosis saves lives and sight!" During this weeklong campaign, we invite organisations, families, survivors and hospitals to join us in sharing this message.

Gold Ribbon (Childhood Cancer) Month

Date: Throughout September

Focus: Raising awareness, building support.

Gold Ribbon Month is celebrated in many countries, including the UK, USA, Canada and Kenya. Activities promote the gold ribbon, raise awareness of cancer in children, and fundraise to advance research and care.

www.wechope.org



Rati's Challenge

Hope For Africa

“Childhood eye cancer” is three words,
It should never become a sentence.

Rati's Challenge

Aged only 11 months, Rati's cancer-filled left eye was removed in Botswana, Southern Africa. Doctors believed the surgery had cured her, but delayed diagnosis, incomplete treatment and lack of follow-up led to a recurrence in the eye socket 19 months later.

Rati's cancer had spread to her brain. Given no hope of cure in Africa, her family turned to the web for help. Many people came together to give her the best chance through specialist care in Canada.

We gave Rati a beautiful eye that lifted her spirits. She did well with her therapies, but sadly her cancer came back with a fury a year into treatment. She died in August 2006, aged four and a half years.

Had Rati received simple surgery when she was first seen by doctors at 5 months old, she would most likely be alive and well today.

She set us a major challenge to improve retinoblastoma care in Africa so that one day soon, no child will die due to delayed diagnosis or poor access to expert care.



Rati's Challenge will save many lives.

Raising Awareness: We educate the public and medical community about the common early sign of eye cancer in children, to promote early diagnosis and treatment.

Medical Care: We empower local medical professionals to provide sustainable quality retinoblastoma care for children and their families in Eastern Africa.

Family Support: We enable child-focused medical care to help children cope with their experience, and programs that give practical, emotional, social and financial support – and most importantly hope – to families.

Achieving Global Goals

Rati's Challenge is a model for developing countries. It supports several UN Millennium Development Goals, including reducing child mortality and combating killer diseases.

“Currently achievable improvements in cancer survival remain unrealized, due to unequal access to quality care.”

“The preservation of quality of life -- including physical, psychological and social functioning -- should be a humanitarian priority.”

The Charter of Paris, adopted at the
2000 World Summit Against Cancer
for the New Millennium,

Global Retinoblastoma Partnerships

Building Evidence Based Care For All Children

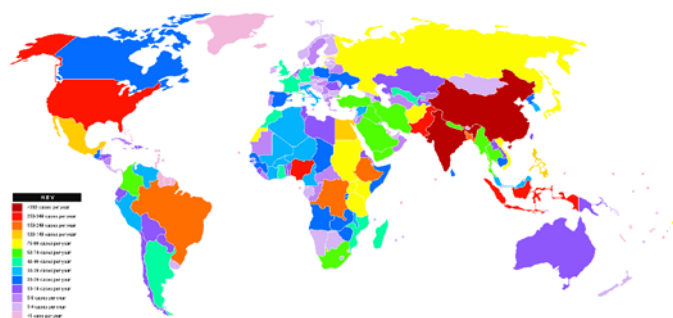
There is very little solid evidence to support care when eyes can be saved or when retinoblastoma has spread. We are building a global research community to improve care for all children.

Evidence Based Care uses treatments and supportive approaches that have been thoroughly tested and reviewed to verify their efficiency and value to the patient.

Scientific evidence helps health care policy makers allocate resources. Doctors and patients can also choose treatments that have been proven effective, both clinically and financially, with the fewest side effects.

The Challenge

Retinoblastoma is a rare cancer. Children and researchers are widely scattered.



This map shows distribution of children with Rb worldwide. Warmer colours show higher numbers of affected children.

Only 10% of children with retinoblastoma live in developed countries, where the majority of clinical research takes place. Most research hospitals work alone with small numbers of children. More than 96% of children survive in these countries, but many endure years of therapy, and moderate to severe vision loss.

90% of affected children live in less economically developed countries, where clinical research is difficult due to limited resources. Most children have advanced cancer. The priority is life-saving treatment and palliative care. Survival is below 20%.

Our Solution

We are developing and promoting tools that support global collaborative research to deliver the best possible care for all children and families around the world.

Best practice guidelines use evidence and consensus to encourage common standards of care and stimulate research in areas where knowledge is missing.

A World Retinoblastoma Registry will support research to build fuller understanding of global retinoblastoma patterns, access to care and response to therapies.

Our collaborative **retinoblastoma research community** will challenge the rarity of this cancer and small numbers of children treated at hospitals widely dispersed around the world. Joint effort in clinical research will enable rigorous testing of therapies to ensure best possible care and opportunity to save the eyes and sight of children worldwide.

Global collaborative research will enable the Class A evidence needed to improve retinoblastoma care for children and families worldwide.

Prof. Brenda Gallie, Medical Director.

Early diagnosis campaigns, medical and supportive care based on scientific evidence will dramatically improve a child's chances of survival with minimal loss of vision and emotional distress.

www.wechope.org



The Retinoblastoma Resource

www.wechope.org/retinoblastoma

We share high quality retinoblastoma information through our website and factsheets to assist parents, survivors, friends and relatives, and medical professionals around the world.

Welcome to Retinoblastoma Resource!

You may be trying to process the shock of your child's diagnosis while learning about the planned treatment. Perhaps you are still adjusting to life as a new first-time parent, as well as coping with your child's treatment.

Maybe your child has finished treatment, or you were treated yourself as a child.

Possibly you are concerned for a friend, or you are a clinician looking for resources to help provide the best possible care.

Whatever your experience, we hope this will be a helpful, encouraging resource for you.

We created this resource to supplement the information doctors provide, to answer many of the questions and concerns you are likely to have, and to share hope.

You may feel daunted by the information, but you don't have to read or absorb it all in one go. Please bookmark the section and visit whenever you need to. Many of its pages are also available as printable factsheets.



Retinoblastoma Resource Sections

Rb Overview: provides a simple overview of childhood eye cancer.

Know the Glow: describes the common early sign of "leukocoria", answers your FAQ and offers practical "next steps" advice.

Medical Care: explains all aspects of the treatment process to help you navigate the difficult road ahead.

"We never guessed this cat-eye could take our little boy from us. Now his life is safe because we understand it and he has the proper care. Thank you, thank you, thank you for helping us."

~ Father of child with Rb ~

Child Life: offers skills to help you support your child with cancer and other children through this experience.

Living with Rb: shares practical advice to help you live well, emotionally and physically, despite retinoblastoma.

Family & Friends: gives simple guidance to help you give encouragement and practical support to families battling childhood cancer.

Resources: links to other organizations that support those affected by childhood cancer.

www.wechope.org/retinoblastoma



The Retinoblastoma Resource and Family Support

We share high quality retinoblastoma information through our website, and assist families who struggle to access timely, appropriate care for their child.

The Retinoblastoma Resource

We share information with families, survivors, friends, relatives and clinicians through our website and printable factsheets.

Resource Sections

Rb Overview: provides a simple overview of childhood eye cancer..

Know the Glow: describes the common early sign of “leukocoria”, answers FAQ and offers practical “next steps” advice.

Medical Care: explains treatment processes to help families navigate this difficult path.

Child Life: offers skills to support children (including siblings) through their experiences.

Living with Rb: shares practical advice to help families and survivors minimise negative effects of retinoblastoma.

Family & Friends: gives simple guidance to help you give encouragement and practical support to families battling childhood cancer.

Resources: links to other organizations that support those affected by childhood cancer.

www.wechope.org/retinoblastoma



Practical Family Support

We offer practical assistance to families around the world who struggle to access appropriate care for their child.

Second opinions: We help families connect with retinoblastoma specialists around the world, and understand treatment options.

Consultation: We counsel families who resist appropriate treatment. Sometimes this involves setting up a teleconference with our medical director and a translator.

You helped us get early treatment and gave us peace. Words can't express the good feelings we have for you.

~ Father of child with Rb ~

Supporting physicians: When doctors refer overseas, we offer guidance to ensure the child receives appropriate treatment locally if resources and expertise are available.

Collaborative care: When surgery cannot be done in country, we identify the best hospital to provide care as close to home as possible. We also help to co-ordinate care when the child has cancer in both eyes that is small enough to attempt eye salvage therapy and this is not available locally.

Logistics: We help secure donated or low cost travel and housing. We offer fundraising guidance, though we are unable to give direct financial aid to individual children.

www.wechope.org



Donate to World Eye Cancer Hope

Your Gift Makes A Life Saving Difference!

However large or small, your gift will bring life and sight saving care to children with eye cancer around the world, hope to their families and essential resources to the people who care for them.

Donate Online

Giving online is quick, easy and instant. All our partners specialize in secure online giving. Click one of the options below or visit www.wechope.org/give-hope/donate

UK: www.wechope.org/uk/donate

If you are a UK tax payer, please Gift Aid your donation – we will receive 25% more, at no extra cost to you!

Canada: www.wechope.org/canada/donate

You must select **Other** at the bottom of "Gift Information" and enter **One RB World: World Eye Cancer Hope** – if you do not do this, your gift will not reach WE C Hope.

You will receive a tax receipt by email.

USA: www.wechope.org/usa/donate

You will receive a tax receipt by email.

Set up a Regular Donation

Regular giving helps us plan with confidence. You can set up a regular gift via our online donation sites. Tax receipts are emailed to you automatically. If you are a UK tax payer, tick the Gift Aid box to boost your donation.

Other Ways to Give

Visit our website to find out how you can give when shopping online, searching the web or selling on eBay, at no extra cost to you.

www.wechope.org/give-hope/fundraise

Donate By Post

WE C Hope UK (International Office)

Please pay to "World Eye Cancer Hope".

If you are a UK tax payer, please Gift Aid your donation by completing the form on the next page. This increases your gift by 25%, at no extra cost to you.

Hampden House
Monument Park
Warpsgrove Lane
Chalgrove
Oxfordshire, OX44 7RW
ENGLAND

WE C Hope Canada

Please pay to "One Rb World: World Eye Cancer Hope".

Toronto General & Western Hospital
Foundation
190 Elizabeth Street, 5th Floor
Toronto ON M5G 2C4
Canada

WE C Hope USA

Please pay to "World Eye Cancer Hope".

5640 Telegraph Road, Suite 306
St. Louis, MO 63129
USA.



www.wechope.org

Fundraise For WE C Hope

Be a Fundraising Angel and Save a Child's Life!

Our programs are entirely funded by donations. With your help, we can increase awareness, access to medical care and family support, and save thousands of precious young lives.

How Your Money Helps

£10 / US\$15 buys 100 posters to educate about the early signs of retinoblastoma.

£20 / US\$30 funds a home visit to help a Kenyan family accept eye removal surgery.

£50 / US\$75 enables child life training, giving skills to effectively support children.

£100 / US\$150 funds pathology training, to ensure effective post operative care in Africa.

£500 / US\$750 funds program running costs in a developing country for one month.

£1,000 / US\$1,500 funds a 1-year awareness campaign to aid early diagnosis and therapy.

£1,500 / US\$2,260 funds a family support program for 1 year, sharing vital hope.

£5,000 / US\$7,500 funds a full time program manager in a developing country for 1 year.

Taking Care of Your Gift

We take great care to apply donations where they are needed most. We strive to keep our admin, marketing and fundraising costs well below 20% of annual expenditure and aim to reduce this further as we grow..

Our teams in the UK, USA and Canada are all dedicated volunteers, so we can ensure maximum impact from limited funds.

*Because of care from WE C Hope,
Hope for mummy, daddy and me,
Because of your donations
I'm alive and cancer free! .*

From "My Story" – the experience
of a child with retinoblastoma.

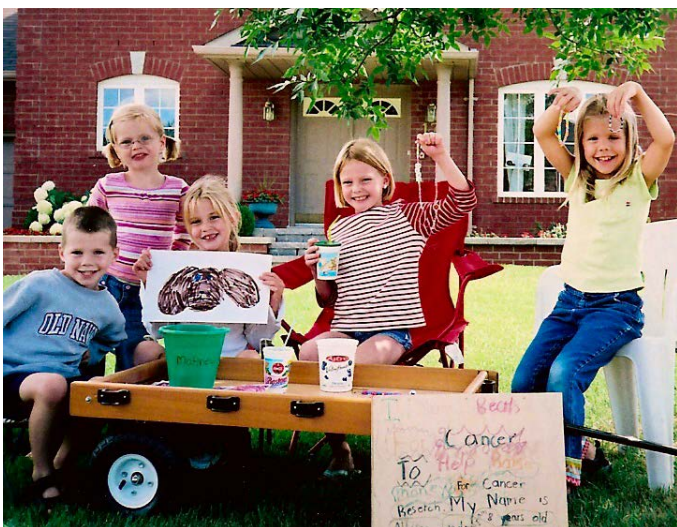
Fundraiser Resources

There are many ways you can help us achieve our goal of essential life and sight saving care for all children with eye cancer and survivors, and support for their families.

Fundraising can be very rewarding and great fun, but also daunting if you've never done it before. Fundraiser resources on our website will guide you through planning and help you host a successful, enjoyable event.

Resources includes an A to Z of 60+ great fundraising events, a detailed planning guide and a media toolkit to help you gain publicity.

Find out more and download resources today
at www.wechope.org/give-hope/fundraise



sell home-made jewellery to raise funds.



World Eye Cancer Hope

Contact Us

Please contact us with any enquiries. We welcome all feedback as it helps us develop our activities to effectively meet the current needs of families affected by retinoblastoma around the world.



WE C Hope UK (International Office)

World Eye Cancer Hope
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Monument Park
Warpsgrove Lane
Chalgrove
Oxfordshire, OX44 7RW

Email: uk@wechope.org
Telephone: +44 (0)1865 243 654

•WE C Hope Canada

World Eye Cancer Hope
Toronto General & Western Hospital
Foundation
190 Elizabeth Street, 5th Floor
Toronto ON M5G 2C4

Email: canada@wechope.org

DEC F USA

World Eye Cancer Hope
5640 Telegraph Road, Suite 306
St. Louis, MO 63129

Email: usa@wechope.org
Telephone: (314) 669-1104 (this is a voicemail, we will return your call).

Concerned About a Photograph?

If you have seen a white glow in the photo of your child, or with your naked eye in dim light, please seek a prompt red reflex eye exam from your primary doctor, or request an appointment with an ophthalmologist.

Use the photography technique described in the poster included in this pack, to check for normal red reflex. If the pupil does not show red reflex, or glows white in several photos taken with this technique, seek an urgent (within 72 hours) dilated eye exam from an ophthalmologist (eye doctor).

With early diagnosis, appropriate treatment and follow up for both eyes, children have an excellent chance of cure.

Untreated retinoblastoma kills children.

