



2024

REPORT OF

HOPE

The

Many...

REMARKABLE
 GENUINE TRANSFORMATIVE
 GOOD UNDERSTANDING SINCERE
 GIVING PASSIONATE LOYAL POSITIVE
 MOTIVATIONAL AMAZING EMPATHETIC
 EFFICIENT BOLD KIND AWESOME THOUGHTFUL
 BRAVE RESILIENT VALIANT
 DILIGENT HELPFUL
 GENEROUS
 DETERMINED
 BRILLIANT
 INSPIRATIONAL

Faces

of

childcan

Facing Childhood Cancer Together



MESSAGE FROM THE EXECUTIVE DIRECTOR

What an incredible year filled with hope, heart, and unwavering care. As you turn these pages, you'll see the powerful impact of a community that showed up with kindness, compassion, and generosity – lifting children and families when they needed it most.

Every story, every image, and every moment captured, is a reflection of **YOU**.

Thank you! Because of you, hope grew stronger, smiles came easier, and families felt less alone. **You** are the heart of Childcan.

With heartfelt appreciation,



Suzanne Fratschko Elliott
Executive Director

YOU ARE THE HEART OF CHILDCAN!

CONTENTS

- 3 2023-2026 Strategic Plan
- 4-5 Because of You HOPE Grew STRONGER In 2024
- 6-7 WALK FOR ME!
- 8-9 THANKS FOR BEING BRRRAVE!
- 10-15 These are Some of the Many Faces that are Childcan
- 16 Mission, Vision, Values

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2023-26 STRATEGIC PLAN

THROUGHOUT 2024 WE FOCUSED ON THE FOLLOWING STRATEGIC PRIORITIES:

ENHANCE SERVICE DELIVERY

- ASSESS AND EVALUATE ALL THAT WE DO FOR FAMILIES
- PROVIDE RELEVANT & PERSONALIZED SUPPORT
- BE NIMBLE AND FILL GAPS

EXPAND & SUSTAIN FUNDING

- TRACK OUR EFFORTS FOR GROWTH AND SUCCESS
- FOSTER AN ENGAGED AND PHILANTHROPIC CULTURE OF COMMUNITY
- RAISE MORE MONEY

GROW OUR COMMUNITY

- INVEST IN PEOPLE AND TOOLS THAT WILL ALLOW US TO ACHIEVE OUR GOALS
- FOSTER A CIRCLE OF COMMUNITY WHO UNDERSTANDS THE CHILDHOOD CANCER JOURNEY

INCREASE AWARENESS

- EXPAND OUR PRESENCE WITHIN OUR REGION
- MAKE CHILDHOOD CANCER A HEALTH PRIORITY



In 2024, as we celebrated Childcan's 50th anniversary, we were reminded that every step forward has been made possible by the many faces who have walked beside us – families, volunteers, donors, staff, and community partners who show up with heart.

Alongside this milestone, the Board continued its work to nurture growth and guide the future of Childcan with care and intention. We strengthened governance, deepened community connection, and began the thoughtful work of shaping our next strategic plan – one that will carry us forward with clarity, compassion, and hope.

This progress is only possible because of the love and dedication that surround

this mission. To the Childcan team, your commitment inspires us. To everyone in our community, thank you for the many ways you lift families up. You are the reason hope grows here.

With heartfelt thanks,



Chair, Board of Directors



MEET THE TEAM

ONE TEAM, ONE HEART, ONE MISSION

(LEFT TO RIGHT)

TODD GOOLD,
FAMILY SUPPORT PROGRAM MANAGER

SUZANNE FRATSCHKO ELLIOTT,
EXECUTIVE DIRECTOR

LORRAINE JEWELL,
WINDSOR FAMILY SUPPORT & COMMUNITY ENGAGEMENT LIAISON

BARBARA TUCKER,
FINANCE & OPERATIONS MANAGER (PT)

SARAH DIMITROPOULOS,
COMMUNITY FUNDRAISING & EVENTS ASSOCIATE

AMY MATHIAS,
COMMUNITY ENGAGEMENT & COMMUNICATIONS ASSOCIATE (PT)



BECAUSE OF YOU **HOPE** GREW STRONGER IN 2024

**\$1,007,785
RAISED!**

ANNUAL PROGRAM

- \$246,240 to advance our Mission
- \$101,549 through Grants
- \$11,483 in Tribute
- \$11,464 Investment Income

2024 SIGNATURE EVENT PORTFOLIO

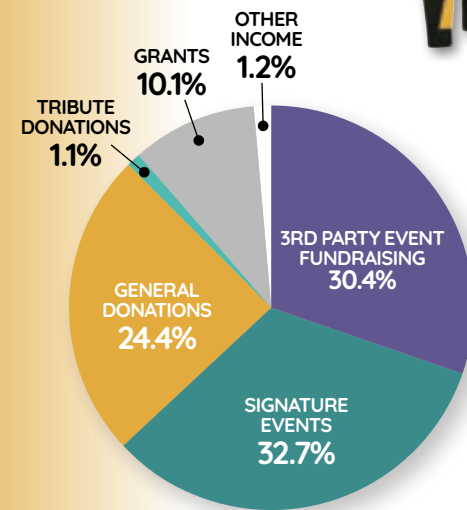
- \$105,872 Polar Bear Dip
- \$86,888 50th Anniversary Gala
- \$13,888 Childcan Rocks for Hope
- \$120,947 PJ Walk Program
- \$2,214 Lottery Proceeds

3RD PARTY EVENTS

- \$306,438

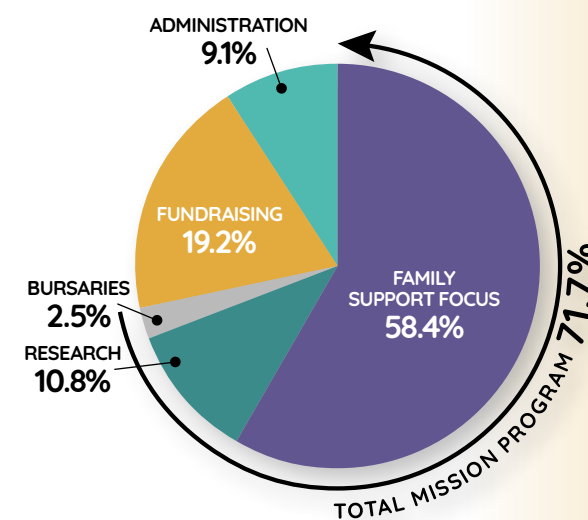
MERCHANDISE SALES

- \$800



**\$970,102
INVESTED!**

- \$75,000 invested in research (\$505,000 invested since 2016)
- \$226,237 Family Financial Assistance provided
- 16 Post-Secondary Childcan Bursaries awarded
- 58 Childcan Care Packages provided
- 139 Parking Passes distributed PLUS \$4,119 in Parking Validation Fees paid for families
- 7,455 Meal Vouchers PLUS 149 Guest Tray Cards given
- 75 tubes of EMLA and 72 thermometers sent home with families
- New "FAMILY STRONG" Recreational Therapy Program Launched
- Over 700 children & parents enjoyed various Childcan Family Social Support Events
- 4 Hero Handprint Ceremonies
- 14 Bell Ringing Celebrations
- 80 Super Star Siblings supported
- 15 children tutored
- 32 active families in the Dolly Parton Imagination Library Program with 67 graduating since 2020





WALK FOR ME!

Our kids called out and you Pyjamaganza'd with a resounding "We're here!"

Hi! I'm Makenna, and I got to wear my pj's outside to walk and raise money for kids like me who have or had cancer. And guess what? This year's Pyjama Walk was our biggest ever!

We had walks in London, LaSalle, Mitchell, and Owen Sound. An amazing 557 people joined in, rocking their pajamas and walking for kids just like me. And together, we raised over \$120,000! That's a lot of love.

In London, my team, Team Makenna Plue, raised the most, and I even got the trophy for top kid fundraiser!

In Windsor, Steps for Jess LaSalle led the way, with Brynn Klassen as top kid fundraiser.

Team Katherine rocked Mitchell's very first walk, and Allie VanDonkersgoed earned top kid honours there.

And in Owen Sound, Team Dominic's Cancer Crushers raised the most, with Dominic Critch as the top kid fundraiser.

It was like one giant Pyjama Party, with lots of hugs, loads of fun, and so much heart.

BECAUSE OF YOU, WE'RE GROWING!

On the next page see where our PJ Walk is heading next...

...and how you can join the fun and walk with us in 2025!



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Facing Childhood Cancer Together

THANKS to our **SPONSORS**
you're the **cat's pyjamas!**

SHOPPERS DRUG MART BELLE RIVER | nature fresh farms | MIX 96.7
SOUTHSIDE GROUP | MARKS GRAPHICS | NICHE | RBC
Z-Lite | Toyota Motor Manufacturing Canada Inc. | aspen | LOCAL1946 CARPENTERS UNION
TEPPERMAN'S | Legion | Dr. Lutzmann Animal Hospital | Alexis DENTAL | Music Studio & Store

REGISTRATION IS NOW OPEN FOR THE **2025 PYJAMAGANZA!**

childcan.com/walk
September 13 in Mitchell
September 20 in London
September 21 in Windsor/LaSalle
September 21 in Owen Sound
September 21 in Brights Grove



childcan pyjama **WALK** A PYJAMAGANZA!



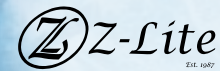
SEE YOU SOON!





THANKS FOR BEING BRRRAVE!

BIG SHOUT-OUT TO OUR SPONSORS



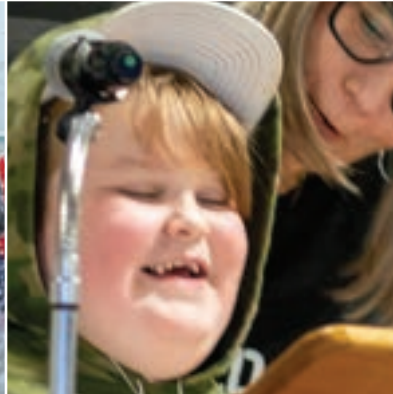
ZABRINA JACKSON photography



GRAHAM SCOTT ENNS... CHARTERED PROFESSIONAL ACCOUNTANT



OUR KIDS CALLED OUT AND YOU CHILLY DIPP'D WITH BRAVERY JUST LIKE THEM!



Hi, I'm Quintin, and this year, I did something freezing but amazing, I jumped into the icy waters of Lake Erie at the Polar Bear Dip!

I've watched my dad do it for years. He said he was jumping in for kids like me, kids who have or had cancer. This year, it was my second time dipping too... and trust me, it was really cold!

When I was just four months old, I got really sick. I had something called infant leukemia. That's when Childcan came into our lives. They were there when my mom and dad didn't know what to do. They helped with food, parking, bills... but mostly, they helped with hope. They were there again when my cancer came back, and they even helped fund research for one of the treatments I got.

So when I jumped into that freezing water, I did it to say thank you, for all the help, and for giving kids like me more chances to grow up, laugh, and live.

This year's Polar Bear Dip was the biggest one yet! 424 dippers, 56 Teams (so many were in crazy costumes!) raising over \$115,700, that's a lot of help for kids and families like mine.

- Team Bear Bottoms were the top fundraisers! That's some serious chilly dedication.
- And the 7 Arctic Heroes took the Frosty Award for being the most spirited team!

And guess what? There were 6 kid survivors who dipped just like me!

When you support the Dip, you're not just braving cold water.

You're diving in for kids like me, and the families who love us.



BECAUSE OF YOU, WE'RE GROWING!

JOIN US AND MAKE A SPLASH - CHILDCAN POLAR BEAR DIP 2026!

Saturday, March 7, 2026 - Port Stanley, Little Beach

Saturday, March 28, 2026 - Kingsville, Cedar Island Beach

SAVE THE DATE AND I'LL SEE YOU THERE!

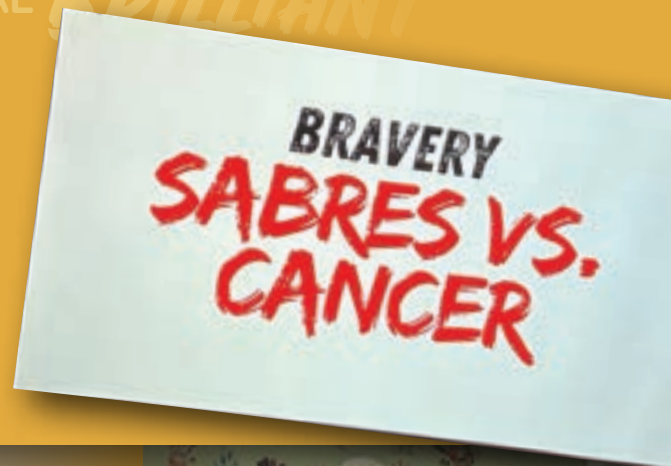


childcan Facing Childhood Cancer Together



These are Some of the Many Faces that are **childcan**
Facing Childhood Cancer Together

MOTIVATIONAL PROFICIENT HOPEFUL HELPFUL CREATIVE INSPIRATIONAL BRILLIANT
VALIANT CONSIDERATE COURAGEOUS REMARKABLE
DETERMINED DILIGENT GOOD GENUINE TRANSFORMATIVE
KIND-HEARTED GENEROUS UNDERSTANDING SINCERE
GIVING PASSIONATE LOYAL POSITIVE
BOLD RESILIENT AMAZING EMPATHETIC
COMPASSIONATE KIND AWESOME THOUGHTFUL



One Brave Son. One Guitar. From My Heart to Yours.

My name is Trevor, and I'm a dad walking a path I never expected. Our 12-year-old son is currently in treatment for a brain tumour, and like any parent who's heard those words, I can tell you: life changes instantly.

Since diagnosis, we've been thrown into a world of hospital stays, surgeries, medications, and constant uncertainty. While the medical teams have been incredible, we've needed more than just clinical care. We needed connection. We needed community. That's what we found in Childcan.

At first, it was the little things, a meal voucher, a parking pass, a kind voice on a hard day. But those "little" things added up to something much bigger. Childcan has shown up for us in deeply human ways. They've made it possible for our family to find comfort, connection, and even moments of joy in the middle of chaos.

Earlier this year, I was on the road with "Enter the Haggis", the Celtic rock band I've been part of for 30 years. It was our final tour, fittingly called "Exit the Haggis", and while it marked the closing of a huge chapter in my life, it also offered something unexpected.

On that tour, I made the decision to raffle off my very first guitar, a 1991 American Telecaster I bought from a pawn shop in Toronto decades ago. That guitar had been with me through countless shows, but I knew it could do more. I wanted it to help.

I chose to donate the proceeds to two local charities close to my heart, one of them being Childcan. It was my way of saying thank you for everything they've done for our family, and to help them continue to be there for others like us.

This wasn't just about raising money. It was about giving back to a community that caught us when we were falling. Childcan isn't just an organization, it's a lifeline. It's love in action. And I hope that guitar, and the gift it sparked, helps carry that love forward.

Trevor:
Your generosity now echoes far beyond the music you play, helping other families feel seen, supported, and surrounded by community during the hardest times of their lives. You are part of a chorus of care that helps carry families through the storm.



Fueled by Spirit. Driven by Purpose. Inspired by Compassion.

For 22 incredible years, the students and staff of Saunders Secondary School have led the charge in their annual Saunders Cancer Campaign, raising an astounding \$894,000 to support cancer-related organizations. And for the past few years, we at Childcan have been honoured and grateful to be among the beneficiaries of this powerful movement.

This year alone, Saunders raised a phenomenal \$33,440 in support of Childcan, an impact that reaches right into the hearts of families like Trevor's who bravely shared his family's story, reminding everyone at the closing assembly the real difference their efforts make.

How did they do it? With creativity, passion, and an unrelenting team spirit! From spirit days and gaming competitions, to raffles, tag football, car shows, and more - their energy knows no bounds.

Special kudos to Patrick, who steered the "Saunders Cars Against Cancer" car show into an unforgettable success. And to powerhouse teachers Leah Harrington and Jamie Clark, whose tireless leadership and support continue to inspire students to rally for change, year after year.

To every student, staff member, and supporter:

Thank you for being champions of hope and joy. Your spirit is contagious, your generosity is heart-filling, and your impact is lasting. Childcan families are stronger because of you.





A Jar Full of Sweet Gratitude

When Ethan was just four years old, his family was getting ready to send him off to Junior Kindergarten. But the excitement of that milestone summer in 2020 was quickly replaced with fear and uncertainty when Ethan was diagnosed with Acute Lymphoblastic Leukemia.

In an instant, carefree days turned into hospital admissions, tests, and treatment plans. As Ethan began his cancer journey with an initial two-week stay in the hospital, his parents juggled the heavy emotional toll of caring for their brave son while also looking after their toddler daughter, Olivia. And that's when Childcan entered their lives.



"Childcan was there right away," Ethan's mom remembers. "Parking passes, meal vouchers, help with bills - they didn't wait for us to ask. They just showed up." But the support didn't stop with the practical. From check-ins at the hospital to festive

family events and the friendships built along the way, Childcan became a constant in their lives.

For over two years, hospital trips were the norm - sometimes every few days, sometimes with overnight stays. Through it all, Childcan walked alongside them. And when Ethan finally reached the end of his treatment, with just one more appointment before annual checkups begin, the family could finally exhale.

"When we wondered if we should still go to the holiday party after treatment ended, Childcan said, 'Once you're a Childcan Family, you're always a Childcan Family.' That moment really stuck with me," says Ethan's mom. "I knew it was our time to give back."

And give back they did - with creativity, care, and community spirit. What started as a small batch of homemade peach jam quickly blossomed into a beloved annual fundraiser. With new flavours added each year and orders pouring in, Ethan's mom spends her late summer canning while Ethan and Olivia take charge of selling, especially over Labour Day weekend, the perfect kickoff to Childhood Cancer Awareness Month.

"It's more than jam, it's our way of saying thank you," says Ethan's mom. "Each jar we sell helps another family feel the same care, kindness, and hope that carried us through our darkest days."

Today, Ethan is thriving. And while the medical part of their journey is largely behind them, their connection to Childcan remains strong.

"Life feels good again," they say. "But we'll always be a Childcan family. And we're already looking forward to handing over another big cheque after this year's jam season!"

Ethan's family:

Thank you for reminding us that hope can be handmade. That support can be sweetly stirred. That healing can come from both science and community. With every jar you craft and every story you share, you are helping another family feel less alone, more supported, and deeply loved.

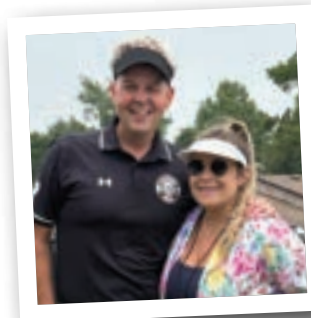


J & Rubino: Loud, Local, and Always All In for Childcan!

Whether it's hyping up dippers at a frigid Polar Bear Dip, firing up the crowd at our London PJ Walk, or hosting our gala with heart, humour, and sequence, J & Rubino of Classic Rock 98.1 FM are always there - mics on, smiles big, and ready to roll.

These two legends don't just lend their voices, they bring the energy, the laughter, and the love. From rallying support on air to plunging into icy waters, from co-hosting events, to creating their very own J & RubinOPEN golf tournament in support of Childcan, they've turned showing up into an art form.

Whenever we ask for help, their answer is always the same: "Count us in."



J & Rubino:

Thank you for putting your whole hearts (and voices!) behind our mission. You've made a huge impact for kids and families facing childhood cancer, and you've made every event way more fun while doing it! Rock on, you two.



Turning Treasures into Comfort, One Page at a Time

If you've ever wandered past a garage sale and seen possibility where others see clutter, you'd be in good company with Roseanne. With an eye for hidden gems and a heart full of purpose, she transforms second-hand finds into extraordinary support for children and families facing childhood cancer.

But Roseanne's generosity goes far beyond the sale table. A retired educator and principal, her passion for literacy has left a lasting legacy at Childcan. Every child receives a book, handpicked with love, in their care package because of her. Thanks to Roseanne, Childcan families have access to the Dolly Parton Imagination Library, so even in the hardest moments, a storybook escape is just a page away.

She's also been a steady force in our volunteer tutoring program, helping kids regain confidence and curiosity after cancer's interruptions. And when we call, she answers. Whether sorting, organizing, or encouraging, Roseanne shows up with flair, heart, and a generosity that knows no bounds.

At Childcan, we believe in the power of community and Roseanne is proof of what one person can do when they lead with love.



Thank you, Roseanne:

For sharing your talents, your time, and your boundless care. You've helped turn books into comfort, garage sale finds into hope, and everyday moments into lasting impact.



Touchdowns & Turkey Anyone? Peter's Turkey Bowl scores big for Childcan families in hospital

Peter will be the first to say it's not about him, it's about the entire team at Preferred Insurance. But it was Peter who hosted the very first Turkey Bowl in his garage back in 2007, a simple thank you to their business partners that turned into something extraordinary.

So, what is the Turkey Bowl? Picture an annual day of BBQ, football, good company, and giving back. What began in a garage has since grown into a warehouse-sized event, thanks to their friends at Belfor Property Restoration. And the impact? Over \$720,000 raised to date, helping ensure families facing childhood cancer have access to comforting meals during long days at the hospital.

This summer, Peter and his team are inviting others to join them as Partners in Possibility, rallying support for Childhood Cancer Awareness Month. Their goal? To inspire new business partners to step up and double the impact through a special matching campaign. Watch our website and social media for details on how you can help unlock the match.

Because of Peter, his team, and their generous network of supporters, families received 7,455 Meal Vouchers and 149 Guest Tray Cards last year, each one a small but meaningful act of care.

*Thank you, Peter:
We are grateful to you, your team, and your loyal partners for leading with heart, and showing us all that when community huddles together, the impact is a touchdown every time.*



Through Their Lens: Capturing the Heart of Childcan

Behind every joyful candid, every brave moment, and every smile shared at a Childcan event, there's Tammy or Zabina, camera in hand, quietly working their magic.

From the chilly splash of the Polar Bear Dip to the cozy fun of the PJ Walk, from holiday hugs to harvest-time happiness at Kustermans, they are there, always ready to capture the real, heartfelt moments that tell the story of our community. They have a gift for seeing the in-between moments, the laughter, the resilience, the connection, and making those memories last forever.

They give so generously of their time and talent, asking for nothing in return. We rarely catch them on the other side of the camera... but this time, we did. And it gave us the perfect opportunity to do what they so often do for others - shine a light on the ones behind the scenes.

*Tammy and Zabina:
Thank you for helping us hold on to the moments that matter most. Your work allows families to relive joy, hope, and strength long after the event ends.*



Gold Ribbon Champions with Hearts to Match

Maureen and Dave are more than champions; they're trailblazers in raising awareness for children with cancer. With hearts full of purpose and an unshakable commitment, they've helped towns across western Ontario turn gold each September. From advocating for flag raisings to distributing thousands of ribbon pins and awareness cards, their efforts have left a growing mark.

Their influence reaches from local City Halls to Parliament, where they amplify the voices of the Childcan Circle of Community reminding leaders that awareness is the first step toward change. When they saw a simple but powerful way to spread that message, they championed lawn signs empowering our community to show support one front yard at a time.

Maureen and Dave never wait to be asked. They are already there answering the call, lighting the way... in gold, of course... and showing what's possible when passion meets action.

*Thank you, Maureen & Dave!
Because of you, we now can host our own flag raisings at the Childcan office. The new flagpole standing proudly out front is more than just a structure, it's a symbol of hope. Each time the gold ribbon flag is raised, it will be a tribute to your unwavering commitment to making childhood cancer seen, heard, and never forgotten. To find out how you can go gold this September, go to <https://childcan.com/gold>*



Rocking for a Reason: Hope

There's something magical about music, how it lifts spirits, brings people together, and reminds us that even in the hardest times, joy finds a way in. For the children and families supported by Childcan, music doesn't just fill the air, it fills hearts. And it's all thanks to an incredible community of musicians who raise the volume and hope.

So many generous artists have rocked out to support our families. From South Detroit's unforgettable "A Tribute to Journey" concerts to the high-energy performances of British Beat 66, Crack the Whip, and J#Major at our annual Rocks for Hope, these talented performers turn every show into a force for good.

Then there's Justin Jewell, a childhood cancer survivor and proud Childcan kid, who doesn't just play music; he plays from the heart. His courage and creativity strike a chord like no other.

No PJ Walk in LaSalle would be complete without the energy of Jack's Garage, featuring drummer Chris Gatto, a Childcan dad who plays in loving memory of his son Andrew. They bring the perfect soundtrack to a day filled with laughter, love, and purpose.

And somewhere across the city, you'll find Charlie McGuire, a young teen with a big heart, busking to help other kids through tough times. With every note, Charlie reminds us that hope comes in all sizes and often with a guitar in hand.



MISSION

To raise awareness and funds to provide personalized, responsive, and compassionate programs and services to families facing the childhood cancer journey from diagnosis, through treatment, post-treatment care, or bereavement.

VISION

To make childhood cancer a health priority, fund innovative research, and expand family supports until childhood cancer is eliminated.

VALUES



OUR 2024 BOARD OF DIRECTORS

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MICHAEL CONNELL, DIRECTOR

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PRO
CREA
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Facing Childhood Cancer Together

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