



OPTIMIST CHILDHOOD CANCER CAMPAIGN (CCC)

“Providing the Care, Finding the Cure”

MISSION STATEMENT:

Optimist International shall be the leading force to rid the world of childhood cancer.

Program Goals:

- Provide support to cancer patients
- Provide support to families and care partners
- Provide support to healthcare providers
- Provide support for cancer research

Did you know that each year in North America more than 12,000 children and teenagers will be diagnosed with cancer? Did you also know that one in every 330 Americans develops cancer before the age of 20? Because of statistics such as these, Optimist Clubs are encouraged to participate in this program by building awareness of the disease, providing assistance for children and their families, and supporting research to find a cure.

The Good News:

Childhood cancer treatment has been called the “modern medical miracle” due to the remarkable progress made in curing infants, children, teenagers and young adults with cancer.

Up to 70% of all childhood cancer can now be cured.

Childhood leukemia now has an 80% survival rate.

The childhood cancer death rate has dropped more dramatically for children than for any other age group. This is due solely to coordinated research.

More than 400,000 patient-years of life are being saved each year using newly developed treatments for children with cancer.

The Optimist International Board of Directors has designated CCC as a priority and with the support of the Optimist International Foundations, has established a five-year funding commitment for the program.

How do we become the leading force to rid the world of childhood cancer? It requires the commitment of all membership levels within Optimist International.

Suggested Ways for District Participation in the Program:

- Appoint a CCC Chair for your District and register with Optimist International.
- District CCC Chair to help Clubs formulate programs within their own community. The committee members will receive resource materials and the assistance of Optimist International staff.
- A commitment by each District to support/sponsor a cancer – related initiative, such as assisting a cancer camp or an equipment purchase for a service provider.
- Establish a liaison with hospitals and/or care providers that provide children’s cancer care within the District and nearby Clubs.
- Investigate corporate partnerships and contacts for funding purposes.
- Report results (large or small) to Optimist International.
- Participate in CCC Awareness Month.

Club Level:

- Appoint a CCC Club Chair and register the individual with Optimist International staff.
- Clubs should seek to identify families that need support. Identify community needs through existing caregivers and service providers.
- Dedicate a minimum of one fund - raiser a year to the Club’s cancer activities and an annual appeal for the Optimist International Childhood Cancer Campaign.
- Investigate local corporate funding.
- Participate in CCC Awareness Month.



Reach out and touch a child with cancer.

- Participate in any Club activities pertaining to childhood cancer.
- Consider making a personal gift to the Optimist International Childhood Cancer Campaign.
- Be a friend “mentor” to the siblings, support parents, do errands.

CCC Revenues:

Donations/contributions to the CCC through the Optimist International Foundations are tax-deductible, and earn member donor credits as well. Clubs may also establish Pass-Through accounts with the Foundation for local community CCC-related projects or programs.

Checks for the CCC should be made out to: **OIF-CCC**. Revenues received are utilized for operating materials and resources for members, and for the establishment of both research and matching grant funds. The matching grants would focus on assisting Optimists in completing CCC projects in their respective communities.

Resources Available:

To assist members in getting started in the fight against childhood cancer, the following resources have been produced for Club members, District Chairs, and Lt. Governors:

Resource Packets

Contains CCC Operations Manual, cancer camps, helpful websites, and sample press releases and public service announcements. Available to Clubs, District Chairs and Lt. Governors

CCC Resource Video for Parents

The Childhood Cancer Campaign’s (CCC) educational video, “The New Normal,” is available for purchase by members and the general public. The video may be purchased through Shumsky Enterprises (800-326-2203). The price of a DVD copy is \$6, plus shipping. The price of a VHS copy of the video is \$7.95, plus shipping. One dollar from each sale will go to the CCC Research Focus fund.

Optimist International has established an agreement with Johns Hopkins University in Baltimore, Maryland, to partner with the Sidney Kimmel Cancer Center at Johns Hopkins by underwriting a \$920,000 research fellowship in pediatric oncology/hematology. The agreement will run through 2009. The video is available in both English and French language formats. “The New Normal” is a resource targeted at parents of a child who has been recently diagnosed with cancer. Members are encouraged to purchase copies of the video for distribution to

appropriate facilities, organizations and families within their local communities.

Power Point

Overview of CCC on Power Point. Great for presentations to fellow members/Clubs. (Note: requires lap top or computer, LCD projector and screen)

Membership Brochures

Inform your Club members about the program and promote individual gifts to the CCC

CCC Merchandise

Appropriate gifts for children battling cancer, as well as for the adults that support them. Available through Shumsky (www.optimiststuff.com).

CCC Coin Banks

Collect donations to support community projects and OIF-CCC

For more information regarding any of these resources, or on the CCC Program in general, please contact the Programs Department at Optimist International (800)-500-8130 ext. 261, email: ccc@optimist.org.