

Optimists: Doing Their Part

The CCC is dependent on strong commitments from every level of the organization and Members are rising to the challenge. Here are some ways Members can take action.

District Level

- Designate a District CCC Chair and register that person with Optimist International.
- Develop a major cancer initiative, such as supporting or working with a local cancer camp.
- Establish a relationship with area hospitals and care providers.
- Sponsor a District fundraiser for the CCC.

Club Level

- Offer to provide babysitting, lawn care services or cooking for a family dealing with childhood cancer.
- Place a CCC bank in a local restaurant or business.
- Buy a phone or gas card for the parents of a child undergoing treatment.
- Ask the mayor to designate June as CCC Month in your community.

Volunteer Level

- Be a friend to a child with cancer. Visit them and talk to them.
- Spend time with siblings who are not sick. Sometimes these children need a chance to have some fun.
- Serve as a Club CCC Chair.
- Consider making a donation to the Childhood Cancer Campaign.

How the Public Can Help

It will take effort from the entire community to rid the world of childhood cancer. You can join the Optimist mission and make a difference in the lives of children dealing with this devastating illness. Optimist International welcomes your involvement as we continue to do our part in providing the care and finding the cure.

- Join a Club. Be part of the program at the local level, where much of the service is taking place. As a Member, you can take part in your local Club's efforts to fight cancer in your community. To learn more about volunteering options, please contact Optimist International at (800) 500-8130.
- Make a financial contribution to the CCC. Your tax-deductible gift will help ensure that children battling cancer will get the help they need, as well as support Optimist International in its mission to rid the world of childhood cancer.

Pledge Your Support Today

For more information about the CCC, contact:

Optimist International Childhood Cancer Campaign
4494 Lindell Blvd.
St. Louis, MO 63108
(800) 500-8130
ccc@optimist.org

Send your donation to:

Optimist International Foundation
Childhood Cancer Campaign
4494 Lindell Blvd.
St. Louis, MO 63108

OR

Optimist International Foundation of Canada
Childhood Cancer Campaign
5205, boul. Métropolitain est, Suite 200
Montréal QC H1R 1Z7
Canada

PROVIDING THE CARE

FINDING THE CURE

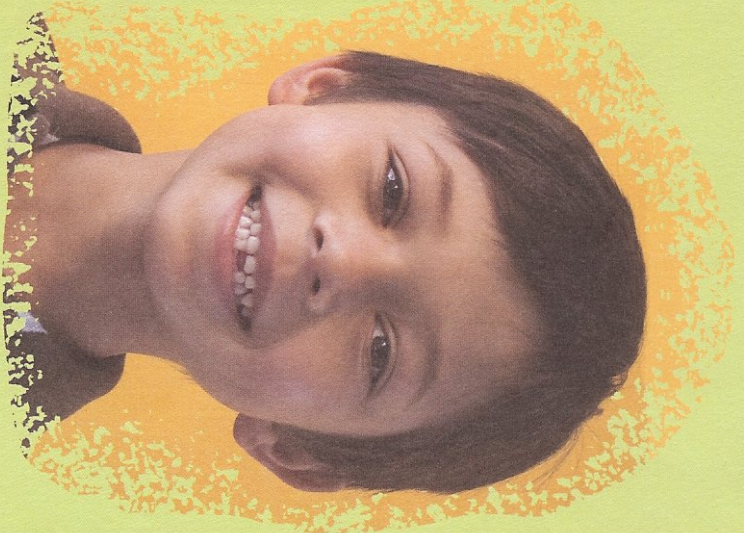


Optimist International shall be the leading force to rid the world of childhood cancer.



The Optimist International Childhood Cancer Campaign (CCC) was created to meet the needs of young people with cancer. Many people are unaware of how devastating childhood cancer can be to young people and their families. In North America alone:

- Cancer is the number one disease killing children today, killing more children than asthma, diabetes, cystic fibrosis and AIDS ... combined
- 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
- In Canada, cancer is second only to accidents as the most common cause of death in youth from ages 5 to 19
- Childhood cancer spares no one – it affects children from every socioeconomic background



The Optimist Pledge

The Childhood Cancer Campaign (CCC) was developed in 2001 with the following four-pronged focus:

- Providing support to children with cancer
- Providing support to cancer patients' families and care partners
- Providing support to health care providers
- Providing support for childhood cancer research

About Optimist International

Since 1919, Optimist International has been a “friend of youth.” Through service projects aimed at “bringing out the best in kids,” Optimist volunteers spread their positive message to young people community by community.

Optimists serve six million young people each year. Optimists conduct 65,000 service projects and spend \$78 million on their communities annually. With 102,000 Optimists in communities across the globe, Optimist International has both the manpower and the will to defeat this devastating disease.

The CCC and its Commitment to Research

Optimist International has partnered with Johns Hopkins University and its Sidney Kimmel Comprehensive Cancer Center to fund the development of a targeted therapy culminating in a vaccine to combat acute myelogenous leukemia (AML). AML is the second most common form of childhood leukemia and takes the lives of half the children diagnosed with the disease. Researchers are working toward the day when the resulting therapies can be incorporated into standard treatment for AML and the eventual development of a vaccine for resistant cancers and other forms of leukemia.

Optimist International has made a commitment of \$1 million to Johns Hopkins, the leading pediatric oncology research institute in North America, to underwrite the research focus. Optimists have paid \$500,000 of this pledge and the support of Members and the public is needed to reach the ultimate goal. A leukemia vaccine would be groundbreaking, helping to save thousands of young lives while giving hope to families that a cure for cancer is possible.

