

Less pain, less struggle. More cures, more quality for children with cancer.

Thanks to information from now-completed gene research, the paediatric oncology specialists are convinced that we can develop new treatments that can cure child cancer not only more often but in a 'child friendlier' manner. But it does mean that we absolutely have to start innovative research specifically focused on child cancer.

KiKa (Stichting Kinderen Kankervrij – Children Cancer-free) is soliciting funds for this special research, that could help children to beat cancer faster.

Increasing number of cured cases, but we're not there yet

In the last forty years, we have made great strides in the fight against cancer. Many cancer patients can be cured by chemotherapy, drugs, surgery and



Inge with kids and nursing staff.

"75% seems high, but it means that 25% don't make it. And we'll continue to fight for them."

radiation treatment. Back in the sixties the cure rate was only 25%, now we are up to 75%. But we can't go much higher than that with existing treatments. And we very much want to get closer to 100%. Because 75% may seem high, but that still means that one out of four children with cancer will die from it.

Genes: the key

We are at the dawn of a dramatic change in medicine. A massive international study has unraveled the human gene. As soon as we are able to understand human genetics even better, we will be able to develop new treatment methods.

Tailoring the treatment to the patient

Through innovative research we have discovered that some types of cancer respond to much smaller amounts of medicines, while other forms do not respond at all. This means we are getting better and better at tailoring the type and amount of treatment to the patient. But this improvement alone is not enough to allow us to reach our goal: a pronounced increase in the cure rate.

Funding needed for innovative research

One of the most important studies that we want to fund concerns the damage that chemotherapy still causes to healthy cells surrounding cancer cells. In some cases chemotherapy has immediate and nasty side effects, while in others these side effects are revealed only years later. Heart and kidney problems are just two examples. So we need to develop a therapy that destroys only cancer cells and spares

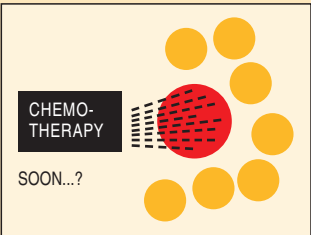
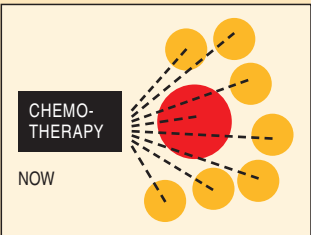
healthy cells. The new research will require a big budget (i.e. money) in the years to come!

Donate

Help children with cancer get cured in record time. With your contribution you give them the chance to experience less pain and struggle, and more cures and quality of life.

Research into eliminating damage to healthy cells during chemotherapy

- CANCER CELL
- HEALTHY CELLS



YES, I want to help more children with cancer get cured in record time!

☐ I authorise KiKa to deduct this amount from my bank account: €:

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For this deduction, I opt for:

- ☐ Option 1: monthly, until notice of cancellation.*
- ☐ Option 2: annually, until notice of cancellation.*
- ☐ Option 3: one-time.*

* Please check the option you select.

Suggested donations:

- ☐ € 3,- ☐ € 5,- ☐ € 10,- ☐ € 25,-
- ☐ Other: €, -

If you later change your mind about the deduction, you can claim back the amount deducted from your bank within one month. You may also cancel the authorisation at any time.

☐ I would rather receive a giro collection form.

☐ MR ☐ MS:

ADDRESS:

POSTAL CODE:

CITY:

DATE:

SIGNATURE:

E-MAIL:



www.kika.nl

PLEASE TEAR OFF ALONG PERFORATION

Please place
stamps hereDrop this reply card in the mailbox
or send in an envelope to the address below.**KiKa****P.O. Box 598****3500 AN UTRECHT****The Netherlands**

PLEASE TEAR OFF ALONG PERFORATION

Seven questions answered by Inge de Bruijn, KiKa ambassador.

- **Why did you decide to become KiKa ambassador? And how did this happen?**

"I'm very aware of how happy I am and that I owe everything to my health. Children are a very vulnerable group and right now they are especially threatened. I donated the swimsuit I wore when I swam my Olympic records to the auction at the 'Quality of Life' gala and it went for over 18,000 euro! At that event I told Prof. Rob Pieters of the Sophia Children's Hospital that I was interested in making a permanent contribution to this cause. So when KiKa contacted me in 2002 and asked me to help, I said yes right away."

- **What sorts of things do you do for KiKa?**

"I visit the hospitals. I help in developing the communication that's designed to raise awareness about KiKa. In effect I'm the spokesperson that's calling on businesses and consumers to become donors. I also attend events that are organised for KiKa, such as the KiKa art auction and the KiKaRun."

- **What do you and KiKa need?**

"We are looking for contributions from donors, free publicity in the media and businesses that sponsor us. For example, we were given TV and radio broadcast time on STER, RTL, SBS6 and Sky Radio. We are also helped by free advertisements and outdoor advertising. Some of the companies that sponsor us are Toys 'R' Us, MSD, Rabobank en Batavus. This last company developed special KiKa company bikes. Really fantastic!"

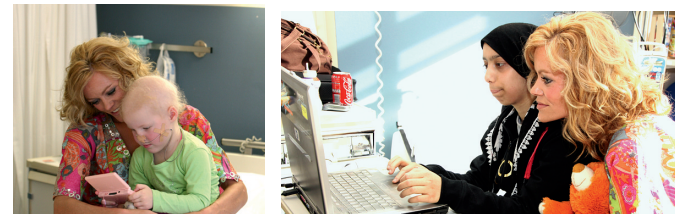
- **You see a lot of KiKa campaigns. Are they important to you?**

"Yes, that's one of KiKa's strengths. You can find us all over the Netherlands. An incredible number of children, businesses, service clubs, associations, etc., set up campaigns for us. Up to 7 or 8 activities can be found somewhere in the country on any given day."



Inge de Bruijn with Prof. Rob Pieters.

These include sponsored walks, record-breaking attempts, concerts, sales campaigns, anniversaries, rowing competitions.... the list goes on and on. Visit www.kika.nl to find out how fun and original the campaigns are. Campaigns are very important to KiKa because they



Inge playing with kids in the Sophia Children's Hospital.

can help us accomplish a lot while remaining small. We hope more and more people will be inspired to set up campaigns for KiKa."

- **What are the plans for the immediate future?**

"We are still a young group, and we have to keep working on raising our profile. Because, the more people know about us, the more campaigns will be set up. We also approach individuals regularly and ask them to become donors, and we are always developing actions with businesses. And of course another great thing is our annual auction! We auction small works painted by famous Dutch people with patients, and this brings in a lot of money."

- **Does KiKa get support from other sources, such as the Ministry of Public Health?**

"No, KiKa has to do it all on its own. And actually, we like it that way. Government funding does not give you any kind of guarantee at all. So we are fully dependent on donors and the business sector and on activities initiated for us."

- **And where are you now with the research?**

"We are proud to say that we are now funding more than 50 studies. The initial 7 studies launched in 2005 are in their final phases. The other studies will continue to run for another year or more. Information on the studies can be found on our website www.kika.nl. All studies are conducted in the 7 university medical centres that treat children with cancer."



Less pain, less struggle.
More cures, more quality.

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Account number 8118

PROCEEDS GO TO THE CENTRES FOR CHILD ONCOLOGY:
ERASMUS MC-SOPHIA IN ROTTERDAM, EMMA AMC IN AMSTERDAM,
UMC KONINGIN BEATRIX IN GRONINGEN, WILLEM-ALEXANDER IN LEIDEN,
VU MEDICAL CENTRE IN AMSTERDAM, UMC ST. RADBOUD IN NIJMEGEN
AND WILHELMINA IN UTRECHT.

Help children with cancer get cured faster

*"Doesn't this little champion
more than deserve our support
for his fight against cancer?"*

Inge de Bruijn ☺

Inge de Bruijn, KiKa ambassador.
Olympic Champion Speedswimming.



KIKA
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