

August 23, 2016

Mr. Jeff Rushton and Mr. Ron Mitchell
Coast to Coast Against Cancer Foundation
702-20 Queen St W
Toronto, ON M5H 3R3

Dear Jeff and Ron,

As we look back over the past six years, we have a lot to be thankful for and a lot to celebrate. Our donors and partners have helped carry us to exceptional heights, and as a result, we continue to deliver unique services to more kids and families each year. We are honoured to be able to partner with you in our collective efforts to champion childhood cancer care.

Since our partnership began in 2010, the Coast to Coast Against Cancer Foundation has made unmatched commitments to POGO contributing over \$3.8M in support of kids with cancer, their families and the growing survivor population.

As POGO's Prime Charitable Partner and the lead sponsor of the Successful Academic and Vocational Training Initiative (SAVTI) and the Financial Assistance Program (POFAP), the Coast to Coast Against Cancer Foundation has demonstrated their continued dedication to ensuring the growth and stability of such crucial services, by contributing 50% annually to each program.

At any given time, there are 4,000 children in active cancer care and follow-up treatment in Ontario. The good news is, more than 82% of these kids will survive. The bad news is, many families will face tremendous financial hardships throughout the duration of their child's cancer treatment.

POGO's Financial Assistance Program

POGO studies show that the typical family – usually young and not well-established financially – can expect to lose 1/3 of their after-tax income when their child is in treatment due to out-of-pocket expenses such as food, accommodations when travelling and childcare for siblings. These costs grow as families find themselves needing to travel to one of the 5 children's hospitals in the province for treatment.

As the cost of living increases, POGO's Financial Assistance Program continues to be our most in-demand service for families facing a childhood cancer diagnosis. The number of families using this program, and the amount of money disbursed has continually grown since the program's inception in 2004.

In FY'16 (April 1, 2015 – March 31, 2016), POGO provided \$908,470 to 988 Ontario families to help pay for out-of-pocket costs. With the need constantly growing and the program being entirely funded by donor donors, we are most appreciative of Coast to Coast and their ongoing commitment to supporting

50% of this program. The continued contributions of the Coast to Coast Foundation allows us to step confidently into the future to continually meet the needs of families.

Successful Academic and Vocational Training Initiative

The survival rate for children diagnosed with cancer is currently 82%. Unfortunately, for many of these kids, survival comes at a price as many of them will experience long-term effects. POGO research shows that over 60% of childhood cancer survivors will experience negative late-effects as a direct result of their disease and/or cancer treatment.

POGO's academic and employment counselling, funded entirely by private-sector donations, helps young cancer survivors make the transition from high school to college, university or into a career path. Survivors are referred to our SAVTI counsellors by clinicians at POGO AfterCare Clinics, psychologists and social workers at our partner hospitals, and as we have developed stronger relationships with colleges and universities, by educations and guidance counsellors.

In FY'16 (April 1, 2015 – March 31, 2016), POGO's 5 SAVTI counsellors received 266 new referrals, creating a caseload of 419 new and returning survivor clients. Of the 266 new referrals:

- 104 applied, are attending or have been accepted at a post-secondary institution;
- 67 are exploring post-secondary options, while still in high school;
- 21 are employed or are receiving community support for employment; and
- 30 are employed or are exploring career or volunteer opportunities

I hope this brief summary helps to set in perspective the remarkable impact of Coast to Coast's contribution to POGO's programs that focus on improving quality of life across the journey of childhood cancer.

Thank you, Jeff and Ron, and the Coast to Coast Against Cancer team, for being true champions of kids' cancer care.

Sincerely,



Lynn Wilson
Chief Development Officer