

## OPTIMISTS: DOING THEIR PART

The CCC is dependent on strong commitments from every level of the organization and Members are rising to the challenge.

### 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.

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.



**PROVIDING THE CARE**  
**FINDING THE CURE**



**PLEDGE  
YOUR  
SUPPORT  
TODAY**

### 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.

For more information about the CCC Contact:  
Optimist International Childhood Cancer Campaign  
(800) 500-8130  
ccc@optimist.org

Send your donation to:  
Optimist International Foundation  
Childhood Cancer Campaign  
P.O. Box 952126  
St. Louis, MO 63195-2126

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



## 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 72,000 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.

To date, Optimist International, through donors like you, has created a \$1,000,000 fellowship endowment to encourage and promote research in the field of childhood cancer. Additionally, Optimist International has committed another \$500,000 to fund the Optimist International Cure Childhood Cancer Campaign. This new Fund will significantly expand clinical and research programs in childhood leukemia, pediatric brain tumors, sarcomas and other solid tumors, and bone marrow transplantation. 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.

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:

- Every day, 43 children are diagnosed with cancer.
- The average age of diagnosis is age six.
- Cancer affects all ethnic, gender, and socio-economic groups and more than 40,000 children undergo treatment for cancer annually.

