



**World Child Cancer**  
No child should suffer

Annual Review 2018



# Welcome from our Chief Executive and Chairman

2018 has been another challenging and successful year for World Child Cancer; a year in which we reached 6,424 children in Africa, Asia, and Central America and launched another new programme in Vietnam.

A major milestone this year, was the adoption by the World Health Organisation (WHO) of the Global Initiative for Childhood Cancer to ensure 60% of children with cancer should survive by 2030. We are working closely with WHO and other partners to ensure that this target is achieved. For too long the world has ignored the plight of children with cancer and this is a welcome indication that, finally, this is beginning to change.

This year we also launched a new five-year strategy, with the key aim of doubling the number of children and their families we support each year to 10,000 by 2023.

Sadly, most children who get cancer never reach a hospital that can treat them. In Ghana and Myanmar, we began training frontline health workers in the early warning signs of childhood cancer to ensure more children with cancer were diagnosed and sent to the appropriate hospitals sooner.

Also in Ghana, we campaigned to introduce a separate ward for children with cancer in our partner hospital in Kumasi – and are delighted that the hospital has now found an appropriate space which we are urgently refurbishing. This will allow more children to be treated with a significant drop in the risk of infection.

As we move into 2019, we have secured a significant new partnership with the UBS Optimus Foundation for Africa and are also preparing for a major appeal for Bangladesh.

Furthermore, our partnership with World Child Cancer NL means that we are now working in three new countries: Kenya, Indonesia, and Kosovo.

We are looking forward to another year of hard work. In 2018 you helped to change the lives of thousands of children around the world for the better and we hope, together with your support, to do even more in 2019.



Jon Rosser  
Chief Executive



James King  
Chairman

In 2018 James King embarked on his first programme visit;

**My first visit to Ghana allowed me to see so many of the challenges the families we support face first-hand, but it was also incredibly inspiring. It showed me that the work World Child Cancer supports is making a tangible difference for so many families already.**



# Who we are

We believe every child deserves the opportunity of a future; that's why we work to give children with cancer the gift of growing up.

## Why Childhood Cancer?

Every year, over 300,000 children will develop cancer with the majority of these living in developing countries.

Children with cancer in developed countries have an 80% chance of survival but for those in developing countries it's as low as 10% with most of them never even receiving an accurate diagnosis.

## What do we do?

- Enhance the skills of doctors and nurses and develop shared care networks to pull together healthcare centres in our programmes to work together and bring trained doctors and nurses closer to the children we support
- Work to raise awareness of the early warning signs of childhood cancer to give children with cancer a faster route to better treatment
- Provide emotional and financial support to children with cancer and their families via our family support programme
- Advocate for children with cancer on a global and national scale, aiming to increase understanding amongst policy makers on how and why they should invest in childhood cancer services

Our mission is to improve diagnosis, treatment and support for children with cancer, and their families, in the developing world.



We helped 6,424 children with cancer and their families, supported the training of 1,883 healthcare professionals and delivered 21 twinning visits with 22 clinical professionals.



# Our achievements



## Meet Nurse Pat

**'To do what we do often takes more than knowledge. It takes heart and patience. We need to be able to talk to parents as a mother or a father and not only as a nurse. By showing compassion, we can speak to them with an understanding that comforts them.'**

## Supporting families

We launched our new three-year programme in Ghana to help support children with cancer and their families.

The new programme aims to give children a faster route to better treatment and is funded by the UK government following our successful UK Aid Match appeal to 'Stop the Childhood Cancer Clock'. We are working on improving cancer care in Ghana by:

- Raising awareness of childhood cancer through several in-country media campaigns and community-based awareness activities
- Training healthcare workers in the hospitals we support and in rural areas on spotting the early warning signs of childhood cancer to ensure more children receive faster referrals and an accurate diagnosis
- Reducing abandonment rates by supporting some of the poorest families by covering essential treatment and travel costs



## Giving families emotional support

Childhood cancer impacts the entire family, from parents worrying about their child to siblings wondering why their brother or sister is being treated differently. World Child Cancer's Psychosocial Support Advisor (above centre) spent much of 2018 in Ghana, Malawi and Myanmar to understand how families and staff deal with the psychological aspects of childhood cancer.

We have now arranged for four newly qualified Clinical Psychologists from the Myanmar Clinical Psychology Consortium to provide voluntary support to families at Yangon Children's Hospital. Furthermore, we delivered 21 training sessions to doctors and nurses in Malawi and provided one-to-one sessions to help healthcare professionals cope with their own stress and provide guidance on how to support families.



# Continuing education

Graeme Abernethy (below) is a music teacher at Dulwich College International and spent two months in 2018 providing music sessions at the Heroes School in the cancer unit of Yangon Children's Hospital in Myanmar.

The Heroes School, set up and supported by World Child Cancer, allows children to continue their education during their treatment, providing them with a much-needed break from their hospital beds and the constant reminder that they are unwell. The lessons provided by teachers at the school and volunteers, like Graeme, give the children something to look forward to, bringing positivity to the ward.

**"Every time I visit the school, I'm caught up in a whirlwind of smiles and laughter with the sessions"**

**seeming to pass very quickly. And every time I leave the hospital, I'm extremely aware that the experience of working there is humbling and deeply life-affirming."**

In Mexico, World Child Cancer created a series of seven awareness raising videos to be shared amongst tribal communities. With Mexico being host to over 68 indigenous languages, each video was made in a different dialect to increase understanding of the early warning signs of childhood cancer amongst communities where children are most at risk of misdiagnosis. Our programme in Mexico is jointly supported by World Child Cancer US.



## Meet Yaza and Chewa

Chewa was devastated when she was told her son, Yaza, had cancer.

**"I never knew that children could develop cancer. I felt so worried and cried all day."**

Yaza developed an extreme fever but local doctors could not identify what was wrong with him. The family had to make a three-hour journey to Yangon Children's Hospital in Myanmar, which is supported by World Child Cancer, where he was finally diagnosed with leukaemia

Childhood cancer, if detected early enough, can be cured. By supporting the training of healthcare workers and raising awareness amongst local communities on the early warning signs of childhood cancer we can ensure more children like Yaza survive their cancer.



## Meet Antonio

Antonio (left) first complained of a pain in his leg in January 2018. Despite his mother's best efforts to find out what was wrong, local doctors simply sent them away. When Antonio's condition continued to worsen, the family sought private help which resulted in him being unnecessarily operated on. It was only when he was transferred to Mexico's Hospital de la Ninez Oaxaquena, which is supported by World Child Cancer, that he finally received an accurate diagnosis. Three long months after Antonio first became unwell, he finally received the treatment he desperately needed for his cancer.

# Providing a home from home



Families who come to hospital with their sick child often travel for many hours and arrive with no place to stay and are forced to sleep on the floor of the wards, around the hospital or even in the car park.

2018 was the first full year in operation of our 'We Care' family support unit in

Cameroon which provides families of children with cancer a home from home. The 'We Care' unit has now been home to over 289 families, providing a safe place to stay whilst their child receives treatment.



## Meet Assabenatou

Assabenatou stands today as a happy, proud 21-year-old woman; six years on from when she was first treated for Burkitt Lymphoma at Banso Baptist Hospital in Cameroon.

In 2018, Assabenatou returned to the hospital to meet with World Child Cancer volunteer, Professor Hesselting, and Nurse Vera who cared for her when she was a sick child.

**"Nurse Vera and the team at Banso Baptist Hospital are my family. They saved my life and I will never forget that."**

World Child Cancer works to give children with cancer the gift of growing up. Peter Hesselting, who has volunteered in Cameroon for several years through World Child Cancer's twinning partnership programme, commented;

**"When I asked what she wanted to do in life, Assabenatou told me she wanted to sew. We are so pleased to see Assabenatou has now enrolled on a two-year apprenticeship with a professional seamstress."**







## Improving end of life

2018 was a standout year for our programme in Bangladesh as the first paediatric palliative care unit in the country was opened with the help of the palliative care project which is supported by World Child Cancer. An estimated two million children need palliative care in Bangladesh but fewer than 1% currently gain access to it. This new unit will help more children gain access to the care they desperately need.



## Improving access to treatment

We continued to support the network of hospitals on the island of Mindanao in the Philippines that care for children with cancer. This included supporting the salaries and training of nurses who are integral to caring for children with cancer, raising awareness of childhood cancer in local communities and subsidising the costs of essential medicines for families. Through support from World Child Cancer, more healthcare professionals have been able to engage in policy making debates about training as well as national advocacy activities.







**We helped 6,424 children  
get a faster route to better  
treatment in 2018**



# What's to come in 2019

In 2019, we will be launching a new three-year programme to give the 'Gift of Growing Up' to children with cancer in Bangladesh. During the year over 6,000 children are expected to develop cancer in Bangladesh, yet just a fraction of these will ever receive an accurate diagnosis and even fewer will receive any form of effective treatment. By supporting the training of doctors and nurses, empowering nurses to provide better care and supporting families emotionally and financially, we will change the lives of thousands of children for the better.

We will also be embarking on a first-time collaboration with The Children's Hospital Trust in South Africa to support paediatric oncologists working in Malawi, Nigeria, Tanzania and Zimbabwe. This new initiative will see pairs of nurses travel to South Africa to learn critical skills to care for children with cancer.

This project is part of a wider three-year partnership with the UBS Optimus Foundation. With their support we will create West Africa's first Centre of Excellence for paediatric oncology at Korle Bu Teaching Hospital in Accra, Ghana. The centre will provide fellowships for paediatricians across sub-Saharan Africa and aims to prove the cost-effectiveness of childhood cancer treatment in Africa.

**Most childhood cancers, if detected early enough, can be cured**



In 2019, we will continue to develop our newest programme in Vietnam where we will be training nurses and social workers on how to support families affected by childhood cancer. By helping families understand and cope with their child's diagnosis, we aim to reduce the number of children who abandon treatment and ultimately save more lives. We will also be extending our reach to work in three additional countries. These include Indonesia, Kosovo and Kenya in partnership with World Child Cancer NL

# Fundraising

In 2018 our supporters helped to raise over £1 million for children with cancer in developing countries around the world. Whether you were a marathon runner, a volunteer, an employee or an individual donor, you are helping to change the lives of children with cancer for the better.



## Cycling to success with Galliford Try Partnerships

We are hugely grateful to the staff, suppliers and clients of Galliford Try Partnerships who raised over £50,000 to help give children with cancer the gift of growing up.

The partnership saw World Child Cancer feature as the beneficiary of multiple fundraising events including industry dinners, golf days and bake sales, culminating in their 'Tour de Try' cycle event where employees collectively rode over 800 miles (below).



## Trekkers raise over £72,000 for children with cancer

In April, a team of trekkers (above) climbed North Africa's tallest peak, Mount Jebel Toubkal, and helped to raise over £72,000. The team included four of our Charity Ambassadors and our Chief Executive, Jon Rosser. On his return, Jon said:

'It was so great to reach the top of Mount Toubkal, especially as everyone was able to conquer the 4,167m summit despite some difficulties along the way. It really was the hardest thing I've done in a very long time but it's such a good feeling to

have achieved it. The money raised by the team is enough to fund one of our programmes for an entire year so huge congratulations to the trekkers and their sponsors.'

## Runners raise over £43,000

This year our team of runners at the Virgin Money London Marathon raised over £43,000 - more than we have ever raised before. Special thanks must go to World Child Cancer Patron, Caitriona Balfe (below), who took part alongside her sister, Anne-Marie, and whose fundraising was generously supported by the Outlander community.

Thank you to everyone who fundraised for World Child Cancer in 2018 and made such a difference to children with cancer in the developing world and their families. If you feel inspired to do something in 2019 please contact our fundraising team on 0203 176 7892 or [info@worldchildcancer.org](mailto:info@worldchildcancer.org)

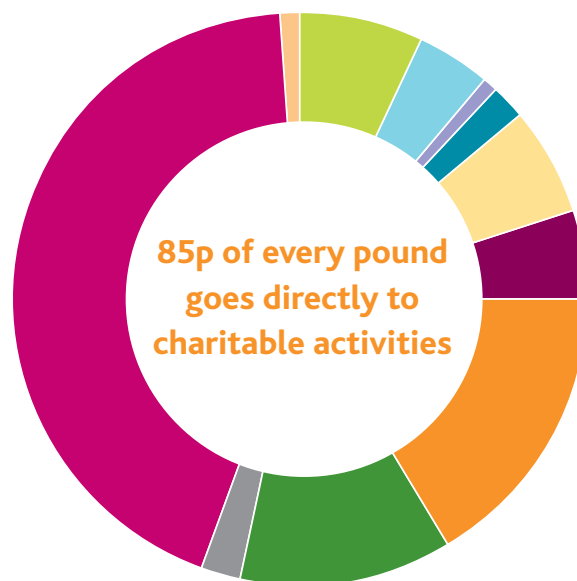




# Income

In 2018 our total income amounted to £1,820,660 and here's where it came from:

Challenge Events	7%
Community Fundraising	4%
Fundraising Events	1%
Donations	2%
Trusts & Foundations	6%
Major Donors	5%
Corporates	16%
Statutory donors	12%
Gift Aid	2%
Donated services	43%
Other	1%



## Statement of financial activities

For the year ended 31 December 2018

	Restricted funds £	Unrestricted funds £	Total funds 2018 £	Total funds 2017 £
<b>Income:</b>				
Donations and legacies	515,212	1,303,167	1,818,379	2,091,935
Investment income	—	2,281	2,281	4,764
<b>TOTAL INCOME</b>	515,212	1,305,448	1,820,660	2,096,699
<b>Expenditure on:</b>				
Raising funds	—	309,303	309,303	363,601
Charitable Activities- support of treatment programmes	567,714	1,231,041	1,798,755	1,673,144
<b>TOTAL EXPENDITURE</b>	567,714	1,540,344	2,108,058	2,036,745
<b>Net income/(expenditure) before transfers</b>	(52,502)	(234,896)	(287,398)	(59,954)
Transfer between funds	95,992	(95,992)	—	—
<b>Net income/(expenditure) and net movement in funds</b>	43,490	(330,888)	(287,398)	59,954
<b>Reconciliation of funds</b>				
Fund balances brought forward	176,623	694,621	871,244	811,290
<b>FUND BALANCES BROUGHT FORWARD</b>	220,113	363,733	583,846	871,244

All activities relate to continuing operations.

## We thank all of our supporters for their generosity in 2018; the following made particularly significant contributions to our work:

AD Construction Group  
Alternative Hair Charitable Foundation  
Angus Lawson Memorial Trust  
Avenue House School  
British & Foreign School Society  
Celgene Limited  
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Epsom College  
Fernando Pinho, Please Take Me There  
Galliford Try Partnerships  
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Samantha and Adam Bennett  
Sara Thakkar

Shobna Vedi  
Simon Doran  
Tim Eden  
Tonia Secker  
Vinod Tailor  
Yves Dermaux

## We would also like to thank our trustees and ambassadors for their dedication and support

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### Ambassadors

Alex Shammass  
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## Support our work

You can find out more about our work at  
[www.worldchildcancer.org](http://www.worldchildcancer.org)  
[www.worldchildcancer.org/donate](http://www.worldchildcancer.org/donate)

### Our contact details

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