



World Child Cancer
No child should suffer

Annual Review 2017

Childhood cancer survival rates are as high as 80% in developed countries but as low as 10% in the developing world. World Child Cancer works to improve this.



Chief Executive and Chairman Welcome

2017, our 10th anniversary year, has been a successful one for World Child Cancer where we helped 5,151 children in our programme countries.

The year ended with a highly successful UK Aid Match appeal to the public, raising £850,000, including the match funding from the Government which will fund our work in Ghana for the next three years.

Our partnership with Sandoz has expanded considerably with them now providing funding in four countries. Some of their senior staff joined us in a highly successful visit to Ghana.

This has been the first full year of our new Ambassadors fundraising for us, specifically supporting our programmes in Cameroon initially, and has raised over £110,000 mainly from a fabulous dinner at the Globe Theatre. One of our Ambassadors visited Cameroon to see the programme for herself – you can read her reactions in this report.

We also launched our new Business Development Board who are a group of key supporters who have formed a board to help us fundraise for the future.

Sadly our longstanding Chairman, Anu VEDI, retired this year. Anu has made a huge contribution to our growth and success and will be sorely missed. But he has left us in good shape to meet the challenges of the future and we are ready for the adventures ahead.



CEO Jon Rosser



Chairman James King

James King is our new Chairman. A World Child Cancer Board member since 2014, James is Managing Director of Tavistock Private Client:

I'm very proud to become Chairman of World Child Cancer and hope I can continue the great work of my predecessors. We are a fabulous charity with a great team, doing truly wonderful things. Our challenge is to grow and spread our message to a wider audience, something I see as my main objective whilst I am Chairman.

Who we are

Every child deserves the opportunity of a future.
That's why we work to give children with cancer the gift of growing up.

Why World Child Cancer?

Over 300,000 children develop cancer each year but survival rates are enormously disparate across the world.

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?

- Partner specialist cancer healthcare professionals from high income countries to those in developing ones to improve treatment standards
- Provide financial support to some of the poorest and most vulnerable families in the world
- Fund training for non-specialist health workers in-country to give children more opportunities to access better treatment

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



Name: Efia
Aged 3



Name: Danila
Aged 11



Name: Prince
Aged 12

Meet Rosaline...

Rosaline comes from Sehwe Bekwan in the western region of Ghana. With a love of books and spending time with her friends, Rosaline is just like many other 11-year-olds around the world.

However, when Rosaline's right arm started to swell, her mother, Jalsa, took her daughter to a local clinic in the hope of finding a cure but it was to no avail. It was not until Rosaline was referred to Komfo Anokye Teaching Hospital, which is supported by World Child Cancer, that she was diagnosed with cancer.

Because of the delay in diagnosis, Rosaline had to have her arm amputated. She has now been discharged from hospital but still returns regularly to receive chemotherapy. With Jalsa spending extended periods of time with her daughter in hospital and unable to work, she has very little income to fund the travel and treatment costs.

"It takes us five hours to get to the hospital for Rosaline's treatment. Even though we struggle with finding funds, I know how important it is for Rosaline's health to finish her treatment."

Inspired by Gladys, a healthcare worker on the paediatric oncology ward, Rosaline wants to become a nurse when she grows up so she can help children like herself in the future.



Meg Collington, Health Partnership and Programme Officer;

"Rosaline is very brave and full of energy, she was running around the hospital and keen to meet new people. She desperately wants to go back to school so she can see her friends and keep learning her favourite subject – maths!"



Ghana

When our programme first began in 2010 there was only one qualified paediatric oncologist in a country where 1,300 children are expected to develop cancer each year.

In 2017, the number of paediatric oncologists had increased to five, all of whom had benefitted from training supported by World Child Cancer.

During our UK Aid Match programme, which ran from 2014 to 2017, we exceeded expectations with 1,325 children receiving an accurate diagnosis over the three years.

We now have funding from UK Aid to develop another programme across Ghana to train health workers to recognise the early warning signs of childhood cancer and to refer children quickly to specialist centres for treatment. We will also be bringing new hospitals into the network so that more children can be treated closer to home.



Dr Nihad Salifu on training in India

World Child Cancer funds training for healthcare professionals in our programmes to improve treatment standards. Dr Nihad Salifu (above) was one such beneficiary who, with support from the Merck Foundation, completed a paediatric oncology training course in India at the Tata Memorial Hospital;

"The beauty of working with children with cancer is the spirit with which they fight disease; one moment they are very ill, the next moment they are up and about. They have a whole lifetime ahead of them and they are ready to fight and live. We must be there to support children through this."

Living with childhood cancer

Megan is a trained counsellor with 10 years' experience working for the UK's largest cancer charity for children, CLIC Sargent. Megan spent six months volunteering for World Child Cancer in Ghana. Cancer charities in the UK provide support for patients and their families as they go through treatment. In developing countries, we have focused until now on getting the children the basic treatment they need but we cannot ignore the pressures on them and their families of facing all the uncertainties that a cancer diagnosis involves. Megan's great contribution has inspired us to think about how we can better support children on this journey.

"I first visited Ghana with World Child Cancer in 2015 to deliver workshops to doctors and nurses. It was this experience that inspired me to return to Ghana to offer further support to families affected by childhood cancer and the incredible nurses who care for them.

I have so many memories from my time in Ghana - both good and bad. I will always remember the fun, laughter and incredibly happy times I spent with the children. However, seeing the pain and suffering on some of their faces is something I will never forget.

The thing about working with children is that they bring you so much joy. There are no judgements and no preconceptions, they will approach you as their equal and they will offer you their unconditional love. Being in Ghana for an extended period, I built strong relationships with the children with us talking, laughing and playing together. I am very passionate about my work and these relationships enable a closer bond between myself and the children but at the back of my mind is always the fear that any of these children could die.



The fact that many of the children with advanced cancers could have been treated far earlier and better had they visited the hospital sooner is painful to see. Access to treatment is a major issue for many families in Ghana where the financial burden of cancer could have life changing implications.

I hope to encourage more counsellors to volunteer their time to experience a new culture and help those who could benefit enormously from training that many of us deliver on a daily basis. More work needs to be done to raise awareness of childhood cancer so children can receive treatment as early as possible."



In some of our
programmes,
childhood cancer
survival rates have
increased to
over 60%



Cameroon

Survival rates for some cancers have increased from 20% to 60% since 2011 when our programme in Cameroon first began. Our programme to support improved treatment in Cameroon started with support from Stellenbosch Hospital in Cape Town. This year Leeds Teaching Hospitals joined the partnership led by Dr Susan Picton and nurse Rachel Hollis.

Also this year we were delighted when Dr Francine Kouya (pictured right) returned from training in South Africa, supported by World Child Cancer, as the first fully qualified paediatric oncologist in the hospitals we work with.

A home from home

The new, purpose built 'We Care' family support home at Mbingo Baptist Hospital, funded by World Child Cancer, opened in 2017 and has already been home to 168 families and patients.

Prior to this, many parents would sleep on the floor of the wards or in corridors around the hospital. Staying away from home with their child for months on end was an immense burden that is still common elsewhere. We need to build more parent homes urgently.

An added benefit of the home is that children with cancer can stay in the rooms with their parents for much of their treatment as all rooms have two beds for this purpose. As well as enabling families to live together, it also frees up bed space in the hospital so more children can be treated. Communal areas allow families to cook and support each other.

Importantly, the home includes four rooms for visiting doctors – who pay a rent which enables the home to be run with no charge to parents.



Malawi

The Queen Elizabeth Central Hospital in Blantyre diagnoses around 30% of the 1,000 children expected to develop cancer each year in Malawi. Our programme, which began in 2009, is led by Dr George Chagaluka (right) and has now enabled thousands of children to access improved services.

In 2017, treatment protocols in Blantyre were further enhanced with a new healthcare manual introduced to give children with cancer a faster route to better treatment. Furthermore, 250 families benefitted from welcome packs when arriving on the ward to help them settle with everyday essentials including toothpaste, sugar, soap, tea leaves and salt.



Meet Jacob...

In January 2017 15-year-old Jacob was diagnosed with Burkitt Lymphoma at Queen Elizabeth Central Hospital (QECH).

Jacob and his mother, Brenda, are staying on the ward whilst his father stays at home to look after their other children. With Jacob's father unable to work, the family lose out on vital income whilst still having to pay for accommodation and living costs at hospital.

World Child Cancer supports many poor and vulnerable families by covering essential treatment costs to prevent families like Jacob's being pushed further into poverty.

Jacob cannot wait to go back to school as he would like to study medicine to become a doctor like Dr George. With your support, more children like Jacob can grow up to achieve their dreams.



Bangladesh

It's estimated that just 1% of the children in need of palliative care in Bangladesh ever get access to it. Our programme aims to improve the quality of life for children with life-limiting conditions.

In 2017, our first ever Ramadan appeal raised £13,400 which will be used to train staff delivering palliative care at hospital and to children living in a Dhaka slum. We will be holding another Ramadan appeal in 2018.

With the completion of our three-year UK Aid Match project which began in 2014, we increased one-year survival rates for children with cancer from 48% to 60%.



Over the last 10 years
we've helped over 20,000
children to get better
treatment



10 years of World Child Cancer

2007

2007 - 2008



World Child Cancer is set up in 2007 under the leadership of Geoff Thaxter after he and his wife, Gill, visited a number of children's cancer wards when attending a Bangladesh conference.

After seeing how little was being done for these children, Geoff was convinced that something could and should be done.

Geoff's personal and professional experience put him in a unique position to gather together the international team, including our first Chairman Gordon Morrison (who would later become a patron of World Child Cancer), to make his vision a reality.

Tragically, Geoff dies in August 2008. The trustees and staff of World Child Cancer are determined to continue working towards Geoff's vision of a world where every child with cancer, no matter where they live, has access to the best possible treatment and care.

2009

World Child Cancer starts working with the Queen Elizabeth Central Hospital (QECH) in Blantyre, Malawi, through a twinning partnership between the VU University Medical Centre in Amsterdam and the Victoria Royal Infirmary in the UK. In the same year, we also begin to support the Davao Medical Centre in the Philippines.



2013

A total of **820 healthcare professionals** receive training with support from World Child Cancer, including Dr George Chagaluka (below) who undergoes specialist training in South Africa to become Malawi's sole paediatric oncologist. Alongside this, a new day care unit is built in Ghana with funding support from World Child Cancer.



World Child Cancer is chosen as the beneficiary of the Financial Times (FT) Christmas appeal. As well as raising **£1.4 million**, the readers of the FT meet a young girl called Dailiy Paing. Dailiy's heart-warming smile reflected a young girl enjoying her childhood but tragically this was shortened by leukaemia. Despite the best efforts from doctors and nurses in Myanmar, Dailiy relapsed and passed away soon after capturing the hearts of so many. Her story and her smile continue to inspire us.

2014

A further **1,000** healthcare professionals are trained with support from World Child Cancer. Price Bailey chooses us as their charity partner and raises **£65,000**.



2010

Dr Emma Johnson, Associate Specialist in Paediatric Oncology at the Royal Hospital for Sick Children in Edinburgh, visits Ghana for the first time. She continues to visit Ghana and deliver training ever since. World Child Cancer officially commences a twinning partnership between Korle Bu Teaching Hospital in Ghana and the Edinburgh hospital.



2011



As World Child Cancer expands its programme reach to Cameroon we also reach a milestone of supporting over **2,000 children** since 2007.

2012

Survival rates for Burkitt lymphoma increase to over **50%** in Cameroon, with Doc Mae increasing survival rates from virtually nil to over **60%** after one year at Davao Medical Centre in the Philippines.

We meet six-year-old Oscar, a young boy from Malawi with a beaming smile and beautiful eyes who had developed Wilms' tumour. Oscar successfully undergoes treatment and is now cancer free.



2015

Deutsche Bank selects World Child Cancer as their charity of the year and raises **£1 million** through the generous participation of staff from across the bank's London and Birmingham offices. Also in 2015, Selasi Gbormittah, star of The Great British Bake Off, supports World Child Cancer by taking part in our Malawi trek.



2016



In August 2016 World Child Cancer opens the Heroes School in Yangon, Myanmar to provide an education to children undergoing treatment on the ward. Our patron, Caitriona Balfe, visits our programme in Ghana and 22 of our supporters trek to the summit of Kilimanjaro – raising **£90,000** along the way.

2017

The 'We Care' family support home opens in Cameroon, providing accommodation for **168 families** in 2017. As well as raising over **£850,000**, our Stop the Child Cancer Clock Appeal reaches over **315 million** people. Our Ambassadors Mark Everard and Geeta Nanda raise over **£60,000** when hosting a gala dinner at London's UnderGlobe.



2017

**"Survival rates have
increased from 10% in
2004 to 50% in 2017."**

**Doc Mae, lead Paediatric Oncologist
at the Southern Philippines Medical Centre**





Philippines

Our programme in the Philippines brings together a network of hospitals on the island of Mindanao, aiming to provide more treatment opportunities to the families we support.

In 2017, Layina General Hospital was added to our network of nine treatment centres to increase the number of children with cancer currently being diagnosed, bringing better quality treatment closer to home.

Since 2016, Sandoz has supported us in improving access to treatment and optimize survival outcomes for children suffering from cancer. Sandoz has now increased its support to include our programmes in Ghana, Myanmar and Mexico.



Meet Doc Mae...

World Child Cancer has been working alongside Doc Mae since 2014 and she has worked tirelessly to improve the quality of treatment provided to children with cancer across Mindanao.

"I believe that I was blessed with a lot of things, and it's very important for me to share what has been given to me. Being in a place where I am needed, where children get to benefit from my expertise is one of the greatest opportunities that anybody can have."

Myanmar

In 2017, we extended our support to an additional hospital in Mandalay, prior to this our work had been restricted to Yangon. On average, it takes 11 hours for a family to travel to a hospital in Myanmar so by expanding our reach, more children will have closer access to better treatment.

The completion of our three-year UK Aid Match project which began in 2014 saw the number of diagnosed children increase from 180 to 586 with survival rates increasing from 50% to 76%.

Over 200 children attended the Heroes School at Yangon Children's Hospital which allows children on the ward to continue their education whilst receiving treatment.



Photo by João Pina/Please Take Me There



Meet Hla...

10-year-old Hla was diagnosed with cancer at Yangon Children's Hospital.

She has now undergone 14 weeks of chemotherapy treatment, staying in the hospital for two weeks at a time. Making the 13-hour journey from home to hospital is expensive for the family. Fortunately, we partner with Please Take Me There, an organisation who supports Hla and her family with transport costs.

Whilst at hospital Hla attends the 'Heroes School', set up and supported by World Child Cancer. Hla dreams of becoming an artist when she grows up, spending her days at school drawing her latest masterpiece.

Mexico

There are over 800 new cases of childhood cancer expected to develop each year in southeast Mexico alone. Many of these children face enormous challenges to reach treatment. Our programme aims to give children faster access to better treatment.

As well as delivering essential drugs to enable the provision of vital treatment, we also introduced a new healthcare database to provide a better quality of care to patients. In August 2017 we recruited our first Programme Coordinator in Mexico, Megan Parry. Megan is a British paediatric nurse with experience in programme planning and is fluent in Spanish.





World Child Cancer US

Our partnership with World Child Cancer US continues to strengthen and our ability to raise funds in the US is increasing. We have agreed to run our programmes jointly to maximise the impact and save on costs. From the UK we delivered funding for the Mexico programme (initiated by the US), and the US has successfully fundraised for both Ghana and the Philippines. This partnership will continue to grow as we jointly reach more children.

World Child Cancer NL

Another exciting development this year has been the establishment of World Child Cancer Netherlands (NL), who join our partnership with small programmes in Kenya, Indonesia and Kosovo.

Helping children get to hospital



Photo by João Pina/Please Take Me There

Please Take Me There has supported our work in Yangon Children's Hospital since 2015, helping to get children to hospital. A survey of hundreds of families confirmed that the cost and difficulty of transport is seriously affecting their ability to complete treatment.

Please Take Me There has provided free transport to and from hospital for over 400 patients and their families.

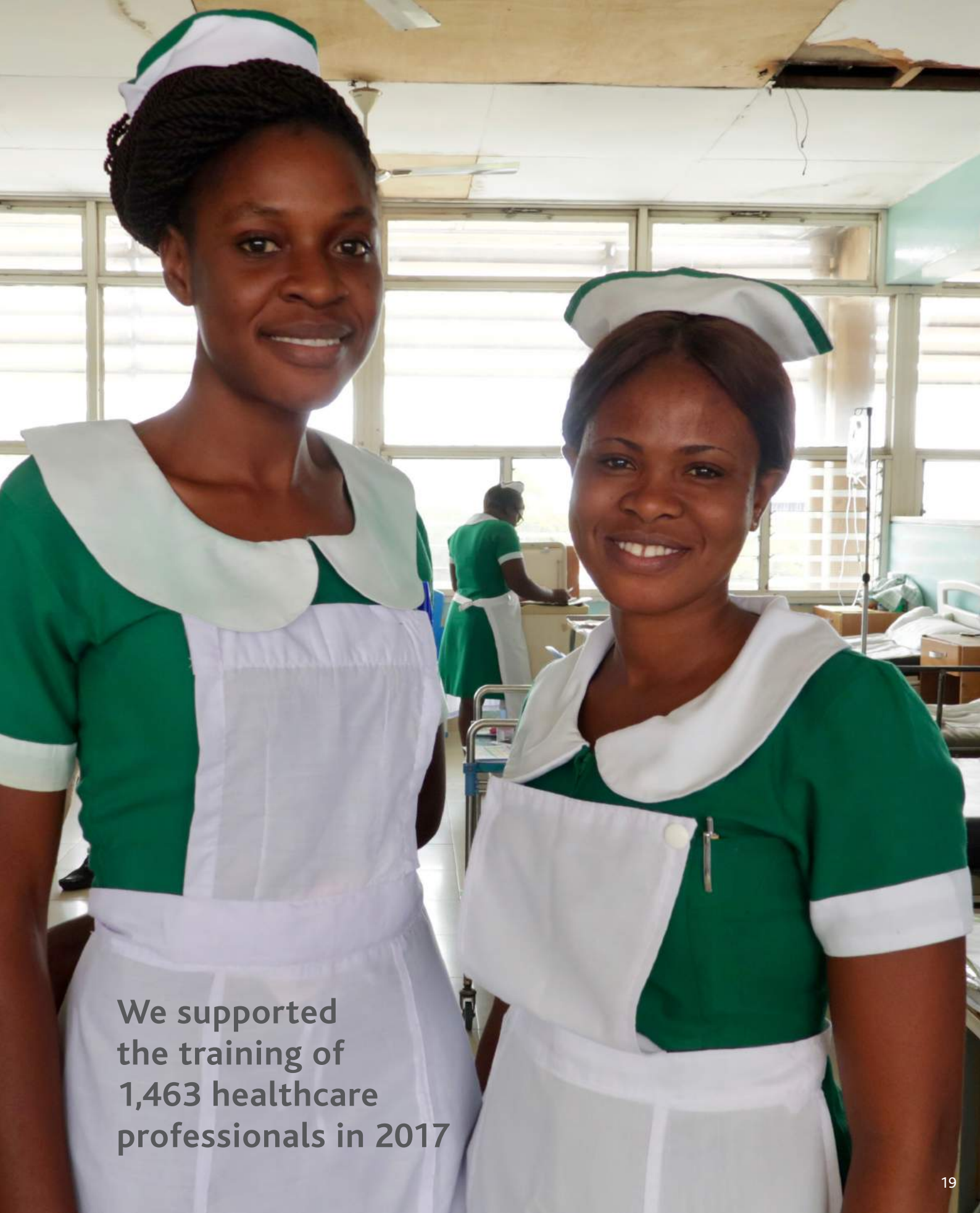
"Together with World Child Cancer, we are ensuring that hundreds of children living in extreme poverty can and will continue to have access to treatment and care, offering them a life full of hope and dignity."

Fernando Pinho, Founder of Please Take Me There.

A landmark collaboration

The ground-breaking Wilms' Tumour collaboration that we support has continued to progress with more than 260 children from Malawi, Cameroon, Ghana, Ethiopia and Zimbabwe now treated using a new set of adapted guidelines. Survival rates increased from 52% to 68% in 2017 with patients and their families being supported with the provision of food, treatment, transport costs and more.





We supported
the training of
1,463 healthcare
professionals in 2017

Fundraising

In 2017 our supporters raised over £1.3 million for children with cancer in developing countries across the world. Thanks to the many schools, universities, community groups, clubs and companies that have helped us along the way.

From taking part in sporting events and treks to bake sales and carol concerts and all in between, your support has given children with cancer the gift of growing up.

We also send a special thanks to our patron, Caitriona Balfe, for galvanising the support of Outlander fans all over the world, who raised over £100,000 in 2017.

If you feel inspired and want to help support children with cancer then contact our fundraising team on 0203 176 7892.



Our Ambassadors

Our Ambassadors programme was launched in 2017 with the team raising over £100,000 in its first year through a series of events including a gala dinner at The UnderGlobe, London, hosted by Geeta Nanda and Mark Everard.

Geeta visits Cameroon

Ambassador Geeta Nanda also visited our programme in Cameroon to witness the opening of the 'We Care' family support home;

"The trip to Cameroon will stay with me forever. It was wonderful to see that not a penny of the funds raised were wasted. The collaboration between the colleagues in Leeds and in the hospital in Cameroon was definitely taking the project forward.

The most wonderful part of my visit was being able to spend quality time with the children and parents. The purpose of our work is to do as much as we can to ease their pain and help them in their recovery. There is no better reason to get involved with World Child Cancer than to give these kids the chance of a future."



In the press

2017 was a landmark year for World Child Cancer as our message reached more people than ever before.

- Gaining the support of over 50 social influencers
- With word of our work spreading across 189 countries
- Reaching over 315 million people

RadioTimes

Baile adds: "We are doing the [Stop the Childhood Cancer Clock appeal](#) where we are [raffling off a set visit](#) to our set in either January or February. So whoever wins and a plus one, they'll be put up in a hotel for the night in Glasgow and it's great - they'll be given a tour of the set and we'll show them around. It's only available for UK residents though. But it's still exciting and it'll be fun.

"Our fans are so generous and so wonderful that they've really come on board and they've raised so much money for them over the years so it's been great that I could do that."

To donate £3 to World Child Cancer just text GROW35 with the amount you'd like to donate, for example GROW35 £10 to 70070, or visit www.worldchildcancer.org/donate - for every £1 donated the Government will match it as part of their UK Aid Match scheme

MailOnline

WHAT IS THE CAMPAIGN?

The Stop the Childhood Cancer Clock campaign revolves around raising awareness of the disparity in access to cancer treatment across the world.

Mr Whelan, whose images of his daughter moved the world last year, has teamed up with the World Child Cancer appeal.

They hope to highlight what children in developing countries can achieve if they are given the gift of growing up.

Every three minutes a child with cancer dies in a developing country, figures obtained by the charity show.

In the developed world, a child with cancer has an 80 per cent chance of survival. In the developing world this can be as low as 10 per cent.

The powerful photo series, taken by Mr Whelan, shows the incredible things children can achieve if they are given the gift of growing up.

THE EDINBURGH REPORTER

Edinburgh cancer specialist working to improve child cancer services in Ghana

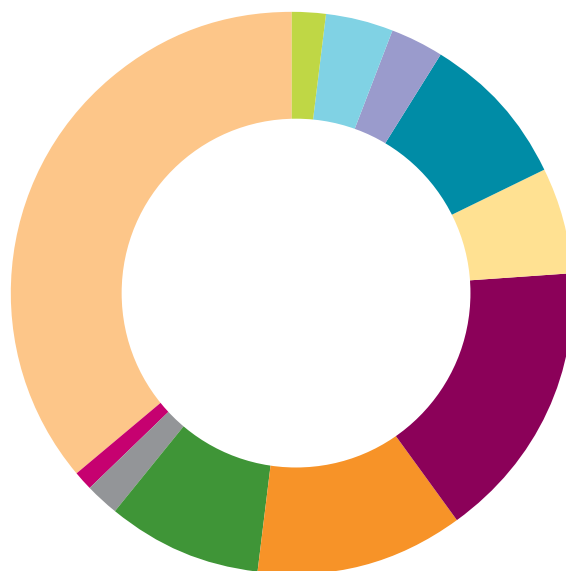
Tim Eden who is a cancer specialist based in the capital will go back to Ghana soon, working to improve cancer services for children there. Previously the President of the International Society of Paediatric Oncologists, Tim worked at the Sick Kids before retiring.



Income

In 2017 we raised £2,096,699 and here's where it came from:

Challenge Events	2%
Community Fundraising	4%
Fundraising Events	3%
Donations	9%
Trusts & Foundations	6%
Major Donors	16%
Corporates	12%
Statutory	9%
Gift Aid	2%
World Child Cancer USA	1%
Voluntary Medical Aid (VMA) and gifts in kind	36%



Statement of financial activities

For the year ended 31 December 2017

	Restricted funds 2017 £	Unrestricted funds 2017 £	Total funds 2017 £	Total funds 31 December 2016 £
INCOME:				
Donations and legacies	716,552	1,375,383	2,091,935	2,066,169
Investment income		4,764	4,764	8,066
TOTAL INCOME	716,552	1,380,147	2,096,699	2,074,235
EXPENDITURE:				
Costs of raising funds	45,480	306,919	352,399	350,254
Charitable Activities- supporting children with cancer	608,173	1,076,173	1,684,346	1,918,268
TOTAL EXPENDITURE	653,653	1,383,092	2,036,745	2,268,522
NET INCOME/(EXPENDITURE) BEFORE OTHER RECOGNISED GAINS AND LOSSES	62,899	(2,945)	59,954	(194,287)
TRANSFERS	(25,134)	25,134	0	0
NET MOVEMENT IN FUNDS	37,765	22,189	59,954	(194,287)
Total funds at 1 January	138,858	672,432	811,290	1,005,577
TOTAL FUNDS AT 31 DECEMBER 2017	176,623	694,621	871,244	811,290

All activities relate to continuing operations.



83p of every £1
went directly to our
charity activities

We thank all our supporters for their ongoing generosity; the following have made particularly significant contributions to our work:

Anu Vedi CBE
Caitriona Balfe
Claudio Zampa
Dermot Grimson
Geeta Nanda
Mark Everard
Miles and Julia Ruffell
Robert Carr
Terry and Jackie Hunt
Tim & Randi Eden
Yves Dermaux

Allan & Nesta Ferguson Charitable Trust
Celgene Ltd
Chalker Foundation
Dignitas Business Liumousine
Dulwich College
Fernando Pinho, Please Take Me There
Golden Bottle Trust
Guernsey Overseas Aid
Gulf Agency Company Limited
IQVIA
King's Bruton School
Knight Harwood
Laduma Dhamecha Charitable Trust
Mount Anvil
M C and K M Kamdar Foundation
Padua Charitable Trust
Reed Foundation (International)
Rotary Club of Kenilworth
Sailun Jinyu Group Europe
Sandoz International GmbH
Souter Charitable Trust
The Ahisma Trust
The Alternative Hair Charitable Foundation
The Chaldean Charitable Trust
The Ghana Society
The Hick Charitable Trust
The Peak Posse
ZVM Rangoonwala Foundation

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

James King, Chairman
Anuj Chande
Helen Griffiths
Professor Kathy Pritchard-Jones
Karen Brade
Professor Lorna Awo Renner
Rachel Hollis
Rory G Macmillan
Dr Shaun Wilson



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Support our work

You can find out more about our work at
www.worldchildcancer.org

www.worldchildcancer.org/donate

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