

# Cancel Child Cancer Campaign Toolkit

Cancel Child Cancer, a campaign  
by World Child Cancer USA



**CANCEL**  
**CHILD CANCER**  
By World Child Cancer USA

# Cancel Child Cancer Campaign Toolkit

**Welcome to the Cancel Child Cancer fundraising and advocacy toolkit for companies, organizations, and employees.**

Thank you for choosing to support World Child Cancer USA to give young cancer patients and their families the lifesaving services they deserve.

**In this toolkit, you'll find invaluable resources to activate your network to raise funds and awareness to Cancel Child Cancer.**

The campaign begins now in the run-up to the holiday season through World Child Cancer Day on February 15, 2025.

Many childhood cancers are curable, yet the likelihood of surviving a diagnosis of childhood cancer depends

on the country in which the child lives. In high-income countries, more than 80% of children with cancer are cured, but in many low- and middle-income countries (LMICs), less than less than 30% are cured.

We can turn this statistic around if we come together to give every child the chance to equal access and the best treatment and care—Let's Cancel Child Cancer! We are here to help you every step of the way. Please take some time to review this toolkit, and feel free to reach out at [marketing@worldchildcancer.us](mailto:marketing@worldchildcancer.us) if you need our assistance.



## About World Child Cancer

World Child Cancer is the leading international children's charity dedicated to addressing the global inequality in childhood cancer care.

Founded in 2007, we now support 12 programmes in Africa, Asia and Central America. Our vision is clear: a world where every child with cancer, no matter where they live, has timely access to the highest quality treatment, care, and support.

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## About Cancel Child Cancer Campaign

World Child Cancer USA is asking companies, employees and individuals to Cancel Child Cancer by activating and engaging their networks around this important fact: most pediatric cancers are curable, but it depends on where you live in the world.

No child should suffer due to lack of access or inequality in health services. We all have an important role to play in turning these disparities around and the Cancel Child Cancer campaign is the perfect place to start. **Donate, Educate, Advocate:** get creative and put your passion into action. Every dollar you raise is a lifeline to a child and family in need. Join us today and let's Cancel Child Cancer together!

# Get Involved, Be Creative

Engage your company, organization, and employees to Cancel Child Cancer.

## Donate and Raise Money

- Give directly to the campaign via [cancelchildcancer.org](https://cancelchildcancer.org)
- List World Child Cancer USA as a preferred charity of choice for employee and partner donations
- Encourage your staff to activate or create group fundraising activities:
  - Host an office table tennis tournament, bake-off, 5K run or silent auction and share all proceeds
  - Put holiday donation boxes in prominent places around the office and collect the funds
  - Invite a pediatric cancer specialist to lead a virtual Lunch and Learn and ask for donations

## Advocate, Use Your Voice

- Post ready-made assets to your company and/or organizational social channels and encourage staff to do the same
- Share a story about your personal connection to child cancer
- Repost content from World Child Cancer social channels
- Replace your profile picture with the Cancel Child Cancer logo through the end of the year
- Add [cancelchildcancer.org](https://cancelchildcancer.org) to your bio on Instagram

For corporate social responsibility (CSR), corporate foundation and gift officers, **contact us** about how your company can make a donation at [partner@worldchildcancer.us](mailto:partner@worldchildcancer.us).



# See Your Money at Work

A donation of \$25 to \$1,000 can help ensure that our life-saving services and support for young patients and their families go uninterrupted. **All donations to World Child Cancer USA are tax-deductible.**



**\$25**

provides basic necessities for one hospital visit



**\$50**

provides essential diagnosis testing for 8 children



**\$250**

provides 3 months of treatment



**\$500**

provides 6 months of treatment



**\$1000**

provides a year of hospitalization

## Three Easy Ways to Submit Your Donations

**1** Submit funds through [cancelchildcancer.org](https://cancelchildcancer.org).

**2** **Send bank transfers and wires:**  
Bank of America Swift Code - BOFAUS3N  
ABA/routing – 026009593  
Account # 4570-2537-3378

**3** **Mail your checks to:**  
World Child Cancer USA  
1301 Arapahoe St Ste, 105  
Golden, Colorado 80401-1855

# Four Steps to Successful Fundraising

1

## Identify a creative fundraising idea.

Consider your target audience and whether to hold your event virtually or in person.

Set a fundraising target.

Assign roles, responsibilities and due dates to your fundraising committee.

2

## Spread the word.

Send out emails and share social posts publicizing your fundraiser.

Invite others to donate and get involved.

If you are hosting an event, don't forget to take photos!

Remember to use our campaign hashtag [#CancelChildCancer](#).

3

## Submit your donations to World Child Cancer USA.

See [Your Money at Work](#) page for further details about how and where to send your funds.

4

## Share your success.

Thank everyone who gave to your fundraiser or volunteered.

Share photos and stories online with the hashtag [#CancelChildCancer](#).

# Spread the Word — Educate & Advocate

## Social posts for your company, organization, and employees to share and amplify.

**Example copy 1:** More than 400,000 children develop cancer worldwide each year. Their chance of survival often depends on where they live and the access they have to diagnostics and treatment. Let's [#CancelChildCancer](#) together. [#WorldChildCancerUSA](#)

**Example copy 2:** Pediatric cancer can be curable. In high-income countries, over 80% of children diagnosed with cancer are successfully treated – but in low-income countries this number drops to below 30%. Every child with cancer, regardless of where they live, should have equal access to the best possible treatment and care. Let's [#CancelChildCancer](#) together. [#WorldChildCancerUSA](#)

**Did you donate?** Join me in [donating/scheduling a monthly donation] to help alleviate the burden of child cancer on children and their families.

### Calls to action by platform:

- Instagram: Learn more using the link in my bio.
- LinkedIn/Facebook/X: Learn more at [cancelchildcancer.org](https://cancelchildcancer.org).



Download pre-made  
assets for your posts,  
including our logo.



## World Child Cancer's Impact – Aba's Story

### Inspire donations and advocacy engagement with Aba's story.

When Aba, a 9-year-old girl from a small village in Ghana, was diagnosed with spindle cell sarcoma, her mother was devastated. The hospital where Aba needed treatment was miles away, and the cost of transport was overwhelming. Without any financial support, the family faced an impossible choice: find a way to pay for the journey or risk Aba's health.

Thanks to the generous support from donors, World Child Cancer stepped in and provided crucial assistance. Aba and her family could focus on her treatment rather than the burdensome costs of travel and accommodation. Aba's mother reflects on the impact of this: "The support was very important, and it helped me to travel home to see how the children and the rest of the family were doing." Donations have provided immense relief, allowing Aba to undergo surgery and continue her recovery.

Children like Aba face financial barriers to treatment daily. **With your support, we can reach more children and families in need around the world.**



# About Child Cancer

## Use these key facts to fuel your fundraising and advocacy efforts.

Cancer is a leading cause of death for children and adolescents.

The likelihood of surviving a diagnosis of childhood cancer depends on the country in which the child lives. In high-income countries, more than 80% of children with cancer are cured, but in many low- and middle-income countries (LMICs), less than 30% are cured.

- Each year, an estimated 400,000 children and adolescents of 0-19 years old develop cancer.
- Most childhood cancers can be cured with generic medicines and other forms of treatment, including surgery and radiotherapy. Treatment of childhood cancer can be cost-effective in all income settings.
- Avoidable deaths from childhood cancers in LMICs result from lack of diagnosis, misdiagnosis or delayed diagnosis, obstacles to accessing care, abandonment of treatment, death from toxicity, and relapse.
- Only 29% of low-income countries report that cancer medicines are generally available to their populations compared to 96% of high-income countries.\*



# Thank you

**Cancel Child Cancer,**  
a campaign by **World Child Cancer USA**

Instagram: [@worldchildcancerusa](https://www.instagram.com/worldchildcancerusa)

Facebook: [World Child Cancer USA](https://www.facebook.com/WorldChildCancerUSA)

LinkedIn: [World Child Cancer USA](https://www.linkedin.com/company/WorldChildCancerUSA)

Campaign Site: [cancelchildcancer.org](https://cancelchildcancer.org)

General Inquiries: [advocate@worldchildcancer.us](mailto:advocate@worldchildcancer.us)

Partnership Requests: [partner@worldchildcancer.us](mailto:partner@worldchildcancer.us)



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