

# Yes, I want to help The James Fund!

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Country: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

- I would like to make a *One-Time Donation to The James Fund.*
- \$40  \$50  \$75  \$100  other \$ \_\_\_\_\_
- Enclosed please find my cheque/money order payable to The James Fund, OR.
- Please process my donation on my credit card as below

- I would like to make *Monthly Donations to The James Fund.*
- \$10  \$25  \$50  other \$ \_\_\_\_\_ (minimum of \$10 for monthly gifts)
- Please withdraw my monthly donation from my chequing account. I have enclosed a blank "Void" cheque, OR
- Please process my donation on my credit card as below

Please read and sign for Monthly Donations:  
A single tax receipt for each year's total contributions will be sent at the beginning of the next calendar year. Monthly deductions will be process on the 15th of each month.  
I hereby authorize SickKids Foundation to make automatic withdrawals from my bank account or credit card as indicated. I understand that I may cancel this authorization at any time by notifying the Foundation.

Signature: \_\_\_\_\_

- For Credit Card Donations*
- VISA  MC  AMEX

Credit Card Number: \_\_\_\_\_

Expiry date: \_\_\_\_\_ / \_\_\_\_\_

Signature: \_\_\_\_\_



Please mail donations to:  
**The James Fund**  
625 Whitaker Street #4, Peterborough  
Ontario, CANADA K9H 7L5  
diana.birrell@jamesfund.ca

## James Fund Neuroblastoma Family Retreat



Our work with neuroblastoma families has made us increasingly aware of the need to help and support each other through the roller coaster ride of this disease.

From September 28-30, 2007 The James Fund will be hosting Canada's first Neuroblastoma Family Retreat near Parry Sound, Ontario. The retreat is open to neuroblastoma families who are currently in treatment, or remission, of the disease. We define "family" as anyone whom you consider to be an integral part of the care of your neuroblastoma child. We hope that you will join us for a weekend of fun, relaxation, information and connectivity for the whole family. For more information as our plans progress, please visit [www.jamesfund.ca/retreat.html](http://www.jamesfund.ca/retreat.html)

### Tribute to a Great Friend

We were saddened by the recent death of Liz Bierk, a long time supporter of The James Fund. Liz, widow of the internationally acclaimed artist David Bierk, had donated several of David's artworks, and word has reached us that the family is passing on another painting to The James Fund.

### In closing ...

We are grateful to the over 8,000 special donors who have supported us in our journey and contributed so much towards our research successes. We wish we had the space to mention each and every one of you, but we are unfortunately able to feature only a few of your stories.

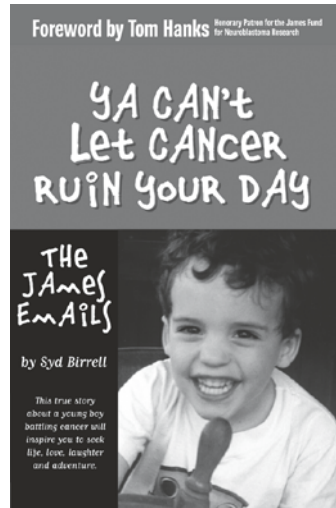
### James Fund Newsletter

If you would like to receive our newsletter via e-mail, or for us to update you on our list, please contact us at:

**The James Fund**  
625 Whitaker Street #4  
Peterborough, Ontario, CANADA K9H 7L5  
Ph/Fax (705) 749-3941  
diana.birrell@jamesfund.ca  
[www.jamesfund.ca](http://www.jamesfund.ca)



**THE JAMES FUND**  
For Neuroblastoma Research at SickKids  
625 Whitaker Street #4  
Peterborough, Ontario  
CANADA K9H 7L5



*"Our company thrives on developing relationships with our customers. In the past we often gave out hats, mugs and other trinkets adorned with our logo to keep the company name in the forefront of our customer's mind. But lately we have been giving out copies of Syd's book, "Ya Can't Let Cancer Ruin Your Day", and it almost always touches our customers in a personal way, as just about everybody has a cancer story of their own to share. By giving out this book we not only support a cause that we passionately believe in, and spread the word of the James Fund, but we also strengthen our relationships with our customers so that they keep coming back and help our business grow."*

**Don Barnet, Steelworks Design Inc.**

Syd's book is available at Chapters/Indigo/Smith Coles stores across Canada and online at [www.indigo.ca](http://www.indigo.ca). For bulk book orders contact [info@GreenTrainBooks.com](mailto:info@GreenTrainBooks.com)  
A portion of the proceeds of Syd's book supports The James Fund.

### Just for Fun ...

When Heatwave Events organiser Rosanne told Syd that the beach volleyball team that raised the highest pledge amount would receive a Special Edition Collector's Wilson Volleyball (as in the movie "Castaway" starring Tom Hanks), Syd asked Rosanne if it would help hype things up a bit if he got Tom to sign the prize volleyballs. "There's no way you could ever get Tom Hanks to sign one!" said Rosanne. Guess what? Syd phoned Tom's assistant, who said "Send them down!" So Syd shipped them down to Santa Monica, adding a disposable camera to the package as an afterthought.

Four days later a Fedex truck pulled up in front of the Birrell household. The driver handed over the package, and as he did so Syd said to him "Ever see the movie Castaway?" "Yeah, I loved it. Kinda features Fedex, you know." At which point Syd asked "Did you read the return address on this package?" "Santa Monica. PlayTone. Isn't that Tom Hanks movie company?" "Wanna see what's inside?" Syd relates that, as he opened the package, the driver's face was a study in amazement and wonder. There were the two Wilson volleyballs, nicely autographed by Mr Hanks. Oh, and also the disposable camera, with a couple of great shots of Tom signing the volleyballs, as it turned out. Oh, and the company pledging at the volleyball tournament? \$170,000 for The James Fund.

### Another uneventful day for The James Fund.!

The James Fund Advisory Council includes Casey Watson, Ray Hendriks, James Mewett, Diane Wolf, Peter Pula, Jane Ulrich, Pete Lawless, Judy Keith, Greg Anderson, Jennifer Logan, and Syd and Pam Birrell.  
Special thanks to Lazer Graphics for their support of this newsletter.



In the midst of aggressive cancer treatment little seven year old James said,

### "Ya Can't Let Cancer Ruin Your Day"

Syd's book has quickly become a Canadian best-seller and is popular with students, medical professionals, families in crisis, business professionals, and virtually anyone who has the courage to be the best they can be. We invite you to share this true story about life, love, laughter and adventure.

The book is being used by social workers across Canada as a reference manual for families in crisis. It is also helping families in the US, but could help many more families if the right corporate angel would come on board to get the book into the hands of front line hospital workers who are helping families struggling with the life-threatening illness of their child.



### The James Fund CanadaWide



*"Over the past summer, with Lance Armstrong winning his seventh Tour de France and the 25th anniversary of Terry Fox's historic run across Canada, I felt a sudden call to action. Personally, I may never have the opportunity to raise money for cancer on a large scale such as this, as well as challenge myself at the same time. In keeping with that, I decided to establish CanadaWide for Cancer, a non-profit event designed to raise funds and create awareness for The James Fund for Neuroblastoma Research at SickKids. My hopes are that, with public support and personal dedication, I can succeed in generating much-needed funding for a worthy childhood cancer charity."*

**David Visschedyk**  
[www.cyclingforcancer.ca](http://www.cyclingforcancer.ca)



### From James' Dad

*"The mission is dead serious. Find a cure for neuroblastoma, and find it fast. Others more qualified than I will tell you that the quest is going well. My job it seems is to tell the story, not just the story of my son, but the stories of the many families I meet daily. The James Fund has become a rallying force across Canada for families facing this dreadful disease. No longer isolated and alone, we are working together on awareness, fundraising, and family support. Most importantly we are providing hope. That hope is based on the spectacular work of many James Fund scientists, and I want to take this opportunity to thank Dr. David Kaplan and his team for their long hours, dedication, and absolute determination to bring the suffering of the children and their families to an end."*

*"I cannot think of a more effective agency, foundation, or charity than The James Fund in the children's cancer field, world-wide."*  
**Dr. David Kaplan, The Hospital for Sick Children**

*"James Birrell was a good kid. He was a cheerful voice on the phone and a diligent penpal who was a big fan of Space ships and railroad trains. When Neuroblastoma took James away, that word was new and ugly."*

*Now, before other families have to learn its meaning, there is a duty to help raise money for Neuroblastoma research and care. There is also honor to be found in being connected with the Research Fund bearing James' name."*

*Tom Hanks, Honorary Patron - The James Fund*



*November 2006*

### Payzant Home Hardware Employees Welcome Cross-Canada Bike Rider David to Halifax

*"In the spring of this year, I learned how to say some new words! Really big words!! Neuroblastoma and Visschedyk are now part of my vocabulary, and my life has been forever changed. The word cancer is very familiar to me and my family. This disease has devastated our family several times over the past few years. The opportunity to fight against Neuroblastoma was, I believe, a catharsis for many of us here at Payzant Home Hardware. My staff lived, and breathed fundraising for the few months before David's arrival. They did a tremendous job, raising \$31,000 for CanadaWide for Cancer. We look to the future when the tireless researchers at SickKids announce the cure for Neuroblastoma. We will be proud to say, "we were a part of that"."*

**Andrew Payzant**



On August 26, David reached the Atlantic Ocean. David rode in, David dipped and David grinned.

Our grand finale was at a Blue Jays Game in Toronto, where David and Timothy presented a cheque for \$110,000 to Diana Birrell, James Fund Development Coordinator, on the field before a cheering crowd of 45,000 fans. We were thrilled to watch the game from Home Hardware's corporate box, where David gave the souvenir ball he pitched to 10 year old Ben Birrell. Way to go, David!

## Connecting Neuroblastoma Families Across Canada



### From Winnipeg, MB, Carson's Story

14 year old Carson was inspired by his young friend, neuroblastoma patient Matthew, to raise awareness and dollars to fight the disease. Carson's relay team, competing in the Manitoba Marathon, raised over \$6,000 for The James Fund. Running on Carson's team were friends Joey, Riley, Riley's Dad, Quentin, and friend Cameron.

### The Social

For their part, Matthew's family held a traditional prairie social which raised a whopping \$25,000 for The James Fund. The Howers were overwhelmed by the incredible generosity of family, friends and complete strangers who contributed time, effort and fabulous prizes.

### From Burlington, ON, Sam's Day

The Sam's Day family fun event was established by the Lack family in 2005, as a special kind of birthday celebration for their son, Sam, then battling neuroblastoma. Sam's Day raised \$25,000 and is funding a James Fund research project, taking promising new drug treatments to the next stage. [www.samsday.org](http://www.samsday.org)

### From Oshawa, ON, Jackson White Volleyball Tournament

The 5th annual Jackson White Volleyball Tournament brings the total raised by the White family for neuroblastoma research to over \$25,000. Jackson's name now appears on the prestigious Hall of Honor at SickKids. We're proud of you!

### From Inverary, ON, Sydney and Georgia HOPE Fund

HOPE stands for "Helping Other People Everyday". When 18 month old Georgia was diagnosed with neuroblastoma, her 8 year old sister Sydney wanted to help. "There is no good treatment yet". Sydney has raised \$14,000 by selling her handmade embroidered bracelets, each one carrying the initials of the 2 sisters. Wear your bracelet proudly! <http://writegal.blogspot.com/>

PS Sydney was recently awarded the Spirit Award at the Kids Believe in SickKids Awards Ceremony, honouring special kids for their fundraising.

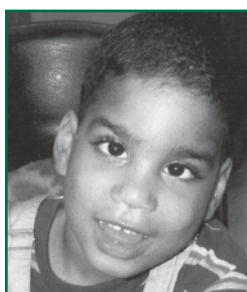
### From Newmarket, ON, Shania's Sunflower of Hope

"My dream is to find a cure. Thank you for supporting my dream."

In-between treatments (and media interviews!) Shania is making bracelets, necklaces and keychains to raise money for neuroblastoma research done by The James Fund. Shania has raised over \$10,000 in the last 3 months! <http://ca.geocities.com/shaniasunflowers>

### From Toronto, ON, Lilah's Fund

Congratulations to Tami and Eric, for their continued success raising money for neuroblastoma research through Lilah's Fund. [www.lilahsfund.com](http://www.lilahsfund.com)



### Peterborough, ON, Walk/Run for The James Fund

Peterborough supporters held a walk/run to raise money for The James Fund in memory of Colin Armstrong, who sadly lost his courageous fight against neuroblastoma on June 22, 2006. The goal of \$10,000 was nicely eclipsed by a final tally of \$20,000. Special thanks to AmeriCredit and The Running Room for their heartfelt sponsorship and enthusiastic participation in this event.

## Fundraising Events

### School Fundraising

Having decided to raise \$1,000 for The James Fund, students at Rhema Christian School surpassed their goal by a factor of 5 by raising \$5,016. The highlight of the initiative was the shaving of Principal Ray's head at a very noisy school assembly.

## Our Corporate Friends

### FirstPro / SmartCentres Staff

Christmas came early when the staff at SmartCentres, Vaughan, surprised us with a donation of \$7,500 from their staff BBQ.

### The Masonic Lodge of Ontario

Thank you to the Masons, who kindly adopted The James Fund as this year's charity, raising \$6,700.

### Home Hardware

Home Hardware was the corporate sponsor of David's CanadaWide ride and hosted fundraising events across the country with celebrations in BC, Manitoba, Ontario and Nova Scotia. Employees at Home Hardware Payzant in Halifax pulled out the stops by raising a phenomenal \$31,000, and then they fed us seafood. Tanya, we'll be back!

### Heatwave Events

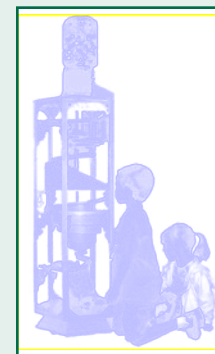
#### Toronto's Largest Beach Volleyball Tournaments

This year Heatwave Events raised over \$170,000 for The James Fund. Lovin' the Beach Serving SickKids. Visit [www.HeatwaveEvents.com](http://www.HeatwaveEvents.com)

### Heatwave Vaughan

Loyal James Fund supporters The Sports Village and Heatwave Events teamed up to create a new venture in Vaughan. The Sports Village kicked off the grand opening of their beautiful outdoor volleyball courts, called The Village Oasis, with a fundraising tournament for The James Fund. [www.sportsvillage.ca](http://www.sportsvillage.ca)

### Elegant Vending ... Indeed!



James Fund supporters have been pleasantly surprised to see James' smiling face on gumball dispensing machines at stores and high end restaurants throughout Ontario. The beautifully hand-crafted, wooden machines are each a work of art; the product of The Elegant Vending Company, which donates

a portion of sales to The James Fund. Do you know any business which would like to host a hand-crafted candy dispenser? Please contact The James Fund.

## Canadian Living – "A Little Boy's Legacy"



In March, The James Fund was featured in Canadian Living in an article which outlined our research successes, brought us immeasurable awareness for the neuroblastoma cause, and linked us with donors, supporters and neuroblastoma families across Canada.

## Reader's Digest – "The Boy Who Lived to Race"

The feature story in the February issue of Reader's Digest was about James racing in the Peterborough Soap Box Derby in 2001. This story reached 9 million readers around the globe and was published in several languages. Writer Christine, you're the best!

## James Fund Donation Boxes, in memory of Alexandra

J.J. Marshall Inc. of Montreal has generously created cardboard donation boxes for The James Fund. If you think you can fill one of these gorgeous boxes, please contact us.

If you would like to put on a James Fund event, please contact us and we will help you!

The urgency of the work of The James Fund to find a cure has meant that every penny we have raised to date has gone to research immediately. That has paid off handsomely, with much fast track research, and quick results. But now the time has come to supplement this with some endowed monies, to ensure long term stability for the brilliant young scientists currently supported by The James Fund by providing them with long term career opportunities in the field of neuroblastoma research. We invite you to join us in creating a legacy for the great work we have started, in honour of the children we love.

Every penny of your James Fund donation goes directly to neuroblastoma research. How many charities can say that?



"I attended a James Fund lab tour and found it totally illuminating, really wonderful! The scientists were friendly and informative, very human, even though I had expected it to be much more clinical. I am very happy to support The James Fund, and I hope many others would join us in the fight against this disease."

Canadian star –  
Michael Burgess

## James Fund Research Successes

"Neuroblastoma research has historically been dramatically under-funded and, unlike other adult cancers, lacks an effective advocate. The James Fund has set out to change this, and has raised over \$1.5 M for neuroblastoma research, with over \$600,000 this past year. More importantly, it has insisted that the funds be spent in ways that will make an immediate impact. The funds are primarily spent on "new ideas" grants, which are small seed grants for high risk and novel projects that, if successful, will transform our understanding about how children's cancer arises and can be treated. This program has been highly successful.

In one example, The James Fund brought Dr. Loen Hansford, a young Australian scientist, to my laboratory and who subsequently discovered the rare cell in neuroblastoma that is resistant to cancer treatment and which is responsible for the deadly recurrence of this tumor. We have used this knowledge to generate new drugs that we hope to test in patients in the next several years. Data from the project was then used in a grant application to the Canadian Cancer Society, which subsequently awarded Loen \$855,000 to extend and complete the project over 5 years. Another \$90,000 investment from The James Fund was used to obtain a \$700,000 grant from the Canadian Stem Cell Network. These are just two examples of how The James Fund effectively leverages small amounts of valuable donor dollars to create large research projects that we feel will lead to a cure.

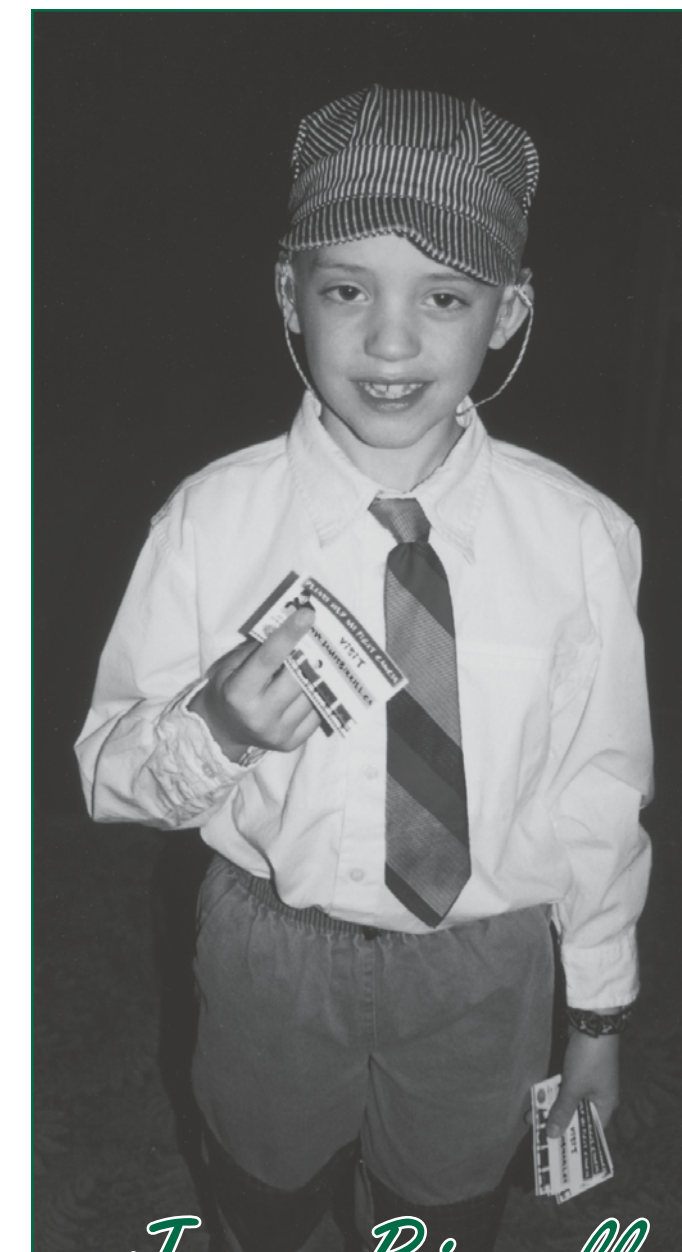
The James Fund is funding the only research group (and one of the largest groups in the world) solely dedicated to this tumor in Canada, to discover new drugs to treat neuroblastoma, and is funding collaborations between SickKids and the National Institutes of Health in the USA, the Dana-Farber Cancer Institute in Boston, and Chiba University in Japan. It also funds neuroblastoma expert Dr. Risa Torkin to work in New York City on a joint project between the labs headed by the Heads of Cancer Research at Sick Kids and Cornell University Medical College, the first example of a joint scientist working between the US and Canada in the neuroblastoma field. Most impressively, The James Fund convinced the leaders of the Cancer Institute of the Canadian Institutes of Health Research to jointly fund fellowships for young promising researchers to perform research on this disease at any university in Canada.

The James Fund has catalyzed neuroblastoma research in Canada, raising and providing funds that have transformed the way we do research, and that allow us to translate our findings quickly from the lab to the patient. The James Fund also plays a unique role in inspiring the scientists working on neuroblastoma, and the clinicians treating children, which we strive to return with our dedication to neuroblastoma research. I cannot think of a more effective agency, foundation, or charity than The James Fund in the children's cancer field world-wide and I look forward to continuing our close relationship with The James Fund in our quest to cure neuroblastoma."

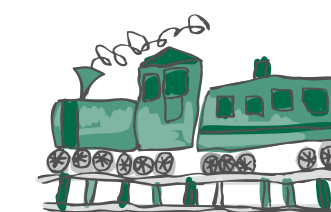


Dr. David Kaplan  
Senior Scientist and Head  
Cancer Research Program  
The Hospital for Sick Children

Full details of individuals, projects and institutions involved are available at [www.JamesFund.ca](http://www.JamesFund.ca).



# James Birrell



"With all this experimenting they'll get it figured out and then all the kids with neuroblastoma will be able to survive."

James Birrell