

## 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: \_\_\_\_\_

**SickKids**  
FOUNDATION

**THE JAMES FUND**  
For Neuroblastoma Research at SickKids

Please mail donations to:

**The James Fund**

625 Whitaker Street #4, Peterborough  
Ontario, CANADA K9H 7L5  
diana.birrell@jamesfund.ca

**THANK YOU NATALIE**



Internationally renowned Canadian star Natalie Choquette has pledged a portion of the proceeds of her best selling classical CD "AEterna Romantica" to The James Fund.

**JAMES FUND GOES TO HARVARD**

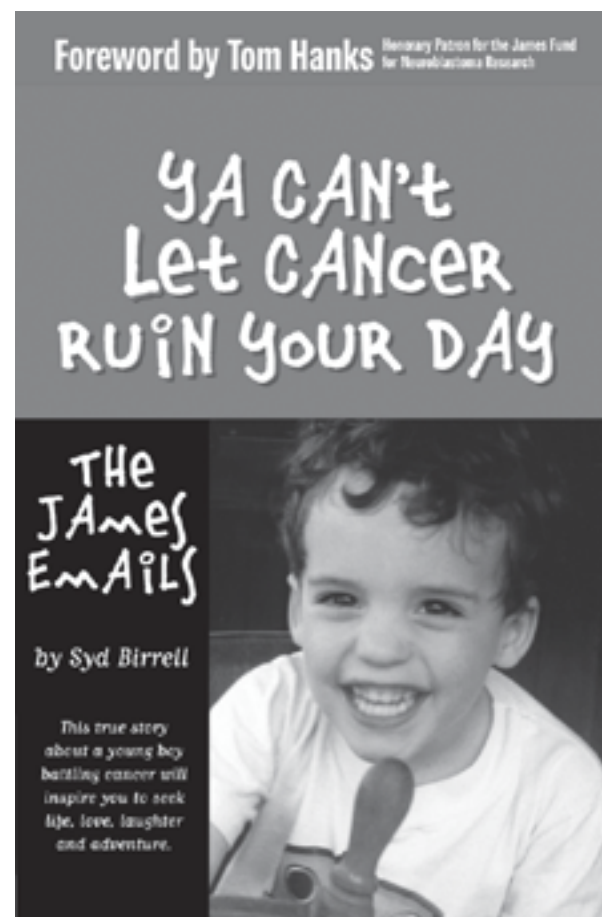
"It's gotta be fun!" said our friends Michael and Denyse Dodd about their work in raising money for neuroblastoma research in the Boston area. Their hard work has resulted in several million dollars raised for "Friends For Life". How did they connect with the Birrell family? "We found the neuroblastoma research model we liked at The James Fund in Toronto, Canada," said Denyse. Ben and Syd were invited to visit, and yes, they had a ton of fun sailing with the Dodd family at Cape Cod.

But there was serious work to be done too, as they met with Dr. Tom Look at the world renowned Dana Farber Cancer Institute at Harvard. James Fund scientists under the direction of Dr. David Kaplan from Sick Kids are collaborating with Dr. Look's lab on a neuroblastoma research project.



Here is Dr. Tom Look with Ben Birrell, and his aunt Diana Birrell, Development Coordinator of The James Fund.

## SYD'S BOOK IN SECOND PRINTING



"Syd, you need to write a book!" is a phrase that Syd has heard so many times. "Your email updates about James and the family have profoundly changed my life".

Armed with a foreword by Tom Hanks and an order from James' friends at the pharmaceutical company MDS Nordion for 1,500 books, Syd and Pam dove into the book business. Four months after the launch, the book is well on its way to becoming a national best-seller. A second printing is underway in preparation for the US launch in the spring of 2006.

The 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.

**THE JAMES FUND**  
For Neuroblastoma Research at SickKids

**The James Fund**

625 Whitaker Street #4  
Peterborough, ON  
CANADA K9H 7L5  
Ph/Fax (705) 749-3941

[diana.birrell@jamesfund.ca](mailto:diana.birrell@jamesfund.ca)  
[www.jamesfund.ca](http://www.jamesfund.ca)

The James Fund Advisory Council includes Greg Anderson, Pam Birrell, Syd Birrell, Ray Hendriks, Judy Keith, Pete Lawless, Jennifer Logan, James Mewett, Peter Pula, Jane Ulrich, Casey Watson, Diane Wolf

A special thanks to Lazer Graphics for their support of this newsletter.

**THE JAMES FUND**  
For Neuroblastoma Research at SickKids

625 Whitaker Street #4  
Peterborough, Ontario  
CANADA K9H 7L5



**THE JAMES FUND**  
For Neuroblastoma Research at SickKids

IN 2001 THE BIRRELL FAMILY STARTED THE JAMES FUND FOR NEUROBLASTOMA RESEARCH AT SICKKIDS TO RAISE MONEY FOR RESEARCH TO FIND TREATMENT TO SAVE 7 YEAR OLD JAMES. SINCE HIS DEATH THE JAMES FUND HAS RAISED OVER \$725,000 TO FIND A CURE FOR THIS DEADLY CHILDHOOD CANCER.



Honourary Patron Tom Hanks

NOVEMBER 2005

## FROM THE PRESIDENT...

"2005 has been an outstanding year for The James Fund, ending with the arrival of Space Mouse to Peterborough, and finally to SickKids where he will be enjoyed by thousands of children. As I contemplate The James Fund today, however, I see much more than an outstanding fundraising initiative. What began almost defiantly, determined to defeat a disease that took the life of a wonderful child, has evolved into something bigger. Today, because of The James Fund, scientists are working together around the world; other families have joined with their own initiatives to support neuroblastoma research; and companies like MDS Nordion are more determined, through research, development, and philanthropy, to continue the fight James' memory began. I believe great achievements will spring from the extraordinary momentum of The James Fund. Because of the commitment of people who are reading this newsletter, we will win the battle that James Birrell first set out to win – and that will be just the beginning of life for many healthy children."

Michael O'Mahoney  
President, SickKids Foundation

**SickKids**  
FOUNDATION

## HEATWAVE! LOVIN' THE BEACH, SERVING THE JAMES FUND...



In a mid-July weekend an ocean of 3,000 people played volleyball against the Toronto skyline on sandy beach courts all to raise money for The James Fund at SickKids. Hearty thanks go out to Rosanne O'Neill, Tom Hanks, sponsors, volunteers and all the teams at this year's Heatwave Tournaments which netted a staggering \$145,000 for James Fund research! [www.heatwaveevents.com](http://www.heatwaveevents.com)

## SPACE MOUSE

To commemorate the 75th birthday of Mickey Mouse, The Walt Disney Company toured 75 giant Mickey Mouse statues across the USA. When James Fund supporter Tom Hanks was approached by Disney to take part in the celebrations he said "Yes!" Tom chose the theme "Space Mouse", as a tribute to the love for space that he and James shared, and designated all proceeds from the sale of Space Mouse to The James Fund.

The Birrells attended Disney's fabulous, kid-friendly cocktail party in New York, met the wonderful Disney staff and also met Space Mouse! Our entourage included the Birrell family, researchers, family and corporate friends, and a representative from the Canadian Consulate. Of the 50 charities represented by the 75 Miceys The James Fund is the only Canadian charity, the smallest charity and the only family cause. We also took in the auction of all 75 Miceys at Sotheby's in New York. Packed full of excitement, we are pleased to announce that our friends at MDS Nordion purchased Space Mouse and have gifted him to SickKids, where he will be on permanent display to delight children for generations to come.

Our sincere gratitude goes out to Tom Hanks, MDS Nordion, and to our new friends at Disney for all the fun and encouragement they have shown us. And a very special thank you to dear friend Susan McLennan, for her dedication and expertise in making so many very good things happen for The James Fund!

Syd Birrell with Space Mouse



## A WORD FROM MDS NORDION

"It's not every day that we cross paths with someone truly exceptional who leaves us in awe of their courage, generosity and humanity. Rarer still, is the opportunity for a corporation to make such a personal connection.

As a global supplier of medical isotopes used for nuclear medicine diagnostic and therapeutic procedures, MDS Nordion generally deals with biotechnology and pharmaceutical companies, researchers and physicians. We seldom have the opportunity to get to know a patient on such a personal level.

With one phone call, Syd Birrell gave our organization an incredible gift. He introduced us to his young son, James, and opened a window - a window on the world of a little boy and his family and their battle against a devastating form of childhood cancer known as infant neuroblastoma. And, from that very first call, grew a connection, a bond between MDS Nordion and the Birrell family. Their very personal and heartfelt account of their experience crystallized, for many of us, the reasons why we do what we do every day.

Through meeting the family and sharing in Syd's poignant and personal email correspondence, we grew to understand how remarkable and special a boy James was. And, we learned, from the whole family, an invaluable lesson about the human spirit and how to live every moment to the fullest."



## NEW FRIENDS AT THE SPORTS VILLAGE

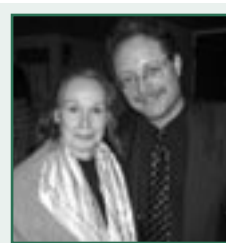
The Sports Village in Vaughan sprang into action by holding "The Ultimate Shootout". Participants paid big bucks to try to score a goal on NHL goalie Curtis Joseph who graciously defended the net, met with the press, inspired cancer kids and autographed virtually everything we handed him. And when we ran out of paper, he autographed our clothes! Put together in just thirteen days, the Ultimate Shootout event was covered by a gamut of media including TSN, and raised \$56,000! Thank you to Cujo, Tony Furiato and the Sports Village staff for their amazing contribution to The James Fund.



The Sports Village also held the Silver Lakes Golf Tournament, sponsored by our friends at Steelworks Design. Billed by participants as "the best organized golf tournament ever" we had great golfing, incredible food, happy participants, and the only square mile in Ontario which escaped a mini tornado. Many new James Fund supporters were made.



## OSCAR & THE LADY IN PINK



Diana Leblanc with Syd Birrell

The James Fund and Théâtre français de Toronto presented a live theatre event entitled "Oscar and The Lady in Pink". Award-winning Canadian actress Diana Leblanc told the story of Oscar, a ten year old boy dying of cancer, who was befriended by his nurse "Mammy Rose". This story about love and compassion was especially poignant to the audience of James Fund supporters and medical professionals who attended the three performances. Many new friends were made and awareness for children's cancer was raised to a new level.

## KIDS HELPING KIDS

- Since she was five years old, young Emily has been asking for donations to The James Fund rather than birthday presents for herself. She has also hosted gingerbread house-making parties at Christmas time to raise money for The Fund.

- Tim challenged his entire school to raise money for The James Fund and even got principal Lorraine to shave her head! Now in his third year as a James Fund supporter, Tim arrived at the principal's office on the first day of school and presented his business plan for this year's fundraising events.



- Matthew held a fundraiser at his birthday party, donating the proceeds to The James Fund.

- Junior volunteers serving tea at Hutchison House Museum donated all their hard-earned tips to The James Fund.

## KIDS CARE

James' siblings, Rebecca and Ben, have made their movie debut in a documentary entitled "Kids Care", a production about young people who have lost a loved one to cancer. Ben will travel with the film on day trips and Rebecca will be touring across Canada with the documentary, as a bereavement facilitator for school audiences.

## NEUROBLASTOMA FAMILIES SUPPORT THE JAMES FUND

- Tami and Eric have established Lilah's Fund and with their highly successful event "Sunday In The Park With Lilah" have raised over \$80,000 for The James Fund.

- The Jackson White Volleyball Tournament, now in its third year, has given just over \$30,000 to The James Fund and continues to be a summertime highlight for family and friends.

Would you like to put on a James Fund event? Contact [diana.birrell@jamesfund.ca](mailto:diana.birrell@jamesfund.ca)

## LOEN HANSFORD, JAMES FUND RESEARCHER

"Growing up, I was always going to be a vet just like my father! Fortunately for me, during my university days as a science major, I discovered the bigger world of science and fell in love with a subject that would ultimately lead to the study of neuroblastoma. When I was first introduced to the idea of undertaking a short research project in neuroblastoma, I remember thinking "neuro what?" Eventually I came to know a little about neuroblastoma and how devastating it is to the patients and their families. I completed my short research project and moved onto a PhD with the specific aim of trying to understand what events initiated neuroblastoma during development. My PhD was an incredible experience and fortunately we know a little more about what machinery is not working to initiate neuroblastoma. Although it wasn't an easy decision, my post-PhD career would also involve neuroblastoma research. In 2004 I left sunny Australia on our national day,

left behind my close-knit family and moved to the not-so-sunny Toronto to work with Doctors



David Kaplan and Freda Miller at SickKids. The primary focus of my research at SickKids

is trying to identify the cell responsible for the perpetuation and treatment failure of neuroblastoma, that is, a cancer 'stem cell'. By identifying this cell, we might be able to understand why so many children succumb to neuroblastoma and develop more effective and novel treatments. I have been fortunate to meet Syd and Pam who tirelessly campaign to find a cure for neuroblastoma and who, with The James Fund, continue to move from strength-to-strength. My only wish for them is that others will take up the fight so that we can start to see an increase in the survival rates for neuroblastoma towards a cure, something we have failed to see in the past three decades.

Thank you James."

Loen Hansford, PhD  
Cancer Research Program  
The Hospital for Sick Children

## JAMES FUND RESEARCH SUCCESSSES

"It is a pleasure to describe this year's James Fund research accomplishments. Thanks to The James Fund, the neuroblastoma group at SickKids published four papers in prestigious cancer journals such as Cancer Research and Molecular Cancer Therapeutics on neuroblastoma in 2005, which showed

- How neuroblastoma cells become resistant to chemotherapy;
- That a substance in fruits and vegetables may suppress the growth of neuroblastoma;
- A new way to kill neuroblastoma cells but not normal cells; and
- How to complete diagnostic studies using far less biopsy material.

These findings demonstrate how seed funding from The James Fund can lead to discoveries that will facilitate the development of new treatments for neuroblastoma.

"WITH ALL THIS EXPERIMENTING THEY'LL GET IT FIGURED OUT, AND THEN ALL THE KIDS WITH NEUROBLASTOMA WILL BE ABLE TO SURVIVE."

## RHEMA CHRISTIAN SCHOOL

James' sister, Rebecca Birrell, took her Grade 7 class on a very special trip to SickKids. James Fund researchers Loen Hansford and Jean-François Lavoie gave the Rhema kids an exciting presentation of James Fund research. Thank you to Loen, Jean-François and all the SickKids staff who jumped through hoops to make this trip happen. Says teacher, Karl, "Being able to connect a future generation of citizens with the important and fascinating work of cancer research so directly and concretely was a priceless opportunity. You just can't do this kind of thing in school. Thanks, James Fund!"



Other James Fund highlights for 2005 include a new strategic partnership with the Canadian Institutes of Health Research's Institute of Cancer Research to fund postdoctoral fellowships on neuroblastoma research. Adding to established projects at SickKids and at Cornell University, The James Fund became a research partner with the Canadian Stem Cell Network, enabling a \$700,000 research grant to identify new drugs for neuroblastoma and other childhood cancers. Seed money from The James Fund also led to a prestigious 3-year, \$120,000 postdoctoral fellowship from the National Cancer Institute of Canada to one of our scientists to study neuroblastoma.

We were most impressed by the leveraging of funds provided by The James Fund into larger research awards."

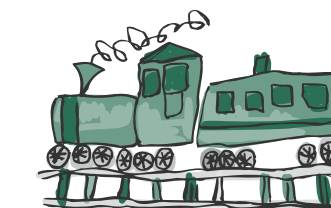


Dr. David Kaplan  
Senior Scientist and Head  
Cancer Research Program  
The Hospital for Sick Children

Full details of individuals, projects and



# JAMES BIRRELL



"WHEN I HAVE TO MAKE THE CHOICE, IT WILL ALWAYS BE TO KEEP BATTLING CANCER. I AM NOT GIVING UP."