



Dear Mayor Ritsma,

September is Childhood Cancer Awareness Month

Childhood Cancer is the number one cause of death by disease of Canadian children.ⁱ

Alarming, recent data shows that the incidence of childhood cancer in Ontario has been rising by approximately 1% each year from 1986 to 2018ⁱⁱ.

On behalf of Childcan, I respectfully request that the City of Stratford proclaim September as **Childhood Cancer Awareness Month**. Enclosed is a draft proclamation for your review and consideration.

Since 1974, families from across western Ontario have turned to Childcan for critical support in the face of a childhood cancer diagnosis. We provide direct financial assistance, emotional support, family programming, and research funding—all made possible through the generosity of donors who understand that childhood cancer is something no family expects, and few are prepared for.

Childcan's vision is to make childhood cancer a health priority, fund innovative research, and expand family supports until childhood cancer is eliminated.

I am proud to stand behind this vision.

You can help us achieve our vision by **proclaiming September as Childhood Cancer Awareness Month** and **flying our gold ribbon flag**. By recognizing this month, you will show support for those affected, remember those who have passed, and bring hope for a future where childhood cancer is no longer the number one cause of death by disease for Canadian children.

Should you have any questions, please feel free to contact me directly or reach out to Sarah Dimitropoulos at Childcan via email at **Sarah@childcan.com** or by phone at **519-685-3500**.

Thank you for your time, your support, and your consideration of this important request.

Sincerely,

Suzanne Fratschko Elliott
Executive Director

ⁱ <https://www.childhoodcancer.ca/Your-Impact/Childhood-Cancer-Statistics-Resources>

ⁱⁱ Incidence rate statistic provided by Pediatric Oncology Group of Ontario. Childhood Cancer in Ontario: The 2020 POGO Surveillance Report. Toronto: Pediatric Oncology Group of Ontario; 2020.