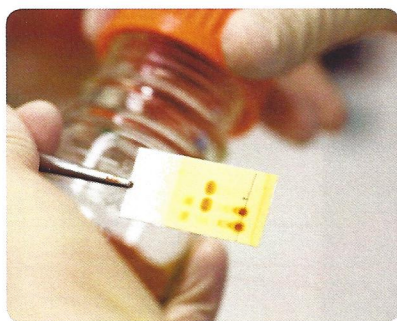
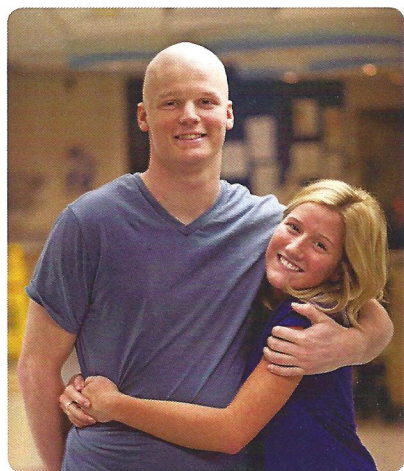


Improving Care and Creating Cures for Children with Cancer Today



Cancer Clinical Trials at
Seattle Children's

The Chance for a Bright and Healthy Future

The vivid reality of today's best cancer treatments: bald heads, drawn faces, feeding tubes, tired eyes.

The side effects of chemotherapy, radiation and surgery make these lifesaving treatments almost as bad as the disease itself. For a child, adolescent or young adult whose body is still developing, the devastating effects can last a lifetime.

A potentially lethal disease ... or treatments that cause a lifetime of cognitive and physical side effects? It's a choice no parent should ever have to face.

You can immediately open the door to groundbreaking new treatment options for a child with cancer. Your gift can give a child access to cancer clinical trials that could stop their cancer — and save their life.



One patient.

One trial.

One chance for hope.

Much Needed Hope for Kids With Cancer Today: Clinical Trials

Every 45 minutes a child is struck by cancer and their life changes forever.

You can accelerate hope.

40 years ago, a diagnosis of cancer was a death sentence. Today, 80% of all children survive. Yet even our best treatments can ravage their bodies.

You can improve care and keep a child whole.

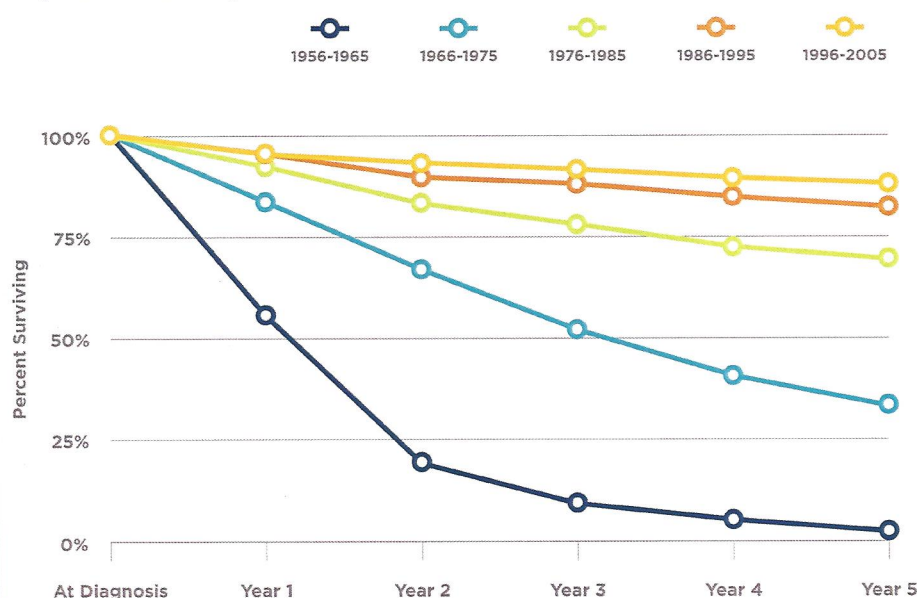
Too many children still die.

You can advance lifesaving cures for a family facing the unimaginable.

Clinical trials create better care and cures. It's how promising ideas are evaluated and tested before becoming treatments that save lives. The chart below shows how clinical trials have helped improve the standard of care for leukemia patients over time. Your investment in all types of cancer clinical trials enables us to continue advancing cancer treatment.

Cancer Survival Rates Soar

Thanks to research including clinical trials, people are far more likely to beat leukemia today than they were 50 years ago. The graph below charts the improvement in survival rates from 1956 to 2005 (shown in 10 year increments).



It Started as a Summer Road Trip. It Became a Life Saving Journey.



July 2009. Havianna Hornish was 6 and feeling sick while visiting cousins in Bremerton, Wash. Her family came to Seattle Children's where Havianna was diagnosed with a very aggressive form of leukemia. The odds of survival were bleak.

"We almost returned to San Diego for Havianna's treatment," recalls her mom Suzanne, "but we discovered that doctors at Seattle Children's lead the nation in researching and treating her specific type of cancer." **That choice helped save her daughter's life.**

Though her cancer initially responded to therapy, Havianna quickly relapsed — and doctors knew it was time to get creative. Dr. Soheil Meshinchi suggested Havianna be enrolled in a clinical trial.

Three years later it's working. "Patients who relapsed with this type of leukemia have only a 10% chance of survival with standard therapies. With the new treatment, we're seeing survival rates of about 70%," says Dr. Jessica Pollard, who is now leading a nationwide clinical trial to evaluate whether this new approach should become tomorrow's go-to treatment.

"We made a last minute choice to stay in Seattle. Looking back, it's like it was meant to be," says Havianna's mom. "Our story could have been much different."

Better treatments.
Developed faster.
So kids can be healthy sooner.

Forging the Path to Cures

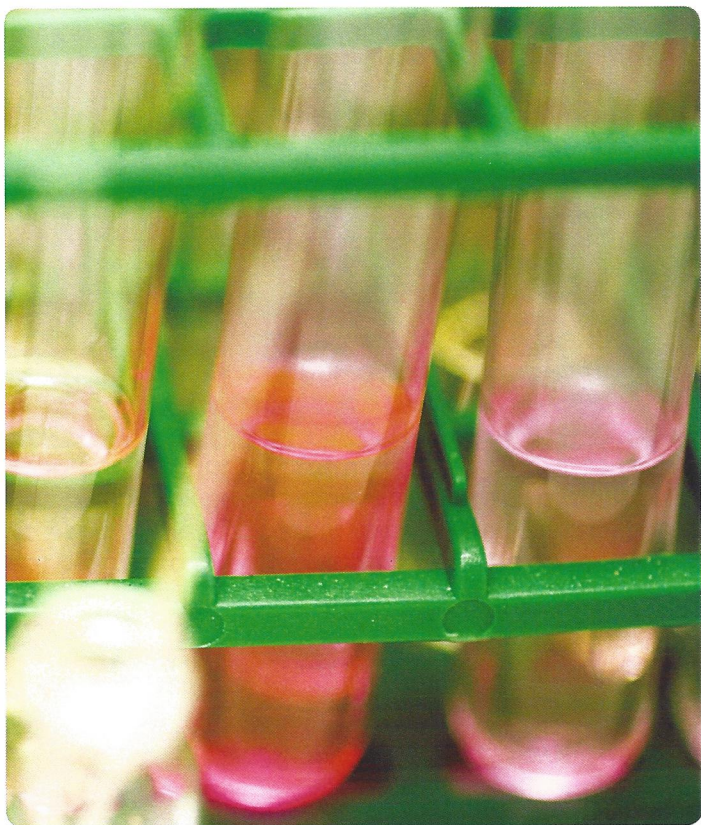
Of all the organizations in the Northwest dedicated to improving cancer treatment, Seattle Children's is the only one focused on the full spectrum of needs — from the research lab to the hospital bedside — of children and young adults.

Our clinical and research expertise consistently place us among the nation's preeminent pediatric cancer centers. The same doctors treating children in our hospital are the world-renowned scientists studying new ideas — in the lab and at the bedside — that could become the next lifesaving therapy.

Our standout research and care place us in the vanguard of therapy development, making us one of the very first in the nation to offer promising new treatments. Many children's hospitals participate in clinical trials — but doctors from Seattle Children's design and develop them.

Our commitment to advancing the care and cures of tomorrow is well demonstrated. Some of our recent achievements include:

- Designing a state-of-the-art inpatient cancer care center, which offers a healing environment that is second to none.
- Maintaining survival rates that surpass the national average for nearly every type of cancer.
- Driving the national strategy on clinical trials through our leadership positions in Children's Oncology Group and other cancer fighting coalitions.
- Creating an FDA-approved, good manufacturing practice (GMP) facility where we create personalized therapies to reprogram a patient's immune system.



These are the things that matter to parents who won't settle for anything less than the best for their child with cancer.

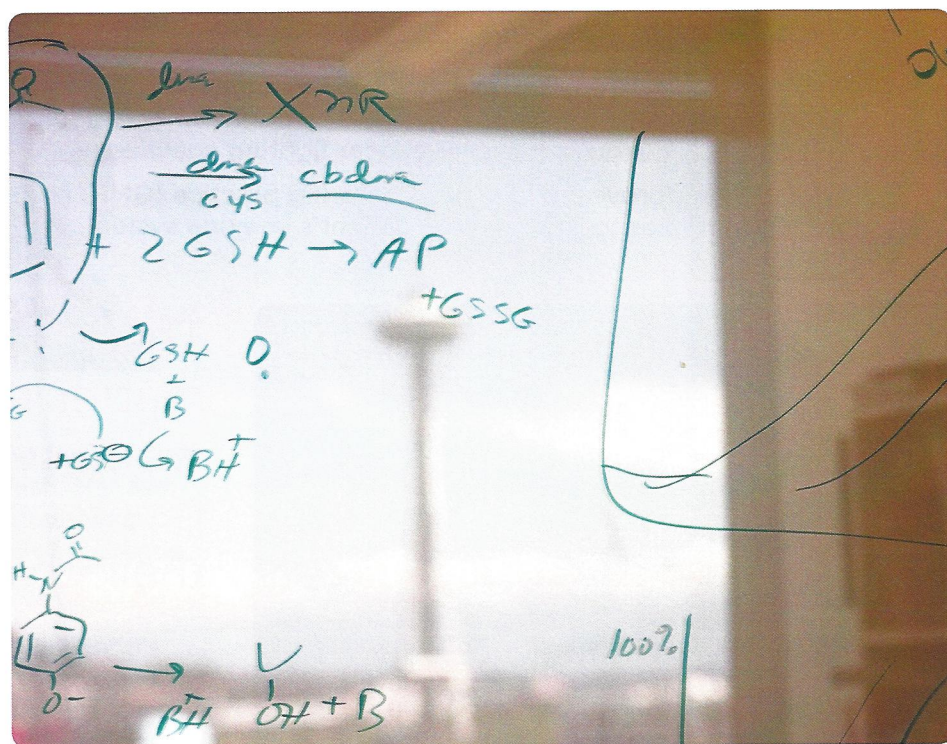
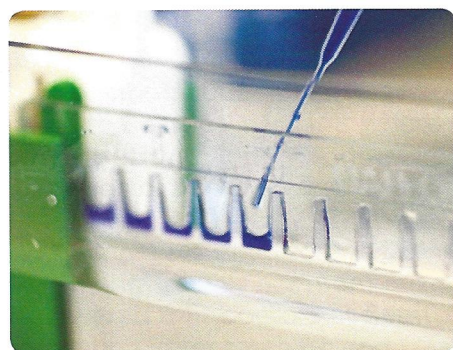
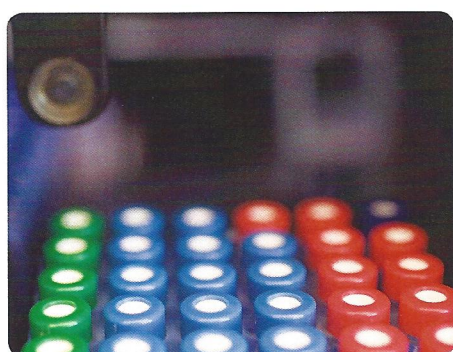
A Crucial Moment in Time

Thanks to technological advances, we now understand the intricacies of each child's cancer. At the same time, new medications are available to target cancer's growth process and more effectively destroy it.

Combined, these factors place us on the cusp of mind-boggling advances that were unimaginable even 10 years ago. Seattle Children's has brought together the people, ideas and science that can turn dreams into reality.

We want the days of poisoning a child in order to cure their cancer to come to a close. It's now within our reach to help kids achieve a bright and healthy future.

We've come so far. We are so much closer.
You can make the difference for a child today.





Help Kids Survive — and Thrive

Keaton Wrenn began his journey with cancer as a toddler when he was diagnosed with a golf-ball-sized brain tumor that had metastasized down his spine. “The odds were dismal — but our boy beat them,” recalls his mom Lisa. “And we’re grateful every night when we set our dinner table for four and not three.”

As difficult as Keaton’s cancer treatment was, **nothing prepared the family for the impact it had on his young, still-developing body.** The drastic surgery that removed Keaton’s tumor left him unable to walk or talk for more than a year. To this day, he still takes medicine every day to mitigate damage to his pituitary gland and works with an audiologist to overcome damage to his hearing.

The caregivers at Seattle Children’s are helping kids like Keaton survive. **But curing these children still exacts an unbearable toll.**

Five years ago, the Wrenns hoped desperately for their son’s survival. Today, they strive to improve his quality of life, and dream of a time when families can choose less drastic, less invasive treatments.

Clinical trials are the only hope for turning the treatments they dream of today into tomorrow’s reality. **Your support will make it happen.**

Your Giving Can Save a Life

Your gift opens the door to groundbreaking new options for a child, adolescent or young adult. You can give a child access to innovative treatments that could stop their cancer in its tracks — and save their life.

The Role of Philanthropy in Each Phase of a Trial

Phase 1: breaking new ground

A child can be part of a small group to test a cutting-edge treatment to make sure it's safe.

Your gift can have the greatest impact here — literally turning audacious new ideas into real hope.

Phase 2: measuring success

A child can participate in a bigger group that gauges how effective the new treatment is.

Your support is instrumental in this key stage. Without it, treatments could not move forward.

Phase 3: fine tuning

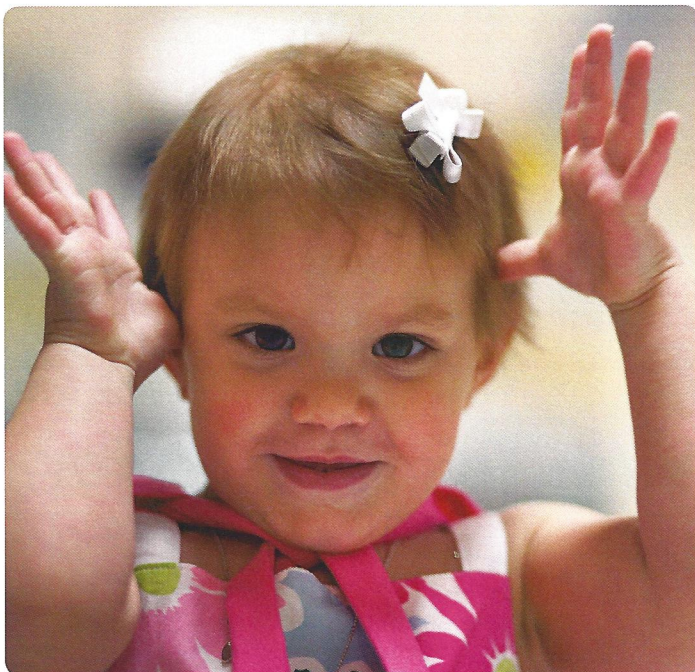
A child can be part of a large group to determine if the treatment is better than what we currently have.

You can bring the treatment to all children by speeding it toward the final stage: FDA approval.

Phase 4: setting the standard

A child can participate in the nationwide roll-out of a promising treatment.

Your investment will help determine whether the treatment should become the new standard of care.





Making More Trials Available for More Children in Our Region

Incubate new ideas — Provide the critical seed funding to launch cutting-edge ideas out of the starting gate.

Meet the greatest needs — Making sure we have the funding for staff, training, beds — everything that goes into ensuring a treatment's success.

Support families in crisis — Housing, a taxi ride, childcare for a sibling. Whatever it takes to keep families focused on helping their child get better.

Accelerate program growth — Help acquire and adopt treatments that are working at other institutions and make our program a magnet for the newest and best treatments in the field.

You can give a child hope today. Funding a clinical trial will improve care, so cancer treatment no longer destroys the bodies of children who survive. It can also lead to a cure, and help future generations of children reach a bright and healthy future.



Peter Fantozzi, pictured at age 11, during his successful treatment for Ewing's Sarcoma. Four years later, Peter is now cancer-free and happily spends his time playing basketball, soccer and baseball. His mom, Karen, is grateful for amazing care her son has received. "I love Seattle Children's and all it has done for my family — and so many others."



In the Words of One Patient

I Am By Peter Fantozzi

I am a survivor and a boy

I wonder what my life would be like if I never had cancer

I hear that people are happy to see me out of treatment

I see that my family is happy to be with me

I want to help people who have cancer

I am a survivor and a boy

I pretend that I never think about me when I had cancer

I feel like I am a fun person to be around

I touch people's hearts when I tell them about my cancer experience

~ I worry about my friends in the hospital

I cry often when I think about other people who have cancer

I am a survivor and a boy

I understand that many people care about me

I say that I am blessed to have such a great family

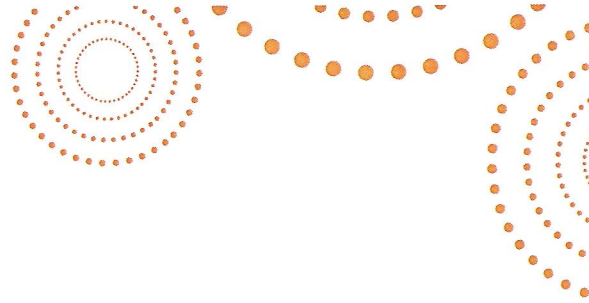
I dream that one day there will be a cure for cancer

I try to comfort my friends and family

I hope to inspire people with my journey

I am a survivor and a boy

Your gift can help a child become
a survivor — like Peter — and look
forward to a future free of cancer.



Hope. Care. Cure.™



Seattle Children's®
HOSPITAL • RESEARCH • FOUNDATION

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