

## CREATING A BRIGHTER FUTURE FOR CHILDREN



Our mission is to facilitate optimal care for all children diagnosed with retinoblastoma, and to work towards a day when no child dies from this treatable cancer.

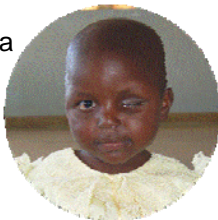
Our activities include **awareness campaigns** to achieve early diagnosis, **guideline development** to facilitate common standards of care, and **international outreach** to develop sustainable local capacity for care in low income countries..



Through our "Rati's Challenge" program, we are collaborating with dedicated people in Kenya to build a model **National Rb Strategy** that can optimise care in resource limited settings throughout the world.



Daisy's Eye Cancer Fund is a registered charity in **England** (# 111-11-33), a special fund at SickKids Foundation in **Canada**, and a registered NGO in **Kenya**.



## HOW YOU CAN HELP

Help us with ongoing fundraising or promotional activities, or make a personal financial gift.

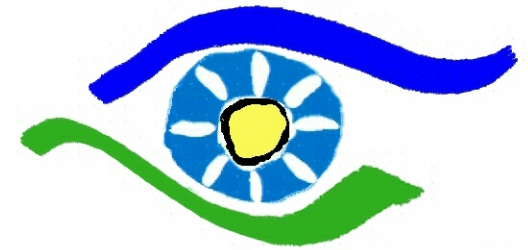
Daisy's Eye Cancer Fund relies entirely on charitable gifts to carry out our vital life-saving work. Please join our fundraising team or make a donation today and help give children with eye cancer hope for a brighter future.

If you are a UK tax payer, we will be able to claim 28p Gift Aid back from the tax man for every £1 you donate.

Please contact us for a Gift Aid form, or for more information about making a regular contribution by Standing Order. This will help us to plan ahead with confidence.



**HELP US MAKE A LIFELONG DIFFERENCE  
TO CHILDREN WITH EYE CANCER**



**Saving Vision**  
**Saving Lives**



**Daisy's Eye Cancer Fund**  
**A Global Response To Childhood Retinoblastoma**

Registered Charity Number: 111-11-33.

## WHAT IS RETINOBLASTOMA?

Retinoblastoma (RB) is a rare, fast growing childhood eye cancer, and the most common eye cancer affecting children. It may affect one or both eyes, and typically develops before 5 years of age. Some babies are born with tumours already formed.

### Incidence

Approximately 24 children are newly diagnosed each year in Canada, 290 in the USA, and 45 in the UK. In countries with high birth rates, like India, more than 1500 children develop retinoblastoma each year.

### Symptoms

The most common sign is an abnormal white pupil, like a cat's eye at night. This is visible in flash photography or low light. Occasionally a squint or crossed eyes can be the first sign of a tumor.



### Treatment

Treatments include laser, cryotherapy (freezing the tumour), local and systemic chemotherapy, brachytherapy (radioactive plaque applied directly to the eye), radiotherapy and enucleation (surgical removal of the eye).

### Prognosis

With early diagnosis and appropriate treatment, retinoblastoma is highly curable. However, without early intervention, the cancer will quickly spread beyond the eye, travelling directly to the brain, or invading the bone marrow. Untreated retinoblastoma is fatal.

## A CHILD'S LEGACY



Daisy's Eye Cancer Fund (DECF) is named after a vibrant little girl from England. Daisy required specialised treatment at Toronto's Hospital for Sick Children in Canada, that was unavailable to her in the United Kingdom.

In October 2004, Daisy's family donated funds to meet the cost of travel and initial treatment in Canada for a little African girl who also had retinoblastoma. Rati's cancer had recurred because of incomplete treatment in Botswana, when she was first diagnosed.

Although Rati initially responded very well to therapy in Toronto, her cancer recurred 14 months into treatment, and she died on August 21, 2006. She was four years old. Her death was entirely preventable with simple surgery.

With correct treatment, in the hands of experienced doctors, and appropriate follow-up for both eyes, children with eye cancer have an excellent chance of living a long, full, and happy life.

Access to quality health care is a basic human right. However, an estimated 92% of children with retinoblastoma live in less developed countries, and the vast majority will die due to lack of access to appropriate care.

Daisy and Rati have inspired the foundation of Daisy's Eye Cancer Fund, and a hope that one day soon, no child will have to face blindness or death, as they did, due to a lack of timely, specialised medical care.



Daisy's Eye Cancer Fund is the world's only charity dedicated to improving care, and access to that care, for all children with retinoblastoma, regardless of their personal circumstances.