

# Saving Vision, Saving Lives.

Help save the life of a child with cancer!

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Daisy's Eye Cancer Fund is named in honour of vibrant English schoolgirl, Daisy, who travelled to Canada for pioneering eye cancer treatment, unavailable in the UK.

Less than 10% of children with retinoblastoma have access to essential life and sight-saving care. 97% of children are cured in developed countries, but many who survive lose at least one eye. More than 80% of affected children around the world will die.

With proper care at diagnosis in Botswana, 4yr old Rati would have survived her retinoblastoma. Sadly, lack of resources and poor awareness and training within the local medical community led to delays and inappropriate initial care. By the time help was found, her tumour was too extensive to cure, even with the most advanced therapies.



Daisy and Rati inspired the foundation of Daisy's Eye Cancer Fund, because no child should have to face death or blindness from this curable cancer.

We are the world's only charity dedicated to improving care, and access to that care, for all children with retinoblastoma, regardless of their personal circumstances. Our projects include **awareness campaigns** to increase early diagnosis, **guideline development** to stimulate common standards of care, and a **model strategy for developing countries** - a sustainable, locally managed diagnosis and treatment program that can be optimised for diverse regions of the world. This will enable children to access vital life and sight saving care when and where they need it.

We also support **research** into the global epidemiology of retinoblastoma, and rigorous multi-centre clinical trials to advance therapy.

**Please make a donation to Daisy's Eye Cancer Fund, and help us raise the funds needed to save many precious children around the world.**

**For further information about retinoblastoma and our vital work, please visit our website at [www.daisyseyecancerfund.org](http://www.daisyseyecancerfund.org). or contact us at [info@daisyseyecancerfund.org](mailto:info@daisyseyecancerfund.org). Or call us: tel: +44 (0)1865-243-654 (UK) or 1-416-813-5868 (N. America: answer service, we will return your call).**

Thank You!