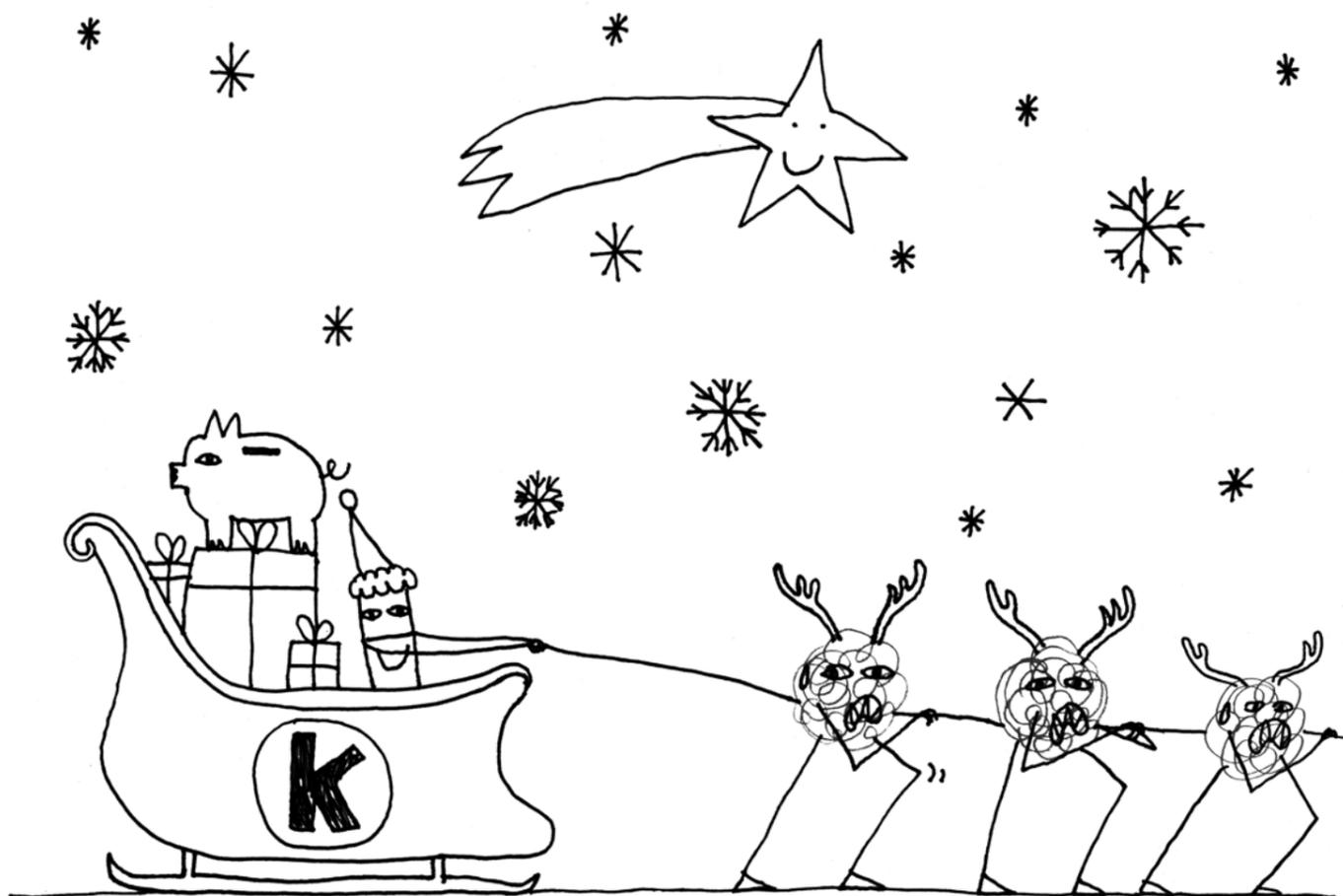


KickCancer

Winter News



Hello!

Here at KickCancer we are blissfully switching into holiday mode and looking forward to drinking champagne, Christmas tea and stuffing ourselves with pudding... without losing our fighting spirit against paediatric cancer – the only thing we can do without moderation (appropriate end-of-season reminder)! Our wildest dream is of course that the first good resolution you make for 2020 is – please choose what suits you best: shoot into cancer, send it into space or sink it to the bottom of the oceans. In these Winter News, you will find a first summary of our activities during the past year, which is also the occasion for us to thank you for being by our side. We hope that you will bear with us in great shape in 2020! In the meantime, from the bottom of our heart, we wish you happy moments with your family and friends during the end-of-year celebrations!

Key numbers for 2019

1 350 runners for our RUN TO KICK second edition

626 000 euros raised by our runners during RUN TO KICK

1 300 000 euros donated by you in 2019

More than 90 media mentions (3 tv news reports, 4 radio broadcasts and more than 80 articles in the written press or on the web)

... largely thanks to 1 dream ambassador, Angèle, of course!

12 people who contribute to KickCancer's success as employees, freelancers or volunteers

... including 4 new faces landing on the planet KickCancer!

Participation in 8 national and international conferences on scientific research or improving treatment access

To improve the available treatments for children with cancer, KickCancer pursues its strategy in two arms: funding research projects and soft power or establishing channels for dialogue with all stakeholders likely to contribute to improving these treatments.

Our research projects

European call for projects: Fight Kids Cancer

KickCancer's strategy always relied on the creation of a **European research ambition** in paediatric oncology.

As we have already explained in our Summer News, we believe that the most promising projects, wherever they originate from, should be selected and financed. We also want to encourage international collaboration between the largest academic laboratories and unearth the most creative and innovative projects that would come from smaller teams.

Being the only organisation with a European strategy on the continent was never meant to be the right solution - it would even be absurd. This is why KickCancer has joined forces with two organisations, Imagine for Margo in France and Fondatioun Kriibskrank Kanner in Luxembourg, to set up this European call for projects.

We have even given it a specific name, different from our three organisations so that it can become a real rallying sign between the three of us, as well as a quality label for the projects' selection. Hence the aptly named initiative **Fight Kids Cancer** was born!

Naturally, we have defined our vision and mission:

Vision: Cure all children and adolescents with cancer through the development of better targeted and less toxic therapy.

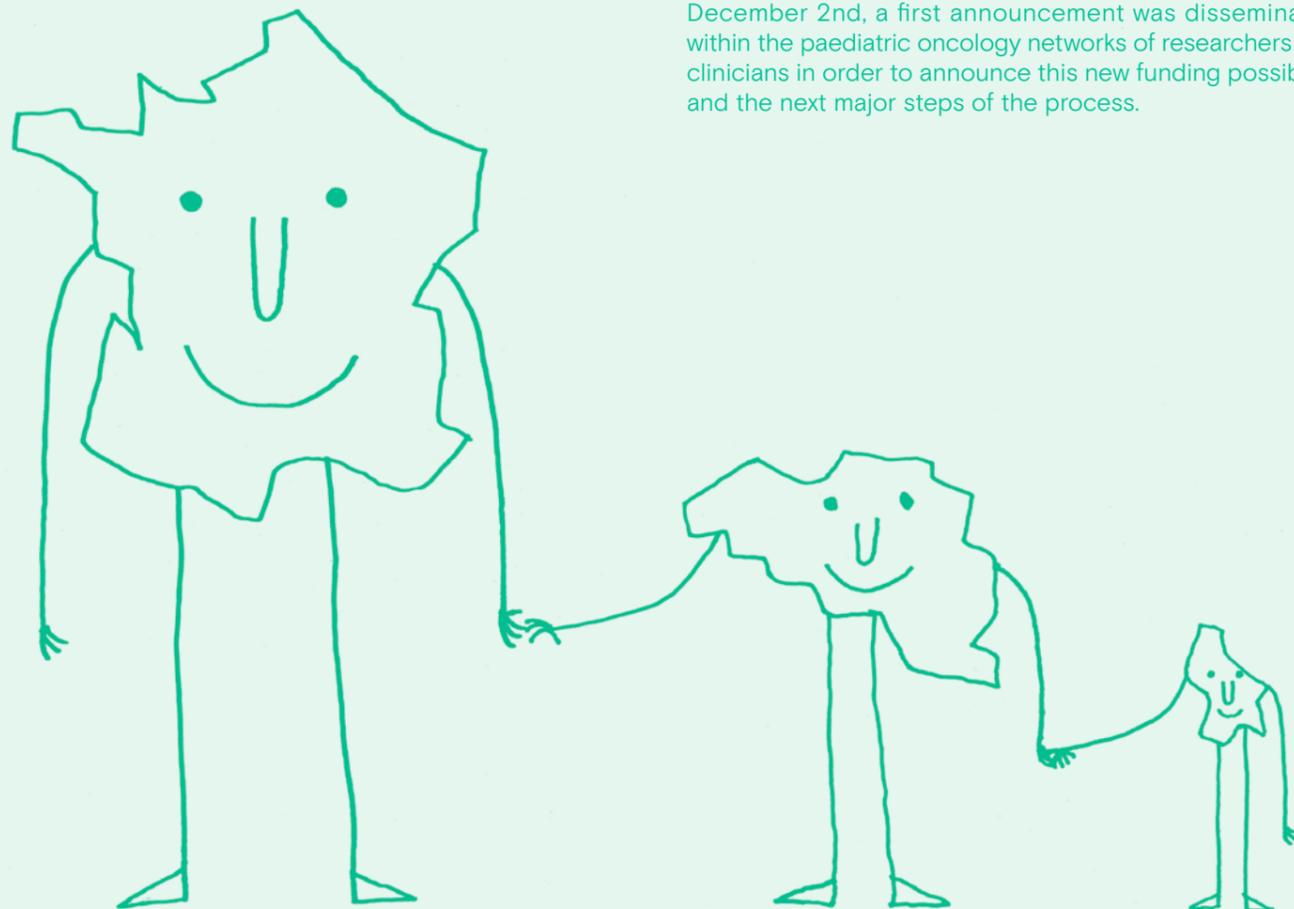
Mission: Fight Kids Cancer will catalyse and accelerate European research that results in innovative, impactful new therapies that improve the outcome for all children and adolescents with cancer.

To ensure the sustainability of our call for projects, we are connecting it to our end of September races: "Enfants sans Cancer" for France, "Lëtzt Go Gold" for Luxembourg and "RUN TO KICK" in Belgium. As a result, every year, the funds raised during our races will finance the projects selected through the call for projects.

In addition, we are developing a quality label for our races and a methodology to enable other European organisations to organise a race in their country by implementing this very effective formula. The funds raised during these new labelled races will as a result contribute to increase the funds of the Fight Kids Cancer initiative.

This programme is being developed in partnership with the European Science Foundation (ESF), which has a network of 300 000 researchers and already manages more than 2 000 programs in 30 countries. This collaboration with very high-level professionals is the guarantee of excellence in the overall management of the call for projects.

Every project will be assessed and rated by two international independent experts. Then, all projects will be ranked by order of excellence and examined by the three funding organisations and by a committee consisting of prominent researchers in the world of paediatric oncology. On December 2nd, a first announcement was disseminated within the paediatric oncology networks of researchers and clinicians in order to announce this new funding possibility and the next major steps of the process.



At the end of May 2020, the best projects will be selected by the Programme Committee.

All in all, in 2020, we shall jointly invest €3 million at least in innovative research projects. This will consist in one or two early phase clinical trials (i.e. testing an innovative drug) for a maximum of €1.5 million per clinical trial, and one to three so-called translational research projects for a maximum of €500 000 per project (three projects).

Then, every year in September, a new call for projects will be opened. European researchers will therefore have long-term visibility on the availability of funds for their paediatric oncology research projects, which is also a first.

In summary, the main advantages of Fight Kids Cancer are as follows:

- To stimulate the ambition of European researchers since they will be sure that this call for projects will recur on a yearly basis;
- Simplify and accelerate the funding of European collaborative projects because a selected project can be fully funded regardless of the participating countries — where in the past researchers had to seek funding in each of the participating countries;
- Simplify the reporting that researchers owe to their funding agencies since project management will be centralised for all participating associations within the European Science Foundation.

E-SMART : an innovative clinical study for patients running out of standard options

During the 2019 RUN TO KICK edition, we ran to finance an innovative clinical study: E-SMART.

E-SMART is an ongoing clinical study with an adaptative design for early-phase study of novel drugs in children.

This clinical trial is aimed at patients with a cancer that is either refractory or in relapse, who have undergone a prior deep molecular analysis (whole genome sequencing). This prior test allows to identify whether and which targeted therapy is relevant for the patient.

In short, the study will allow all children with whatever type of cancer (solid tumours, leukaemia's or lymphomas), to rapidly access novel targeted therapies.

The study first opened in **France** in 2016 with 7 therapeutic arms evaluating 5 new agents. The first phase of the study was a great success in terms of recruitment with 118 patients included in the study until May 2019.

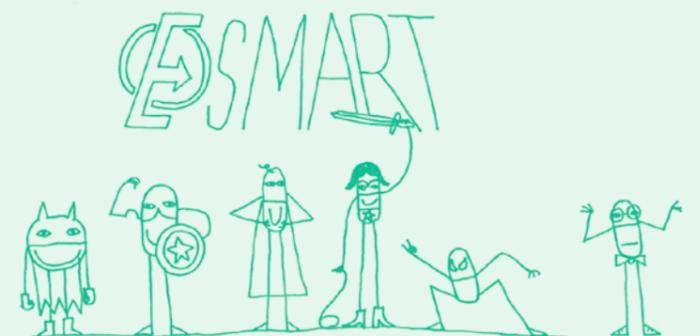
The study expanded to 5 countries with new national sponsors in **the Netherlands, the UK, Spain and soon in Italy**

and Denmark. It is coordinated through the ITCC network (Innovative Therapies for Children with Cancer).

Our financial support will allow the opening of 3 new arms; it covers the equivalent of one year of the structural costs for the coordination and implementation of the study.

KickCancer will finance the equivalent of one year of costs of this study or 413.571 €. Our contribution will be spread over four years. Simultaneously, Imagine for Margo (France) and Fondatioun Kriibskrank Kanner (Luxembourg), with whom we collaborate extensively, will also finance the study.

This project has been selected for financing in the framework of competitive processes by the INCA (Institut National du Cancer, France) and CRUK (Cancer Research UK), two major organisations in the field of cancer research in Europe.



Soft power or improvement of the regulatory and cultural environment

European activities

KickCancer has of course followed with interest last May's elections at the European Parliament. Together with our "Research and Lobby" group, we sent a welcome pack to the newly elected Members of the European Parliament from the "ENVI" Commission (Environment, Public Health and Food) and the "ITRE" Commission (Industry, Research and Energy), containing brochures presenting our team and a position paper calling for a review of certain regulations that have an impact on the motivation or obligation of the industry to conduct research in the field of paediatric cancers (those on drugs for rare diseases and for the paediatric population).

Our work at the moment is therefore focused on organising meetings with the new Members of the European Parliament and the new Commission.

They did it for us!

KickCancer also exists thanks to the incredible strong-willed people, who decide to organise an event for the benefit of KickCancer. It's a birthday party, a birth that can do without gifts, a sporting challenge for which you want to find the courage to fight by thinking about the courage of children with cancer... and why not a Christmas party?

We would like to tell you about three initiatives that really impressed us.

SHOOT TO KICK

Noémie Tellier, a committed hockey player, organised SHOOT TO KICK for us in September, a shootout contest – for the non-initiated, shoot-outs resemble penalty shootouts in football.

90 young people competed against Vincent Vanash, the goalkeeper of the Belgian hockey team that won the World Cup and European Hockey Cup, and Elodie Picard, the goalkeeper of the women's national team. Vincent and Elodie gave their all for our young players – stopping most balls, but not all – by throwing themselves on the ground or by rolling, of course with a certain touch of theatricality and showmanship.

Noémie has not confirmed anything yet but we do cross our fingers that it will go on next year again... it was a wonderful evening! Thank you Noémie, Vincent and Elodie for your time spent to shedding a light on KickCancer and for your fundraising. In one evening, slightly more than 11 000 euros were raised for research!

PUNCH FOR LIFE

In October, it was Maïté Czupper's turn, manager of MC Boxing, to organise a boxing gala for us: PUNCH FOR LIFE. The evening included six amateur boxing matches, with brave boxers who committed to raise funds for research. More often than not, the boxers were stepping into the ring for the first time of their life for a competition in front of a real audience.

In the end, 50 000 euros were raised for the benefit of research against childhood cancer. At KickCancer, we had a hell of a thrill!

FIGHTERS AGAINST CANCER

If you still don't believe that boxers have a big heart, we invite you to go and see Fighters Against Cancer, a non-profit organisation from Sint-Truiden (Limburg).

Throughout the year, the Fighters, led by Bert Van Mechelen, a lawyer and boxer of iron determination, sold t-shirts, sweaters, bracelets, etc. They also organised a family boxing demonstration day.

In the end, the Fighters raised 100 666 euros, which they decided to share between three organisations active in the field of paediatric cancers: Vilomah, which supports families in the palliative care phase, Tuki, which supports

families administratively and financially and KickCancer. A little over 47 500 euros will go to research thanks to them. This was a wonderful lesson in literalness: a nice uppercut in the face of cancer!

Do you also want to organise your own event?

It's as simple as creating a page and sharing the link with anyone who might want to support you. Visit our website: www.team.kickcancer.org If you have any questions, contact us! info@kickcancer.org

But who is really behind KickCancer?

Delphine, Adeline, Celine... you've already heard of them. But who else?

Like a company, KickCancer changes and grows. First of all, we would like to thank **Melissa Thomas** who has left us for new adventures.

Lukas Van den Cruys, a recent graduate in journalism and communication, has joined us a few weeks ago to take up the torch. You're about to hang on every word he says and writes! If you have not done so yet, subscribe to our Facebook, Instagram or Twitter accounts to discover his amazing style.

To transform KickCancer into an out-of-competition communication machine, we will also benefit a few hours a week from the experience and advice of **Nathalie Declercq**, who worked for luxury cosmetics and at Lactalis – Nestlé in a past life...

Next March, **Josefien Vermeersch** will join us to help Delphine in all lobbying activities. Josefien is leaving the VDAB where she was in charge of strategy. She has a sparkling personality and thinks faster than lightning. Be careful, you will soon love her as much as we do.

Our Board of Directors is also delighted to welcome **Hélène d'Udekem d'Acoz** within its ranks. Hélène doesn't need a long explanation as to why paediatric cancers require new, more effective and less toxic treatments. Her son beat a rhabdomyosarcoma but now requires extensive follow-up because of the aggressive nature of the treatment he received.



RUN TO KICK 2019!

The minstrels will sing the praises of the 2019 edition of RUN TO KICK for centuries to come!

The songs will not be about the idyllic weather that day – on the contrary! – but about the heroism of the runners who came en masse in spite of the gusts of wind and rain. The minstrels will sing of the glory of our volunteers who kindly guided our runners and their families. They will describe the charms of Angèle, our beautiful ambassador. Despite the hostile weather (let's call a spade a spade) and the slight disorganisation caused by the course changes, they will describe the joyful atmosphere among the runners.

During RUN TO KICK, the solidarity of all the runners towards the children who have fought cancer and the families touched by the disease, transformed that morning into a very special moment of joy, communion and hope for a world where all children with cancer can be cured and go on with their life without long-term side effects.

The awards ceremony, topped off by the presence of the singer Angèle, rewarded no less than 11 individuals and teams who raised the most or touched our hearts thanks to their exceptional commitment. But let's not forget: it was all together that we raised just over **626 000 euros**. Congratulations to all of you and a sincere thank you from the bottom of our hearts!

We at KickCancer are warning you, we have become RUN TO KICK-addicts. So here we go again for next year and we are counting on all of you, therefore clear your diary on Sunday **September 27th 2020!**

kickcancer.org

Help us to kick and make a difference for kids with cancer by making a donation and amplifying our voice on social media.

To make a donation

King Baudouin Foundation – KickCancer Fund
BE10 0000 0000 0404
Communication: 016/1960/00070

All donations from 40 € or more are tax derivable in Belgium.

The Foundation accepts bequests in pairs and can help you set them up. More than 90% of your donations go to financing research and supporting our advocacy work, less than 10% are used for our communication, fundraising and administration.

Contact us:
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