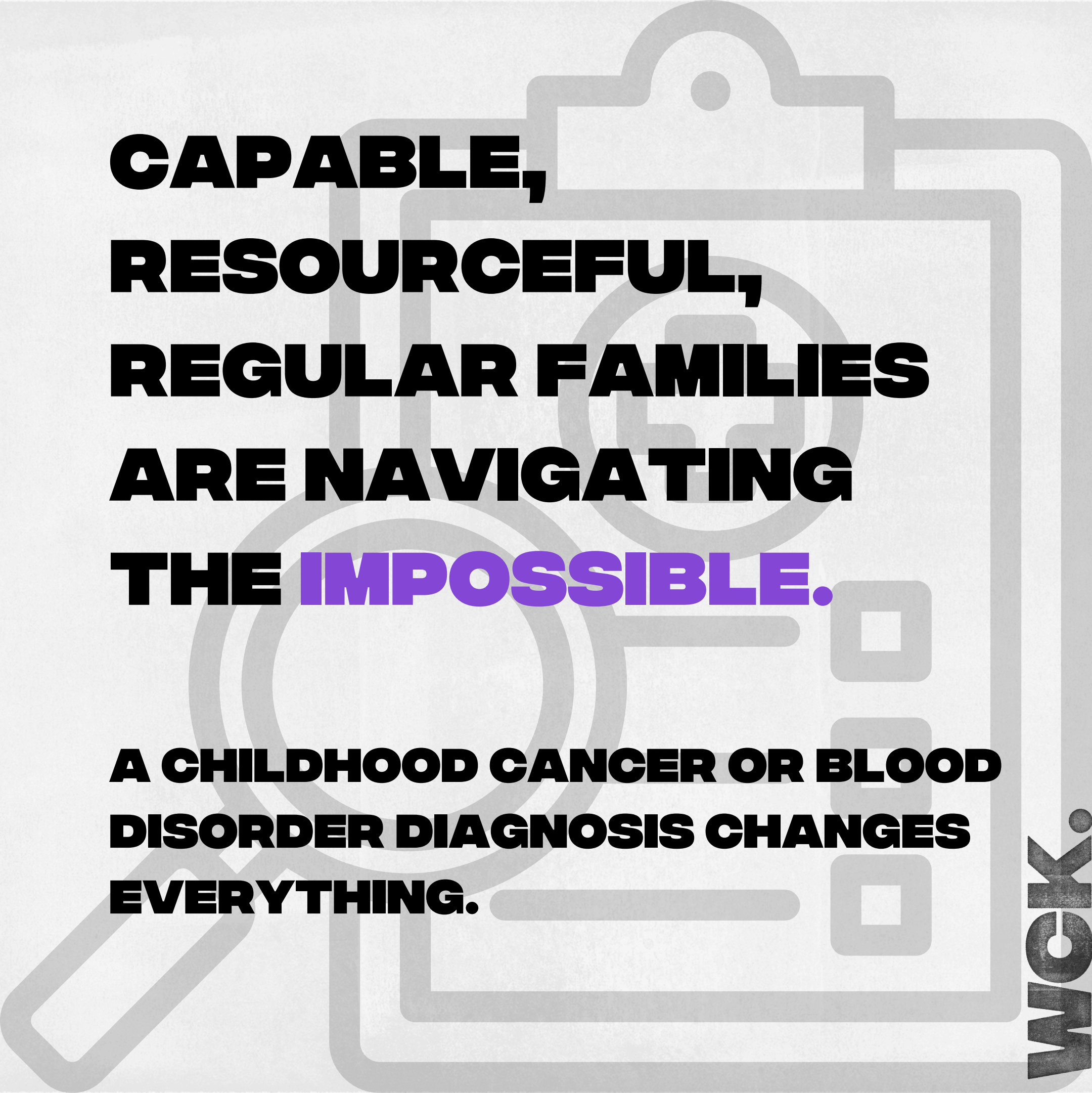


PSST...

**HERE'S WHY
IT'S NOT
JUST
MEDICAL:**

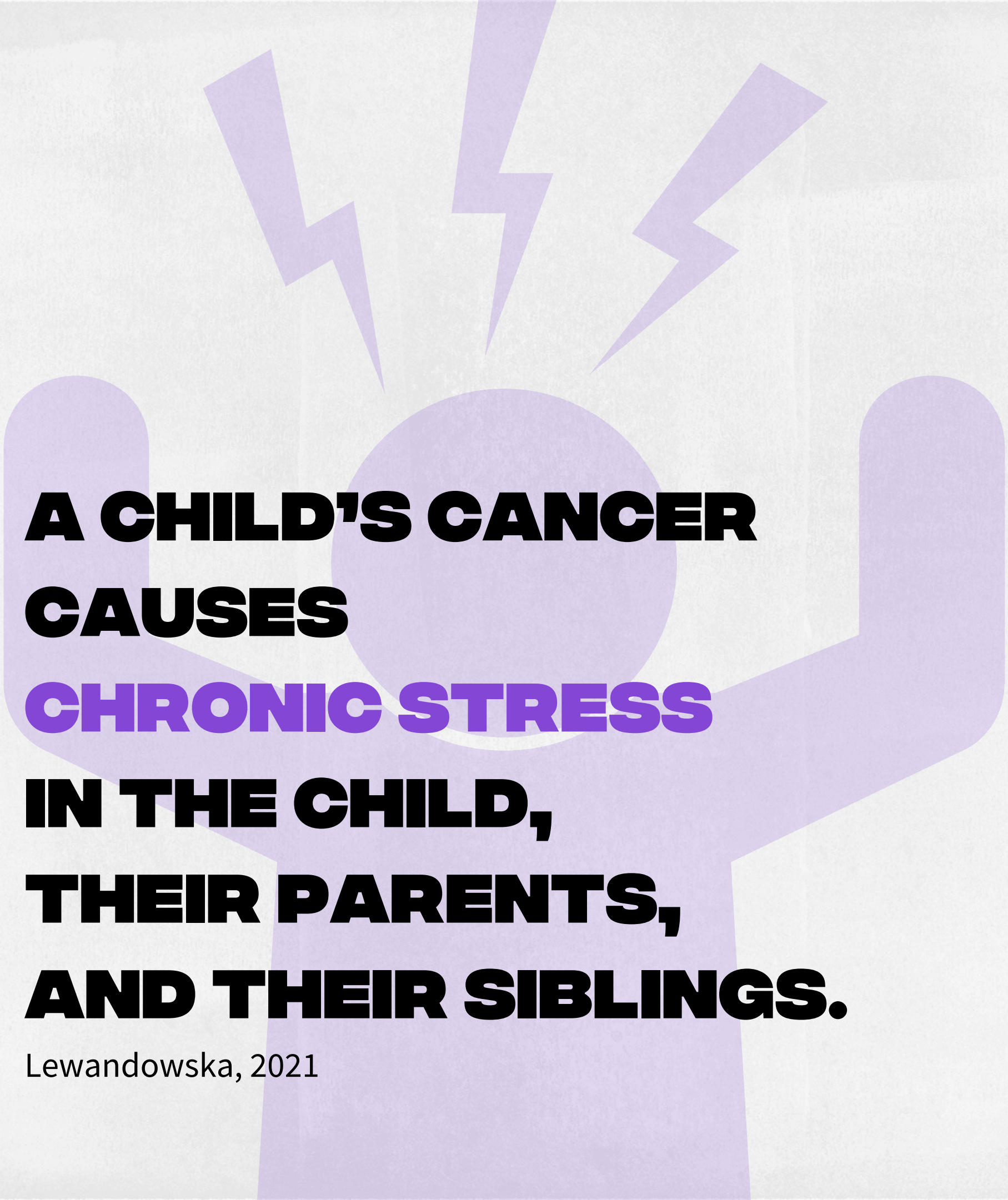
WCK.






**CAPABLE,
RESOURCEFUL,
REGULAR FAMILIES
ARE NAVIGATING
THE IMPOSSIBLE.**

**A CHILDHOOD CANCER OR BLOOD
DISORDER DIAGNOSIS CHANGES
EVERYTHING.**

A stylized purple figure with a circular head and outstretched arms is centered in the background. Three purple lightning bolts are positioned above the figure's head. The text is overlaid on the figure's torso and head area.

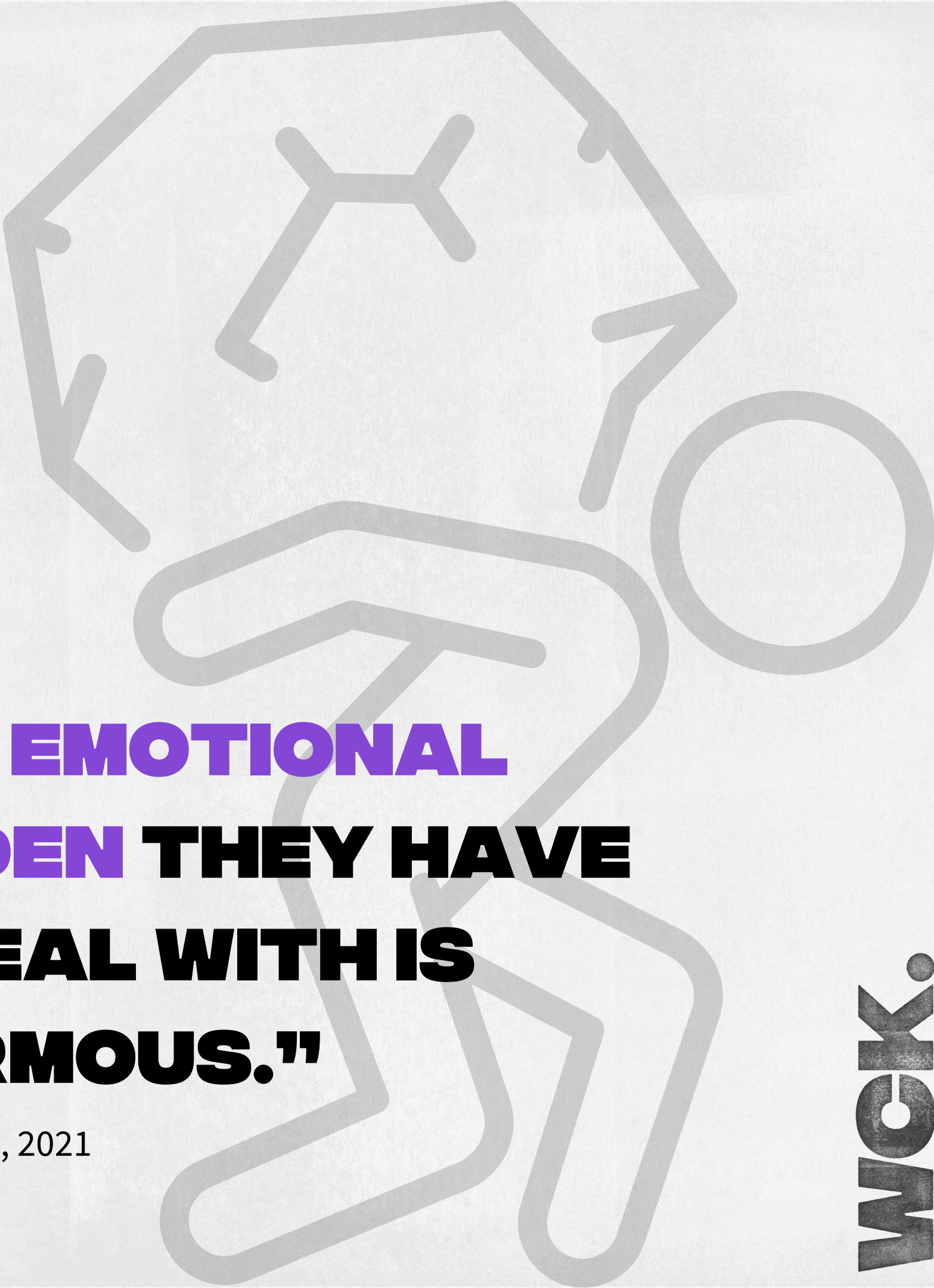
**A CHILD'S CANCER
CAUSES
CHRONIC STRESS
IN THE CHILD,
THEIR PARENTS,
AND THEIR SIBLINGS.**

Lewandowska, 2021



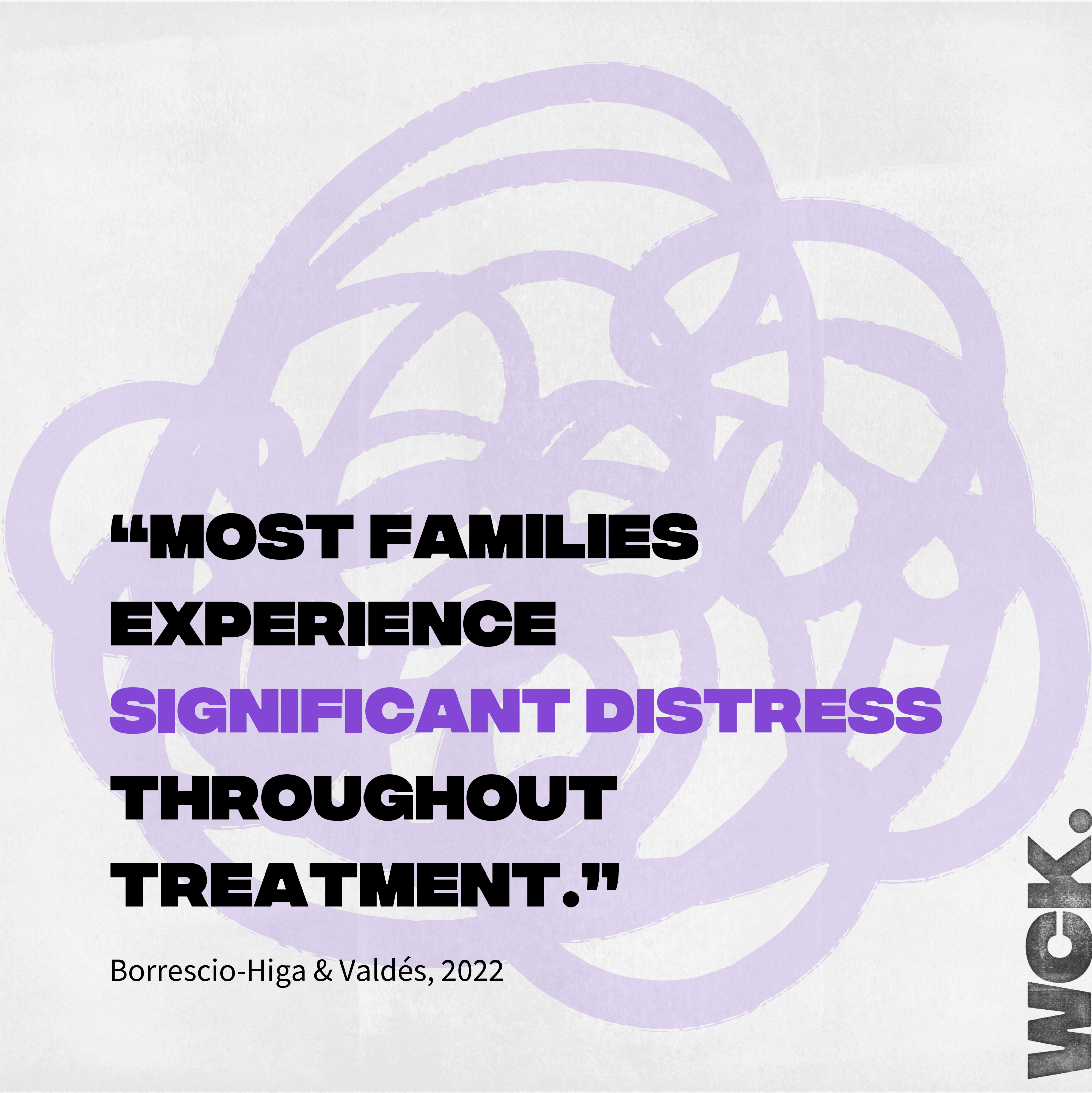
**"THEY HAVE TO
RECONCILE
TREATMENT AND
FREQUENT HOSPITAL
APPOINTMENTS
WITH THE HARDSHIPS
OF EVERYDAY LIFE."**

Lewandowska, 2021



**“THE EMOTIONAL
BURDEN THEY HAVE
TO DEAL WITH IS
ENORMOUS.”**

Lewandowska, 2021



**“MOST FAMILIES
EXPERIENCE
SIGNIFICANT DISTRESS
THROUGHOUT
TREATMENT.”**

Borrescio-Higa & Valdés, 2022

FAMILIES LOSE...

**FINANCES, RESOURCES, ROUTINES, SOCIAL
CONNECTIONS, COMMUNITY, LIVING IN THEIR
OWN HOME, AND ANY SENSE OF “NORMAL”**



wck.

AND DEAL WITH...

**FEAR & UNCERTAINTY, EXHAUSTION & LACK
OF SLEEP, COST OF LIVING, TREATMENTS,
MANAGING SIDE EFFECTS, CARE FOR SIBLINGS,
AND A FOREVER CHANGED FUTURE.**



**LET'S HELP TO
MAKE EVERYDAY LIFE
FEEL MORE
POSSIBLE.**



WCK.

**WEST COAST KIDS
CANCER FOUNDATION**



BLOOD

DISORDERS.