

WCK.

WEST COAST KIDS
CANCER FOUNDATION

20 24 —



DEANNA WOO.

WHO
WE
ARE.

WCK

West Coast Kids Cancer Foundation (WCK) supports B.C. families with small actions that make a big impact every day.



Our families need food, connection, resources, and mental health support while navigating childhood cancer and blood disorders. **WCK steps in where healthcare stops:** we walk alongside families with practical support that eases the burden.

WCKFOUNDATION.CA

WE'D LOVE TO WORK WITH

you.

@deannawoo



We love your content because it's visually so appealing, simple, accessible, and showcases the variety of comfort foods on our doorstep that can fill our bodies and souls! There's definitely a community feel to it that resonates strongly with us. We'd love to highlight that connection between nourishing yourself with a delicious meal and how WCK food support brings relief and care when it's needed most. We know that comfort food looks different to different families and would love your help to show the variety of delicious meals and snacks we provide.

With your support, we can reach more B.C. families and, through growing our community of supporters, make an even bigger difference in their everyday lives.

More meals. More care. More connection.

QUICK FACTS.

Around **350**
can be on treatment at any time.

Over **140**
kids in B.C. are
diagnosed with
cancer
every year.

33%

of families navigate
food, energy, or housing
insecurity in the first six
months after diagnosis.

Complex blood
disorders affect **100s**
of children across B.C.

WCK was founded in 2017 and programming began in 2019, to meet families' stated needs for **practical everyday support and resources.**

WCK Food support programs provide much more than nutrients and calories. They save parents valuable time and show **comfort, care, and connection** beyond the expression of words at a time of great isolation and distress.

ABOUT FOOD SUPPORT.

WCK meals have been described by several caregivers as their “lifesaver meal.”

Nourish at Home: WCK delivers boxes full of nourishing, frozen, family-sized meals to homes across B.C.

Food in the Freezer: WCK stocks freezers full of nourishing, easy-to-heat meals that are available 24/7 at BC Children’s Hospital and Surrey Memorial Hospital.

Smoothie Sundays: WCK prepares and serves made-to-order healthy smoothies for families at BC Children’s hospital. This provides a nutritious and filling treat to brighten their day.



IN 2023, WCK DELIVERED OVER 22,500 FOOD ITEMS TO FAMILIES IN B.C.

THE FURTHEST FOOD DELIVERY WAS TO A FAMILY IN FORT ST JOHN.

THE MOST POPULAR MEAL IN THE HOSPITAL FREEZER IS BUTTER CHICKEN.



TESTIMONIALS

FROM CAREGIVERS

"When someone's going through something difficult, bringing a delicious meal is amazing. Someone gave us this meal and now we get to nourish ourselves with it. There's something so loving about making sure someone's freezer isn't empty."



"Fear is a really big emotion, and just knowing you've taken away that food insecurity is a palpable feeling."

"The love and support felt is beyond explanation. Our challenges are so great that offering us practical support in the way of meals and snacks gives us space to focus on our child's care and on processing this all. It's far more than just a box of food – we are touched and grateful."



"Knowing that I can feed my family is such a relief."



**WCK PROGRAMS TAKE OUT SUCH A BIG STRESS
THAT YOU DON'T EVEN REALIZE YOU'RE CARRYING.**

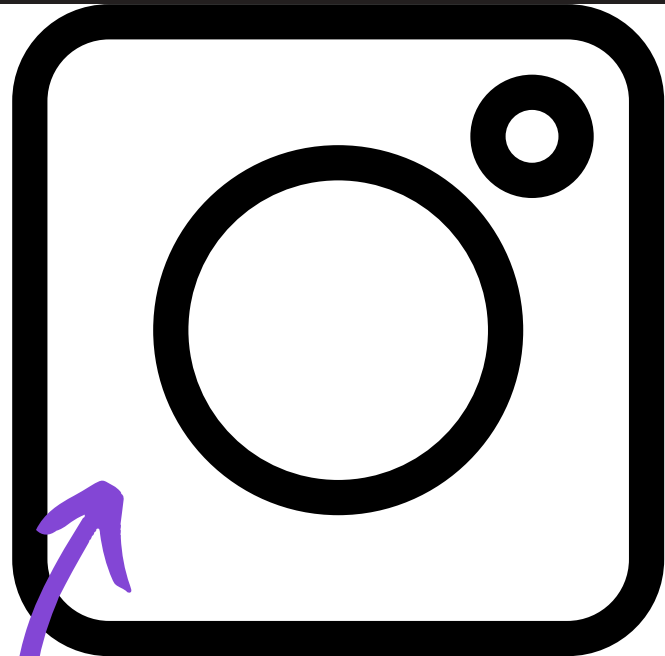
OUR ASK OF

you.



WE'D LOVE TO DO **3X SHORT VIDEOS**

- **1 TASTE-TESTING A RANGE OF MEALS IN OUR WCK OFFICE**
- **1 JOINING US FOR A FOOD DELIVERY TO BC CHILDREN'S HOSPITAL, HELPING TO PACK AND ARRIVING WITH THE GOODS**
- **1 TRYING OUT OUR FRESHLY-MADE SMOOTHIES**



Shared to your channel, inviting people to visit our website to find out more

WE LOVE YOUR STYLE & CREATIVE APPROACH, SO WE'RE OPEN TO HEARING YOUR IDEAS TOO!

WHAT YOU GET FROM PARTNERING WITH **WCK.**

**WE'LL BE HONEST. WE CAN'T PAY
YOU FOR THIS. WE'RE A
GRASSROOTS CHARITY WITH A
BUDGET FOCUSED ON FAMILIES.**

HOWEVER

**A PARTNERSHIP WITH WCK
BRINGS:**

- **ALIGNMENT WITH THE
WCK BRAND AND
VALUES**
- **PERSONAL REWARD IN
HELPING FAMILIES
LOCAL TO YOU**
- **SOME SNAZZY WCK
SWAG**
- **GREAT PR/PROFILE FOR
YOUR PERSONAL
BRAND**



THE LANGUAGE OF

WCK.



**FOR OUR NAME, WE SAY WEST COAST KIDS
CANCER FOUNDATION OR WCK**



**WE AVOID “THE WEST COAST KIDS CANCER
FOUNDATION” OR “WEST COAST KIDS.”**

WCK’s Ethical Storytelling Guidelines explain how we talk and write about people. For example, the language we use is strengths-based and used to dignify and empower the families we serve.

Just as we want to **challenge the status quo** around how children and families with cancer and blood disorders in B.C. are supported, we also want to challenge how people think about children with cancer and blood disorders.

FOR EXAMPLE...

WE SAY:

children and families
navigating childhood cancer

going through a childhood
cancer journey

easing their way, knowing
they aren't alone

connecting with others,
accessing support

a warm and welcoming
community

a place to express a full
range of feelings

WE DON'T SAY:

childhood cancer victims or
patients

coping with cancer or
facing a life threatening
illness

doing battle, struggling
with cancer, fighting for
recovery

being helpless or in need of
help

a safe haven

a place to "stay positive"

ANY

QUESTIONS?



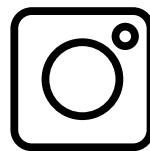
LET'S CONNECT!

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FIND US:



[@westcoastkidsfd](https://www.instagram.com/westcoastkidsfd)



[@WestCoastKidsFd](https://www.facebook.com/WestCoastKidsFd)

**WEST COAST KIDS
CANCER FOUNDATION**

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