

AAAMU

Pediatric Cancer Foundation

Life is worth exploring.

WHAT IS
AAMU?

The Aamu Foundation creates **hope.**

In Finland, around **150 children under 15 years are diagnosed with cancer every year. We do not yet have enough knowledge** about the factors behind childhood cancer.

While Finnish cancer research and treatment are among the best in the world, **one in five child cancer patients still dies.**

In addition, **more than 60%** of the children who survive cancer **do not have a healthy adulthood.**



Aamu Foundation...

Goal is to

Enable the best and most recent cancer treatment

and

Healthy adulthood for all Finnish children with cancer.

CHILDHOOD CANCER

Children's cancer ≠ Adult cancer

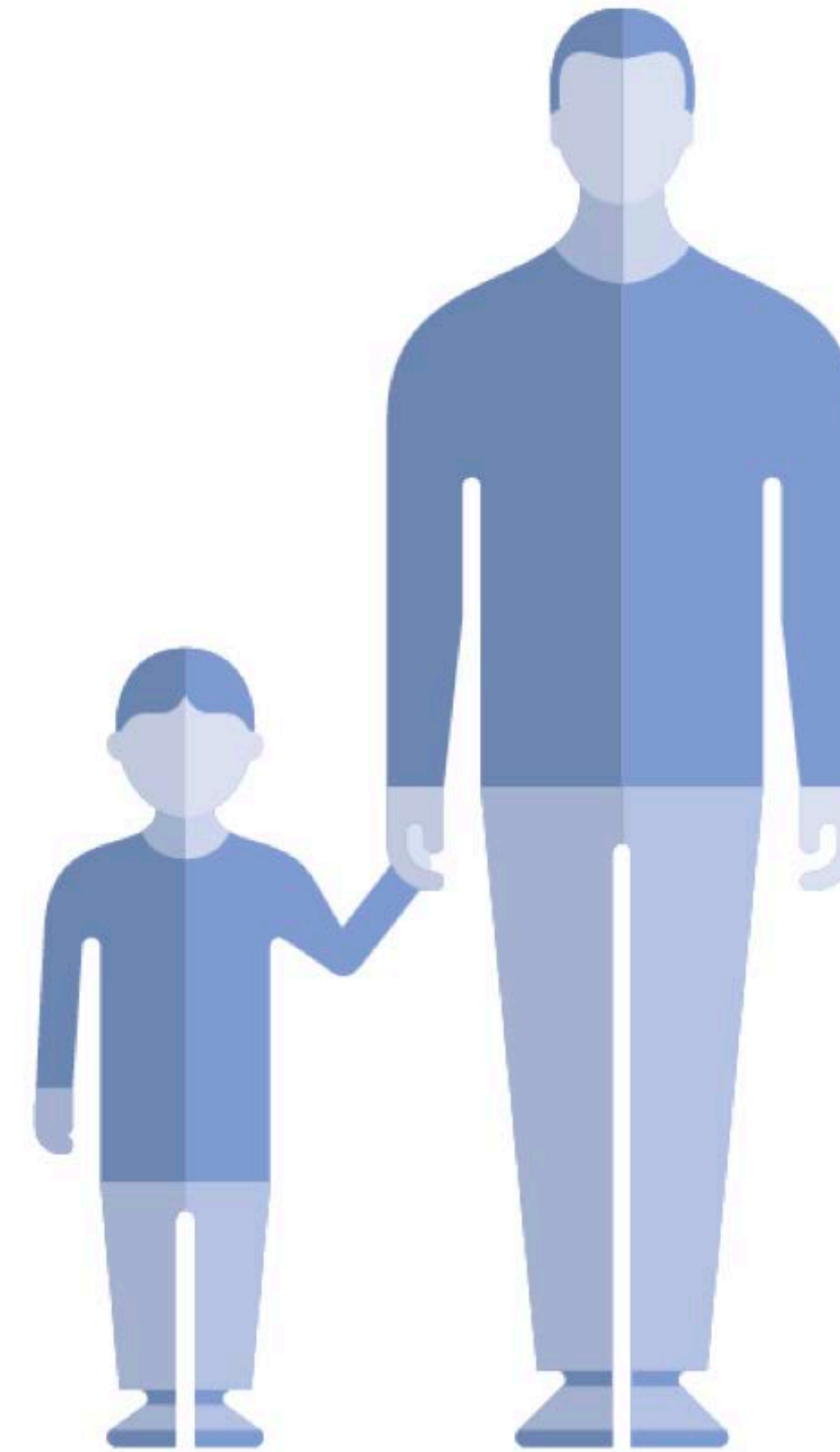
The factors that cause **childhood cancer** have not been identified in medical research. However, research has found a link between adult cancer and life habits and environmental factors.



Children's cancer ≠ Adult cancer

Childhood and adult cancer **are not the same disease.**

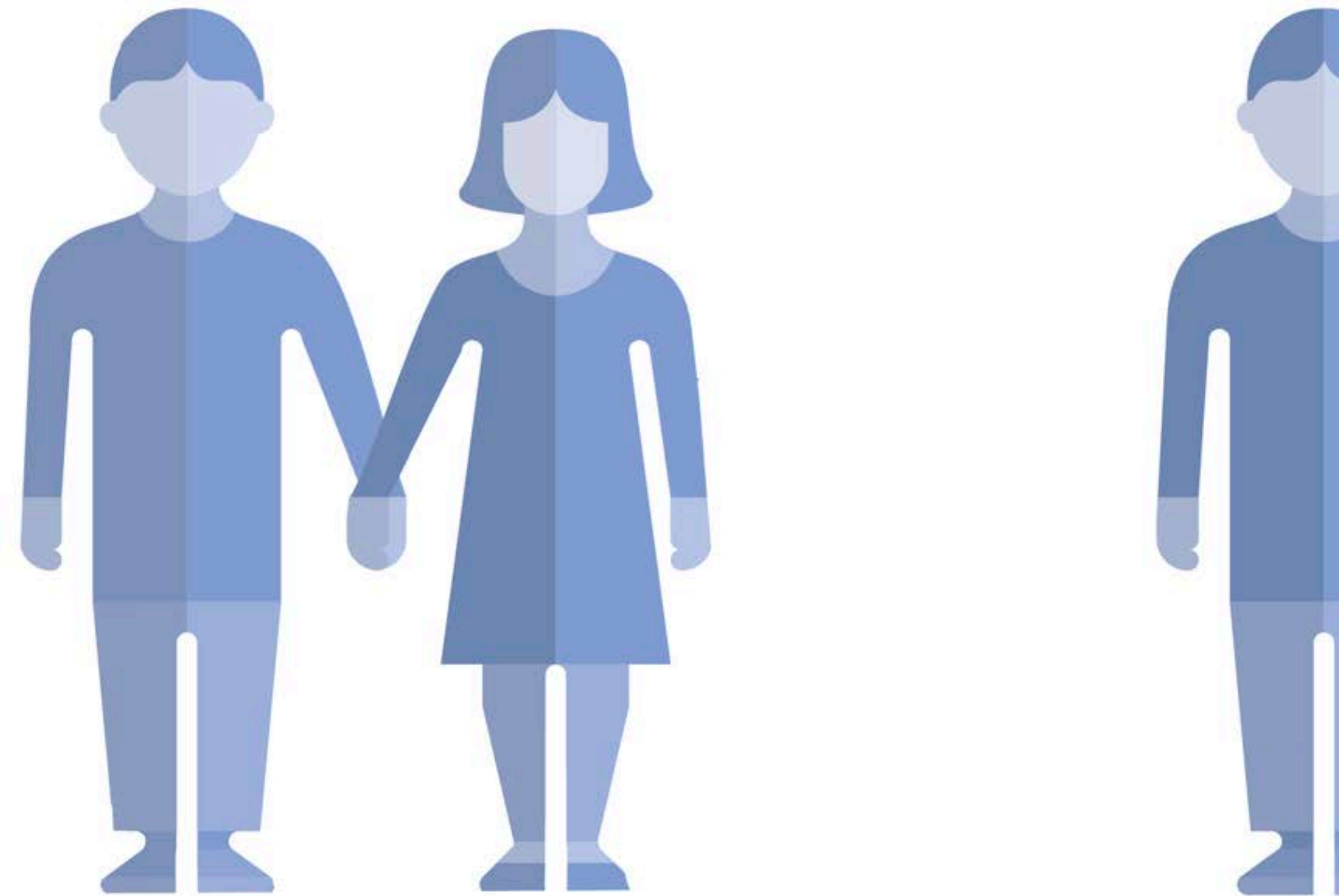
- Childhood cancers are often aggressive.
- Carcinomas are rare in children, whereas in adults, they are the most common type of cancer.
- At the level of cell image and biology, they are different diseases.
- With children, cancer often requires more intensive treatment.
- Children's growing bodies are more sensitive to damage and require a different type of treatment.



Children's cancer ≠ Adult cancer

Two in three children who survive cancer suffer **from long-term harms**.

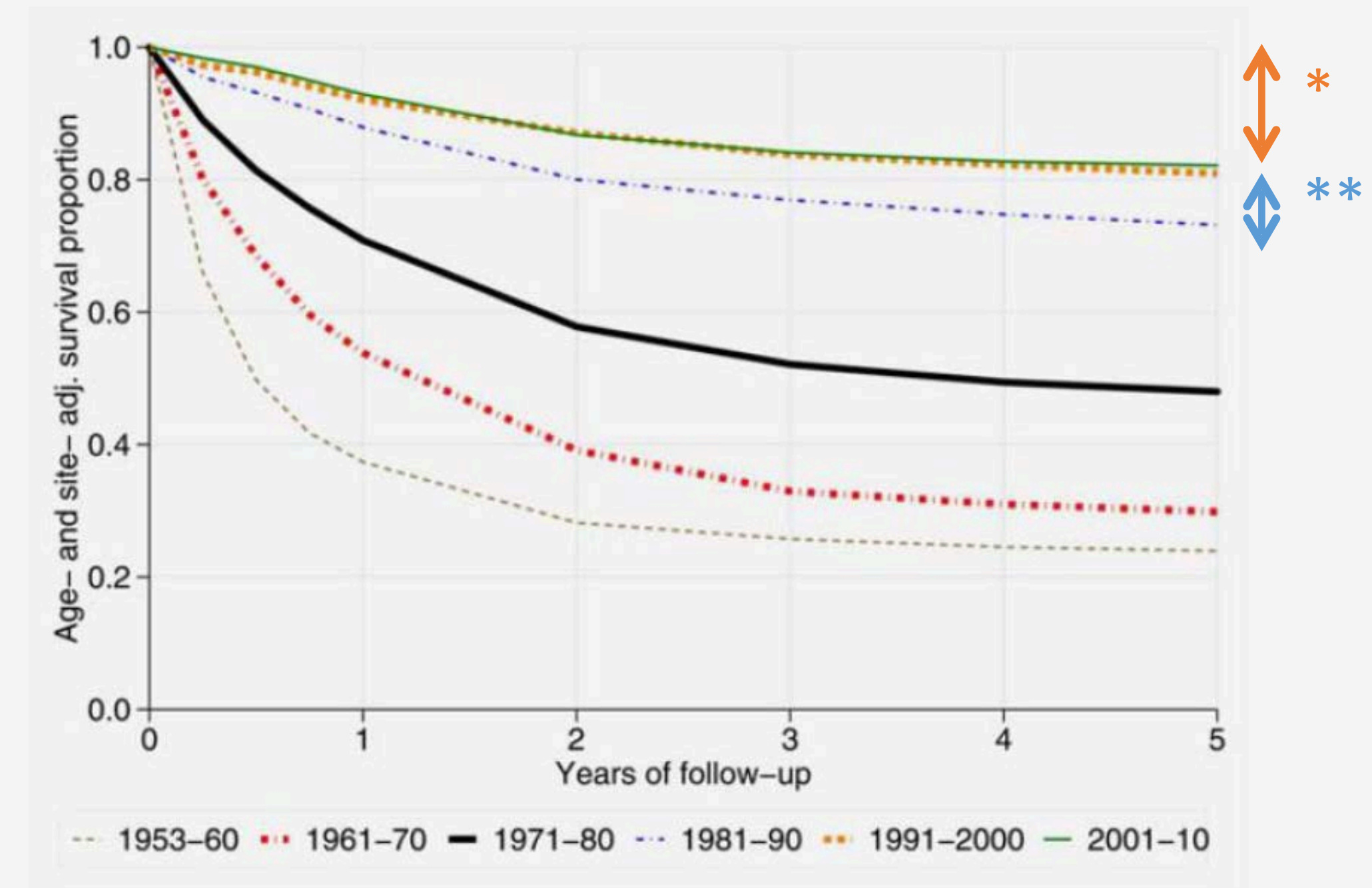
- Feelings of isolation and difference
- Attention disorders
- Difficulties in school
- Cardiovascular diseases
- Adaptation difficulties
- Communication difficulties
- Working memory and information processing difficulties
- Cognitive problems
- Social isolation
- Fertility problems
- Recurrent cancer
- Hormonal problems



Medical factors for pediatric cancer research

- Every other day in Finland a child under 15 years gets cancer.
- One in five will not survive. *
- Although continuous improvement, development pace in survival rate has relatively slowed down.**
- Childhood cancer is a different disease than that of adults and therefore requires treatments that are specifically developed and effective for children.
- Despite the development in recent decades more than 60% of children who survive cancer suffer at some point in their lives from late effects caused by cancer or cancer treatment and therefore do not live a healthy adulthood.

-> provides strong grounds for continuous funding of top pediatric cancer research towards a 100% cure prognosis



Madanat-Harjunoja ym. 2014 Int. J Cancer

FUNDING & CHALLENGES

**State research funding
for medicine has
collapsed in Finland
-> in the 2010s, 50%.***

The same direction is also
with private corporate
financing.

**Children's clinical
cancer research is not
financed by anyone
else than AAMU.**

This gives AAMU an
important role.

**AAMU's funding
enables doctors
participation in
clinical research work.**

Clinical research =
the best and most modern
treatment for children.

Social factors and financial base of pediatric cancer research in Finland

- Overall funding of clinical research in Finland has collapsed at the national level due to the reduction of government research funding, more than 50% in 2010-2017 and since the beginning of the millennium more than 80%.
- Although there has not been funding for clinical childhood cancer research in the 21st century, the current state of funding puts pressure to an increasing extent on national clinical research on a very shaky footing without private funding which AAMU is providing.
- In addition to cuts in government shares lack of other funding channels for clinical pediatric cancer research highlights AAMU's role as financier in order to secure pediatric cancer treatment development in Finland.
- Researchers who focus on basic medical research are often full-time researchers, while clinical researchers have to do research alongside patient work. AAMU's funding enables Finnish pediatric oncologists' participation and facilitation to protocol work.

Aamu people and resources

- Members of AAMU's Board of directors represent a wide range of skills from different areas of society and business life.
- AAMU has a 10-member impartial Medical expert group that evaluates grant applications.
- AAMU has one employee, all other work done for the foundation is based on pro bono.
- AAMU has no office space nor related costs.



Laura Paasio
Head of Foundation



Toivo Salmi
Chair of BoD



Tomas Holmberg
Member of BoD



Ami Paanajärvi
Member of BoD



Saku Koivu
Member of BoD



Janette Palmu
Member of BoD



Kari Mononen
Member of BoD



Sixten Korkman
Special support of BoD



**The Aamu Foundation
therefore has an important
mission:**

**To enable the best cancer treatment in the
world, so that all children with cancer survive
and can live a healthy adult life.**

**The Aamu Foundation funds pediatric
cancer research.**

Aamu's challenges

Aamu is not well known.

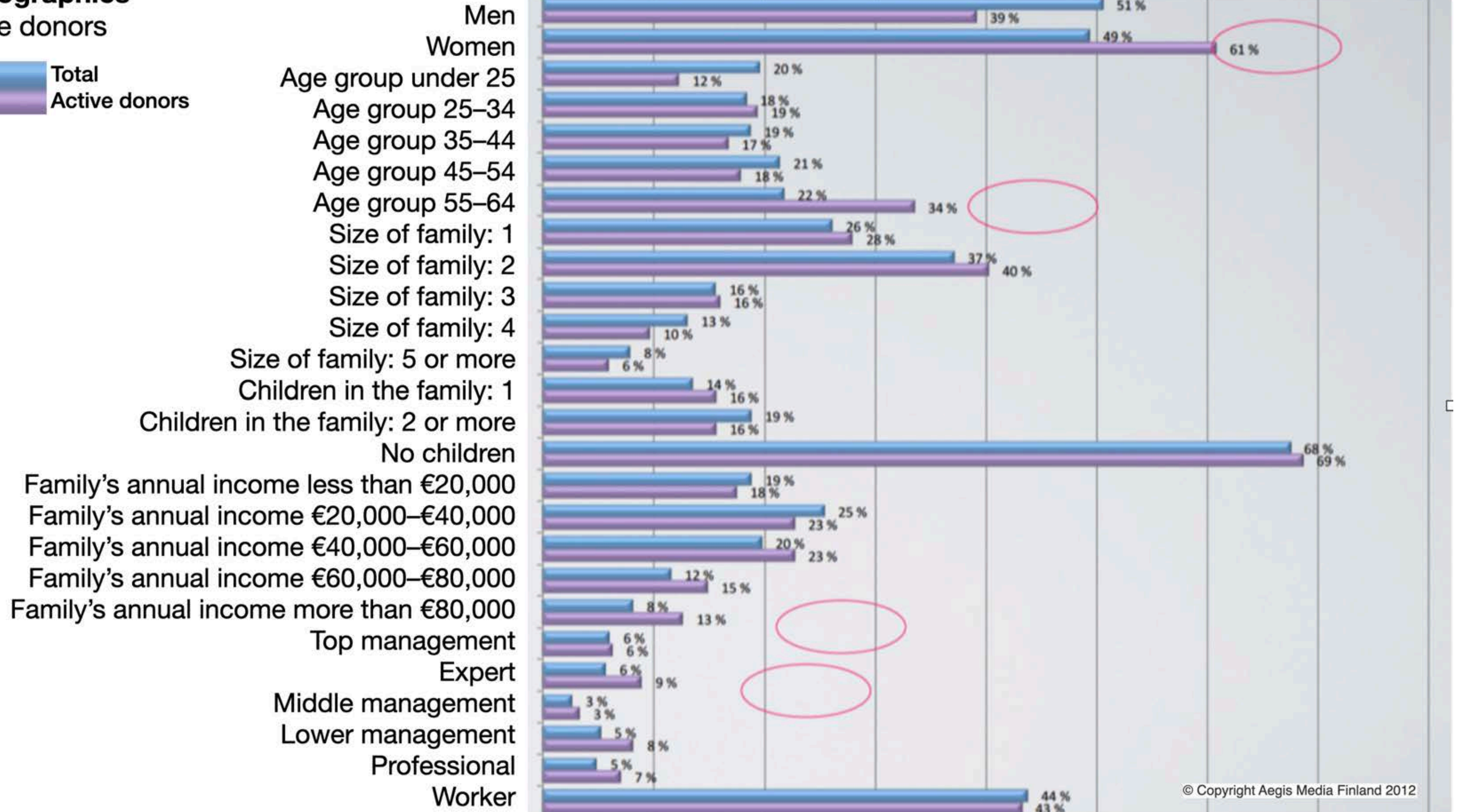
-> Being well known and reputable would increase credibility and the number of donations from businesses and private persons.

Aamu has few resources for making itself better known.

-> It needs partners and marketing activities that will generate earned visibility.

Demographics

Active donors



Active donors

Name: Riitta

Age: 60 years

Gender: Woman

Place of residence: Helsinki

Occupation: Doctor

Education: Higher education
(university)

Hobbies:

Photography, concerts/opera,
art exhibitions, cycling,
dance

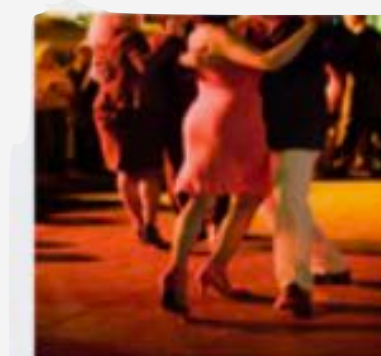
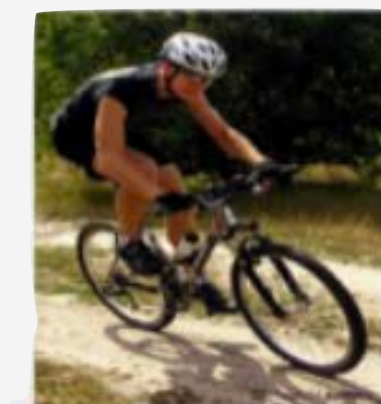


"It's important to learn from other countries' cultures and values"

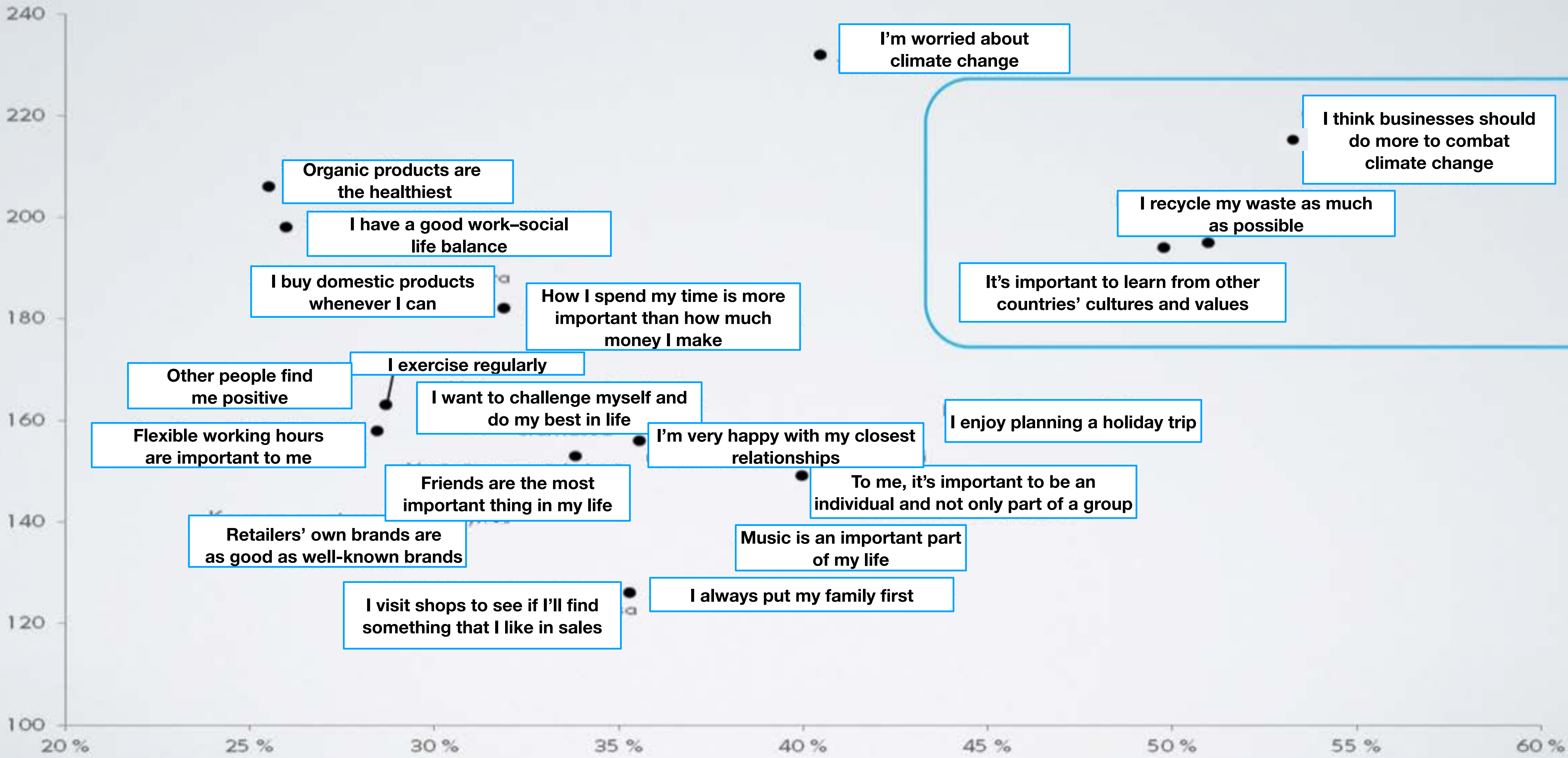
"I recycle my waste as much as possible"

"I'm worried about climate change"

"I enjoy planning holiday trips"



Active donors, attitudes



GOLD RIBBON

The Gold Ribbon

- The gold ribbon is the international symbol for children's cancer.
- It was launched in the United States in 1997
 - <https://www.acco.org/gold-ribbon-awareness/>
 - <https://siope.eu/shinegold>
- Internationally, the gold ribbon is promoted in **September, which is the Childhood Cancer Awareness Month**. In Finland, the aim is to raise awareness of the gold ribbon in February because **15 February is International Childhood Cancer Awareness Day** (and timing would not overlap with Pink ribbon campaign in Sept-Oct.)
- In Finland, the gold ribbon is used by AAMU, which funds childhood cancer research, and Sylva, which supports children with cancer and their families.
- AAMU and Sylva aim to launch the gold ribbon in Finland and make it as well known and appreciated as the other awareness ribbons.



AAMU and past
visibility



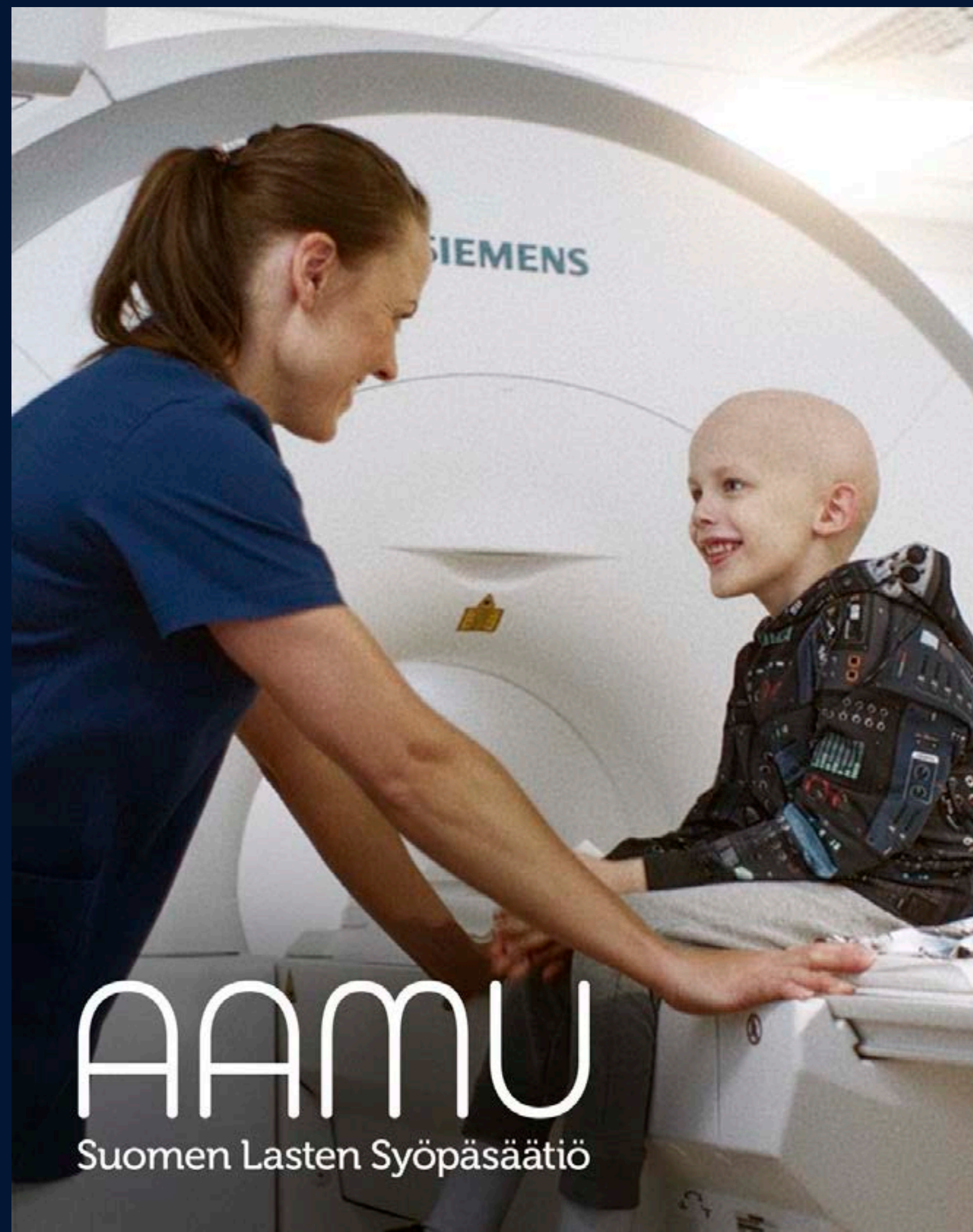
AAMU Brand Film / Life is worth exploring

<https://www.youtube.com/watch?v=dLUiiLRQjR4>

Elämä on tutkimisen arvoinen.



AAMU
Suomen Lasten Syöpäsäätiö



AAMU
Suomen Lasten Syöpäsäätiö



Aamu Sadut

Lapsille, joille päivä on yötä pelottavampi.

Morning Tales for kids in the hospital. For some kids the day is scarier than the night.



ON AIKA
HERÄTÄ.



AAMUHERÄTYS
2020

Time to wake up. When something small can ring loudly – How a small alarm clock ringed for an entire month in Amos Rex to raise awareness.

Time to wake up.
A campaign on
International Childhood
Cancer Awareness Day.



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Lahjaksi paras hoito ja terve aikuisuus.

Jo 10 vuotta Aamu on kasvattanut tietoisuutta lasten syömistä ja tehnyt työtä, joka tukee lasten syöpien tutkimusta mahdollistaen sekä parhaan hoidon että terveen aikuisuuden.

ELÄMÄ ON
TUTKIMISEN
ARVOINEN.



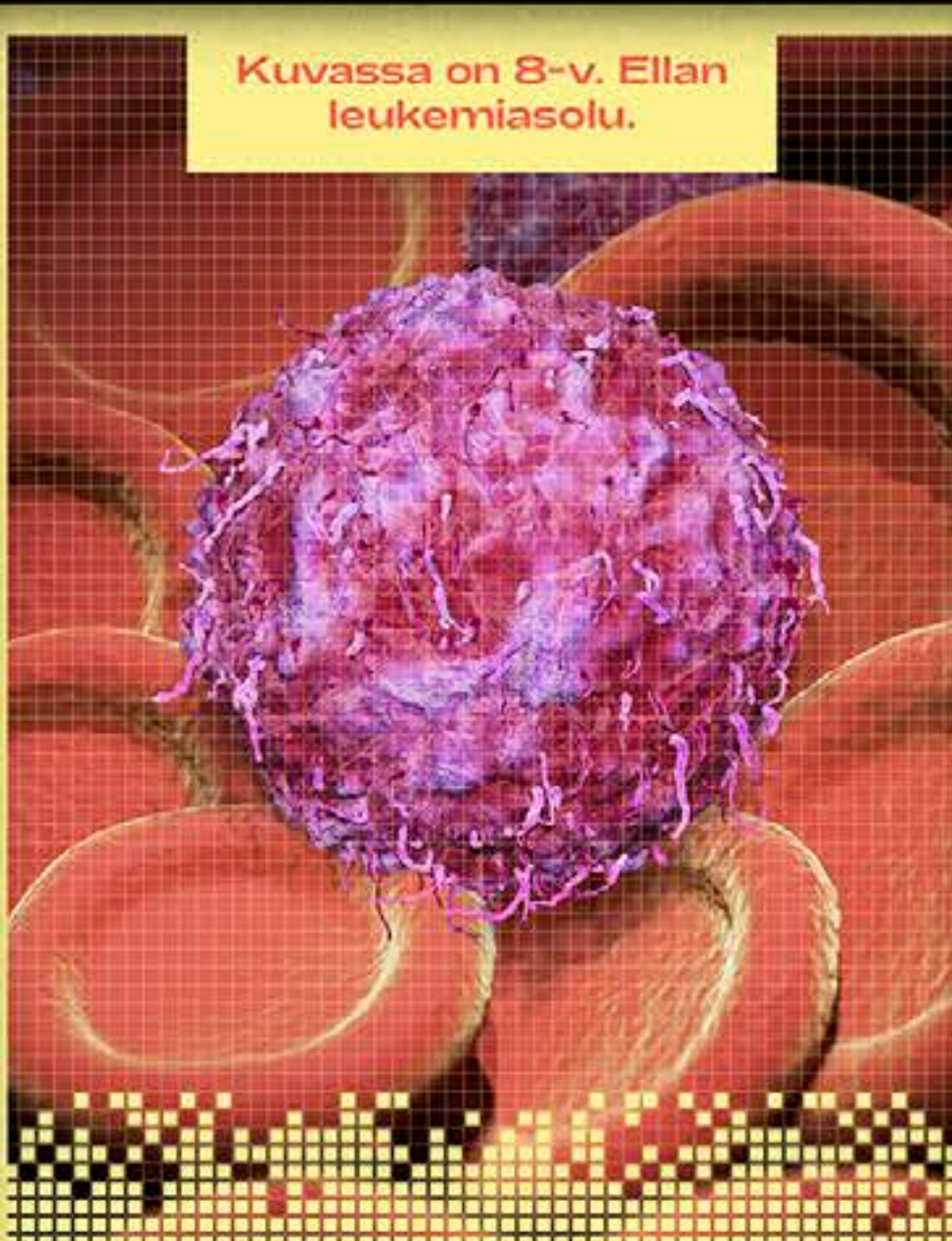
AAMU
10

AAMU 10 years.

LEVAISUUS

JCDecaux

Kuvassa on 8-v. Ellan
leukemiasolu.



**POISTA
TÄMÄ
MAINOS**

*Tämä mainos katoaa, kuten lasten syöpä, vain lahjoitus
kerrallaan – rahoittamalla lasten syöpien tutkimusta.
Lahjoita QR-koodilla tai poistatamainos.fi*

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Sääsi

Info

Thank you.

AAMU

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