

INFORMATION SHEET

WHAT IS TECH CONQUERS KIDS' CANCER

Tech Conquers Kids' Cancer (TCKC) is a global movement of tech professionals committed to raising funds for lifesaving childhood cancer research for the St. Baldrick's Foundation. St. Baldrick's is the largest non-government funder of childhood cancer research grants worldwide.

WHY KIDS NEED YOUR HELP

- Worldwide, more than 300,000 children are diagnosed with childhood cancer each year.
- Worldwide, a child is diagnosed with cancer every 2 minutes.
- In the U.S., one in five children diagnosed with cancer will not survive.
- Of the U.S. federal funding for cancer research, only 4 percent is solely dedicated to childhood cancers.
- More children are lost to cancer in the U.S. than any other disease — in fact, more than many other childhood diseases combined.
- Achievements through the years prove funding and determination can turn promising therapies, into lifesaving cures.

WHAT IS THE TECH COMMUNITY DOING

Visionaries, innovators and the world's best problem solvers are at the forefront to creating a better tomorrow for kids with cancer. They raise their voices, and dollars, through the TCKC movement – fundraising by shaving their heads, conducting fundraisers that align with the company's culture, or simply donating.

Dollars raised by TCKC helps fund research like the **Treehouse Childhood Cancer Initiative**.

What exactly is the Treehouse Initiative? It's smarter research using big data – defeating childhood cancer by harnessing and sharing pediatric cancer genomic information.

The Treehouse Initiative will perform a massive comparison of each child's cancer data and cross-reference it with more than 10,000 tumors from previous genomics projects. This huge comparison, known as pan-cancer analysis, uses data to reveal how genomic aberrations drive cancer. The Initiative makes analyzing a child's cancer data against both childhood and adult patient cohorts across all types of cancer possible.

It enables researchers to find hidden causes of cancer in individual patients, including targetable cancer drivers that may be missed if analyzed independently. This approach can suggest new accurate treatments for patients whose cancer has not responded to standard therapies.

The Treehouse Childhood Cancer Initiative's Importance

- Using genomic data and computational approaches can help identify targeted treatments that are less toxic and more effective.
- Cancers in kids are unique. The only way to create large patient cohorts for analysis is through sharing information across institutions.
- Analyzing across different tumor types helps identify tumors driven by the same molecular pathways. This could suggest repositioning adult medicines for a pediatric cancer patient.

St. Baldrick's currently funds the Treehouse Childhood Cancer initiative. This enables UC Santa Cruz to work with clinical partners that have agreed to share and jointly analyze data from pediatric patients enrolled in genomic medicine clinical trials, including Children's Hospital of Orange County; Stanford University, Pacific Pediatric NeuroOncology Consortium, the Pediatric Personalized Oncogenomics Program of British Columbia; and the Peds Mi-OncoSeq Program at the University of Michigan Cancer Center.

GET INVOLVED

Join the movement to cure childhood cancer. It all starts here:

StBaldricks.org/campaigns/TechConquersKidsCancer

Head-shaving not your thing? Contact us at corporate.partnerships@stbaldricks.org and we'll help you find the fundraiser that fits your company's culture!

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