

The Children's Cancer Center of Lebanon Launches its Campaign "Home Sweet Hope"



On Thursday December 3rd, 2015 the Children's Cancer Center of Lebanon (CCCL) launched for the second time its most awaited campaign "Home Sweet Hope". Home Sweet Hope II is a campaign that gives everyone equal chances to win their Dream Home. With only \$100 donation

to the CCCL, one can help the center in its mission in treating kids with cancer and get a ticket to enter the draw for a chance to win a house in Mar Takla, Hazmieh.

For all those interested Home Sweet Hope tickets are available in more than 900 OMT locations all over Lebanon as well as at the CCCL offices and any Virgin Ticketing box office in Lebanon, or via www.homesweethope.cccl.org.lb.

The campaign's duration is 6 months starting December 3rd, 2015 and the draw date is June 2nd, 2016.

Why Support the CCCL?

Since 2002, The Children's Cancer Center of Lebanon (CCCL), a regional center pioneering in the treatment of children with cancer, has treated, to date, over 1,100 children with cancer and offered around 4,000 consultations to patients from Lebanon and all over the region at no cost to their parents, without any form of discrimination and with complete dependency on donations.

Thanks to CCCL's international affiliation with St. Jude Children's Research Hospital in Memphis, Tennessee, U.S.A. and the rigorous research of the doctors and scientists at the American University of Beirut Medical Center (AUBMC), the CCCL is proud and glad to have an average cure rate of 80%.

The center admits patients, with a non-discriminatory admission policy, as young as few months old and keeps

on treating patients until they reach 18 years of age. The treatment at the CCCL usually lasts for 3 years, costing an average of 50,000 USD a year for each patient. Therefore, CCCL relies purely on donations; with a yearly budget of 15 million USD.

Medical breakthroughs are happening every day at St. Jude in Memphis: and we, at the CCCL have direct access to it with international benchmarking as well. This is why; the CCCL, as a Center of Excellence, has very high standards and quality of medical care; and we are a reference center for other pediatric cancer centers in Lebanon and centers of 22 East Mediterranean countries: Algeria, Armenia, Bahrain, Egypt, India, Iran, Iraq, Jordan, KSA, Kuwait, Lebanon, Libya, Morocco, Oman, Pakistan, Palestine, Sudan, Syria, Tunis, Turkey, UAE, and Yemen.

We admit patients as young as few months old and keep on treating patients until they reach 18 years of age. We have a non-discriminatory admission policy, where the patient is required to not have started treatment; and we accept all patients for diagnosis and support of their treatment. All patients referred to the CCCL are offered thorough diagnostic tests and admitted based on our admission



policy; and the patients we are unable to admit are referred to other hospitals.

What is Childhood Cancer?

Cancer is a result of changes in the body's cells that cause them to grow out of control, it appears in humans of all ages; however, cancers that occur in children below 18 years of age (childhood cancers) are largely different than those that occur in adults.

What about the Treatment?

Cancer treatment consists of at least one, but in most cases a combination, of the following:

- Chemotherapy
- Surgery, including special types of surgery such as Limb Salvage Surgery
- Radiotherapy
- Bone Marrow Transplantation

The duration of treatment at the CCCL in most cases ranges between 6 months and 3 years, depending on the cancer type. If not treated, cancer is fatal.

What are the most Common Types of Childhood Cancers and their Treatments?

1- Leukemia:

Leukemia is the most common childhood cancer, 41% of all cancers in children less than 15 years old. Its treatment

consists of chemotherapy for most patients and Stem Cell Transplant for some patients.

The average cure rate at the CCCL is 80%

2- Brain Tumors:

Brain Tumors are the 2nd most common childhood cancer, 20-25% of all cancer in children less than 15 years old. Its Treatment in most cases consists of a combination of chemotherapy, Surgery and Radiation therapy. The average cure rate at the CCCL ranges between 40 and 80% depending on tumor subtype and stage.

3- Lymphomas:

Lymphomas is the 3rd most common childhood cancer, 10-15% of all cancer in children less than 20 years old. The treatment consists of chemotherapy and radiation in some patients. The average cure rate at the CCCL is 90%

4- Bone Tumors

Childhood bone cancers are Osteosarcoma, most common and Ewing's sarcoma, 2nd most common. The treatment consists of chemotherapy and surgery for osteosarcoma, as for Ewing's sarcoma it consists of chemotherapy or Surgery.

The average cure rate at the CCCL is 50-70%

5- Soft Tissue Tumors

Childhood soft tissue cancers are heterogeneous in nature; their effective treatment requires multidisciplinary team and plan. Its treatment consists of a combination of chemotherapy, surgery, radiation therapy.

The average cure rate at the CCCL ranges between 40 and 70%; depending on tumor type and extent.



CCCL's Fundraising at the Core of the Operation

Being only dependent on donations, fundraising at the Children's Cancer Center of Lebanon (CCCL) is essential to continue saving kids' lives.

The CCCL has a variety of fundraising programs and projects all for the sole purpose of raising funds to treat our patients. Only 10% of funds raised go into further fundraising and enhancement of processes for constant development.

The CCCL has a variety of fundraising programs to raise the needed funds, so donors are encouraged to be part of CCCL support programs. For example, the Give Hope monthly donations program, the Marathon program for school students, etc...

The CCCL also organizes regular campaigns and events to fundraise and continue raising awareness about the cause. Donors are welcome at the center weekdays from 8:30am to 5pm, where we accept:

- Cash
- Checks payable to CCCL
- Card Transactions

- Donors can also send their donation to the CCCL offices, locally, by calling Aramex on 01/517012 for complimentary donation pickup and delivery.

- For cash only contributions, donors can donate at any OMT branch all over Lebanon. For more info on the nearest OMT location, please call OMT on 01 391 000.

- For bank transfers and deposits, CCCL has bank accounts in almost all Lebanese banks and donors can refer to this list by accessing our website or calling us.

The CCCL is also ISO 9001:2008 certified for its quality management system since 2008 which helps in keeping a constant strategically perspective of the whole operation. The more funds available, the more patients we can treat!

For more information about how you can help save a child, visit our website on www.cccl.org.lb Or call +961-1- 35 15 15 or +961-70-35 15 15 and socialize with us @CCCLLebanon



Protégez votre Santé



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