

# HANDS, VOICES AND HEARTS UNITED in support of children with cancer

*Little Fighter's Cancer Trust – a small organisation with the biggest of hearts – is truly the voice of childhood cancer awareness, providing hands-on support for patient and family.*

When hearing the words charity or welfare organisation, one involuntarily thinks less fortunate, dependence and often, loss of dignity ...

However, when it comes to the Little Fighters Cancer Trust (LFCT) one encounters exactly the opposite. For this support organisation, preserving the dignity and self-worth of the recipients of its services is paramount. Working from rented premises in Northern Paarl in the Boland, this small organisation [it has a full-time staff complement of three] operates nationwide and supports paediatric cancer patients and their families.

What differentiates LFCT is the individualised, non-blanket support it offers and the fact that it provides assistance for the most basic of needs not only those of the child with cancer, but also of the rest of the family that is affected by this illness. LFCT works closely with 19 paediatric oncology wards nationwide and has various ongoing projects such as:

- \* Hospital ward assistance – providing practical and targeted support to paediatric cancer patients and their bedside caregivers. Through this programme, LFCT reaches on average between 1 500–2 000 children with cancer each year.
- \* Individual childhood cancer affected families – supporting the family affected by the illness, LFCT maintains a 24/7 line of communication with the families. This is apart from the regular home visits to families.
- \* Places of safety – many places of safety where children with cancer live, receive bedding, clothing and nutritional support, etc. In addition, LFCT organises outings for cancer patients and their siblings as well as hosting Christmas and birthday parties for the patients.
- \* Promoting and advocating childhood cancer awareness.

Apart from these projects, LFCT also has various short- and medium-term projects that are implemented as and when the need arises, for example, fulfilling a patient's last wish.



Help in any form is greatly needed. Volunteering is much more than just monetary assistance, although LFCT is always in need of cash to finance its projects. It is also appreciative of volunteers who offer their products, services, skills, time, networks and constant marketing of the organisation.

Little Fighters Cancer Trust is indeed 'the voice of childhood cancer awareness and the hands of childhood cancer support'.

For more information on this amazing supportive organisation and to see how you can make a contribution to enable it to continue to do much-needed work, please visit the Little Fighters Cancer Trust website [www.littlefighters.org.za](http://www.littlefighters.org.za) or our website [www.atlanticseaboardviews.co.za](http://www.atlanticseaboardviews.co.za). You can also contact LFCT on 021 863 0249 during office hours. If you're in the Paarl area, pop into the offices at 15 Kasteel Street, where there is also a shop selling pre-loved items.

For the next 12 months, *Atlantic Seaboard Views* will be supporting Little Fighters Cancer Trust as much as possible as our 2018 CSI (Corporate Social Initiative). Please see page 47.



## Volunteers and financial assistance needed

LFCT is grossly underfunded and is hugely dependent on donations and the assistance of volunteers. The organisation is fortunate and grateful to have volunteers nationwide and partners/sponsors who assist them to keep its one and only promise: "To do whatever is within our means and ability to assist with."



# Living our values and mission

**Manifesting the spirit of its mission and ethos, Atlantic Seaboard Views has adopted the Little Fighters Cancer Trust as its CSI project.**

By Shaakirah Ismail.

As documented in our mission statement, one of the aims of *Atlantic Seaboard Views* (ASV) is to "... promote the various charity organisations doing such amazing work in our community. That is why we feature a charity of choice in each issue and offer them a two-page spread as well as a full-page advertisement (free of charge). This is not only our way of giving back, but also our attempt to acknowledge these unsung heroes for what they so selflessly do."

Having featured a variety of charity organisations since our launch in September 2016, we have identified the Little Fighters Cancer Trust (LFCT) as the charity we will be supporting for 2018. [see the Spring '17 issue of *Atlantic Seaboard Views* for more on the organisation]

Although ASV will continue to feature a different charity of choice in every issue as per our mission statement, LFCT will get unlimited additional publicity for the year whenever needed – either to promote specific events or for awareness campaigns they wish to launch. According to our editor, Gilmore Smith, there are very specific reasons why we chose LFCT as our CSI project for 2018. He says, "We've looked at all the charities we've featured since the first issue of the magazine came out last year and chose LFCT not only for the amazing work they do, but also the fact that they are a very small organisation, yet they operate nationally and truly support the communities they're serving



Atlantic Seaboard Views publisher and editor Gilmore Smith explains why the magazine elected to support LFCT as its 2018 CSI project.

in the most practical manner possible, doing those little things that people tend to overlook when reaching out a helping hand. For example, they not



Billi du Preez from LFCT thanks the magazine and its supporters for their generous donation.

only help the paediatric cancer patient, but also support the patient's entire family because they know that the illness, as well as the treatment, affects the whole family." Being the chosen CSI for 2018 means that ASV will not only be offering free publicity and advertising space to LFCT, or run awareness campaigns for them, but will also actively initiate fundraising events and/or collections, of which 100% of the income will go to LFCT. These events will take place throughout the year and might either be linked to other events being planned or be collaborations with friends of the magazine.

The official launch of the CSI project took place on Sunday, 05 November at the Silence is Accurate (SIA) Art

Gallery in Woodstock. The launch itself was also a fundraising event attended by local celebrity Lauren Joseph from an Afrikaans soapie. Beautiful art was on display and canapes and mocktails were served. The food was fully sponsored by Bon Appetit Caterers and Co-ordinators (links to their social media platforms can be found on our website). Tickets to this event were sold at R143 per person and 100% of the income generated from the ticket sales was handed over to LFCT.

Several other events have been planned following the launch, the first being a visit to the paediatric cancer ward of Tygerberg Hospital where the staff of ASV will treat the patients to a sweetie bag (thanks to Candified Events), and a 'princess' makeover by make-up artist, Farzanah Sibball. We are also hoping to collaborate with a few companies/sponsors to create memorable events for the LFCT children as well as the trust's custodians. So, if you are a business proprietor and would like to join our initiative, please feel free to contact us.

We will continue to keep you, our valued readers, informed about initiatives and/or charity drives that we will be hosting over the next 12 months. We hope to receive your moral and financial support in helping us to make the lives of these little fighters more comfortable. It is the least we can do in support of such a phenomenal and worthwhile cause.

**" Being the chosen CSI for 2018 means that ASV will not only be offering free publicity and advertising space to LFCT, or run awareness campaigns for them, but will also actively initiate fundraising events and/or collections, of which 100% of the income will go to LFCT. "**