

Curing our most vulnerable patients

Our vision is for young patients to not only survive their cancers, but to thrive in their lives after treatment.

Blood cancers account for more than 35 percent of all childhood cancers; leukemia and lymphoma are the first and third most common, respectively. While many children survive, today's treatments are antiquated and harsh. Most pediatric blood cancers are treated with stem cell transplantation and chemotherapies developed in the 1950s and 1960s. The long-term effects of current therapies can include severe and lifelong physical and cognitive impairments, as well as secondary cancers and diseases.

Progress in improving treatment for children has been hindered by insufficient knowledge about pediatric blood cancers, which are biologically different from adult cancers. There is also a lack of incentive for pharmaceutical companies to dedicate resources to drug development for such a small patient population.

At The Leukemia & Lymphoma Society (LLS), we seek to break the deadlock and usher in a new era of pediatric drug development, research, and patient support.

Leveraging LLS's role in the oncology community as a patient-centered convener, we are pioneering an unprecedented collaborative approach to fundamentally change the way pediatric blood cancers are treated: The LLS Children's Initiative, a \$50M multi-year endeavor.

Donor support is critical. Together we will transform treatment for children with cancer. We will bring new hope—and new cures—to children and their families.



Austin survived leukemia thanks to research pioneered with LLS leadership.



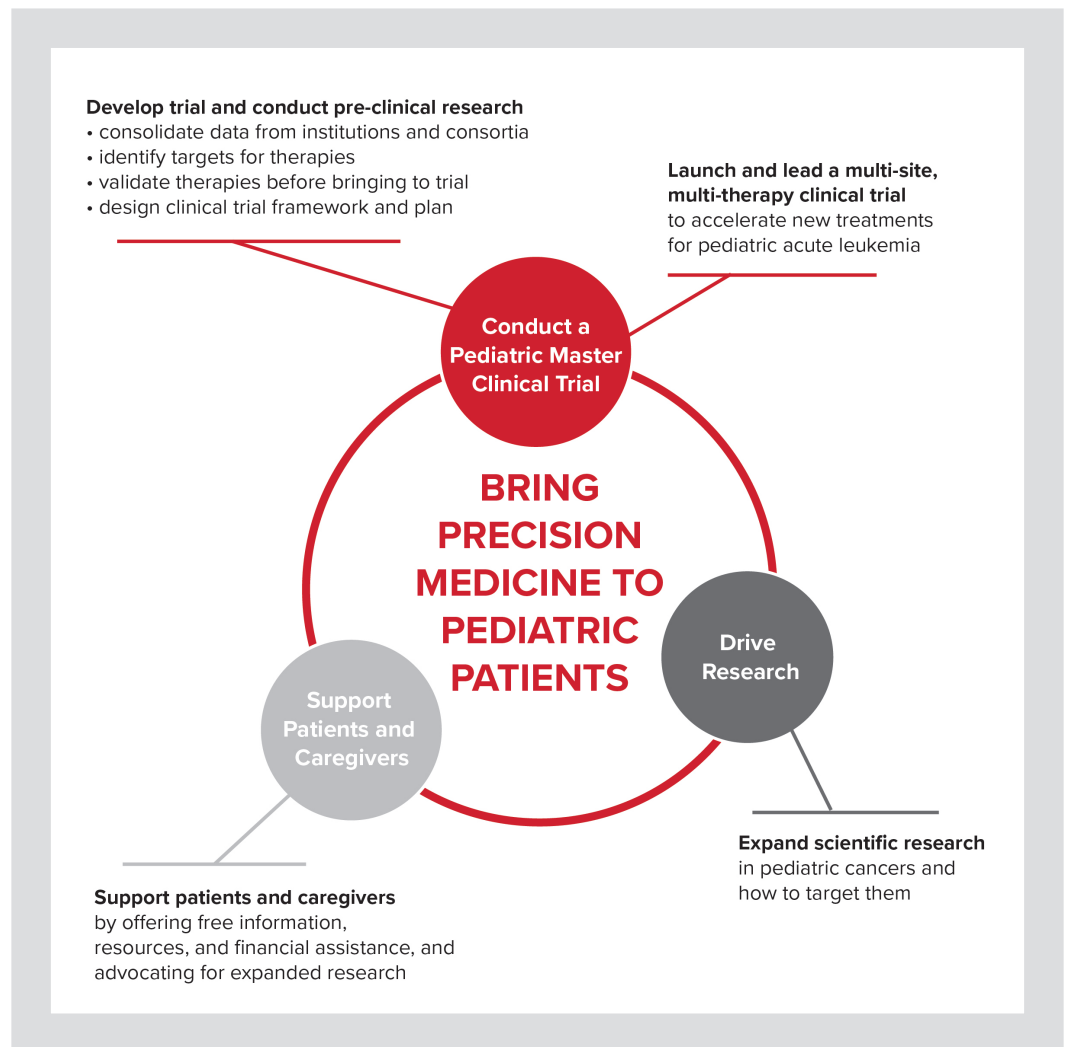
The LLS Children's Initiative

At LLS, we are reimagining childhood cancer care to bring the precision medicine revolution to pediatric patients, and offer children and young adults treatments that are personalized to them and their cancer. Our model leverages LLS's unique role as a trusted, patient-centered expert to forge partnerships among diverse stakeholders.

To realize this goal, LLS is increasing our investment in leading-edge research in pediatric blood cancers, and providing more support to patients and caregivers. We have also launched PedAL (Pediatric Acute Leukemia), a groundbreaking pediatric master clinical trial which focuses first on pediatric acute myeloid leukemia and will provide a clinical research template for the study of other pediatric cancers.

Our bold plan was designed by LLS leadership in consultation with: the U.S. Food & Drug Administration (FDA), National Cancer Institute (NCI), pediatric scientists and physicians, medical and research centers, advocacy groups, business leaders, pharmaceutical and technology companies, philanthropists, patients and parents.

The LLS Children's Initiative represents the industry's most creative thinking and hinges on one ingredient: unprecedented collaboration led by LLS and our philanthropic partners.



**BEATING
CANCER
IS IN
OUR BLOOD.**

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The mission of The Leukemia & Lymphoma Society (LLS) is to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. Find out more at www.LLS.org.