

# MCCP Newsletter – Summer 2016

## Star Supporters

### Winslow Man Raises More Than Half a Million Dollars for MCCP!

On July 6, 2016, one of Maine Children's Cancer Program's most passionate supporters reached an incredible milestone in his quest to help children fighting cancer. H. Sylvio Normandeau, who lives in Winslow, Maine has spent the last 25 years raising money for the Maine Children's Cancer Program, with an ultimate goal of raising half a million dollars in support of MCCP. With a lot of perseverance and some help from caring friends and family, Sylvio's dream has become a reality!



Sylvio's incredible determination stems from a promise he made to his late wife, Julia, who lost her battle with cancer in the early 1990's. While she was receiving treatment in the hospital, Julia encountered a young child who was receiving treatments for cancer as well; at that moment, she made Sylvio promise that after her passing, he would help the kids of Maine that are diagnosed with cancer.

From that point on, Sylvio has devoted much of his time and efforts to raising money for the Maine Children's Cancer Program, to help children battling cancer. In the process, he has become a local legend. He raised most of the money by selling hot dogs for a donation in the parking lots of local businesses, including Sam's Club: in exchange for a donation made to MCCP, Sylvio would "give you a smile, a treat, and a thank you." He also raised money by collecting spare change in canisters at local businesses, and he helped organize the MCCP WALK in Waterville for many years.

Even as Sylvio's health and age started to slow him down, his determination to hit his goal never wavered. With assistance from his family, he continued to collect change from his canisters and sent letters to neighbors and local businesses, asking for their support. Over the past several years, Sylvio's quest received a huge boost from the staff of the New Dimensions Federal Credit Union, who adopted his cause. Through a series of fundraising events and several other successful campaigns, New Dimensions helped bring his fundraising total closer and closer to the \$500,000.00 mark...

On Wednesday, July 6<sup>th</sup>, the credit union revealed to Sylvio that this year's "Cruisin' for a Cure" car show raised over \$22,000 (including a helpful \$10,000 boost from the Credit Union CO-OP Miracle Match); this amount, along with several other donations, pushed Sylvio's total funds raised to date past the \$500,000 mark!

Sylvio's mantra of "no donation is too small or too big" has proved successful, and his perseverance is inspirational – he is a true champion for children fighting cancer in Maine and beyond.

## Recent Events: 17th Annual Edward Rogers Golf Tournament

### **7 Siblings, 27 Grandchildren, 17 Years, and almost \$450,000 Raised for MCCP in Memory of a Man Who "Everyone Was Important To"**

Sitting across from Chris Rogers, former MCCP Board member and one of the 7 sibling committee that has hosted the Edward Rogers Memorial Golf Tournament to benefit MCCP for 17 years in a row now, you can tell that his passion and commitment to the cause is deeply rooted. Even more apparent is where he gets it from: his father, Ed Rogers, whom the tournament is in honor of. Ed, a local attorney and family man, "whom everyone was important to" was diagnosed with colon cancer in the late 1990's. While he continued to fight a hard battle, there was an afternoon being wheeled into treatment by his wife when he commented how he couldn't take it anymore. As he was saying this, the couple passed by the Maine Children's Cancer Program clinic where he peered in and saw children fighting the same battle, having lived far less of a life than he had.

That moment stuck with Ed, his wife, and their children.

When Ed passed away from colon cancer in 2000, the 7 Rogers siblings knew they had to do something in his memory. The answer came pretty easily as they all put their heads together. A few of the Rogers siblings had been on boards and already knew how to plan charity golf tournaments. The Rogers family had grown up going to Crystal Lake in Poland with fond memories of using their father as a human floating jungle gym, so the Poland Springs Golf Course was a special place to honor him. Finally, choosing the benefactor was the easiest part; between Ed's moments passing by the MCCP Clinic that one afternoon, Chris having served on the Board of Directors for 19 years, and his brother Matt for 6 years and counting, it naturally had to be MCCP.

Over the years, the event has brought in anywhere from \$10,000 to \$45,000 annually, totaling around \$450,000 to date. The amount of participants has varied, as well, from 18 foursomes to 54, with some years having multiple flights and having to send some golfers to a neighboring golf course! Although such things have shifted along the spectrum throughout the last 17 years, there are those that remain the same: family, including many of the 27 Rogers grandchildren, and friends make their way every third Wednesday of June each year up to Poland Spring to celebrate and honor the life of a generous family man who, as Chris would say, "would look down on the tournament and everyone and say 'wow, this is pretty cool!'"

## Upcoming Events: MCCP WALK & MCCP Maine Marathon Team

### **MCCP WALK**

Please join us for the 2016 annual Maine Children's Cancer Program (MCCP) WALK – we are determined to make it the best one yet! This year's MCCP WALK will be on September 17<sup>th</sup>, 2016 in five locations across the state of Maine, including:

- Brunswick
- Portland
- Rockland
- Rumford
- Waterville



Thousands of people will participate statewide as we walk in solidarity to show support and raise funds and awareness for local kids battling cancer and blood disorders. Each dollar raised stays here in Maine and goes towards providing children with access to the best cancer treatments available, to participate in clinical research that is improving survival rates and moving closer to a cure, and to support the entire family through their journey with childhood cancer.

We look forward to walking with you as we support the Maine Children's Cancer Program's mission of keeping cancer from getting in the way of kids being kids. On behalf of everyone affected by childhood cancer, thank you!

### **MCCP Maine Marathon Team**

The 2016 Maine Marathon is just under 12 weeks away – for many there is still time to train for the RELAY, HALF, or FULL MARATHON! We are looking for runners and walkers to join our team -- all ages and speeds welcome. Our team raises funds and awareness for the Maine Children's Cancer Program, which provides treatment and support to children battling cancer and blood disorders in Maine, and helps conduct research critical to improving outcomes and finding a cure. Help us make our 2016 MCCP team a success!

Registration and details can be found via this link [www.mccpmarathon.com](http://www.mccpmarathon.com)

Please help us spread the word by telling all of your friends, family, colleagues and neighbors about our team!

Contact Philanthropy Coordinator, Elise Moloney, at [emoloney@mmc.org](mailto:emoloney@mmc.org) with any questions.

## Meet Our Patients

### Hailey Meet Tom, Tom Meet Hailey, Everyone Meet Hailey and Tom!

“Maine Children’s Cancer Program (MCCP) saved my daughter’s life and I can’t imagine having any other oncology team for my Hailey,” shared Tabaita, Hailey’s mother. “MCCP has been amazing to us, we love everyone, and we truly love the care Hailey has had and continues to receive.” Hailey, age 9, an aspiring zookeeper and well-known jokester among the halls of MCCP and The Barbara Bush Children’s Hospital (BBCH), was first diagnosed with Leukemia in October 2012. After initially beating it and no longer needing regular treatment, in October 2015 the Steward family learned that the cancer was back and that Hailey was experiencing a relapse. Since then, Hailey has been back at MCCP and BBCH receiving care to fight it off once again. Hailey’s older brother, Jared, has watched from Hailey’s side as she has fought her battle and is now determined to be a scientist and find a cure for cancer!



While the last few years have been full of some dark and trying times for Hailey and her family, a bright spot among it all was when her idol, Tom Brady, sent her a video message inviting her to come visit him – the number one item on her Christmas list! Hailey was able to make it down to Foxboro where she met Tom Brady and members of the New England Patriots and got to spend time with him before wishing him good luck in their game the next day!

Hailey’s spirit is infectious and the way she embraces everyone at MCCP and BBCH makes her a patient that never fails to put a smile on anyone’s face, no matter the day. The fact that she is able to maintain this positive attitude based on what she is up against is a true testament to Hailey being a hero admired by all!

## Sponsor News

### **Anthem's Heroes at Hadlock Batting a Thousand!**

Anthem's Heroes at Hadlock (AHH) is 6-0 for standing ovations and batting a thousand for raising awareness for the Maine Children's Cancer Program (MCCP) and local kids battling cancer and blood disorders who are undeniably heroes right here in our state. The idea for the program came from Anthem's Regional Vice President, John Cooper, and



Anthem's Community/Producer Relations Consultant and MCCP Board Member, Marlise Montgomery, before the 2015 season. Cooper had been a part of a similar program through Anthem where he was last in Ohio and felt the partnership between the Portland Sea Dogs and Maine Children's Cancer Program would be perfect to launch the promo in Maine.

Cooper was right! Since it started in June 2015, AHH has featured 6 former and current MCCP patients, highlighting their battles fighting various cancers and celebrating their heroism. As mother, Nancy Gifford, of MCCP patient and Hero at Hadlock honoree shares, "When a child faces cancer, this seems like a life sentence. But, one must always find the silver linings. Our experience with Anthem's Heroes at Hadlock was exactly that! Not only did it come at the perfect time, it was an epic event! My son, Gabe, had been fighting for 3 years and was nearing the end of his battle and his story ended on a good note. Anthem's Heroes at Hadlock celebrated a boy who needed celebrating! It was the silver lining to a long, arduous, difficult battle! Thank you to everyone who helped make that night incredibly special!"

For each AHH event, an MCCP patient is recognized and celebrated for their bravery by having their moving stories read over the loud speaker, running the bases while high fiving the Sea Dogs and their opponents, and enjoying the game with friends and family in a skybox, free to enjoy as many Sea Dog Biscuits as they can eat!

Upcoming AHH honorees for the rest of the season include Hailey Steward on Sunday, July 24<sup>th</sup> and Nate Gallant on Sunday, August 7<sup>th</sup>. For more information and photos, follow us on Facebook!