

The NAF-KiKa 2009 ING New York City Marathon Fundraiser

Did you know that the survival of children with cancer has increased substantially (to 75%) over the last decade? As remarkable as this survival rate is, it means that 25% of children do not survive. Though less common than cancer in adults, pediatric cancer receives a disproportionately small amount—only five percent—of all public and private cancer research funds raised.

The 2009 ING New York City Marathon created an unexpected opportunity to help improve these ratios. In an effort to help fight childhood cancer, the Netherland-America Foundation and KiKa, the Dutch Foundation for Children Cancer-free (kika.nl) teamed up with Dutch and American runners in the ING New York City Marathon (nycmarathon.org). Runners invited colleagues, friends and families to sponsor them on the 42.195 kilometer (26 mile) run. Achieving results well beyond the organizers' expectations, the runners not only finished the race, but also raised over \$60,000 in the three weeks leading up to the marathon! These sponsorship dollars are being used, in part, to fund The KiKa 2009 ING New York City Marathon Fundraiser Fellowships for Childhood Cancer Research. The fellowships are being offered via the Foundation as NAF-Fulbright Fellowships and will provide one American and one Dutch scientist the opportunity to conduct research into childhood cancer in the Netherlands and the U.S., respectively. In the Netherlands, research will take place at one of the special oncology centers for children: Emma Kinderziekenhuis AMC, Amsterdam; UMC Groningen Koningin Beatrix Kinderkliniek, Groningen; Willem-Alexander Kinder-en Jeugdcentrum, Leiden; UMC St. Radboud Kinderziekenhuis,



Runners in the 2009 ING New York City Marathon
(photo credit: Richard Koek)



Bas NieuweWeme with son Thije
(photo credit: New York Times)



Gaius Voûte
(photo credit: Richard Koek)

Nijmegen; Erasmus MC, Sophia Kinderziekenhuis, Rotterdam; VU Medisch Centrum, Amsterdam; Wilhelmina Kinderziekenhuis, Utrecht. In the U.S., research will be conducted at one of the partnering organizations of the above-mentioned centers. The grant is meant for students who attend medical school, and who will graduate shortly; graduate students doing oncology research; students in other fields of study who conduct (or want to conduct) research directly related to childhood cancer.

The idea for this project was born—as many good ideas are—over drinks—by Gaius Voûte and Bas NieuweWeme, NAF members and fellow running enthusiasts. Bas is Senior Vice President and Head of Institutional Sales at ING Investment Management Americas, while Gaius is now retired from Miller/Grolsch. Gaius' father, the late Professor dr. Tom Voûte, was the Netherlands' best-known pediatric oncologist, first Chairman of KiKa, and involved with the charity from its earliest beginnings. As part of the Henry Hudson 400 celebrations, the City of New York had donated 400 entry tickets to the Netherlands Consulate. Knowing this, it didn't take long for Gaius and Bas to put two and two together and come up with \$60,000! They proposed to the Consul General in New York, Gajus Scheltema, that the Dutch runners in

the marathon raise money by engaging family members and friends as sponsors. The campaign was advertised via the Dutch Ministry of Foreign Affairs, the City of Amsterdam, on the NY400 special website and by the Netherland-America Foundation. And the rest is history. Bas and Gaius are very excited about the support they got from all the runners on such a short notice. Given the great success of this project, they are planning to make fundraising for the NAF-KiKa ING New York City Marathon Fellowships an annual event and hope to develop opportunities in other U.S. cities where marathons are held, such as Boston or San Francisco.

For more information about KiKa, please visit: KiKa.nl
To view images of the 2009 ING New York City Marathon, please visit: nycmarathon.org