



PRESS RELEASE

HIP AND GFAOP ANNOUNCE THE LAUNCH OF THE

2023 POWER TO THE CHILDREN CAMPAIGN

TO RAISE FUNDS FOR CHILDHOOD CANCER MEDICINE IN BURKINA FASO

July 29, 2023 - Bridgewater, N.J. U.S.A. / Paris, France / Ouagadougou, Burkina Faso
Health Impact Partnership, Inc. ("HIP") a U.S. non-profit organization and **Groupe Franco-Africain d'Oncologie Pédiatrique ("GFAOP")**, a non-profit organization are pleased to announce the launch of the 2023 Power to the Children Campaign to raise funds and supply pediatric cancer medicines to Burkina Faso's two childhood cancer centers, the **University Hospital Centers Yalgado Ouédraogo and Charles de Gaulle** (the "**Hospitals**") located in the capital city of Ouagadougou (the "**Campaign**").

The Challenge:

- **In Burkina Faso, only 20% of children** with the five most prevalent curable childhood cancer¹ **will survive**, compared to 80% in high income countries.
- **Limited access to drugs is one of the main cause of treatment failure** for children with cancer.
- Over 40% of the population lives below the poverty line and high rates of inflation. **Many families are unable to afford life-saving cancer medicines** even for treatable forms of cancer.

The Campaign Objective:

- **Raise charitable donations of at least \$50,000.00 through December 31, 2023.**
- **Supply cancer medicine sufficient to treat all children who are unable to afford medicine at the Hospitals for five forms of treatable pediatric cancer diseases.**
- **Improve the survival rate of children with treatable forms of cancer.**

¹Acute lymphoblastic leukemia, Hodgkin's Lymphoma, Burkitt's Lymphoma, Retinoblastoma and Nephroblastoma

To donate and learn more about the Campaign:

<https://2023-power-to-the-children.raisely.com/>

Dr. Chantal Bouda, Head of Oncology Pediatric Unit , at Centre Hospitalier Universitaire Yalgado Ouédraogo and member of GFAOP network welcomed the launch of the new Campaign: "Cancer medicine is essential for increasing survival rates of children with treatable forms of cancer . Yet high levels of poverty mean that cancer medicines remain out of reach for most families of children with cancer in Burkina Faso. We therefore thank HIP and its donors for their continued support with the launch the 2023 Power to the Children Campaign announced today. The funds raised will give our young patients a chance of surviving cancer and the possibility of a brighter future."

Hal Glasser, President, HIP, commented that "The need for medicine for children with cancer has never been greater. By extending our collaboration with GFAOP and the Yalgado and CDG Hospitals, HIP and our donors have an opportunity to have a direct impact on the lives of children with treatable forms of cancer."

Pr Laila Hessissen; Chair of GFAOP, "GFAOP is pleased to announce the extension of its collaboration with HIP and the launch of the Power to the Children campaign for 2023. The medicines supplied will help more children survive their cancers in Burkina Faso. The Campaign comes at a critical time as the WHO, GFAOP and others continue their efforts to promote sustainable solutions for cancer pediatric in Francophone African countries including providing affordable and quality medicine to the oncology units member of our network.

About HIP: *Health Impact Partnership, Inc.* is a 501(c)(3) non-profit organization based in New Jersey, U.S.A. HIP's mission is to accelerate sustainable improvements in healthcare access in low-income countries and in underfunded healthcare sectors through innovative approaches to philanthropic funding and cross-sector partnering.

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About GFAOP: the *Groupe Franco-Africain d'Oncologie Pédiatrique (GFAOP)* is a non-for-profit organization set up in 2000 to reinforce paediatric oncology units in the paediatric departments of hospitals in African French-speaking countries. GFAOP focuses its activities on the five most common and curable tumours. The main activities implemented by GFAOP are based on 5 pillars: training of healthcare workers; treatment guidelines & evaluation, support of African units; local capacities strengthening, and advocacy. Over 13,000 children have been treated by 24 African teams in 18 countries, through a network of 280 members.

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