

Take action for the Princess Máxima Center

Every year, 600 children are diagnosed with cancer in the Netherlands. Sadly, one in four of them still dies of the disease. The Princess Máxima Center's mission is to cure every child with cancer, with an optimal quality of life. Your support is crucial in advancing research, enhancing treatment, and providing essential facilities for children with cancer and their families. If you'd like to take action, you can **come up with a fundraising activity and get sponsored to support the Máxima's mission.** Together, we can significantly impact the lives of children with cancer.

How does it work?

Go to the [Google team page](#) and choose how you'd like to contribute:

- Option 1: [Donate on the team page](#)
- Option 2: [Become a team member](#) and create your own action to raise funds for the Máxima

With your dedicated action page, you can gather donations from friends, colleagues, family, and others, enabling them to contribute directly to the Princess Máxima Center Foundation via the donation button.

Once the action is created, it gets its own QR code that can be shared via different platforms. The funds you raise are displayed on your individual action page and **collectively tally up on the team page!**

All donations will be given to the LATER program

Approximately 16,000 people in the Netherlands were treated for cancer as children. Around 500 survivors are added every year. Unfortunately, in many cases healing comes with a price, as long-term consequences of cancer and/or treatment may arise. 75% of survivors are faced with at least one physical or mental long-term consequence.

All childhood cancer survivors are seen at the LATER clinic. This clinic mainly focuses on the long-term impact on the survivor's life and health.

An integrated approach is used to monitor and support survivors as best as possible on a psychological, social and (para)medical level. Research is also being conducted into these long-term health effects within the LATER program.

How can we reduce complaints and possibly prevent them in the future, for example by adjusting current treatment? **Everything is focused on one goal; cure all children with cancer, with optimal quality of life. Now and in the future.**



Action logo

We have an action logo that you can use to support your action. A download [can be found here](#). The manual for applying the action logo [can be found here](#).

Some inspiration for fundraising activities:

- Take action as a company with multiple teams of colleagues; for example, by organizing a soccer or padel tournament.
- Run or bike from office to office and get sponsored per kilometer.
- A group of colleagues could run the Dam to Dam run for the Máxima.
- 'Cycle to work' day/week/month and donate your mileage allowance.
- Of course, you can also take action in other ways, such as donating per product sold.