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2013

## Strategic Project/ CanTeen Ireland

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## Executive Summary

CanTeen Ireland is an organisation set up to support, empower and develop young people who have or have had cancer between the ages of 12 and 25. Set up in May 1990, the nationwide support group provides members with a place where they can simply be young people, away from the day to day pressures that come with living with cancer in the hospital or at home. Having no dedicated wards in Irish hospitals for teenagers with cancer, CanTeen is an important resource for the country and steps up where the HSE falls down. CanTeen does not rely on the government for funding, but on the fundraising initiatives of individuals and businesses. In the throws of an economic recession CanTeen will have to look to other methods of funding if it wants to survive and prosper. This programme outlines public relations activities from the 1<sup>st</sup> of May 2012 to the 30<sup>th</sup> of April 2013 that will aim to increase awareness of the organisation and increase its levels of funding. Activities that make up the integrated campaign include a logo revamp, the acquisition of a corporate partner, celebrity endorsement, website improvement among others. It is hoped that an increase in funding will also allow for CanTeen to employ a part time administrative assistant to alleviate the heavy workload on sole coordinator Evelyn.

## Organisation Background

“I suppose it all started for me around Christmas 2006, when I began to feel far more tired than a 16-year-old lad should be. I remember thinking I must be just run down and eventually my energy will pick up. However, one morning in early January, I woke up and felt a huge bump just below one of my glands. When I showed my Mam she was shocked and said I must have contracted mumps. By the time I went to my doctor, I had freshly developed spots all over my face. However, my GP said it was just a minor issue and to take some tablets for a week and the lump and the spots should die down, which they did. A few weeks later though, I began to feel a tightness around my glands again and feel some weakness. When I went to see my doctor again, he realised it was something serious. So Mam and I went to Naas Hospital, where I was immediately taken to St. James’ Hospital. That night I struggled to breathe and fainted when having an x-ray. After some blood tests, the hospital’s fears were confirmed. I had a type of leukaemia called Biphenotypic Acute Leukaemia – a rare type that combines acute myeloid and acute lymphoblastic leukaemia. To hear news like that at 16, when your life is only beginning, was devastating.”

This is part of the story of Howie, a member of CanTeen Ireland, who documented his struggle with cancer in ‘Bad times Good times, Teenage Cancer, Our story’. It is young people like Howie that CanTeen was set up for. CanTeen provides members with a place where they can simply be young people, away from the day to day pressures that come with living with cancer in the hospital or at home.

Having no dedicated unit for teenagers with cancer meant that they had to be treated in either the children’s ward or the adult’s ward. Realising this, a group of social workers gathered from Dublin Hospitals and arranged a meeting to discuss the matter. In May 1990 they met in the Irish Cancer Society. Having such a large turnout they decided that this initiative should be continued. The support group was first named ‘Kids like Me’ and then in 1993, when the teenagers were getting older they decided it was time for a more mature and appropriate name change. A cancer survivor named Michael Carr-Greg had set up a similar project on a larger scale in Australia. This support group was called ‘CanTeen’ and organisers of ‘Kids like Me’ met with Carr-

Greg to ask would it be possible to adopt the name. It was agreed and 'CanTeen Ireland' became the official nation wide support group for teenagers with cancer.

Eveyn Griffith currently heads CanTeen. Evelyn qualified as a Nurse in 1997 and worked in Oncology. Evelyn has been working for CanTeen Ireland for 7 years now as the Group Coordinator. She answers to the Steering Committee that consists of 10 CanTeen Members and 4 Volunteer Leaders. Canteen have weekend's away, day support meetings and produce a biannual newsletter, as well as age appropriate information about cancer. Evelyn's role is to organise all of the activities, participate on weekends away, keep accounts and organise some fundraising activities. CanTeen also has a Winter Ball that Eveyln organises along with some of the volunteers.

CanTeen Ireland is affiliated with the Irish Cancer Society and Catholic Youth Care. Catholic Youth Care undertakes such activities as public liability insurance and child protection training. CanTeen Ireland's offices are in the Carmichael Centre North Brunswick Street, Dublin 7. CanTeen does not receive government funding, only the occasional grant towards events such as the annual winter ball. CanTeen relies on fundraising initiatives from volunteers and businesses.

CanTeen's public relations efforts to date have been centered on publicity received from the annual ball and from the publication of personal stories of its members in the book 'Bad Time, Good Times. Teenage Cancer: Our Story', the follow up celebrating 21 years and the DVD 'CanTeen – The Big C ain't gonna stop me!'. A CanTeen volunteer, Emma Kelly, owner of Dublin based public relations firm Elevate PR, helped out with publicizing the first winter ball and one of her employees Clare Feely stayed on with CanTeen in a volunteer capacity. Clare writes up press releases on behalf on Evelyn and CanTeen and passes on any media opportunities that arise.

### Organisation's goal

The mission of CanTeen Ireland is to support, empower and develop young people who have or have had cancer between the ages of 12 and 25.

## Publics

1. The first public that CanTeen communicates with would be teenagers. This would take into account teenagers with cancer, educating them on the disease and informing them of the work done in CanTeen. Teenagers who are not affected with cancer would also have to be communicated with so as they know how to behave around a friend or sibling who is suffering with the disease. Eveyln, group coordinator, says that it's hard for friends to relate to teenagers with cancer because they are not aware of the physical toll that cancer has on a person.
2. The second public that CanTeen would like to reach out to is parents. Parents need to be informed about cancer in teenagers and the telltale signs of the disease. One major problem is that fact that cancer in teenagers is often overlooked, putting it down to tiredness or growing pains. Cancer in teenagers is often aggressive so early diagnosis is vital. Parents of teenagers with cancer should also be educated on the good work that CanTeen does.
3. The third public that CanTeen would like to reach out to is the general public. The reason for communicating with the general public and making them aware of the good work that CanTeen do is for fundraising. Currently CanTeen depends on fundraising done by businesses and individuals.
4. The fourth public that CanTeen would like to communicate with is businesses. Currently CanTeen does not have a sole corporate partner that would give donations on an on going basis. Communication with businesses would need to be carried out in order to set an appropriate partnership in place.
5. The fifth and final public that CanTeen want to communicate with would be the medical community to educate them about being more proactive in detecting cancer in teens.

### Issues

1. The first issue that is facing CanTeen Ireland is funding. CanTeen is not immune to the economic crisis that has gripped Ireland and has experienced a fall in funding in the last number of years.
2. The second issue that is facing CanTeen is the lack of channels for incoming finance. Although they have worked collaboratively with business in Ireland, they have not secured a long-term financial partner that will provide the organisation with a better level of security in terms of funds.
3. The third issue that is facing CanTeen is of awareness. CanTeen wants to get its message across to potential future members of the organisation, but it also needs to spread the word about the signs and dangers of teenage cancer to parents and to members of the medical community.
4. The second issue or challenge that is facing CanTeen and one that may affect the organisation over the coming year would be the fact that there is a large workload on CanTeen coordinator Evelyn Griffith. There is a lot of pressure on Evelyn, especially around the time of the Winter Ball. In order for Evelyn to find the time to implement a new PR and communications strategy an admin assistant will have to be employed to share the workload.

### Goals and Objectives

1. To improve the overall public awareness of CanTeen, especially in schools and colleges.
2. To mobilise CanTeen members and their families to publicise the new CanTeen book and/or DVD using personal stories.
3. To secure a long-term corporate partner that will provide financial commitments to CanTeen.
4. To acquire a CanTeen ambassador, preferably in the form of an Irish celebrity.
5. To secure CanTeen in a position of financial stability so that the organisation can employ someone on an ongoing basis to complete administration duties.

## Proposals

### Strategy:

With these objectives in mind the strategy behind this public relations programme will be to use a combination of personal stories of CanTeen members, corporate partnership, celebrity endorsement, social media and brand identity. These activities will drive awareness and put CanTeen in a more stable financial position.

### Research:

Before any tactics will be implemented research will be carried out. A small scale survey will be conducted with a cross section of GPs to discover their thoughts and feelings on teenage cancer. The aim of this survey will be to discover how proactive GPs are in diagnosing teenage cancer, are they looking out for the signs and how quick they act when they do suspect the disease is present.

The second section of research will be carried out on a cross section of secondary schools and colleges around the country. The aim of this survey will be to discover things: The feelings that teenagers and young people have about cancer and friends with cancer and the level of awareness that they have about the signs of cancer.

### Tactics:

#### The revamp of the CanTeen logo

Is it evident from the Canteen.ie website that the organisation does not have a logo. A logo represents an organisation, defines its identity and is an integral part of an organisation's brand strategy. A logo can help give an organisation an established and professional feel. People find it easier to recall images rather than text "a picture paints a thousand words". With the increased use of the Internet and social media, a visual representation of CanTeen is vital. CanTeen's message can be visually represented through a logo, but in order to succeed it needs to be extended throughout

the organisation's communications. A strong logo will also help in securing financial support from the private sector and in acquiring a corporate partner. Businesses understand that a well-defined and consistent brand is a sign of reliability and efficiency. A business will want to partner with CanTeen if it has good visibility.

As budget is an issue a graphic design company as a sort of a donation will either make the logo or a graphic design student could design it. The course director of one of the visual communications courses, like that of DIT, could be approached and asked if their students would be interested in attempting to design the logo as part of their college coursework.

The logo, once designed, will appear on the website, all paperwork and all online documents. It is important that the logo is on all CanTeen related material so that it becomes familiar to the public and CanTeen can be represented visually through it.

#### Telling the CanTeen story through the members

One of the most important aspects of this public relations programme and one that is vital to the strategy is the communication of the personal stories of CanTeen members and how CanTeen helps them. CanTeen has previously appeared on Ireland Am and Eveyln, the group coordinator has spoke on several radio stations, however it is vital that the members of the organisation get involved in the publicity. It is the personal stories, such as the ones in the books, the tug on people's heartstrings and urges them to do something. The personal stories, communicated on a variety of mediums including TV, print and radio, will have a dual effect: to promote awareness of CanTeen and urge them to donate and fundraise and it spreads the word about signs of teenage cancer and the importance of early detection. Evelyn, working with the voluntary public relations assistant Clare, will draft up a press pack for publicity. The press pack will consist of a description of the organisation, key facts and figures, biographies of the principals, a history, and two or three stories. This will function as instant background material when a story arises.



## The acquisition of a corporate partner

Many companies want to be seen as giving and charitable, but the partnership between a charity or not for profit has to be real and tangible. The company that CanTeen partners with had to be carefully selected and there had to be mutual benefit for both parties involved. CanTeen must understand the way the business works and vice versa. Both parties must work on a basis of mutual respect and continued dialogue. The corporate body that CanTeen will partner will not only provide financial support for the organisation, but also provide business related advice. CanTeen will engage with employees in every level of corporate partner, developing the relationship on a broader and more sustainable basis.

The corporate partner that was felt most suited CanTeen was Sony Ireland. It was felt that as a modern technology company Sony could provide financial and technical support for CanTeen. Sony is a far-reaching multi national company and one that could use its reach to spread awareness of CanTeen. As a company Sony practice a considerable amount of corporate social responsibility and it has a social contribution policy whereby they undertake activity to help the needs of the community.

There are many ways that Sony can help CanTeen. One method of donating to CanTeen would be payroll giving, which is less resource intensive as other methods. Payroll giving is easy to set up and would provide staff with an easy way to donate money to CanTeen. Sony could also practice cause related marketing, whereby it would sell a product and associate it with CanTeen, with a percentage of profits going to the organisation. This activity could be done over the Christmas break.

## The acquisition of a celebrity ambassador

One tactic that will be used to increase the awareness of CanTeen and its activities will be the acquisition of a celebrity ambassador. A celebrity can add instant credibility and inspirational values to a charity, and this in turn can create public relations coverage for that organisation. The celebrity ambassador will attend events organised by CanTeen such as the winter ball creating publicity and driving

awareness. The celebrity will also conduct interviews and speak on behalf the organisation. For this reason it is essential that the celebrity be a good ‘fit’ for CanTeen. There must be an intrinsic link between the celebrity and the message that the organisation wants to send out.

The Australian CanTeen has many ambassadors and these high profile celebrities and sports personalities are called ‘Teenmates’. CanTeen Australia does not solely rely on their celebrity ambassadors to generate awareness, but work with them as part of an integrated campaign. If CanTeen Ireland can have a clear message it is trying to communicate, then a celebrity ambassador can help them reach audiences they otherwise would not be reachable.

Through careful consideration it was decided that Ken Doherty would be the perfect celebrity ambassador for CanTeen Ireland. In February of this year Ken played a snooker match in jail on behalf of CanTeen. Playing inmates in one of Ireland’s best known jails created publicity for the organisation and helped spread awareness of CanTeen. Ken chose to play on behalf of CanTeen because his daughter Sarah was diagnosed with cancer and she got involved with CanTeen Ireland. Sarah overcame her illness and Ken put the help and support she received from CanTeen as one of the major factors in her recovery. Ken is already familiar with the organisation and was happy to represent it in the snooker match. The next logical step would be making this a permanent fixture and securing Ken a CanTeen ambassador or ‘Teenmate’.

### The partnership of CanTeen and Foróige

In order to spread awareness of teenage cancer and the signs to look for CanTeen Ireland will team up with Foróige. Foróige is the leading youth organisation in Ireland, working with approximately 57,000 young people aged 10-18 every year through volunteer-led clubs and staff-led youth projects. Founded in 1952, Foróige currently operates in 26 counties in Ireland, with 531 Foróige clubs, 125 youth projects, the Big Brothers Big Sisters mentoring programme and the Network for Teaching Entrepreneurship.

Members of CanTeen will visit Foróige clubs around the country, telling them their personal stories of discovering they had cancer, dealing with the disease and what CanTeen Ireland does. It is important that in a partnership like this that both parties get something from it. Therefore CanTeen Ireland will be one of the charities that Foróige will fundraise for.

### Website

The organisation’s website [canteen.ie](http://canteen.ie) is its web ‘face’ and the first point of contact with potential members and donors. It is vital for that reason that it looks its best. As it currently stands the website needs updating, new and fresh information will give the sites a new lease of life. The blog part of the website should include more of the personal stories like those featured in the books. It should also display some video content, like that of the CanTeen members video diaries on the [jimmyteens](http://jimmyteens.com) website. There will be a press section incorporated into the website so that if a reporter calls and wants a document, photograph, map or chart, he or she can turn to the [canteen.ie](http://canteen.ie) website and obtain the information in a form that can be used accurately and with a minimum of additional work.

### Activity Calendar

<b>Month</b>	<b>Activity</b>
May 2012	<ul style="list-style-type: none"> <li>• Conduct research</li> <li>• Begin refreshing the <a href="http://canteen.ie">canteen.ie</a> website</li> <li>• Begin working on the CanTeen press pack</li> <li>• Begin sourcing the logo designer – either graphic designer or student.</li> </ul>
June 2012	<ul style="list-style-type: none"> <li>• Approach Ken Doherty and brief about Teenmate offer</li> <li>• Sony Ireland will be approached in relation to the corporate partnership. A presentation will be given on how a partnership will benefit both sides and the good work that will result from the partnership.</li> </ul>

July 2012	<ul style="list-style-type: none"> <li>• Ken Doherty, with Eveyln and members of CanTeen will conduct interviews for radio and television. Personal stories will be highlighted and people will be informed about the need for fundraising and the signs of teenage cancer.</li> </ul>
August 2012	<ul style="list-style-type: none"> <li>• Interviews will run into August also</li> </ul>
September 2012	<ul style="list-style-type: none"> <li>• As all schools will be back at this point in the year, so too will the Foróige youth clubs. Foróige leaders and management will be contacted in relation to the 'Foróige-canteen' partnership.</li> </ul>
October 2013	<ul style="list-style-type: none"> <li>• Draft and send out feature press releases on the Winter Ball</li> <li>• Continue to work on the website, updated the press section.</li> </ul>
November 2012	<ul style="list-style-type: none"> <li>• Invite journalists to come to the ball, take photos and to report on it.</li> </ul>
December 2012	<ul style="list-style-type: none"> <li>• Use corporate partnership with Sony to do some Christmas fundraising, and getting the Sony employees involved.</li> <li>• Cause related marketing with Sony, sell item at Christmas with percentage of the money going towards CanTeen.</li> </ul>
January 2013	<ul style="list-style-type: none"> <li>• Beginning the New Year, publicity will be sought for CanTeen again. A features press release will be sent out to publicise new book/DVD.</li> </ul>
February 2013	<ul style="list-style-type: none"> <li>• The website will be updated, videos added and any new CanTeen 'news' added.</li> </ul>
March 2013	<ul style="list-style-type: none"> <li>• CanTeen will work with Foróige to spread the word about CanTeen in schools around the country. Talks will be given at the youth clubs and promotional materials (posters and leaflets) provided for student's schools.</li> </ul>
April 2013	<ul style="list-style-type: none"> <li>• Begin evaluation and write up report on PR activities</li> </ul>

## Costings

Activity	Costings involved	Consultancy fees	Implementation fees
Roundtables	Briefing meeting with client Preparation of planning document Targeting and inviting media / analysts Positioning and briefing document Press follow-up Client debrief	Approx 25 hours @ 100 euro an hour = 2500 euro	Printing, travel, other implementation fees approx. 100 euro.
Media training	Briefing CanTeen ambassador, Evelyn and CanTeen Members for interviews	Approx 4 hours @ 100 euro an hour = 400 euro	
Press pack	Drafting press releases for winter ball and for new dvd/book	Approx 4 hours @ 100 euro an hour = 400 euro <b>However</b> , Claire Feely will do this on a voluntary basis so total cost will be zero.	
Website Revamp	Removing old content and adding new content.	This is not costing anything, as Evelyn and members of CanTeen will complete it.	Consultant to read over and double check website copy = 100 euro
Presentation and pitch on corporate partnership to Sony	Research, correspondence with Sony and PowerPoint presentation with directors of Irish division.	6 hours @ 100 euro an hour = 600 euro	Cost of printing, binding on documents etc approx 25 euro
Presentation and pitch to Foroige youth club management	Research, correspondence with Sony and PowerPoint presentation with managers of organisation	6 hours @ 100 euro an hour = 600	Cost of printing, binding on documents etc approx 25 euro
Logo	Design of official CanTeen Ireland Logo	This will not cost anything to design, as it will be completed	Administrative costs including contacting colleges/graphic

		either by students or by a design company on a voluntary basis.	designers and email correspondence = approx one hour in total, 100 euro.
Research 2 x pre campaign surveys 2 x post campaign surveys	Design, implementation and analysis	Approx 10 hours work in total 10 @ 100 = 1000	

**Total cost = 5475 euro**

### Evaluation

There will be several steps to the evaluation of this plan:

1. Level of awareness of teenage cancer will be analysed by conducting another round of surveys for GPs and young people in schools and colleges. Results will be collected and compared to that of the first round of pre public relations programme research. Levels of awareness in GPs will be analysed in the same manner.
2. Media coverage and content will be analysed and clippings will be gathered. What needs to be found here is not only the quantity of media coverage the public relations plan has gathered, but the quality of that content. Media coverage in newspapers will be divided in terms of mentions of CanTeen and feature pieces. Readership will be taken into account in terms of the newspaper coverage and listenership will be taken in terms of radio pieces. Television pieces will be analysed in terms of mentions, interviews, and the audience numbers of the particular shows.
3. In relation to the corporate partner the relationship will be evaluated in terms of the amount of revenue the partnership brings in for CanTeen. It will also be analysed in terms of other support provided by Sony, such as technical support. The evaluation will also look at how CanTeen has benefited Sony, what Sony has learnt from CanTeen and their level of awareness of teenage

cancer. The partnership with CanTeen and Foróige will be evaluated in a similar manner.

4. The website and social media will be analysed using online programmes and tools. The canteen.ie website can be analysed using Google analytics. The level of traffic to the site will be monitored and comparisons will be made for pre and post public relations programme. The CanTeen Ireland Facebook page will be analysed using the facebook page analysis tools.
5. The public relations programme will also be evaluated on the basis of if it allowed CanTeen to hire an administrative assistant one to two days a week to take some of the workload of sole coordinator Evelyn.

Appendices:

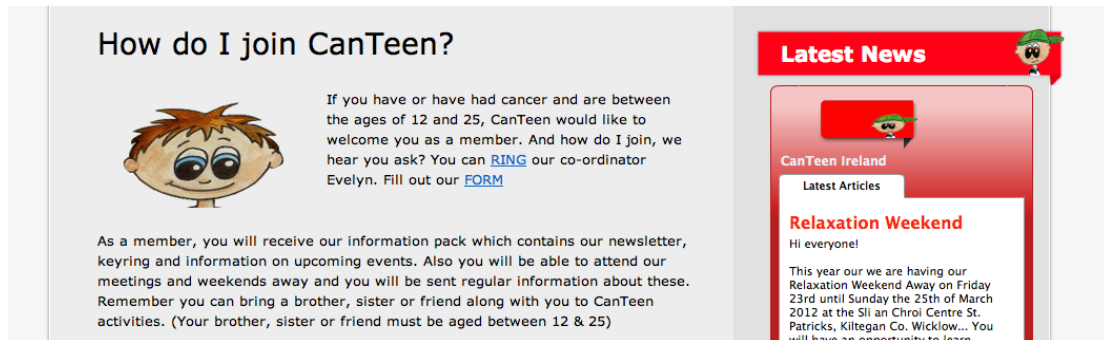
SWOT

<p>Strengths:</p> <ul style="list-style-type: none"><li>• Public relations assistance on a voluntary basis from Clare Feely.</li><li>• Parents of members will to help in any way they can</li><li>• CanTeen very important in the lives of its members</li><li>• Good relationship with the media in the past</li></ul>	<p>Weaknesses:</p> <ul style="list-style-type: none"><li>• No long term corporate partner</li><li>• Workload heavy burden on sole coordinator Evelyn.</li><li>• Struggles to spread the word about the signs of teenage cancer to the general public.</li><li>• No well know representative of CanTeen</li></ul>
<p>Opportunities:</p> <ul style="list-style-type: none"><li>• The acquisition of a celebrity ambassador or ‘Teen Mate’ to be the face of the organisation and represent them in the media</li><li>• Acquisition of a corporate partner</li><li>• Partnership with a youth club organisation – dual benefit – youths learn about the signs of cancer and it could be another channel for funds for CanTeen.</li><li>• Use the resource of the personal stories of the members to increase awareness</li></ul>	<p>Threats:</p> <ul style="list-style-type: none"><li>• Economic recession means that fundraising activities have decreased</li><li>• Evelyn sole coordinator – if she was to get sick there is a question over who would do her job – the need for a part time admin assistance.</li></ul>



## Search Engine Optimisation

The webpage that will be analysed in terms of search engine optimisation and web usability is CanTeen Ireland's 'joining' page. CanTeen Ireland is a nationwide support group for young people suffering from cancer between the ages of 12 and 25. The target audience of the 'joining' page is therefore young people in Ireland aged between 12 and 25. The key message of the webpage is encouraging young people between these ages to join CanTeen and to inform them of what will be involved once they join.



The keyword phrase that should be included in the webpage is 'Cancer Ireland'. Using Google keywords tool it was found that 'cancer Ireland' received a total of 5400 local monthly searches and is still considered to be low competition. As it currently stands canteen.ie is on page three of a Google search for 'Cancer Ireland'. By including Cancer Ireland in a secondary heading on the joining page, canteen Ireland will rank higher in the Google search for this phrase.

Search terms (1)		1 - 1 of 1	
Keyword	Competition	Global Monthly Searches	Local Monthly Searches
<input type="checkbox"/> <a href="#">cancer ireland</a>	Low	9,900	5,400

Looking at the html source for the webpage it is suggested that keyword prominence should be improved. The phrase 'cancer Ireland' should be incorporated into the headings where at all possible, such as in this secondary heading:

```
<h2><!-- InstanceBeginEditable name="Page_Header" -->How do I join  
CanTeen?<!-- InstanceEndEditable --></h2>
```

However, keyword density cannot be overloaded, the page does not want to sound clumsy or to run the risk of being red flagged by Google. If more keyword phrases were to be placed in the text of this webpage then more text would have to be placed on the page.

In order to improve the search engine optimisation of the webpage it can also be suggested to add alt tags to the images on the page. Keyword phrases, such as 'Cancer Ireland' will then be included in the description of the images in the HTML code.

In terms of back links to canteen.ie there was a total of ten website that were chosen. The following already backlink to canteen.ie:

- Hospice-foundadation.ie
- Jimmyteens.tv
- Cancerni.ie
- Cancer.ie
- Dublin.ie
- Childreninhospital.ie

The following websites do not currently link to canteen.ie but it is felt that they would also be of benefit due to their subject matter strongly connecting to canteen:

- Hse.ie
- Ia-cr.ie
- Cancercarewest.ie
- Actioncancer

The Quality links campaign letter will be as follows:

Dear Webmaster,

While researching quality sites to request link exchanges from, I found your site. I would like to offer an exchange of links from my site to yours. Below is our site's information:

Title: CanTeen Ireland

URL: <http://www.canteen.ie>

Description: Nationwide support group for young people with cancer between the ages of 12 and 25.

If you are interested, please reply with your site's information and where our link was placed.

If you're not interested, your lack of response will indicate your desired action.

Thank you for your time,

Canteen.ie