



# Kids Kicking Cancer

Power Peace Purpose

# POWER PEACE PURPOSE

Kids Kicking Cancer's mission is to ease the pain of very sick children while empowering them to heal physically, spiritually and emotionally



[www.kidskickingcancer.co.za](http://www.kidskickingcancer.co.za)

# POWER

Unlocking each child's inner power,  
they are powerful martial artists

# PEACE

Focused breathing and relaxation

# PURPOSE

Sharing stories and teaching others

# JOIN US IN KICKING CANCER IN KIDS

On behalf of the Kids Kicking Cancer board, our coordinators and volunteers, we are excited to be launching Kids Kicking Cancer in South Africa.

The initiative was founded in 1999 by Rabbi Elimelech Goldberg (Rabbi G), a black belt karate instructor and Clinical Assistant Professor of Paediatrics at Wayne State University in Detroit, Michigan, USA, after losing his two year old daughter to leukaemia. The programme is now running in 59 hospitals across 6 countries and has positively impacted the lives of over 6000 children and their families, as well as the healthcare professionals treating them.

**Kids Kicking Cancer is designed to empower and uplift children, who are suffering with a variety of diseases that causes them significant pain and discomfort. Through the practice of martial arts and breathing techniques, the programme is able to bring about a sense of power, peace and newfound purpose into their young, yet challenging lives.**

With the rising burden of disease amongst children in South Africa and the challenges faced in delivery of healthcare, an initiative like this is ideally placed to support children suffering from life-threatening diseases, particularly in our public hospitals.

## MEET OUR TEAM

- **Rabbi G (Rabbi Elimelech Goldberg)** (Founder and Director)
- **Dr Richard Friedland** (Chairperson)
- **Professor Alan Davidson** (Director)
- **Professor Janet Poole** (Director)
- **Dr Craig Nossel** (Director)
- **Dr Shane Dorfman** (Director and Head of Martial Arts and Programme Training in SA)
- **Melissa Platt** (Director)
- **Emma Rapp** (Director)
- **Dr Gita Naidu** (Clinical Head: Paediatric Oncology at Chris Hani Baragwanath Academic Hospital and University of the Witwatersrand)
- **Moses Sebopa** (Gauteng Programme Coordinator)
- **Ilze van der Merwe** (Western Cape Programme Coordinator)

**It is free of charge for all participants and there is no requirement for additional infrastructure, technology, medication or personnel.**

Over the past 6 months, we have seen the positive impact that our highly experienced and skilled black belt martial artists have had on children and their families at Charlotte Maxeke Hospital in Johannesburg, Chris Hani Baragwanath Hospital in Soweto, the Red Cross War Memorial Children's Hospital and Tygerberg Hospital in Cape Town. This impact will soon extend to Steve Biko Hospital in Tshwane and to other provinces during the course of 2019.

I really hope that you can join us on this journey as we implement this uplifting programme in our public sector and in so doing bring relief and joy to children who need it most!

**Power, Peace, Purpose**



Dr Richard Friedland  
Chairperson  
Kids Kicking Cancer South Africa



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# TOUCHING LIVES

Kids Kicking Cancer is an initiative that was started in America in 1999 by our Founding Director, Rabbi Elimelech Goldberg (Rabbi G), and has began providing classes this year in several public hospitals in South Africa.

We teach the mind-body techniques of Martial Arts instruction, breath work and meditation to empower children beyond the pain and discomfort of disease.

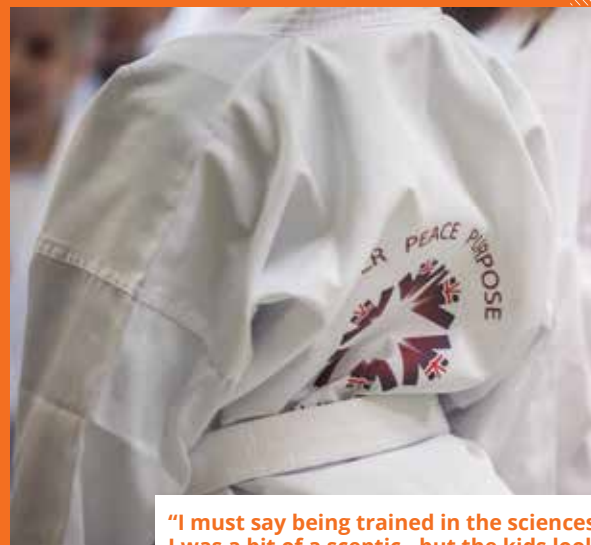


**Our programmes are free of charge and siblings are welcome**

Witnessing the transformation that children undergo through the programme is extraordinary. Often due to their illness they arrive feeling scared and fragile, but leave empowered and strengthened.

**We offer programmes and services for children as young as three to twenty three years old.**

To ensure the programme incorporates family members, siblings are also welcome to join. All services provided by our organisation as well as the Karate Gi (uniforms) distributed to children on the programme are free of charge.



**"I must say being trained in the sciences - in the beginning I was a bit of a sceptic - but the kids look forward to it very much so I think it's making a huge difference. I have been so impressed with the benefits of Kids Kicking Cancer."**

**Dr Gita Naidu**  
Clinical Head of Paediatric Oncology at Chris Hani Baragwanath Academic Hospital and Chair of the South African Children's Cancer Study Group.



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# KIDS KICKING CANCER GOES LOCAL

Globally the organisation has lowered the pain and empowered **over 6 000 children in 6 countries** by teaching them that pain is a message you do not have to listen to. Now we're doing the same here.



In South Africa, and particularly in our public hospitals, where parents and family are often unable to accompany their children for treatment due to long distances or work commitments, initiatives like these are a support for children. The programme provides children the opportunity to manage their fear and pain through learning these skills which can be practiced during their healing process.

**H**ello world  
Kids Kicking Cancer has a worldwide footprint, dedicated to helping children across the globe!

**6**  
Countries

**64**  
Hospitals/  
Institutions



**South Africa**  
9 Hospitals-to-date

#### Cape Town

- Groote Schuur (CT)
- Red Cross War Memorial Children's Hospital (Rondebosch)
- Tygerberg Hospital (Parow)

#### Johannesburg

- Charlotte Maxeke Johannesburg Academic Hospital (JHB)
- Chris Hani Baragwanath Hospital (Soweto)
- Netcare Unitas Hospital (Centurion)
- Steve Biko Academic Hospital (Pretoria)
- Wits Donald Gordon Medical Centre (JHB)
- Dr George Mukhari Academic Hospital (Pretoria)

#### USA

- 29 Hospitals
- California (3)
- Florida (1)
- Illinois (1)
- Massachusetts (7)
- Michigan (10)
- New Jersey (1)
- New York (4)
- Wisconsin (2)

#### Canada

5 Hospitals

#### Israel

6 Hospitals

#### Italy

15 Hospitals

[www.kidskickingcancer.co.za](http://www.kidskickingcancer.co.za)





"The programme brings a different kind of vibe to the children. It's fun, and that builds them up. It's great to see the kids after a session. They've got a sense of achievement and accomplishment."

**Professor Alan Davidson**  
Professor and Head of Paediatric Haematology and Oncology at  
Red Cross War Memorial Children's Hospital



# THE POWER BEHIND THE PROGRAMME

Kids Kicking Cancer classes are facilitated by specially trained black belt martial artists that teach breathing, visualisation, and relaxation techniques, in addition to traditional martial arts moves, in order to help empower children and provide them with a sense of power, peace and purpose.

Martial arts techniques unlock the student's Power, and the focused breathing and relaxation work brings them Peace. While teaching Kids Kicking Cancer's Breath Brake® to others, they find great Purpose in their young lives.



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# TAKE A BREATH WE CALL THIS A #BREATHBRAKE<sup>©</sup>



## Benefits of Martial Arts



Published research shows that martial arts intervention can provide a useful modality to decrease pain in childhood cancer, with greater effect achieved with higher baseline pain scores and patient age. Martial arts intervention may improve patient compliance with respect to medical and surgical management, thus reducing disease morbidity and health care costs.



**The Stress Response** is the body's natural message for "flight or fight." While it may work wonders in the jungle when attempting to kill or avoiding being killed, it can cause damage to our lives, our health and our relationships when we can't let go of the 'flight' or 'fight'- which is why it is important to be able to control these 'stresses' through breathing exercises or meditation.

Breath belongs to the body's autonomic or involuntary nervous system. It is the one part of that system that we can control very easily. When we inhale and "lift ourselves up" in the process we become primed for the exhale. In the exhale we can release the tension of our muscles. When we put that all together, we have a Breath Brake<sup>©</sup>.



# OUR DEDICATED MARTIAL ARTS THERAPISTS



GAUTENG SENSEI

MOSES  
SEBOPA



I am constantly learning by listening to the kids. While others might see darkness in the illness, we at KKC see light in all the children we work with"

**G**auteng Programme Coordinator  
Moses Sebopa is a fifth Dan black belt in Shotokan KWF Karate and a 2 times KWF South African Kumite Champion.

He is a two-times International Kanazawa Cup Open Kumite champion, and was the runner up at the 7th KWF World Championship in Japan where he also won gold in the team Kumite event. Moses answered his calling in 2015 to teach children Karate by leaving his day job as an electronics production manager to be a full time Karate instructor. "They say when you talk you repeat what you already know and when you listen you learn something. I am constantly learning by listening to the kids. While others might see darkness in the illness, we at KKC see light in all the children we work with" - Sensei Mo'



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CAPE TOWN SENSEI

ILZE  
VAN DER  
MERWE



**"I believe our vision is to equip as many children as we can reach, with a programme that they can take with them for life, not just in their struggle with illness but in any life changing event, stress, fear, anger and frustration"**

**W**estern Cape Programme Coordinator  
Ilze started Karate at a tender age of ten, working her way through a plethora of competitions in various Club Championships excelling to the National Championships from

the age of 14 and reaching WUKF World Championships in 2018, obtaining silver medals in both Kata and Team Kumite. Ilze has been teaching Karate for the past 20 years, currently a 4th Dan black belt managing two Dojos in Rondebosch and Helderberg. Her journey with KKC has been an exciting one, one that she has embraced with open arms. "I believe our vision is to equip as many children as we can reach, with a programme that they can take with them for life, not just in their struggle with illness but in any life changing event, stress, fear, anger and frustration" - Sensei Ilze



**H**ead of Martial Arts and Programme Training  
Dr Shane Dorfman facilitates the selection and training of volunteers for the programme.

Shane Shihan started karate in 1981 at the age of 6 and is the 7-time open KWF world karate champion and former World Shotokan Karate Association open fighting champion. He is also the former World Karate Federation All Africa senior open and junior world grand champion. Shane Shihan is a former Protea team captain, and was senior South African All-Style champion for 8 consecutive years, before retiring undefeated. He is the youngest ever 7th Dan in a mainstream Japanese karate organisation and is one of only 14 people worldwide to sit on the Karatenomichi World Federation Supreme Master Panel.

### **DO YOU HAVE WHAT IT TAKES TO BECOME A KIDS KICKING CANCER CERTIFIED MARTIAL ARTS THERAPIST?**

Speak to us about volunteering if you have a brown belt qualification in any martial arts and you're over 18 years of age.





# OUR LITTLE HEROES

Through an evidence-based innovative programme that merges modern integrative medicine with traditional martial arts, the Kids Kicking Cancer Heroes Circle programme helps children to:

- Regain a sense of control over the chaos of their lives
- Become empowered partners in their own healing
- Push away the message of pain
- Provide inspiration and light to others facing life-challenges
- See themselves as victors, not victims

## Black Belt Ceremony

Before a terminally-ill child passes away, a special ceremony is held with family and friends and the child is then presented with their own black belt. The ceremonies are sometimes filled with hundreds of people, or more intimate settings for immediate family.

**“When we give children this black belt, we embroider the child’s name on one side and the words ‘master teacher’ on the other, because they really are teaching the world”**  
– Rabbi G



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**"After their Kids Kicking Cancer sessions, I can see that the children are calmer. I definitely think that the breathing techniques help with painful procedures."**

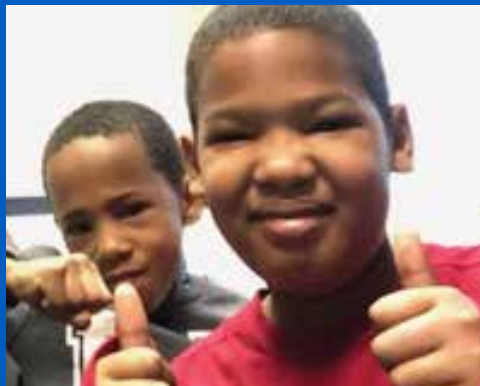
**Professor Janet Poole**

Head of Paediatric Haematology and Oncology at the Charlotte Maxeke Johannesburg Academic Hospital

**H**ayden joined Kid's Kicking Cancer classes at the Red Cross War Memorial Children's Hospital in June 2018.

His Mom noticed that he expressed the frustration of his illness at home, and struggled to fall asleep when he knew he had a hospital session the next morning.

Now he is a powerful martial artist and says he uses the breathing techniques he has learned to calm himself down and go to sleep. He is a brave and inspirational young man and a true example of strength through power, peace and purpose.



**I**ndica's story demonstrates her spirit and is just the kind of light that continues to shine and inspire children across the world.



She experienced pain and illness from a young age. Throughout it all, her smile lit up the hospital.

She checked in on everyone, despite fighting for her own life at only 9 years old, and her warm heart was well known in the wards. She died on the 3rd September, 2018. Her light and strength continues to inspire us.

**R**olivhuwa is typical 7 year old boy who loves soccer. Kids Kicking Cancer has helped Rolivhuwa forget about his illness while teaching him the powerful techniques to deal with his pain.



# OUR DIRECTORS

## **Rabbi G (Rabbi Elimelech Goldberg) (Founder and Director)**

Professor of Paediatrics at Wayne State University in Detroit, Michigan, USA, and First Degree Black Belt in Korean art of Choi Kwang Do.

## **Dr Richard Friedland (Chairperson)**

Chief Executive Officer of Netcare and board member of various NGOs and community organisations.

## **Professor Janet Poole (Director)**

Head of Paediatric Haematology and Oncology at the Charlotte Maxeke Johannesburg Academic Hospital, and senior lecturer at Wits University Faculty Health Sciences.

## **Professor Alan Davidson (Director)**

Head of Paediatric Haematology and Oncology at Red Cross War Memorial Children's Hospital, Director of Postgraduate Education of University of Cape Town, Department of Paediatrics and Child Health, President of the College of Paediatrics of SA and Co-Chair of the International Society of Paediatric Oncology in Developing Countries (PODC)

## **Dr Craig Nossel (Director)**

Head of Vitality Wellness at Discovery, board member of various NGOs working in the paediatric and sports environment.

## **Dr Shane Dorfman (Director and Head of Martial Arts and Programme Training in SA)**

Specialist radiologist and Japanese graded 7th Dan Black Belt in Shotokan KWF Karate, 7 time KWF open world karate champion, former World Shotokan Karate Association (WSKA) open world champion and former Protea team captain.

## **Melissa Platt (Director)**

Palliative, business and personal coach, advocate for family and patient centered healthcare and co-founder of Footprints 4 Sam, established in memory of her son Samuel.

## **Emma Rapp (Director)**

Speech therapist, audiologist, remedial teacher and philanthropist, committed to working for communal and charity organisations.



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# RABBI G

**R**abbi Elimelech Goldberg  
Founder and National Director

We owe the development of the Kids Kicking Cancer programme to Rabbi G who, following the loss his first child to leukaemia at the age of two, made a commitment to ease the pain of very sick children by realising his dream of bringing healing through the empowering focus of the martial arts.

Rabbi G brings a wealth of personal experience and sensitivity to dealing with children and families facing life-threatening illness.

..commitment to  
ease the pain of  
very sick children



Kids Kicking Cancer is a non-profit organisation which has recently launched in South African public hospitals. We provide classes and clinical interventions free of charge for children.

Our mission is to ease the pain of very sick children while empowering them to heal physically, spiritually and emotionally through mind-body techniques found in the martial arts. We are already established in four major public hospitals in South Africa, and our vision is to expand to public hospitals across the country, and ultimately throughout Africa.

Please join the Kids Kicking Cancer Family and celebrate the courage of an amazing group of children. To make a donation or volunteer, please visit

[www.kidskickingcancer.co.za](http://www.kidskickingcancer.co.za)

or contact

**Ilze van der Merwe**

082 675 8267

[Ilze@kidskickingcancer.co.za](mailto:Ilze@kidskickingcancer.co.za)

**ACHIEVE INNER PEACE  
BY USING YOUR POWER  
TO DONATE**

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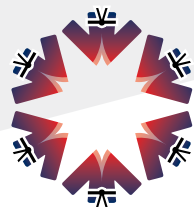
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