
**Prostate Cancer
Fight Foundation**

*in partnership with the
TELUS Ride For Dad*

**2014
Annual Report**



The mission of the Prostate Cancer Fight Foundation and the Ride For Dad is to raise funds to save men's lives by supporting prostate cancer research and raising public awareness of the disease.

Prostate cancer is the most commonly diagnosed men's cancer in Canada. It affects one in seven men, their families and loved ones. Successful treatment depends on early detection. In the longer term, research into improved diagnosis, treatment and prevention will further improve our capacity to deal with this disease.

Our goal as an organization is to spread awareness and fund research for prostate cancer, so that men can continue to be there for their families and friends for years to come. The parade of vehicles in the TELUS Ride For Dad grabs hold of the attention of the masses and the media on ride day, the research helps find hope for the future, and the awareness has the potential of saving men's lives today.

MESSAGE FROM THE BOARD OF DIRECTORS

This year marked many accomplishments for the Prostate Cancer Fight Foundation and the TELUS Ride For Dad. In 2014, we funded 1.9 million dollars in prostate cancer research and awareness programs, bringing our total donation to the cause to more than 15 million dollars!

Our fourteenth year also saw the growth of our newest TELUS Ride For Dad events: ATVs, snowmobiles and personal watercraft. Along with the motorcycle Rides more than 15,000 riders participated in events across the country.

We are proud to count on TELUS once again as a partner in the fight against prostate cancer. TELUS, named the most outstanding philanthropic corporation globally for 2010 by the Association of Fundraising Professionals, has a proud history of supporting Canada's cancer causes. Since 2000, TELUS has provided more than \$10M in support of Canadian cancer causes and we are extremely thankful for their ongoing support.



Thank you to everyone who made 2014 a success! We are especially thankful to our volunteers, donors, sponsors and above all our riders. We are grateful to have the support of thousands of individuals who have contributed towards making a difference for millions of Canadians.

Sincerely,

A handwritten signature in black ink, appearing to read "Garry Janz".

Garry Janz
Director

WHO WE ARE

Our goal as an organization is to spread awareness and fund research for prostate cancer, so that men can continue to be there for their families and friends for years to come.

We mainly raise funds through large scale one-day vehicle based fundraising events, the TELUS Ride For Dad, through sponsorships and ongoing public fundraising throughout the year.

TELUS Ride For Dad events take place in almost 40 major cities across Canada, representing every Canadian province. Our events have been taking place in Canada since the year 2000 and began with a motorcycle event. Now our events include snowmobile, ATVs and personal watercraft! Since our first ride, more than 250,000 men, women and children have been involved in our fight against prostate cancer!

To date we have donated more than 15 million dollars towards prostate cancer research and awareness!

Board of Directors:

- Linda Galloway, Director
- Garry Janz, Director
- John McKinlay-Key, Director
- Lynn Norton, Chair
- Dave O'Malley, Director
- Byron Smith, Director

PROSTATE CANCER FIGHT FOUNDATION STATEMENT OF OPERATIONS

The Prostate Cancer Fight Foundation is diligent in all financial matters and relies on the expertise and knowledge of the highly experienced accounting firm Welch LLP to prepare our audited financial statements. For the period ending July 31, 2014.

Revenue

- Received donations \$1,992,602 (61%)
- Non-receipted donations \$1,228,129 (38%)
- Gifts from other charities (0%)
- Government funding (0%)
- All other revenue \$41,284 (1%)
- **Total revenue: \$3,262,015**

Expenses

- Research Grants \$1,179,716 (36%)
- Public Awareness Program \$736,288 (23%)
- Management and administration \$430,116 (13%)
- Fundraising \$896,776 (28%)
- **Total expenses: \$3,242,896**

MAKING A DIFFERENCE ACROSS CANADA

Research

Net proceeds are distributed by the Prostate Cancer Fight Foundation on behalf of the Ride For Dad, to benefit the region where the funds are raised. The goal of the Prostate Cancer Fight Foundation and the Ride For Dad is to award research grants for new and innovative breakthrough science; research that can make a difference in prostate cancer.

Funding Research for a Better Tomorrow

To-date the following net proceeds from the 2014 events have been granted for prostate cancer research in the following areas:

#	Research Grants
1	Name of organization: Grand River Hospital Foundation City: Kitchener Province/Territory: ON Total amount of gifts: \$ 145,645
2	Name of organization: London Health Sciences Foundation City: London Province/Territory: ON Total amount of gifts: \$ 21,275
3	Name of organization: Cancer Care Manitoba City: Winnipeg Province/Territory: MB Total amount of gifts: \$ 90,000
4	Name of organization: University Hospitals Kingston Foundation City: Kingston Province/Territory: ON Total amount of gifts: \$ 90,000

#	Research Grants
5	Name of organization: Atlantic Cancer Research Institute City: Moncton Province/Territory: NB Total amount of gifts: \$ 13,157
6	Name of organization: The BC Cancer Agency City: Kelowna Province/Territory: BC Total amount of gifts: \$ 26,085
7	Name of organization: Prostate Cancer Institute City: Calgary Province/Territory: AB Total amount of gifts: \$ 74,475
8	Name of organization: Alberta Cancer Foundation City: Edmonton Province/Territory: AB Total amount of gifts: \$ 203,579
9	Name of organization: BC Cancer Foundation City: Victoria Province/Territory: BC Total amount of gifts: \$ 20,000
10	Name of organization: Sunnybrook Health Sciences Centre City: Toronto Province/Territory: ON Total amount of gifts: \$ 57,693
11	Name of organization: Bliss Murphy Centre City: St.John's Province/Territory: NL Total amount of gifts: \$ 55,097

#	Research Grants
12	Name of organization: Ottawa Hospital Research Institute City: Ottawa Province/Territory: ON Total amount of gifts: \$ 280,000
13	Name of organization: University of Saskatchewan- College of Medicine City: Saskatoon Province/Territory: SK Total amount of gifts: \$ 50,000
14	Name of organization: Jewish General Hospital City: Montreal Province/Territory: QC Total amount of gifts: \$ 9,370
15	Name of organization: Juravinski Cancer Centre Foundation City: Hamilton Province/Territory: ON Total amount of gifts: \$ 25,000
16	Name of organization: Trillium Health Partners City: Mississauga Province/Territory: ON Total amount of gifts: \$ 18,340


WE TALK ABOUT IT

It is estimated there are 1.2 million men with prostate cancer in Canada; however, thousands of men don't know they have it. Why are there so many Canadian men with undiagnosed prostate cancer? Because men don't talk about it, don't regularly go to their doctors, and don't enjoy getting a prostate exam. We get men talking about and women talking to men about it. We promote awareness in the community year round, and because of this awareness countless men have gone to their doctors to undergo testing, and many of them have been diagnosed early and successfully treated!


We invested \$736,288 into public awareness and media initiatives that took place across the country, supporting the "Get it checked" message including the Don't Play Games television PSA:



Along with television and radio PSAs, billboards, print ads, transit ads and handouts help spread the message of early detection to the public:





Shoulda
Coulda
Woulda



There's no excuse for dying
of Prostate Cancer
*A simple PSA test and a
rectal exam can save your life*

MotorcycleRideforDad.org
Brought to you by the Ottawa Chapter
of the Motorcycle Ride for Dad



The No.1 method of early
detection of prostate cancer?
You're Sittin' On It!
*A simple PSA test and a
rectal exam can save your life*

MotorcycleRideforDad.org
Brought to you by the Ottawa Chapter
of the Motorcycle Ride for Dad



**This glove could
save your life**
*A simple PSA test and a rectal exam
could save your life*



GET SERIOUS. GET GOING.
GET YOUR PROSTATE CHECKED.
RideForDad.ca

Over 300 volunteers give countless hours of their time to the fight against prostate cancer.

We thank them for their ongoing support and dedication!



Generously Supported By



THANK YOU FOR SUPPORTING OUR FIGHT AGAINST PROSTATE CANCER!

Visit www.PCFF.ca or www.RideForDad.ca to learn more!