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**Prostate Cancer  
Fight Foundation**

*in partnership with the  
TELUS Ride For Dad*

**2017  
Annual Report**

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**FIGHTING  
PROSTATE  
CANCER** Prostate  
Cancer  
Fight  
Foundation

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*The mission of the Prostate Cancer Fight Foundation and the TELUS 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 to 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 we celebrated 18 years of fighting prostate cancer by funding more than 1.7 million dollars in prostate cancer research and awareness programs, bringing our total donation to the cause to more than 27 million dollars!

Since 2000, our organization has been raising awareness of this disease and much needed funding for research. It was one man who fueled our passion—his name was Charlie Pester. He learned of his diagnosis too late and left behind a family and a community that loved him.

Charlie's legacy lives on though. For sixteen years, we have been raising funds for the fight against prostate cancer right across Canada, through our motorcycle, snowmobile, watercraft and ATV events. These events, powered by 15,000 participants and thousands of donors, along with our various other fundraisers, have enabled us to grant millions of dollars to innovative research and public awareness campaigns.

We are proud to count on TELUS once again as a partner in the fight against prostate cancer. Like the Ride For Dad, TELUS gives where they live to improve the lives of youth and their communities. They are committed to driving strong social outcomes in the areas of health, education and the environment by harnessing the power of technology to improve healthcare, ensure our youth's future success and promote a sustainable environment. 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 and we are thankful for their generosity.

We are also especially thankful to our volunteers, donors, sponsors and above all our participants! We are grateful to have the support of thousands of individuals who have contributed towards making a difference for millions of Canadians.

Sincerely,



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 through ongoing public fundraising throughout the year.

TELUS Ride For Dad events take place in more than 40 major cities across Canada. Our events have been taking place in Canada since the year 2000 and began with a motorcycle event. Now our events include snowmobiles, 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!

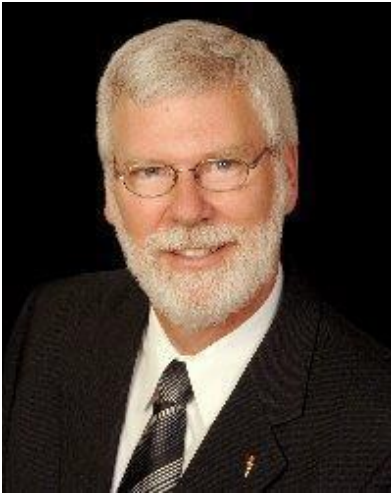
To date we have raised more than 27 million dollars to support prostate cancer research and raise public awareness!

## OUR BOARD OF DIRECTORS:

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

## PCFF NATIONAL MEDICAL ADVISORY BOARD

*The PCFF National Medical Advisory Board reviews all research applications and awards grants if they reflect sound science, innovation, uniqueness and have been peer reviewed.*



### **Dr. Michael McBurney**

Senior Scientist, Cancer Therapeutics Program - Ottawa Hospital Research Institute  
Professor, Departments of Medicine and Biochemistry, Microbiology and Immunology -  
University of Ottawa

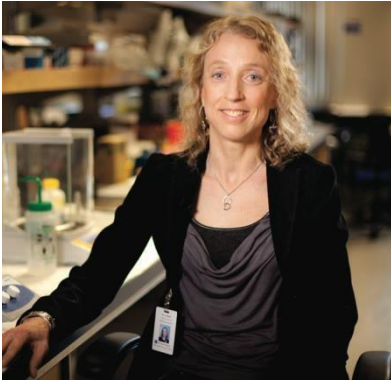
Dr. Michael McBurney recently received the Dr. J. David Grimes Research Career Achievement Award. Dr. McBurney has played a crucial role in building the Ottawa health research community by founding and leading the Centre for Cancer Therapeutics and his research has had a major impact on our understanding of cancer and stem cells.



### **Dr. John Lewis**

Frank and Carla Sojonyk Chair in Prostate Cancer Research at University of Alberta,  
Associate Professor, Department of Oncology - University of Alberta

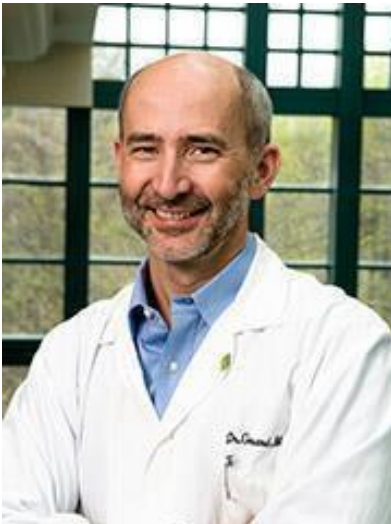
The Lewis lab utilizes real-time intravital imaging of the tumour microenvironment to learn about the critical steps of cancer progression. We are investigating novel nanoparticles that are being developed for the early detection of prostate cancer, drug delivery, and the in vivo study of tumour cell invasion and metastasis. Connecting these intimately related projects is an integrated research platform that we've developed for long term time-lapse intravital imaging of human cancer progression.



**Dr. Juanita M. Crook**

Dr. Crook is Professor of Radiation Oncology at the University of British Columbia, British Columbia Cancer Agency, Center for the Southern Interior, Kelowna, Canada.

Dr. Crook is an internationally recognized leader in Prostate Brachytherapy.



**Dr. Gerard Morton**

Affiliate scientist - Odette Cancer Centre - Sunnybrook Health Sciences Centre  
Radiation oncologist, Sunnybrook Health Sciences Centre

Associate professor, department of radiation oncology, University of Toronto

The focus of Dr. Morton's research is the use of image-guided technology to guide interstitial radiotherapy of prostate cancer. He has developed novel methods of delivering high dose-rate (HDR) brachytherapy to treat prostate cancer through clinical research. These protocols have been widely adopted internationally and have set new standards for combining HDR brachytherapy and external beam radiotherapy to treat intermediate and high-risk prostate cancer.

## 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, 2017.](#)

### Revenue

- Received donations \$1,531,772 (71%)
- Non-receipted donations \$594,347 (28%)
- Gifts from other charities (0%)
- Government funding (0%)
- All other revenue \$20,073 (1%)
- **Total revenue: \$2,146,192**

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### Expenses

- Research Grants Issued \$1,038,199 (43%)
- Public Awareness program \$626,688 (26%)
- Administration \$117,853 (5%)
- Salaries \$118,902 (5%)
- Professional Fees \$37,134 (2%)
- Fundraising \$455,359 (19%)
- Political activities (0%)
- Other \$0 (0%)
- **Total expenses: \$2,394,135**

## MAKING A DIFFERENCE ACROSS CANADA

### Research

Net proceeds are distributed by the Prostate Cancer Fight Foundation on behalf of the TELUS Ride For Dad, to benefit the region where the funds are raised. The goal of the Prostate Cancer Fight Foundation and the TELUS 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—26 GRANTS ISSUED IN 2017!

To-date, the following net proceeds from the 2016 events have been granted for prostate cancer research in the following areas:

Grant Receiving Organization	Source Chapter	Research Funding
Prostate Cure Foundation	Several MRFD	\$100,000
Sunnybrook Research Institute	Huronian	\$29,111
Dr. Stanley Liu	Huronian	\$40,000
University Hospitals Kingston Foundation	Kingston-Quinte	\$16,300
Dr. H. Bliss Murphy Cancer Care Foundation	Avalon	\$42,000
St. Joseph's Healthcare Foundation	Golden Horseshoe	\$9,540
University Hospitals Kingston Foundation	Kingston-Quinte	\$20,000
Lawson Health Research Institute Inc.	London/Grey Bruce	\$16,600
University of Western Ontario	London/Grey Bruce	\$15,000
BC Cancer Foundation	Okanagan	\$40,000
Health Sciences North	Nipissing	\$27,000
Atlantic Cancer Research Institute	Moncton	\$8,527

MORE



Grant Receiving Organizations (Cont.)	Source Chapter	Research Funding
University of Winnipeg	Manitoba w/(MRFD/ARFD/SRFD)	\$35,000
CancerCare Manitoba	Manitoba w/(MRFD/ARFD/SRFD)	\$15,000
CancerCare Manitoba	Manitoba w/(MRFD/ARFD/SRFD)	\$117,730
University of Alberta	Edmonton	\$65,284
Prostate Cancer Centre - Calgary	Calgary	\$42,944
University of Saskatchewan	Saskatoon	\$50,000
Grand River Hospital Foundation	Grand River	\$59,307
Sunnybrook Research Institute	Durham	\$25,749
The Ottawa Hospital Foundation	Ottawa & N.V. ARFD w/(ARFD/SRFD/WRFD)	\$40,000
The Ottawa Hospital Foundation	Ottawa & N.V. ARFD w/(ARFD/SRFD/WRFD)	\$45,000
Sunnybrook Research Institute	Toronto West	\$26,942
The Ottawa Hospital Foundation	Ottawa & N.V. ARFD w/(ARFD/SRFD/WRFD)	\$75,000
University of Windsor	Windsor	\$42,443
Dalhousie Medical Research Foundation	Halifax & SRFD N.S.	\$37,500

## 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 it 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 be tested. Many of them have been diagnosed early and successfully treated!

We invested \$626,688 into public awareness and media initiatives that took place across the country, supporting the "Get it checked" message.

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

Prostate Cancer is **90% curable** if caught early. Get checked today!



Walk the beaches of the Caribbean,  
not the corridors of a hospital.



To join the Ottawa TELUS Motorcycle Ride for Dad on Sat., June 4th or to donate to the fight against prostate cancer visit [RideForDad.ca](http://RideForDad.ca)



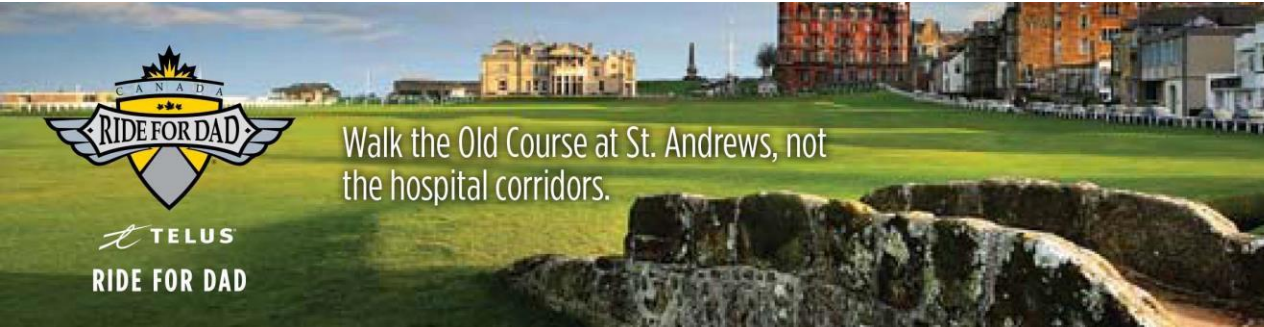


Tour the Rockies,  
not the hospital corridors.



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**90% curable** if caught early.  
Get checked today!

To join the Ottawa Motorcycle Ride for Dad on Sat., June 4th or to donate to the fight against prostate cancer visit [RideForDad.ca](http://RideForDad.ca)



Walk the Old Course at St. Andrews, not  
the hospital corridors.

Prostate Cancer is  
**90% curable** if caught early.  
Get checked today!

To join the Ottawa TELUS Motorcycle Ride for Dad on Sat., June 4th or to donate to the fight against prostate cancer visit [RideForDad.ca](http://RideForDad.ca)

Thousands of 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](http://www.PCFF.ca) or [www.RideForDad.ca](http://www.RideForDad.ca) to learn more!