
**Prostate Cancer
Fight Foundation**

*in partnership with the
TELUS Ride For Dad*

**2019
Annual Report**



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 19 years of fighting prostate cancer by funding more than 1.3 million dollars in prostate cancer research and awareness programs, bringing our total donation to the cause to more than 35 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 eighteen 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 over 10,000 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!

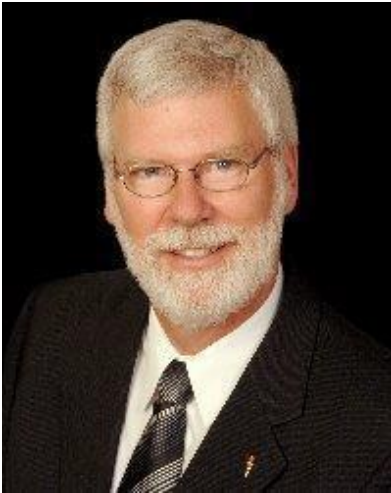
To date we have raised more than 35 million dollars to support prostate cancer research and raise public awareness!

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

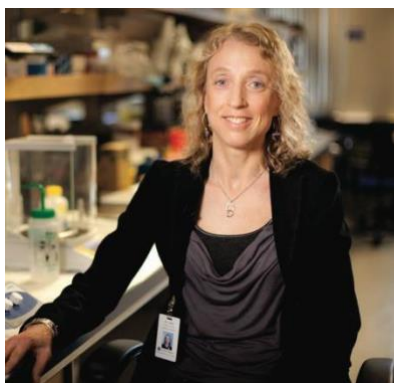
Dr. Michael McBurney recently received the Dr. J. David Grimes Research Career Achievement Award. Dr. McBurney has played a crucial role in building the Ottawa health research community by founding and leading the Centre for Cancer Therapeutics and his research has had a major impact on our understanding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



Dr. John Lewis

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

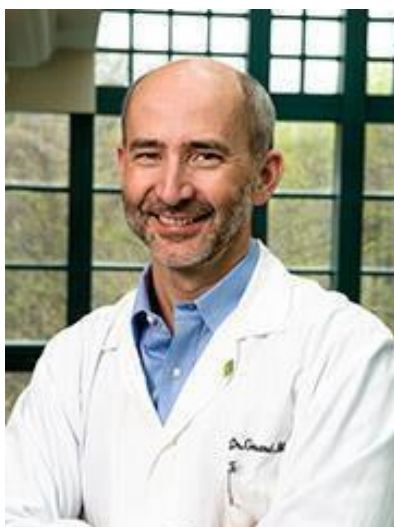
The Lewis lab utilizes real-time intravital imaging of the tumour microenvironment to learn about the critical steps of cancer progression. We are investigating novel nanoparticles that are being developed for the early detection of prostate cancer, drug delivery, and the in vivo study of tumour cell 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, 2019.](#)

Revenue

- Received donations \$1,334,471 (78%)
- Non-receipted donations \$336,355 (20%)
- Gifts from other charities (0%)
- Government funding (0%)
- All other revenue \$38,726 (2%)
- **Total revenue: \$1,709,552**

Expenses

- Research Grants Issued \$828,006 (41%)
- Public Awareness program \$471,768 (24%)
- Administration \$128,890 (6%)
- Salaries \$67,531 (3%)
- Professional Fees \$25,569 (1%)
- Fundraising \$484,064 (24%)
- Political activities (0%)
- Other \$0 (0%)
- **Total expenses: \$2,001,828**

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—25 GRANTS ISSUED IN 2019!

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
Sunnybrook Research Institute	Hurononia	\$48,000
Memorial University	Avalon	\$45,000
Sunnybrook Research Institute	Hurononia/Durham	\$24,000
Dr. Stanley Liu	Hurononia	\$36,000
Prostate Cancer Centre	Calgary/Rural Alberta	\$30,000
Memorial University	Avalon	\$45,000
Niagara Health	Niagara	\$20,000
Health Sciences Centre	London	\$18,956
Queens University	Kingston-Quinte	\$20,000
University of Alberta	Edmonton	\$90,000
BC Cancer Foundation	Okanagan	\$20,000
Health Sciences North	Nipissing	\$27,000
Centre de recherche du CHUM	Montreal	\$10,000
Atlantic Cancer Research Institute	Moncton	\$9,000

MORE

Grant Receiving Organization	Source Chapter	Research Funding
Grand River Hospital	Grand River	\$20,000
Grand River Cancer Centre	Grand River	\$30,000
NE Cancer Centre	Nipissing	\$25,000
University of Manitoba	Manitoba	\$150,000
Ottawa Hospital Research Institute (OHRI)	Ottawa	\$40,000
OHRI/University of Ottawa	Ottawa	\$60,000
University of Saskatchewan	Saskatoon	\$40,000
University of Saskatchewan	Swift Current	\$22,000
University of Windsor	Windsor	\$10,000
University of Alberta	Yukon	\$65,000

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 \$471,768 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:

AVLON
TELUS
RIDE FOR DAD

Jason McCoy has 3 reasons to Get Checked
How many reasons do you have?

Prostate cancer is **90% curable** if caught early. **Get checked today!**
To join the 2019 Avalon TELUS Motorcycle Ride For Dad on Saturday, June 15 or donate to the fight against prostate cancer, visit RideForDad.ca.

Jason McCoy of the Road Hammers treasures his beautiful family of 3!

Jason McCoy has 1 fun reason to Get Checked
How many reasons do you have?

Prostate cancer is **90% curable** if caught early. **Get checked today!**
To join the 2019 Edmonton TELUS Motorcycle Ride For Dad on Saturday, June 8 or donate to the fight against prostate cancer, visit RideForDad.ca.

Jason McCoy of the Road Hammers wants to keep riding!

Tour the Rockies, not the hospital corridors.

TELUS
RIDE FOR DAD

Prostate Cancer is **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

CANADA
RIDE FOR DAD

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

TELUS
RIDE FOR DAD

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

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 or www.RideForDad.ca to learn more!