



Prostate Cancer
Foundation BC



2016

Annual Report

2016 Board

Chair	Jeff Morgan
Vice Chair	Ian Wilshaw
Secretary/Treasurer	Judy Rothwell
Past Chair	Ted Butterfield
Director	Len Gross
Director	Dr. Michael Cox
Director	Peter Fairey
Director	Ray Newstead
Director	Seth Allen
Director	Mark White
Director	Tim Kikkert

Executive Director Leah Lariviere



**Prostate Cancer
Foundation BC**



A Letter from our Chair

“ ..a mission, for all men and their families in BC to be prostate cancer aware. ”

Prostate Cancer Foundation BC is a volunteer based organization established in 1997 to provide support to men and their families affected by prostate cancer in the province. Through donations and community events the Foundation increases awareness and raises capital to fund support and education programs as well as research.

We do this because Prostate Cancer is the third leading cause of cancer death in Canadian men. One in eight men will be impacted by prostate cancer in their lifetime making it the highest occurring cancer in men. Prostate Cancer has no known causes or prevention. Detection and treatment in its earliest stages provides the best chance for a complete cure.

Through the efforts of the Foundation it is our goal to provide access to survivorship programs for men and their families. Support groups and survivorship programs empower patients with the knowledge to assist them in deciding on the many treatment options. For many men and their families, the diagnosis of prostate cancer is stressful and can be debilitating. In recognition of the need for psychological support for patients the Foundation has continued its commitment to fund access to a clinical psychologist at the Vancouver Prostate Cancer Supportive Care Program. And this year we have extended that program to Kelowna thanks to support from our donors.

The Foundation continues to recognize and support the efforts of the Prostate Cancer Support Group Council. The

Council has the role of liaising and providing a voice for the many support groups throughout BC. The Council, with the organizational and financial support of the Foundation, has brought together support group leaders, survivors, research scientists and medical professionals. As an example, by hosting the Pacific Northwest Prostate Cancer Conference our Foundation provided survivors and support group leaders access to current information on research and treatment options. In addition to the technical information provided by the Pacific Northwest Conference, attendees were presented a series of support group best practices seminars to increase the Foundation's outreach throughout the province.

Prostate cancer is a disease that will impact many men and their families in BC. Being prostate cancer aware is knowing the importance of early detection and that there is support available to patients. The Foundation with its many supporters, volunteers and corporate sponsors have a mission, for all men and their families in BC, to be prostate cancer aware.

The ability of the Foundation to meet its service goals is made possible by its many volunteers, donors and corporate sponsors. The Board of Prostate Cancer Foundation BC and its stakeholders greatly appreciate all the individuals, families and companies for their continued commitment.

Jeff Morgan

Jeff Morgan - Chair

Our amazing volunteer leaders



In 2016 we honoured our support group leaders from around the province. Pictured here are just some of the many wonderful men and women who have given years of their time to help others.





Supportive Care Program

\$62,000
For a two year grant
to fund the new Kelowna program.

Kelowna BC
Phil Pollock
Program Manager

Bren Witt

Pioneer Award Honouree

Kelowna BC

Natalia Milosevich

\$25,000
Research Grant
University of Victoria

Victoria BC

2016 Grants



Annie Lee

\$25,000
Research Grant
Vancouver Prostate Centre

Vancouver BC

Dr. Richard Wassersug

Founder Award Honouree

Vancouver BC

Hsiou-Ting Kuo

\$50,000
Research Grant
BC Cancer Agency

Vancouver BC

“ A tireless advocate for our cause, there is no one more deserving of the first ever Prostate Cancer Foundation BC Lifetime Achievement Award ”

“Special Awards 2016.”

The Foundation honours those who have given above and beyond for the sake of the cause.

Dr. Richard Wassersug - Founders Award

Richard Wassersug moved to Vancouver five years ago upon retiring from the position of Professor in the Department of Anatomy & Neurobiology at Dalhousie University in Halifax. Richard had been diagnosed with intermediate risk prostate cancer back in 1998 and soon after had a radical prostatectomy, plus salvage radiotherapy. That was followed by hormone therapy beginning in 2000.

Although he spent most of his research career studying amphibians, his experience as a patient—particularly with androgen deprivation therapy—had captured his scientific curiosity. He arrived here with a mission to see if he could improve the quality of life for prostate cancer patients and their partners.

Richard approached Dr. Larry Goldenberg, with the idea of starting a prostate cancer supportive care program in Vancouver. Dr. Goldenberg was encouraging and Richard volunteered to take on the challenge of getting the program up and running. The first seed money to get the program funded was in the form of a grant from Prostate Cancer Foundation BC. With those funds, a larger application was developed and submitted to the Specialist Service Committee of the BC Medical Association. That application was approved and the Prostate Cancer Supportive Care Program was born.

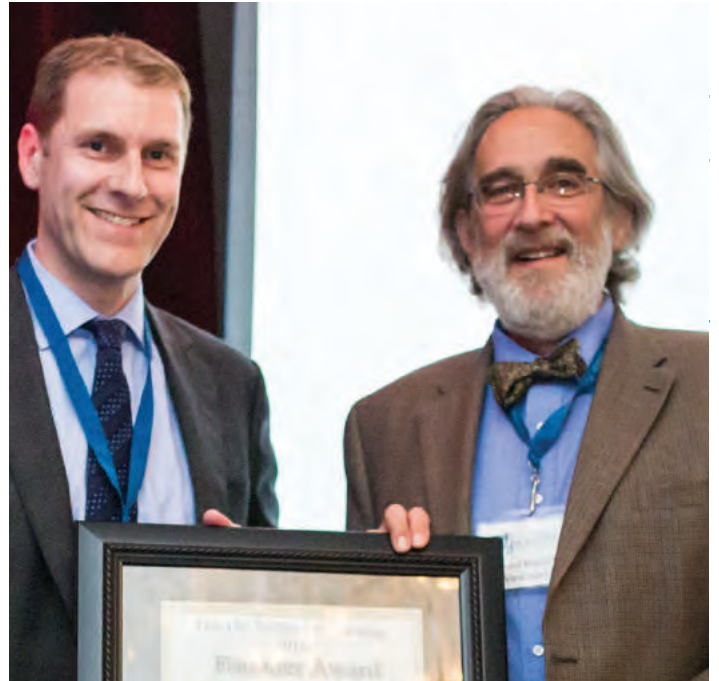
The SSC application has served as the “charter” for the PCSC program. It laid out three overarching principles of the program. These are to provide: 1) supportive care from diagnosis to end-of-life, 2) support to not just patients, but also partners, and lastly 3) data to prove the efficacy of the program overall. Collectively, these goals meant that the program would be incontestably scientific, comprehensive, and complementary to the oncological care provided patients in BC’s lower mainland.

Prostate Cancer Foundation BC has continued to support the program on an annual basis. As a result, the program has now been running for four years and has a coherent structure and the momentum to keep going.

In addition, for the last three years Richard has been the co-lead on the TrueNorth Androgen Deprivation Therapy Education Program.

On a personal note, Richard has always been willing and able to lend himself wherever he can.

He speaks frequently at prostate cancer support groups as far away as Prince George, Comox and Nanaimo. He volunteers at the various Foundation events. Most notably he



The Dr. Richard Wassersug Founder Award

is the lead author of the 2014 book *Androgen Deprivation Therapy: An Essential Guide for Prostate Cancer Patients and their Loved Ones*, which has so far sold over 32,000 copies. He has also managed to write various popular, non-peer-reviewed essays that have appeared in the past half decade in the *Atlantic*, the *Conversation*, and the *American Scientist*.

Bren Witt - Pioneer Award

A lifetime volunteer, Bren Witt was diagnosed with prostate cancer at age 53 and had a radical prostatectomy in 1995. During his preoperative and postoperative period Bren found there was a distinct lack of information and support in the Okanagan for men diagnosed with prostate cancer.

In November 1996 Bren organized and facilitated the first meeting of the Kelowna Prostate Cancer Support and Awareness Group. About 22 men as well as some wives and significant others attended this first meeting. He continues to facilitate the group to the present time, which has now grown and has an average monthly meeting attendance of between 50 and 60 men and their significant others.

The success and growth of the group can be directly at-



The Bren Witt Pioneer Award

tributed to Bren's efforts of personally contacting over 200 men and significant others each month by either e-mail or telephone prior to the meeting. These contacts cover other Okanagan Valley centers including Penticton, Vernon, and Salmon Arm. Bren contacts and schedules guest speakers for each monthly meeting from within the health services profession covering a wide range of prostate cancer related subjects.

In August 1997 Bren started publishing a monthly newsletter for the people attending the Group. Today about 100 copies of the newsletter are printed each month. He has been instrumental in organizing two very successful prostate cancer awareness forums in Kelowna, and was also the moderator of a large prostate cancer awareness forum in Trail. In 2001 Bren opened the Okanagan Prostate Resource Center Society office in Kelowna. The Center consolidates a wide spectrum of male health care information relating to prostate cancer, in the form of books, booklets, brochures, pamphlets, which are loaned or given out free of charge to clients. This facility is one of the few prostate resource centres in Canada and the way Bren operates his centre is unique because of his extensive acquired knowledge of prostate cancer and also as a survivor himself. Bren is regularly requested to give speaking presentations to service clubs, health forums, church groups, and other organizations throughout the Okanagan area. He takes part and helps run the Kelowna Raymond James Fathers Day Runs each year. Bren has been recognized both locally and nationally for his volunteer work and his work in dealing with prostate cancer awareness.

Len Gross - Lifetime Achievement Award

Len has been a volunteer with prostate cancer since 1992 when he attended the first BC support group sponsored by a BC Cancer Agency social worker and a program manager at the Cancer Society. Len was there in 1994 when he became the first and only chair of the Vancouver Support Group.

With those other first support group members Len helped create what is now today Prostate Cancer Foundation BC.

As the longest serving Director, Len served as vice chair as well as on many committees throughout the years.

Len was a founding member of the Canadian Prostate Cancer Network and is a past member of the Advisory Board. Up until his departure in 2000 he was the longest serving member.

As a volunteer, Len works tirelessly for prostate cancer. He heads up the Awareness Committee and speaks to men at workplace events, tradeshow and any location where he can make a difference. He talks to health care professionals, keeping him and his support group up to date on the latest trials and alternatives in prostate cancer care. Len is also involved with the SPORE group in Seattle, attending meetings.

For many years Len was a committee member and the Course Coordinator for the annual Fathers Day Walk/Run. Always the last one to go home Len never lost anyone and more than that... he never complained about the grueling work.

Diagnosed in 1992, and choosing surgery as his treatment option, Len has been living with the side effects associated with the treatment but still always manages to have the most positive outlook for himself and others.

Len takes an interest in everything we do., attending grant review meetings just to know how the procedure works. He never loses his interest or amazement at everything prostate cancer related.

Len spends most days in his home office where he can be found working on prostate cancer related issues and all his other active involvements. If someone calls the office of Prostate Cancer Foundation BC and needs support Len is the man who talks to them. A survivor himself, he is a walking encyclopedia on what treatment options you have and what you may want to consider.

A tireless advocate for our cause, there is no one more deserving of the first ever Prostate Cancer Foundation BC Lifetime Achievement Award.



Len Gross Lifetime Achievement Award

Sponsor Partners

We were so grateful to continue our wonderful relationships with our key sponsors in 2016. As the title sponsor for the Father's Day Walk Run Raymond James financial commitment allowed the Foundation to continue to provide much needed programs and services to men in British Columbia. All three of our unique sponsors share our passion for the cause and their commitment to providing volunteers, dollars and enthusiasm for our two large events; The Raymond James Father's Day Walk Run and the WESTCOAST Motorcycle Ride to Live.

RAYMOND JAMES®



Raymond James

Raymond James is one of North America's leading independent full-service investment dealers and, in Canada, more than 1,000 employees serve investors with their wealth management solutions, as well as institutional and corporate clients.

Raymond James was founded on the principle of always putting the needs of clients first. Today, that principle remains the foundation on which the firm continues to grow. Today, the firm manages over \$485 billion of assets on behalf of 1.2 million individual investors and their families across Canada, the United States and select international centres.

Another key value for the people of Raymond James is giving back to the communities in which they work and live. "This is why we are so proud and excited to be partnering with Prostate Cancer Foundation BC and stepping forward to team up for the 2016 Father's Day Walk/Run," says Paul Allison, Chairman and C.E.O. of Raymond James in Canada. "Together, we are committed to making a difference to those individuals and families living with prostate cancer, and to help raise awareness and support for prostate cancer across British Columbia"

www.raymondjames.ca

Honda Canada

As co-sponsor of The Westcoast Motorcycle Ride to Live, Honda Canada continues to provide much more than financial backing. As a member of our business advisory committee Blake Clarke and his team continue to provide mentoring, prizes, volunteers, booth space at shows and much, much more. All to ensure that the Ride to Live grows and survives.



www.honda.ca

Scotiabank

Scotiabank is a co-sponsor of the Ride to live and continues each year to provide volunteers to help with registration and other tasks as well as a great financial contribution to the cause.



www.scotiabank.ca



“Our sponsors are as unique as they are charitable, giving back in so many ways. They are committed to our cause, not out of any sense of obligation, only a sense of gratitude for the work that together we accomplish.”



WESTCOAST Motorcycle Ride to Live

\$1,154,600.00




ate Cancer
dation BC



Total Raised





“We believe that there is life after diagnosis and demonstrate it through our active participation in the strenuous demands of dragon boat paddling. Fitness and exercise are shown to be of great value in the fight against cancer!”

I had prostate cancer surgery in June of 2013. A minor increase in my PSA level in March of 2016 had my surgeon implement an Androgen Deprivation Therapy program to hopefully remove any remnants of my prostate cancer. As part of the process I signed up to attend a seminar on what to expect while being an Androgen Deprivation Therapy patient. Richard Wassersug, the lead author of the program, explained that one of the best ways to protect yourself from the many side effects of this therapy is to exercise. Richard had sent an email to his participating patients asking for people to be part of the first dragonboat team made up of prostate cancer survivors. I signed up for the dry land training in April and started on-water training in May. We called our team “Butts In A Boat”. Our first race was on June 17 and we won gold!!! Our first regatta was at Steveston in August and we once again won gold in our category!!! I have really enjoyed the experience from my very first on water practice. The physical activity, the mental concentration required to be part of a 20 person paddling team, as well as meeting active and positive people who had suffered the same fate as I had, created a positive lift both physically and mentally in my daily life. This experience pushed me to want to be better and I have joined another dragonboat team to help me improve my ability and endurance. It is truly amazing what you can accomplish as a survivor of prostate cancer. Paddles Up.

*A prostate cancer survivor and
Butts in a Boat member*

Key events

Throughout 2016 the Foundation hosted many meetings, information sessions, webinars, support group meetings, wellness fairs, and small fundraising events. There were four main events that stand out for raising awareness, raising funds and providing education.

Ride to Live / Year 8

2016 was a great year for our Westcoast Motorcycle Ride to Live event. Though we had rain and a scramble to find a venue, the event was a big success. Chris Gailus from Global BC was our MC and he joined 100 classic vehicles and over 300T motorcycle bikes with riders and passengers. The event raised \$152,670 for the Foundation. Highlights were the parade through the streets led by the Vancouver Police Motorcycle Drill Team, Raffle Draw, the great amount of vendors and supporters. In 2017 we are moving to the University of the Fraser Valley for the May 28th event.

The Fathers Day Walk Run / Year 18

Raymond James as a key sponsor continued to help The Father's Day Walk Run raise an amazing amount \$300,240. The event was held in Burnaby, Chilliwack, Kamloops, Kelowna and partnered with The Prostate Center in Victoria. Walkers and runners raised funds and came out to support the cause in droves. The rain was a bit of a deterrent but it didn't keep the spirits down including ongoing TV coverage by our partners at Global. The 2017 event takes place June 18.

BC Support Group Conference/ 2nd

This was the second province wide conference that we have now put on and it was a tremendous success. We had over 100 delegates for three jam-packed days. The conference dealt with leadership and support issues on Friday and Sunday, while Saturday was the Pacific Northwest Conference on research.

Pubs for Prostate/ Year 3

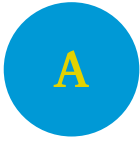
The third year for this event saw a significant increase in participation and regional representation. We had most of the pubs from last year return and some new ones stepped up to join the cause. The reach continued to expand moving farther north in the province with also a significant increase in revenue.

Butts in a Boat/ Year 1

In 2016 we formed the first ever mens prostate cancer survivor dragon boat team. Our team challenged the women's Abreast in a Boat team to a race and we won!. Our team went on to compete in the Steveston regatta and won their event. 2017 will see continued races and camaraderie as the team grows.

Service goals

The Foundation's primary purpose is "to provide leadership and resources for prostate cancer support, education and research in BC." We accomplish this while keeping in mind the groups we serve - survivors, newly diagnosed and families.



Education/Awareness



Websites

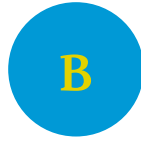
Our new website was launched in 2016 providing more education and information. Together with our support group site we have everything at your fingertips

Community

We set up displays at community events, schools, businesses, wellness shows, involving the community. Our events also empower and engage.

Talks

Our speakers will talk to anyone, anywhere. We set up webinars, conferences and other forms of getting the word out.



Support



Survivors

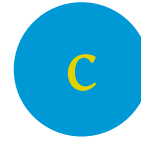
Survivorship and quality of life is a key element of our foundation. Our support groups continue to help men through their journey and beyond.

Newly Diagnosed

We provide support and current prostate cancer information to newly diagnosed BC men and their families to assist them in deciding on the numerous treatment options available.

Families

We help families going through the diagnosis and uncertainty come together to support their loved ones. We provide the tools to make it a "we" not just an "I".



Research



Grants

Our research grants provide BC scientists with funds to continue their amazing work and introduce new clinical trials.

Programs

We expanded our reach by providing funding for the new Kelowna Supportive Care Program.

Conferences

The 2016 BC Support Group Conference was a big success, coupled with the 2016 Pacific Northwest Conference.



Volunteer Committees

The Foundation has many committees working in tandem to move forward with the mission and goals set out by the Board. The committees work on various tasks from raising funds, to providing awareness, looking into the best ways to utilize donor dollars to assisting with support groups and the BC survivors who rely on them.

Board **Chair: Jeff Morgan**

Our volunteer board leads the charge, providing direction and structure to our many committees, volunteers and staff. Made up of some survivors and other giving individuals, these men and women aren't afraid to roll up their sleeves and help out at many of the Foundation's events and activities.

Awareness and Education

Chair: Len Gross

In 2016 we provided volunteer speakers and displays at home shows, wellness fairs, Transit, Pacific Blue Cross, firehalls, the Vancouver Mining Convention, malls and more.

Fundraising and Events

Chair: Seth Allen

The Fundraising and Events Committee not only works on our two signature events but they guide the team...looking for new ventures, endowment funds, grants and more.

Grants **Chair: Mark White**

Our Grant Committee has now expanded its scope to include non research projects. Vetting the best of the best has been an arduous but satisfying task. We treat every dollar donated with the respect it deserves, focusing on the best way to help men and end their battle. This year our funding reached all corners of our province.

Support Group Council

Chair: Kevin Higgins

Our Support Group Council presented the 2016 BC Support Group Conference. The conference was the highlight of the year for this group of dedicated volunteers. The Council has also mentored many new men wanting to start a group as well as provided ongoing support and guidance for those groups struggling with a variety of issues.





“We partnered with Global TV to promote the importance of early detection to all corners of the province. With two well received celebrity commercials we were able to bring awareness to the cause and save countless lives”.

1 in 8 men



Statement of Financial Position

for the year ended 30 September 2016

Assets	2016	2015
Cash and Investments	428,560	440,865
Endowment Funds	152,299	150,258
Accounts Receivable	16,794	13,963
Prepaid Expenses and Other	17,193	6,950
Total Current Assets	614,846	612,036
Capital Assets	6,355	5,486
	\$621,201	\$617,522
Liabilities		
Accounts Payable	37,896	4,378
Grants Payable	131,000	150,000
Total Current Liabilities	168,896	154,378
Net Assets		
Endowment Fund	152,299	150,258
Invested in Capital Assets	6,355	5,486
Unrestricted	293,651	307,400
Total Net Assets	452,305	463,144
	\$621,201	\$617,522

Statement of Operations

for the year ended 30 September 2016

Revenues		
Fundraising Events	\$508,887	\$498,653
Donations	86,900	80,100
Gaming Grant	10,000	10,000
Interest and Sundry	2,041	1,425
	607,828	590,178
Expenses		
Fundraising Costs	188,288	145,422
General and Administrative	56,528	54,451
	244,816	199,873
	363,012	390,305
Allocation		
Awareness and Support	242,851	100,194
Grants	131,000	170,000
	373,851	270,194
Excess of revenues over expenses	-10,839	120,111
Net Assets, beginning of year	463,144	343,033
Net Assets, end of year	\$452,305	\$463,144

Note: General and Administrative Expense ratio 9% (2015 - 9%) Fundraising ratio 37% (2015 29%)

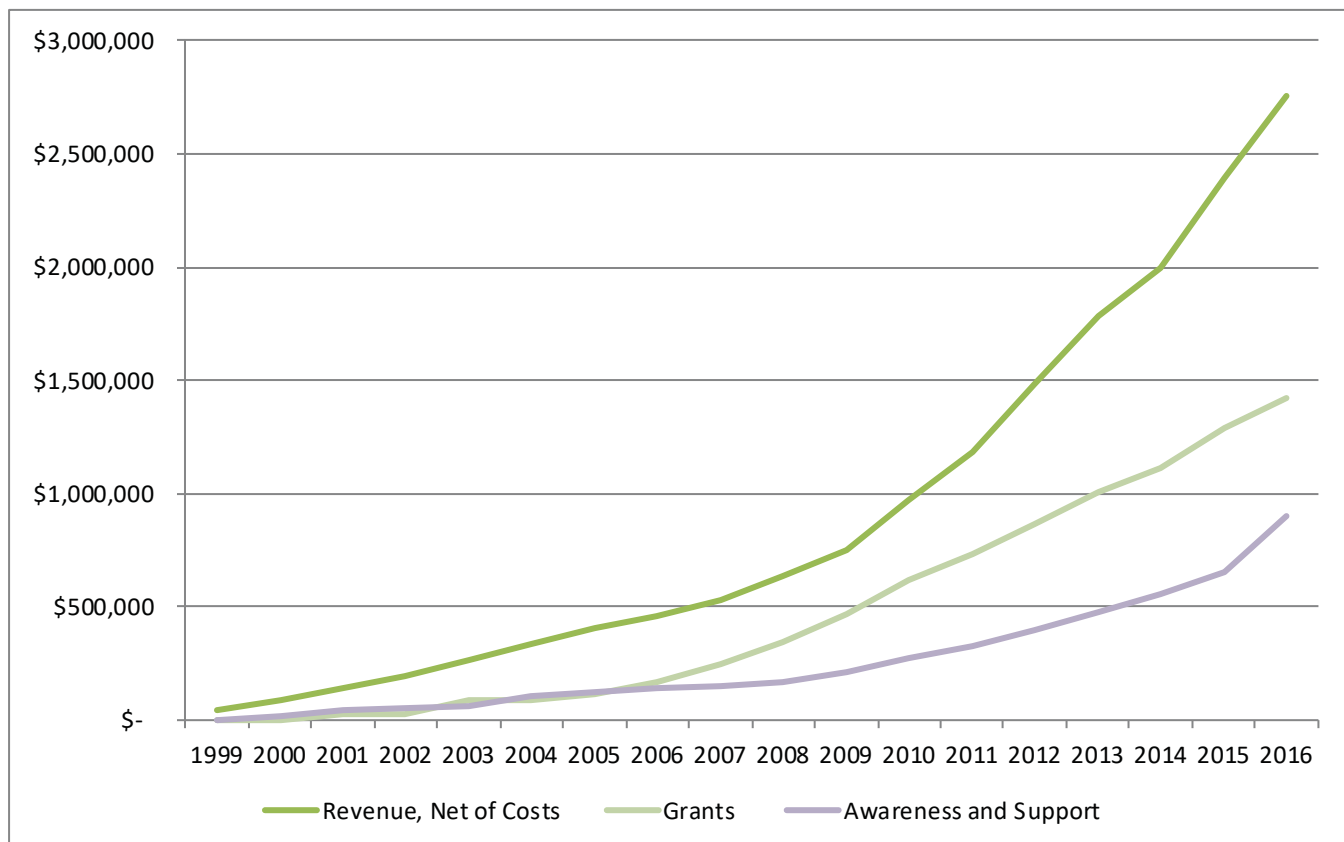
Progress Chart

Financial Results from Inception to 2016

“Each year the Foundation carefully allocates funds to research grants and programs based on its available funds.”

From 1999 - 2016

This year’s financial results saw revenues increase by 3% to \$607,828 (2015: \$590,178). The fundraising expense ratio increased to 37% from 29%. The general and administration ratio was 9% for both 2016 and 2015.



The walk/run	The ride	Grants/Programs	Historical
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The Father’s Day Walk/Run raised revenues of \$300,240 (2015: \$312,369) including \$100,000 from the Raymond James sponsorship. The event was held in Vancouver, Chilliwack, Kamloops and Kelowna. Fundraising expenses were 39% (2015: 27%) resulting in net revenues of \$182,713 (2015:\$229,182).

The Westcoast Motorcycle Ride to Live raised revenues of \$152,670 (2015: \$149,403) from its two locations of Vancouver and Chilliwack. Fundraising expenses were 35% (2015: 33%) which resulted in net revenues of \$88,175 (2015: \$99,981).

This year grant-in-aid research awards totalled \$100,000 (2015: \$125,000) . A \$62,000 grant paid over two years was awarded for the new Supportive Care Program in Kelowna (2015: \$25,000 for the Vancouver Supportive Care Clinic). Awareness and support programs incurred costs of \$242,851 (2015: \$100,194) related to our tri-annual BC Conference, Global TV awareness program, reef kit programs for newly diagnosed men, assistance and equipment for support groups, awareness/support group websites, other conferences and various awareness materials.

Since inception in 1998 the Foundation has raised an amazing net revenues of \$2,753,147 from its signature events, sponsorships and general donations. During the 18 years, it has awarded \$ 1,417,743 for research grants and spent \$899,615 on awareness and support programs.



Prostate Cancer Foundation BC

"Providing leadership and resources for prostate cancer support, awareness and research in BC"

Prostate cancer is the most common cancer among Canadian men

At age 40 all men should have a conversation with their doctor about their prostate health

www.prostatecancerbc.ca

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