

President's Message

Your Foundation is now 10 years old. The founders vision developed in earlier years was to fill a need in B.C. for survivors of Prostate Cancer for better treatment, more awareness and support for the most prevalent cancer affecting men. In the intervening period, the incidence of Prostate Cancer continues to creep upwards although with improved early detection and treatment, the rates of death are reducing.

The Foundation's Strategic Plan was fully reviewed, reaffirming the commitment to the five primary goals and adding to the sixth – the raising of more funds to support the effort of the five service goals. This action will take your Foundation into new territory, requiring involvement of existing and new directors and supporters. The Plan also confirmed the need to firm up an active committee structure to take responsibility for each of its service goals.

The stage is now set for linking DoltForDad events across Canada into a National Father's Day event starting in 2008. In an agreement with the Prostate Research Foundation of Canada, on June 15th 2008 we will host the 10th annual DIFD Metro Vancouver - Father's Day Walk/Run for Prostate Cancer at Burnaby Lake. Our committee will also reach out to new Walk/Run events in Kelowna and Kamloops.

The Communications committee's Procansupport virtual newsletter has been a major effort, along with a presence at numerous information booths and forums. The Awards committee increased the granting efforts enabled by fund raising of recent years, while the new edition of the Reef Knot Kit has been distributed to Urologists throughout B.C. Much remains to be done to establish a larger public presence for Prostate Cancer, enhancing the support groups in BC and in research funding.

One un-met goal is achieving free PSA tests for all men to assist in detecting the potential of Prostate Cancer. The PSA test is still the best first line of defence in early detection and cure of PCa.

Thank you to the many volunteers of the DIFD event, support group leaders, and our directors whose continued efforts make achievements possible. Special thanks to retiring director Jack Carlisle, who has been involved from the Foundation's early days.

It has been my privilege to serve your Foundation.

Ted Butterfield, Chair and President

FINANCIAL REPORT 2006-2007

Year ended September 30th

Revenue & Expenses

| | 2006 | 2007 |
|-----------------------------------|-------------------|-------------------|
| REVENUE: | | |
| Donations and fundraising | \$100,731 | \$113,087 |
| Interest income | <u>4,185</u> | <u>6,304</u> |
| | 104,916 | 119,391 |
| EXPENSES | | |
| Research and grants | 61,010 | 80,600 |
| Fundraising | 40,551 | 47,618 |
| Awareness promotion | 8,731 | 11,687 |
| General & administrative | <u>5,268</u> | <u>4,686</u> |
| | 115,560 | 144,591 |
| (Excess) of expenses over revenue | <u>\$(10,644)</u> | <u>\$(25,200)</u> |

Balance Sheet

September 30th

| | | |
|---------------------------------|------------------|------------------|
| ASSETS | | |
| Cash and investments | \$204,019 | \$196,921 |
| Other | 6,335 | 5,805 |
| Fixed assets, net | <u>-</u> | <u>4,008</u> |
| Total assets | <u>\$210,354</u> | <u>\$206,734</u> |
| LIABILITIES & EQUITY | | |
| Accounts payable | 32,376 | 53,956 |
| Equity | <u>177,978</u> | <u>152,778</u> |
| Total liabilities & equity | <u>\$210,354</u> | <u>\$206,734</u> |

(*) 100% of revenue comes from fundraising efforts by the Foundation, the main undertaking being our annual "Do it for Dad" walk/run.



DO IT FOR DAD!

Father's Day Walk/Run for Prostate Cancer

Annual Report - 2007



British Columbia Foundation for Prostate Disease

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Foundation Mission

“to improve knowledge, prevention and treatment of prostate cancer”

Foundation Goals

To promote public awareness of Prostate Cancer throughout the Province.

To provide a focus for Prostate Cancer advocacy

To assist in the formation and operation of Prostate Cancer support groups

To facilitate and aid Prostate Cancer research & treatment

To promote co-operation amongst all stakeholders involved in Prostate Cancer

Raising funds from its supporters to enable achievement of the 5 service goals

Our priorities in 2008 will include:

Expanding programs for public awareness of Prostate Cancer; re-energizing advocacy efforts for free PSA testing; expand content and distribution of Procansupport Newsletter; celebrate successful 10th DoltForDad Father's Day Walk/Run for Prostate Cancer; establish new Foundation fund raising campaign; and expand grants to further strengthen support groups, improved treatment research and prevention programs.

The Board

Your Foundation is a volunteer-led, Prostate Support Group based, organization. The directors pursue a range of activities in pursuit of the Mission and Goals noted in this report.

A Year in Review

- **Prostate Cancer Support Groups** – modest budgets from the Foundation are available to all groups, although more effort is needed to assure groups participate in building programs. The Procansupport newsletter was launched to provide support groups, and many others, with a forum and current information on Prostate Cancer issues. Initial collaboration on Support Group development with the BC Division of the Canadian Cancer Society's support group program indicates Prostate Support Groups have different desires and needs than some of the existing CCS support group programs provide. Some modified versions are being discussed with the CCS. B.C. has more PCa support groups than any other province.
- **PSA Testing** – the PSA test is supported widely as the best first test leading to early detection, validation and, if appropriate, proper treatment of PCa. B.C. should be providing free testing when men reach the age of early risk, as available in many other provinces.
- **Research** – this past year has been another busy one in supporting research efforts in B.C. Awards of \$10,000 were made to the Burnaby Hospital for equipment; \$25,000 to Dr. Sadar and her research team at BC Cancer Agency Research for developing PCa blocking therapies; a third year \$25,000 grant to the Prostate Centre for ongoing research on bone metastases; \$10,000 grant to Mr. Fred Crawford for his PhD study in prostate cancer and \$10,000 grant to Inspire Health to develop a pilot project for sharing research papers on prostate cancer and relevant topics. Each of these research grants will serve to lever significant additional grants to accomplish

further advances to treatment and cure of Prostate Cancer.

- **Affiliations** – improving the outcomes for Prostate Cancer survivors and new patients is the task of many organizations. Your Foundation Board has representation on the CPCN (Len Gross); CPCRI (Jack Carlisle and Bert Anders), SPORE (Len Gross & Val Strijack) and the National DoltForDad Committee (Val Strijack and Ian Baxter) aligned with the CPCN and the Prostate Cancer Research Foundation of Canada.
- **Public Awareness** – despite the prevalence of PCa amongst men (1 in 7 will be diagnosed with PCa), not enough is known about its impact on men's lives and their families. We have a challenge to change this awareness and support for survivors and more research into prevention, treatment and a cure for this debilitating disease to many men.

Programs to increase awareness and provide assistance to new patients and the public include the Foundation's Reef Knot Information Kit for new patients, a Speaker's Bureau, the Foundation's web site and links to other sites, the ProCanSupport virtual newsletter and several Public Forums which your Foundation sponsored or participated in during 2006-7. These included a Forum on Prostate Cancer at VGH, Burnaby volunteer agency community show at Metrotown, the BC Cancer Agency public forum at the Bayshore and lately the large Association for Mineral Exploration conference at the Bayshore with our prominent booth and free PSA testing program.
- **Volunteers are the key** – support for survivors of Prostate Cancer, its prevention, knowledge, and better treatment research is a long way behind in funding support and volunteer resources versus other major cancer and health issues. More than 1 in 7 men will contract Prostate Cancer which also impacts their families. New efforts are needed to engage volunteers in a meaningful way to "Wage War on Prostate Cancer".

Fundraising Activities

These many programs would not be possible without effective fundraising and public support.

The 9th annual June Do It For Dad Walk/Run event raised a net \$56,086, with a record gross proceeds of \$104,419 and over 700 participants. Special funding support was received from The Carter Auto Group, Aventis, Novartis, Merck Frosst, Investor's Group, Vancouver Giants. This excludes over \$40,000 donations in kind from many others to support the lower mainland 'run day event' at Burnaby Lake. In 2008, our 10th Annual Run is scheduled for Father's Day on June 15, 2008. This year satellite walk/runs will be held in Kelowna and Kamloops while the Foundation's Metro Vancouver event will link into the national Father's Day Walk/Run for Prostate Cancer.

Prostate Cancer Gifts and Bequests Program - In 2007, initial steps were taken to re-energize this program and provide new source of funds for your Foundation's mission and goals of prostate cancer awareness, survivor support and research into prevention, treatment and cures. We are working with Compton International Fundraising (North America) Ltd. to review our current fundraising and make recommendations to embark on a new fundraising campaign. Independent donations still made up a meaningful source of receipts in 2007 that totalled over \$8,000 including Aventis, Royal Canadian Legion, United Way, Telus Employees and Memoriams for Sam Thomson and Leonard Reed.

Donations may be made directly to the Foundation by sending them to the address noted on the cover of this report. If the donation is in memory of someone who has passed away from Prostate Cancer, a memoriam card will be sent to the family recognising your contribution.

More information about the Foundation is available on www.bcprostatecancer.org, contacting info@bcprostatecancer.org or calling 604 738 6489 or fax to 604 924 1044.