

# ANNUAL REPORT 2021

## Looking beyond the horizon



Prostate  
Cancer  
Foundation BC





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*While we were still not able to meet in person and our events were virtual, our hope and optimism made us look beyond the horizon.*







## BOARD CHAIR

### Peter Fairey

*Everyone is tired of hearing and talking about the COVID-19 pandemic and of the challenges it presented and restrictions it entailed. But we must not forget that It brought tragedy to many families. It brought isolation and loneliness for many and it devastated many businesses and jobs. And while successful organizations “pivoted” (another word we are tired of hearing) as did PCFBC, many of the changes to our society and Foundation are not a mere swivel but will be long lasting.*

It is one thing to survive for a year, or now, for two years, but at this point we need to look beyond the horizon. The pandemic caused individuals and organizations to refocus and make strategic decisions about the future. The changes and introspection have been disruptive but are also healthy. Being limited to utilizing electronic communication far more than previously, PCFBC achieved even more significant improvements in efficacy and reach this past year.

We are a grassroots organization so never want to lose our personal and human touch. But technology is allowing us to deliver better information and services to more people than ever before and more economically. We are able to multiply our impact through producing and having on-line, world class webinars and presentations which can be accessed by anyone anywhere and importantly, whenever it is convenient for them. We have a number of websites and resources described elsewhere in this Annual Report. We have been able to develop capacity to train support groups and other volunteers both about the disease and its treatment options, its challenges, research, etc. and also about how those groups can run more effectively using technology and on-line resources we have created. And at the same time PCFBC has learned so much from members of the much wider community with which we now engage.

You will read in these pages how the National Council of support groups has progressed so quickly through the energy and ability of the individuals involved and strong support from our Foundation.

During the year ended September 30, 2021 there was a bittersweet farewell to director Sarah Weller who was required to resign in light of a significant career advancement with BC Cancer. While we were pleased for her success it was sad to see her go after four terrific years of contribution and leadership -- not just at the Board table but through running in events, participating in our activities, assisting the Butts, and direct interaction with support groups given her physical therapy background. She helped the Foundation take a leadership role interfacing with Supportive Care including the seeding of the program in Kelowna. She was a wise and compassionate colleague well-liked by all.

We have a terrific Board and have made some great additions which I will not detail here. What I do want to say, however, is that we want to continue to reinvigorate our Foundation and its Board. In the year ahead we are looking to create greater diversity in our skill sets, ethnic make-up, genders and orientations. I encourage you to get involved in a committee or on the Board and make a difference.

Prostate cancer has different impacts on different individuals and families and our Foundation is looking to try to meet the various diverse needs. Going virtual has permitted bringing groups together nationally, based not regionally or geographically but based on common interest -- e.g., the Active Surveillance Group, the Partners Group and the new to come Advanced Group, where the common interest is the subject matter and not the location. Prostate cancer knows no geographic borders, and the materials and information we develop for one region are usually useful in another.

In this year ahead we will return to in-person events and their attendant camaraderie and fun. But we will also retain the virtual option for those across the province and country who cannot attend in person.

We are nothing without our incredible staff, Board and committee members, volunteers and not least, our donors. I want to acknowledge and thank each of them. As our reach and services have expanded, despite our efficiencies, we still very much rely on your support. Fundraising is challenging at the best of times and with natural disasters, COVID-19 and looming inflation there is competition for those funds. We hope to remain worthy of your support. Our services are needed no less today than ever before.

## OUR TEAM

*A grassroots team that continues to work tirelessly for men and their families right accross Canada.*

*I couldn't be more proud of the amazing accomplishments our small team has achieved.*

Over the past 12 months our staff have continued to push the envelope and bring more services and awareness opportunities forward.

Working from different locations while trying to keep everyone safe, we have adapted seamlessly and found that our connections remain.

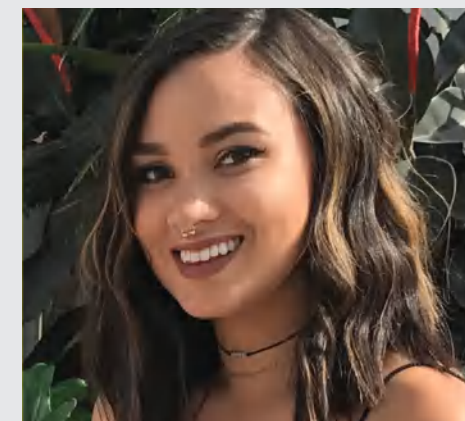
Expanding nationally to pick up the pieces that Prostate Cancer Canada left behind has been a rewarding challenge. Never stepping back, but instead pushing ourselves farther to help more and more men and their families, is just what we do.

We are very grateful to our Board and hundreds of extremely dedicated volunteers who work alongside us, ensuring that all men have the information and support they require.



**LEAH LARIVIERE**  
EXECUTIVE DIRECTOR

I couldn't be more proud of the amazing accomplishments our small team has achieved, and I look forward to our future goals being met.



**RICHELLE GREEN**  
Support Services Manager



**SHELLEY WERK**  
Donor Relations



**MEYER QUAYNOR**  
Support Services

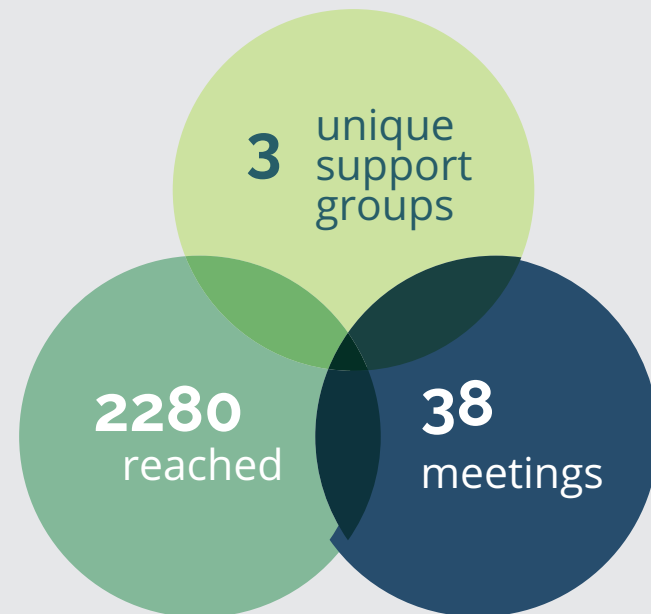


**NICOLE SIROCKMAN**  
Event Manager



## GROWING OUR NATIONAL REACH

*In the past year we have increased outreach by growing our groups and services. We added an Active Surveillance Group and kept our Coast to Coast and Partners in Prostate strong. Our journey-specific groups have provided more opportunities for specialized information and support that targets mens' needs.*



### PARTNERS IN PROSTATE

At our Partners in Prostate meetings, new attendees are prioritized to receive support and share regarding their unique situations. Most attendees return after their first meeting and many partners continue to stay in touch outside of meetings.

### ACTIVE SURVEILLANCE

Our Active Surveillance support group has developed a collaborative relationship with advocates and patients in the US who moderate the AnCan and ASPI active surveillance support groups. Our AS meetings have seen attendees from coast to coast in the US and Canada!



Over the past year, our cross-Canada support groups have remained vital, meeting online monthly and seeing attendees from across Canada including the Territories and the Atlantic provinces. We've even hosted several patients and advocates from all over the US!



### COAST TO COAST

Our Coast to Coast meetings continue to host an expert in prostate cancer each month. 2021 saw speakers in pharmacology, genetics and personalized medicine, PSMA-PET scanning, managing the fear of cancer recurrence, and so much more. We also hosted our first virtual PCFBC grant recipient panel and our first support group meeting dedicated to the disproportionate impact of prostate cancer in black men in honour of February's Black History Month.

Looking forward to the new year, we're excited to continue growing these groups and begin hosting another nationwide support group that will meet the needs of advanced prostate cancer patients needing information and support for their diagnosis.





# REACHING BEYOND OUR BORDERS

An important goal for us moving forward is to continue to foster and strengthen our relationships with other international prostate cancer advocacy groups and organizations. We know that working together collaboratively will help all of us – not only through the sharing of resources, but through the growth in awareness that we can raise in our communities together.

01

AnCan (Answer Cancer Foundation)

02

ASPI (Active Surveillance Patients International)

03

PCSC Program (Prostate Cancer Supportive Care)

04

PC-PEP (Prostate Cancer Patient Empowerment Program)

05

UsToo/Zero

06

The Walnut Foundation

## SOCIAL MEDIA REACH

YouTube:

- Reach has increased 268% with 277.7k impressions
- Views have increased 163% with 16.3k views
- Engagement has increased 152%
- Subscribers have increased 238%
- 40% of viewers in the US

Instagram:

- Reach has increased 238.6%
- Followers have increased 128%

Twitter:

- Average 7.5k impressions monthly
- 14.4k impressions during September Awareness Month campaign
- Increase of 121% in impressions compared to 2020



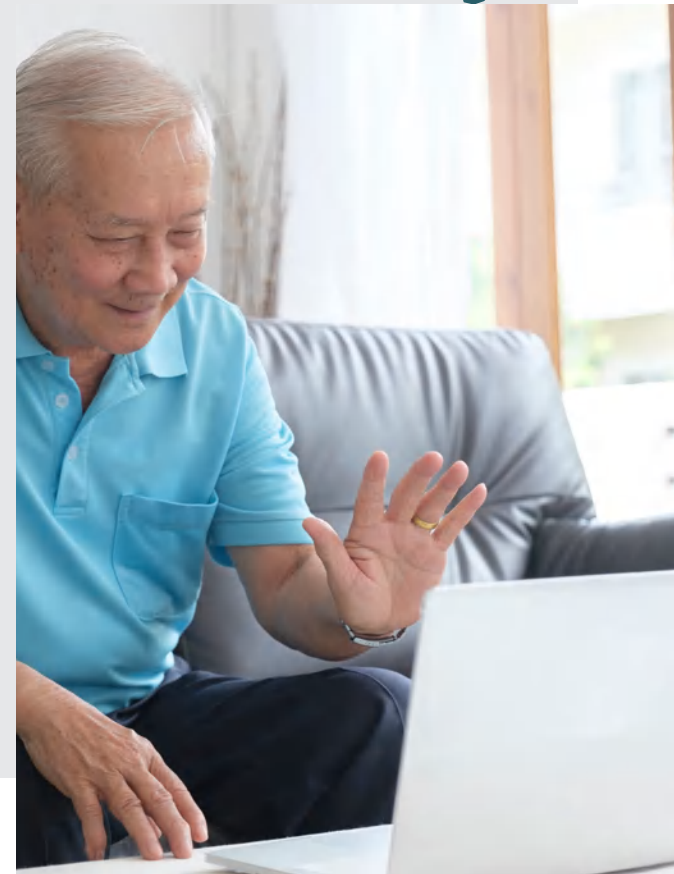
*This coming year, we hope to continue to participate in and co-sponsor international summits, such as the “Is Gleason 6 Really Prostate Cancer? – A Debate!” webinar organized by the US-based AnCan Active Surveillance Group. By utilizing our pooled resources and strengths, we have been able to successfully garner increased participation in our webinars and get the attention of important advocates, scientists, medical professionals, and researchers in the prostate cancer space.*



## HOW ZOOM HAS CHANGED US



When the pandemic first arrived, we wondered how we could continue to support all the men who needed our resources. Our groups were primarily based on geographic locations. Zoom has enabled us to not only continue to provide those resources but has allowed us to reach well beyond the borders of our cities and towns. We have continued with board meetings, volunteer meetings, events and most importantly support groups, all because of Zoom.





# A NATIONAL COUNCIL IS BORN



After the formation of the Prostate Cancer Support Canada website, we took steps to form a National Council of support group leaders.

The first council set the groundwork for how the Council would be run, the guidelines for members and the structure for offering support.

When the Council was created we had immediate buy-in from the support community. The Council helped to bridge the gap between the Foundation and the support group leaders.

**SUE SOHNLE**  
**FIRST NATIONAL COUNCIL CHAIR**



*“I’m so pleased with how the prostate cancer support groups across Canada came together to create the Council. I don’t think the lines of communication have ever been this open, and support group leaders now know where to turn for the assistance they need to continue helping the men in their communities.”*

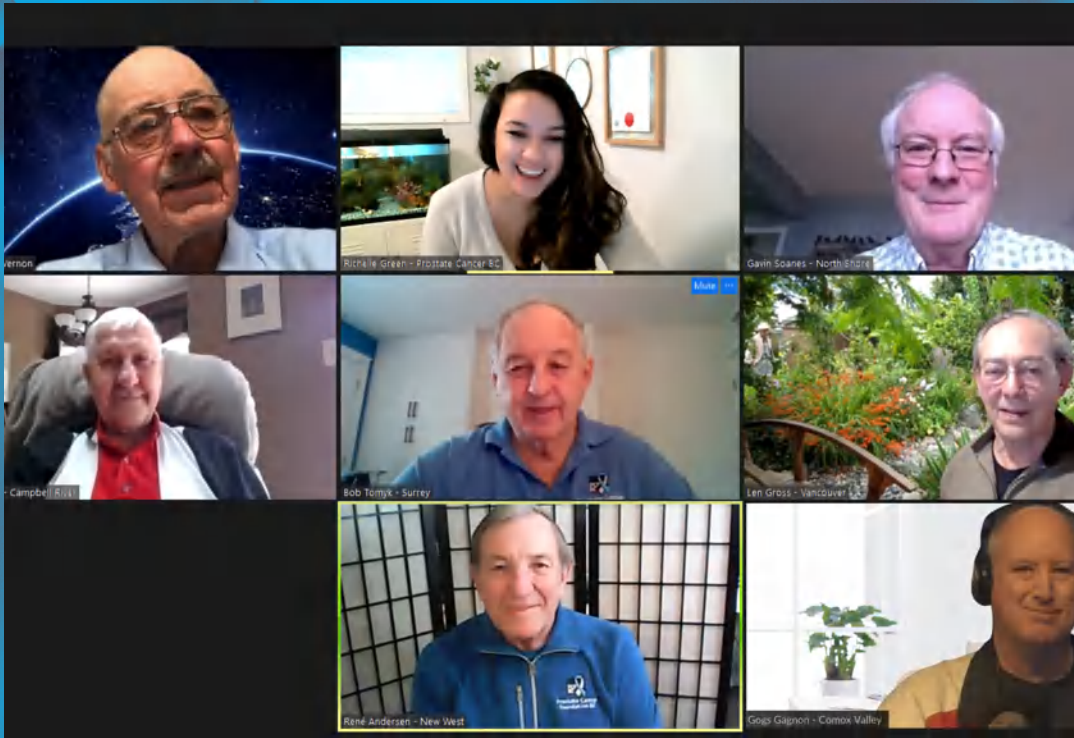
## LEADERS GUIDING LEADERS

Both the BC and national support group councils are a valued resource to the Foundation and its staff. Working together, we have been able to support all of our leaders in their journeys to assist men and their families.

## THE BC SUPPORT GROUP COUNCIL

The BC Support Group Council has been working behind the scenes for many years guiding and mentoring BC support groups. The Council was responsible for assisting with the Spring workshop. They have always been leaders in conference planning and inventing innovative ways to reach out and lend a hand.

The 2021 members are:  
LEFT TO RIGHT: Roy Gavlin, Vernon; Richelle Green, Support Services Mgr.; Gavin Soanes, Vice-Chair; Joe Dahoy, Secretary; Bob Tomyk, Surrey; Len Gross, Board Rep.; Missing, Vince Schirelli, Butts; Rene Andersen, Burnaby; Gogs Gagnon, Chair.







An interview with Phil Segal

## NATIONAL SUPPORT GROUP LEADER



## MAKING A CUTTING EDGE NATIONAL DIFFERENCE



Phil Segal is the volunteer leader of the newly formed Nationwide Active Surveillance Group. Phil answers some questions on forming and running this first ever Canadian national group.

*"We've had great support from PCFBC with the calendar and with Richelle's help facilitating. As with any group we'd obviously like more members but I feel that will come."*

### ***What was the inspiration in starting a national Active Surveillance group?***

Bob Allan thought it would be a good idea to start up a Canadian AS group and asked whether I'd like to join him in running it. Having been actively involved in other (US) groups I thought having our own Canadian group under the auspices of PCSC would be an excellent idea.

### ***Has the uptake been what you hoped for?***

Attendance has been typical for these types of sessions, anywhere from 15-30 men. When we had Dr Klotz as a presenter we had close to 80. We just have to keep plugging away and letting the PCSC groups know that the AS session is available monthly.

### ***What impact, if any, has the group had on its members?***

I think we've had a positive impact. We receive heartfelt thanks for the stories and advice men hear in the group and for the contacts made at the meetings.

### ***Is there a specific story you can share about an individual that benefitted from the group?***

At our most recent meeting there was a man recently diagnosed who was not a candidate for AS. He really didn't know a lot about prostate cancer and we were able to give him guidance and references to a PCSC support group in his area that would be able to help him further on his journey.

### ***Where do you think the group will evolve?***

Hopefully, as we grow and get better known by PCSC support groups across the country we can be seen as the "go to" source for Canadian AS support.

### ***Is Zoom working for the group? How does it differ from an in-person meeting?***

The only "good" thing about Covid has been the growth of Zoom meetings. Without Zoom I can't see how the national AS group could exist, unless as an on-line data resource. With Zoom we get members from across most of the country as well as the US.

### ***What personally has leading this group meant to you?***

I always learn something in the meetings I attend. Honestly, the prostate cancer support community is made up of a bunch of really nice guys who are anxious to support and help each other so it's a pleasure to be involved.

### ***Tell us about your journey?***

When I was diagnosed in 2007 I knew nothing about prostate cancer. I was directed by a friend to the Toronto Man to Man group and went to an in-person meeting. Seeing all the men who had received treatment and continuing to live healthy and active lives made me feel much better. I decided to continue participation with the group, so I've been involved with prostate cancer learning, education and peer support since then.



## EDUCATION BEYOND OUR GROUPS

*In the Spring of 2021 we held a workshop that featured 4 speakers and an expert panel of 5. It was informative, inspirational and well received.*

4  
keynote  
speakers

5  
panel  
experts

### Dr. David Kuhl MD, PhD

Professor, Clinician, Researcher, Men's Health, Medicine, Psychology

### Dr Kevin Lutz MA, RCC, PhD

Registered Clinical Counsellor, Researcher, Trauma in Men, Public Safety Personnel

### Dr. John Oliffe, RN, Med, PhD

Professor, Tier 1 Canada Research Chair in Men's Health Promotion

### Glenda Standeven

Author, Motivational Speaker, Support Group Facilitator

120  
attendees

## Support Groups in CHALLENGING TIMES

2021 PROSTATE CANCER SUPPORT WORKSHOP



To bring awareness to Prostate Cancer Awareness Month in September, we held a series of speaker evenings -- informing, educating and enlightening.

### Dr. Michael Fraser

Cracking the code: prostate cancer, genetics and you

### Dr. Laurence Klotz

Active surveillance: from bench to bedside

### Dr. Abby Collier

Diagnostics and therapeutics for prostate cancer: an update

### Dr. Phillip Cohen

PSMA Pet-ct from a patient perspective

### Jolyon Hallows


Self care for caregivers

378 people attended these sessions over 5 nights.



# A SURVIVOR LOOKS AT HIS OWN HORIZON

*An interview with  
advanced prostate cancer survivor  
and Vernon, BC resident  
Kal Newell*



“ When we stop saying why me, suddenly a tremendous weight is lifted off of us.

*Kenneth Albert Lynn, better known as Kal, received his life-altering news in December of 2016. Kal may have chosen to shorten his full name to an acronym, but it would be impossible to shorten the amount of good he has done and all that he has accomplished in his life. Kal has advanced stage prostate cancer, but he is so much more than his diagnosis. Kal is a dedicated husband, father, and grandfather. Kal is a skier, golfer, and poker player. With his current health status, it has become difficult to remain active. Due to this, he has taken on new hobbies like cooking. “I get up and I look at recipes,” he says, when he can’t sleep through the night.*

Up until his diagnosis, he had been getting his PSA checked regularly, and it was a surprise to him to find out that his prostate cancer was advanced and required surgery only a few months after he was first diagnosed. And while he does his best to remain positive, navigating an advanced prostate cancer journey is difficult. There are multiple drugs, therapies, and specialists. There are out-of-pocket costs that you do not expect and can only hope to afford. And of course, there are regrets. Wishing that maybe you should have done something sooner than later, taken a different drug, or gotten a second opinion. When things don’t work, the advice of staying positive becomes a nuisance rather than comforting guidance.

He turned to his family and friends for support. His children make their way up to Vernon to visit him regularly. His neighbours shovel his driveway without him asking. His friends take turns driving him to his appointments. Kal came across PCFBC support groups through a newspaper ad and quickly became an active member and leader of the support group in his community. So, while he was navigating his difficult advanced stage journey, he made room to be there for the men in his community going through the same. When COVID-19 hit, he and the other members of the support group steering committee decided that rather than conducting meetings online, which often had low attendance, they would phone their members and ask how they were doing. “But you know the neat thing is, we probably get more out of the phone calls than they do,” he says.

He is currently running out of options and knows that his time may be coming to an end sooner than he would like. However, Kal and his family have chosen not to wallow in sorrow. “When we stop saying why me, suddenly a tremendous weight is lifted off of us.” So, while he still can, Kal will continue to take advantage of the time that he has left, and that is his advice to everyone who is on a prostate cancer journey, or any other health or life challenge. For Kal, this means continuing with the daily coffee that he has with his friends, beginning do-it-yourself construction projects, counseling his peers, and hopefully, this summer getting out on a boat for what may be the last time.

**Thank you, Kal, for your leadership with our support groups and for sharing your story.**

*Our new National Advanced Prostate Cancer Support Group for men like Kal started March 11, 2022.*





# GRANTS

*Our Grant-In-Aide Committee worked with a specialized review panel to help narrow our grant applicants to these five highly skilled candidates. We awarded \$175,000.00 towards improving prostate cancer therapeutics, outcomes, and diagnostics.*



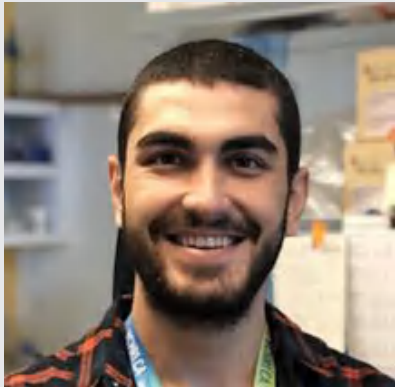
**JANE FOO**  
**GRADUATE STUDENT**

\$25,000 for ‘Structure-based Development of MYC Inhibitors for Neuroendocrine Prostate Cancer’



**KARAN KHANNA**  
**GRADUATE STUDENT**

\$25,000 for ‘Biomarker Analysis of Extracellular Vesicles to Improve Prostate Cancer Detection’



**UGUR MERIC DIKBAS**  
**GRADUATE STUDENT**

\$25,000 for ‘Structural Characterization of HOXB13 as a Novel Pharmacological Target to Treat Castration Resistant Prostate Cancer’



**DR. FELIPE ELTIT**  
**POST-DOCTORAL FELLOW**

\$50,000 for ‘Effects of Prostate Cancer Metastasis in Vertebrae’.



**DR. STEPHEN YIU CHUEN CHOI**  
**POST-DOCTORAL FELLOW**

\$50,000 for ‘Optimization and Validation of MCT4-targeting Small Molecule Inhibitors for Treatment of Advanced Prostate Cancer’.



## EVENTS BEYOND OUR NORM

*A second year of virtual events didn't mean a loss of spirit or revenue. It just meant we were more determined than ever to keep looking forward, beyond the horizon.*

It was a challenge to come up with something exciting for our second year of events during the pandemic. Our team brought new ideas and relaunched, which gratefully was met with enthusiasm and support.



We were not able to run It's a Snow Day in 2021 due to provincial health restrictions at Mt. Seymour but looking beyond we are back for 2022.



"Riding the Highway My Way" was the theme of the 4 month virtual event that saw riders from all over. Sharing the historical spots they visited on an interactive map was a creative new way to show support and create awareness.



Even though pubs and restaurants struggled during the pandemic, we were able to continue our event and create some much needed awareness during November.

*We are very grateful to all our supporters who have stayed with us, even when they were just participating from home!*



Even before any of us had heard of Covid, we wanted to add a golf tournament to our event repertoire. So in 2020 we started planning.

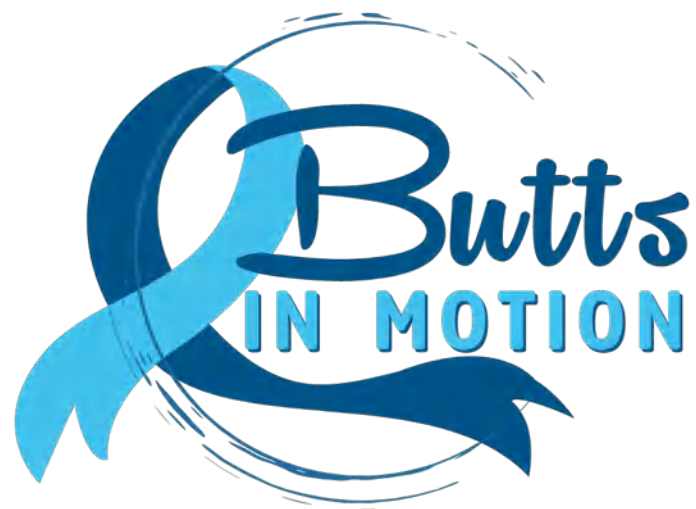
We are happy to finally announce that the first annual prostate cancer golf tournament, Pars for Prostate, will be held during Prostate Cancer Awareness Month, September 2022.

THE FATHER'S DAY  
**WALK  
RUN**  
FOR PROSTATE CANCER

Our virtual event had teams from all corners of the country, participating in a scavenger hunt and walking and running in their community. We raised \$224,704 and had a lot of fun doing it.







## MOVING BEYOND

What started as a Dragon Boat Challenge has grown into a movement. From Butts in a Boat we have grown to include: exercise classes, cycling, golfing, skiing, socials, walking and running.

*TO HELP IMPROVE THE SURVIVAL, AND QUALITY OF LIFE, OF MEN DIAGNOSED WITH PROSTATE CANCER THROUGH FITNESS, SUPPORT AND CAMARADERIE.*

### THE RESEARCH

"As a research scientist, the data showing the benefit of physical exercise for prostate cancer patients is overwhelmingly strong. As such, I am proud to see the "Butts in Motion" program grow. I have loved every minute of the time I have spent in the gym, dragon boating, and socializing with these guys!"

### THE SUPPORT

"Joining the Butts in Motion groups has been life changing to me in my prostate cancer journey. From gaining friendships to exercising and getting and giving support has given me a very positive outlook on life."

### THE CAMARADERIE

"I have never been associated with any group that offers support, fitness, camaraderie, inspiration and fun like the 'Butts in Motion'. This group, of now friends, has become very important to me and my wife as we move through our journey with prostate cancer together with them. I highly recommend you give the 'Butts' a try!"



*Since joining the Butts in Motion prostate cancer group my quality of life has definitely improved. It has given me the structure and motivation to improve my physical fitness levels as well as elevating my mental wellness due to being with men facing similar life challenges as myself.*

*"Participation and a bit of perspiration have combined to create a great deal of inspiration in all of the Butts members. It is not often that something this good comes with so little cost. Unfortunately for those without prostate cancer, you cannot join this group."*





**PETER FAIREY**  
CHAIR



**IAN WILSHAW**  
VICE-CHAIR



**SETH ALLEN**



**DR. MIKE COX**



**LEN GROSS**



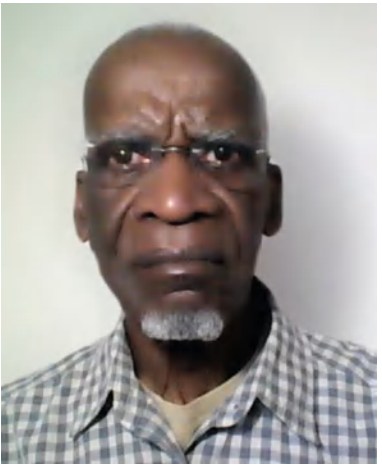
**JUDY ROTHWELL**  
TREASURER



**JEFF MORGAN**  
PAST CHAIR



**TIM KIKKERT**



**WINSTON KLASS**



**TOM MORTON**

A Board that goes above and beyond.



*Our volunteer ‘working Board’ has been the backbone of our Foundation. From running committees to advocating and fundraising, they give it their all and give all that they can. Their support has been unrelenting.*  
*Leah Lariviere, Executive Director*



**RAY NEWSTEAD**



**CHERYL WAHL**



**MARK WHITE**



**DR. W. JAMES MORRIS**  
MEDICAL ADVISOR





# Financials

Prostate Cancer Foundation BC  
Statement of Financial Position  
as at September 30, 2021

<b>Assets</b>	2021	2020
Current assets:		
Cash and investments	385,924	376,396
Endowment funds	398,158	319,536
Accounts receivable	11,273	41,483
Prepaid expenses and other assets	7,716	1,851
	<u>803,071</u>	<u>739,266</u>
Capital assets	4,263	5,537
	<u>\$ 807,334</u>	<u>\$ 744,803</u>
<b>Liabilities</b>		
Current liabilities		
Accounts payable	\$ 17,418	\$ 19,427
CEBA Loan	40,000	-
	<u>57,418</u>	<u>19,427</u>
<b>Net Assets</b>		
Endowment Fund	398,158	319,536
Invested in capital assets	4,263	5,537
Unrestricted	347,495	400,303
	<u>749,916</u>	<u>725,376</u>
	<u>\$ 807,334</u>	<u>\$ 744,803</u>

Statement of Operations and Change in Net Assets  
Year Ended September 30, 2021

	2021	2020
Revenues:		
Fundraising events	\$ 300,150	\$ 228,879
Donations	196,080	287,627
CEBA Income	20,000	-
Interest	6,110	4,422
	<u>522,340</u>	<u>520,928</u>
Expenses:		
Fundraising costs	65,679	70,584
General and administrative	74,240	74,081
	<u>139,919</u>	<u>144,665</u>
	<u>382,421</u>	<u>376,263</u>
Allocation:		
Awareness and support	121,491	117,778
Grants	175,000	185,000
	<u>296,491</u>	<u>302,778</u>
Excess of revenues over expenses	<u>85,930</u>	<u>73,485</u>



## FINANCIAL REVIEW

# 22%

FINANCIAL RESULTS FROM  
INCEPTION TO 2021

*"Each year the Foundation carefully allocates funds to research grants, awareness and support programs based on its available funds."*

### FINANCIAL RESULTS FOR 2021

This year's financial results saw revenues of \$522,340 (2020: \$520,928). **The fundraising expense ratio was 22%** (2020: 30%).

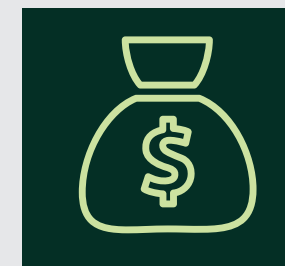
The general and administration ratio was 14% (2020: 14%).



### FUNDRAISING EVENTS

The Father's Day Walk/Run event raised revenues of \$224,704 (2020: \$148,256). Fundraising expenses were 18% (2020: 27%) resulting in net revenues of \$183,886 (2020: \$108,923).

The Westcoast Motorcycle Ride to Live event raised revenues of \$57,630 (2020: \$57,611). Fundraising expenses were 37% (2020: 45%) which resulted in net revenues of \$36,002 (2020: \$31,240).



### GRANTS AND PROGRAMS

This year grant awards were \$175,000 (2020: \$185,000). Awareness and support programs costs were \$121,491 (2020: \$117,778) including reef kit programs, assistance and equipment for BC and National support groups, awareness/support group websites and various awareness materials.



### HISTORICAL RESULTS

Since inception in 1998 the Foundation has raised net revenues of \$4,377,015 from its signature events, sponsorships and general donations. During the 23 years, it has awarded \$2,213,743 for research grants and equipment and spent \$1,561,471 on awareness and support programs.





Prostate  
Cancer  
Foundation BC



# **FACING WHATEVER IS ON THE HORIZON**

## **2021 ANNUAL REPORT**

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