



ANNUAL REPORT 2019

Prostate Cancer
Foundation BC

*Our passion for
what we do makes
us pioneers in our
field.*

*We are the result
of our hard work.
Our passion for
what we do makes
us pioneers in our
field.*



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LETTER FROM OUR CHAIR

*We can never give up on the cause,
we can never give up on hope.*

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 nine 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. An important service we provide are conferences. This year our Support Group Conference was a tremendous success, bringing men and their partners from across Canada to share and learn.

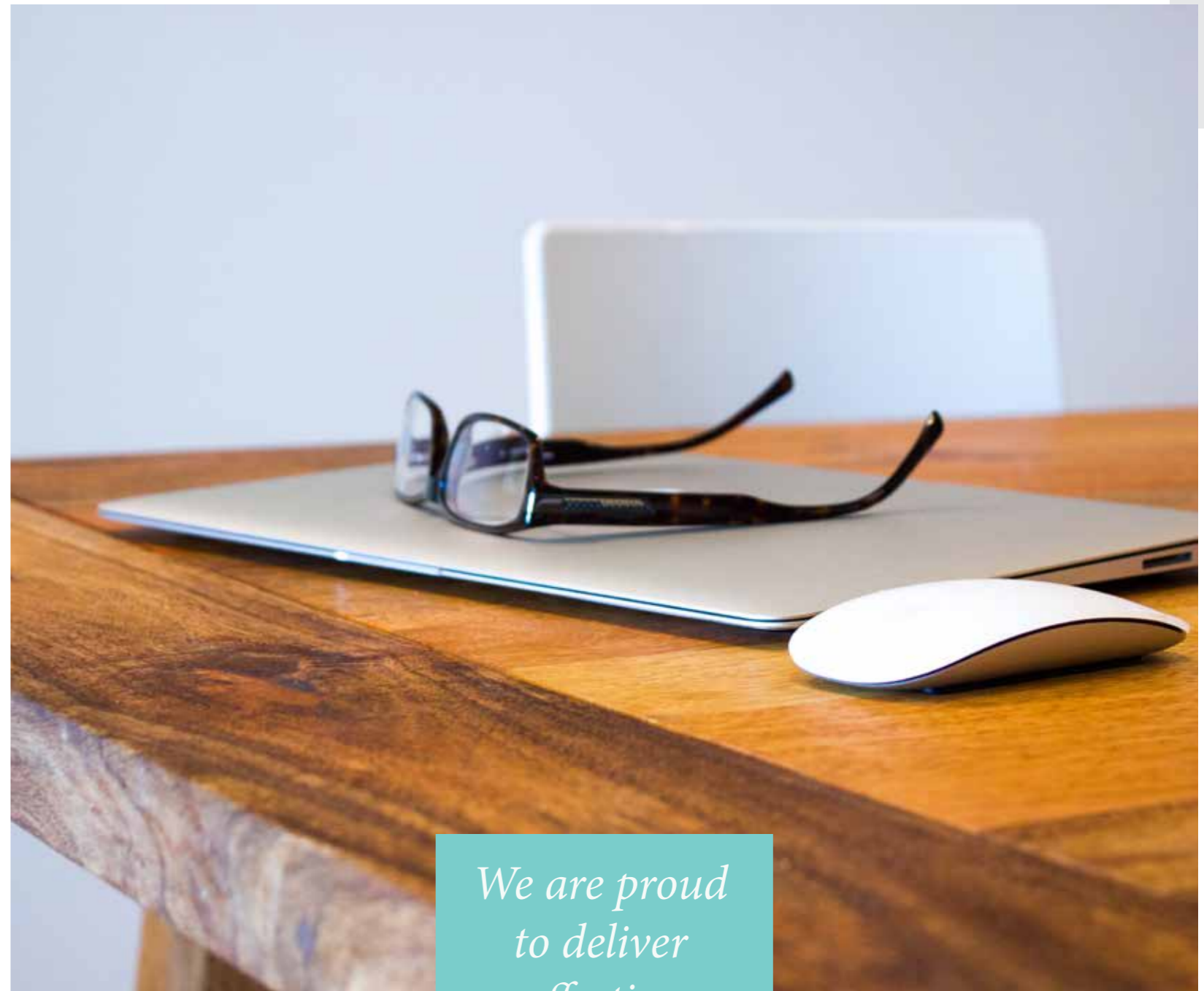
The conference was a success due in part to the Prostate Cancer Support Group Council. The Council has the role of liaising and providing a

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.

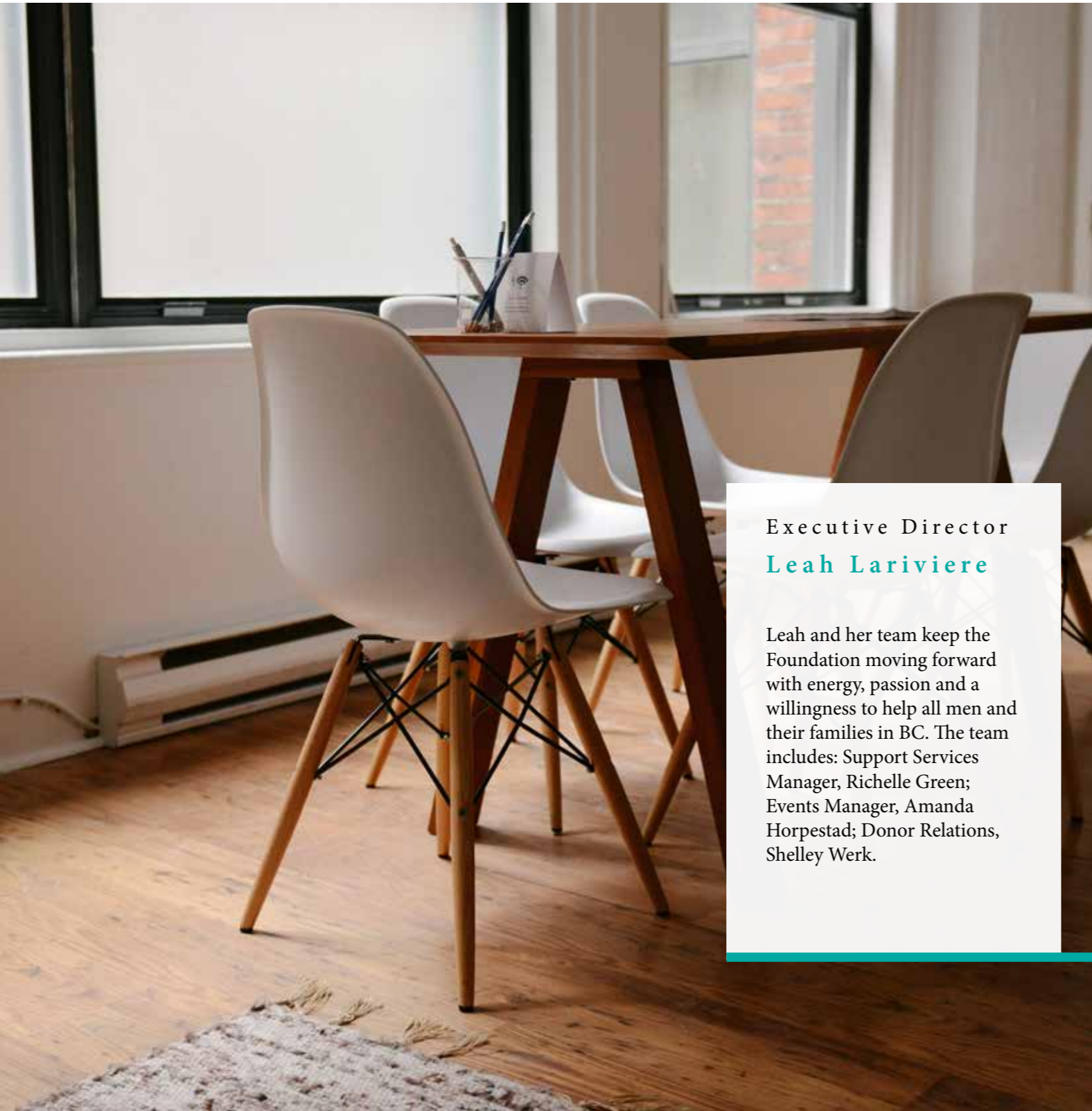
PCFBC had another challenging year of hosting events to raise awareness and funds for the Cause here in BC. With the lack of a title sponsor for our Father's Day Run the goal of keeping costs down becomes even more urgent. We are constantly looking for sponsorship for our many events and cherish those relationships that we do have.

We feel saddened by the disappearance of Prostate Cancer Canada with its amalgamation with the Canadian Cancer Society. What this will mean for the BC Foundation is hard to say. Our board is looking at ways of helping support groups across Canada and possibly filling a need nationally and not just provincially.

Looking forward, we are always committed to our responsibility to help British Columbians diagnosed with prostate cancer and to support research that will reduce the impact of the disease or find a cure. We are proud to deliver effective programs with fiscal accountability and need your continued support. Please continue to give generously either financially or by giving of your time, so that together we can continue the journey of support, education, research and advocacy.



*We are proud
to deliver
effective
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Executive Director
Leah Lariviere

Leah and her team keep the Foundation moving forward with energy, passion and a willingness to help all men and their families in BC. The team includes: Support Services Manager, Richelle Green; Events Manager, Amanda Horpestad; Donor Relations, Shelley Werk.



CHAIR
Jeff Morgan

Jeff brings his management skills to many areas of the Board of Prostate Cancer Foundation BC including areas of awareness, fundraising, and events. Jeff joined PCFBC in 2008 to put his passion to fight cancer to work toward what Jeff believes is the most prominent cancer affecting men.

Jeff recognizes the need to keep prostate cancer in the forefront.



VICE CHAIR
Ian Wilshaw

Ian is a Partner at KPMG and leads KPMG's Deal Advisory practice in the GVA. He has been advising clients on mergers, acquisitions and disposals for over 20 years. Ian started his career in the UK before moving to Toronto in 2003 and Vancouver in 2005.

Ian is happy to be able to help men and their families in BC through his work with PCFBC.



TREASURER
Judy Rothwell

Previously a partner with KPMG, Judy is also a board member of the Auxiliary to BC Children's Hospital, and Reachout to Africa. Judy has worked tirelessly for Prostate Cancer Foundation BC both as treasurer for many years and also as secretary.

Giving back is something Judy is always happy to do.



*Sometimes
it's just a
challenge to
keep our heads
above water,
but for sure it
makes us more
determined.*

*Some Butts in a Boat members
demonstrate how to paddle.*

The Passion

Having a life changing disease doesn't mean a death sentence. It can also mean a new beginning and a new outlook on life.

For some prostate cancer survivors that means physical activities that they have never done before. Pushing the boundaries and forging new friendships.

The Foundation supports and encourages several weekly walking clubs that continue to provide not only exercise but camaraderie for local men.

The Butts in a Boat dragon boat team is another example of a small idea that has persevered and grown into a powerful force.

As you can see by the photo above even on dry land in front of 100 people these Butts want to jump up and paddle their enthusiasm. This group has bonded over their common disease and encouraged and supported each other, all the while getting fitter than they ever imagined. Yes, it is a tough sport but not as tough as fighting cancer.

Q: WHY DID THE FOUNDATION FORM?

A group of fellows from Vancouver, North Vancouver, Coquitlam, and Surrey were gathered in a meeting room at BCIT led by Don Wilson. We called ourselves the Lower Mainland Steering Committee.

We were discussing what each group was doing and how or what we might do to raise some money for research etc. One of the fellows mentioned that the Victoria Group had set up a foundation because someone was prepared to donate some money to the group but insisted that it not leave Victoria.

Simon Oosterhuis said that we should consider doing the same. It would allow us to receive donations from those who wanted their prostate cancer donations to remain in Vancouver and it would allow us to issue tax receipts. Alan Doldon, an accountant, somewhat familiar with the process of registering a non profit society, said he would make an application on our behalf. We all agreed without hesitation.

What name would we choose. After some further discussion we settled on BC Prostate Cancer Foundation. That submission to the Province under the Societies Act, was made in August 1997. It was, unfortunately, declined because we were not allowed to use the word cancer. The suggested option was to take out the word "cancer" and insert "disease". This name, British Columbia Foundation for Prostate Disease, was resubmitted and approved on January 14, 1998. This rather difficult name persisted for a few years. All the while we were seeking ways to make a change. Finally, one of our Directors was consulting with the BC Cancer Agency. He discovered that the Agency was the impediment to the use of the word cancer. They relented on their resistance and we were successful in having our name changed to Prostate Cancer Foundation BC

Q: DID YOU EVER THINK IT WOULD BECOME WHAT IT IS TODAY?

At the time I don't think any of us had any idea what would really happen. Our objective was simply to look for ways to advance the awareness of prostate cancer and to raise some funds to contribute to research and help some of the groups with their operating costs where necessary. We were aware of the research being done in Vancouver and we were looking at what influences we might be able to make with a small amount of money. I don't think we had any idea that we would become a big player in the prostate cancer field.

Q: WHAT IS THE MOST TREASURED ACCOMPLISHMENT?

There are a number of accomplishments made by the Foundation. However, the one that has made the greatest impact was to hire a person to answer the telephone and take some message for the directors. It is from that simple change that the Foundation has been able to grow. The crown in that decision was the hiring of a person who knew something about how to run a business. That allowed us to expand beyond a simple telephone answering service. I think this was our most treasured accomplishment.

It is thanks to Leah Lariviere for being that person. She has given the Foundation tools to allow it to become recognized and be a voice in advancing our goal of Prostate Cancer Awareness and help us raise funds to enable us to have a small input into PC research. With her guidance we have assisted the provincial support groups in their efforts to help men coping with their cancer diagnoses.

Q: ARE YOU HAPPY WITH THE DIRECTION IT HAS TAKEN?

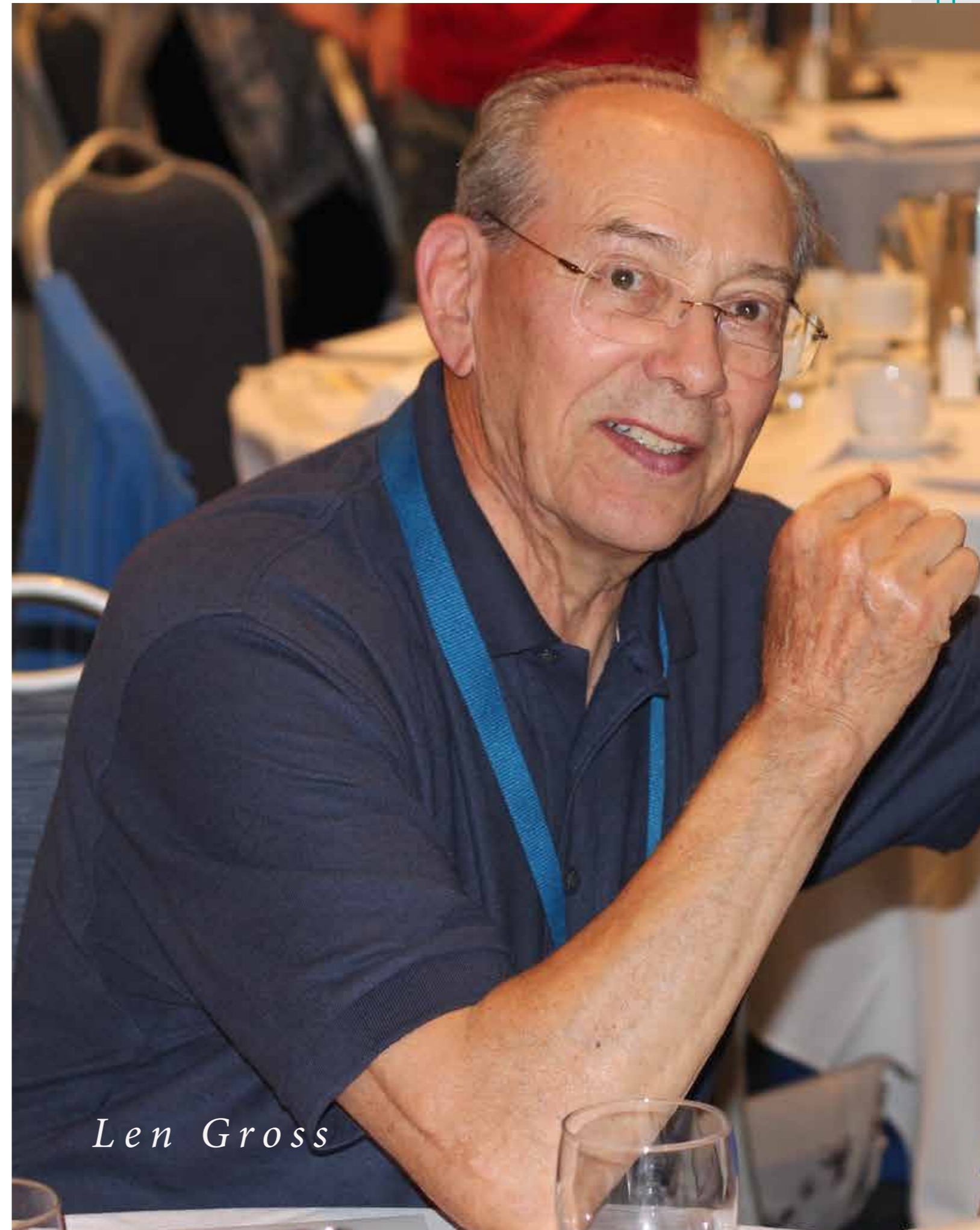
I am pleased to see how our small telephone answering service has grown to an operation that is professional and is recognized for the services it provides. Can we improve and do more?

Yes, we can but we don't want to take big steps. The gap between the stones can have large cavities.

Q: WOULD YOU HAVE DONE ANYTHING DIFFERENTLY?

I think we have pretty much stayed with the mandate we set out in the early days. We did experience a challenge by PCC but the terms of which didn't live up to our expectation. That organization did not support the grass roots where support is needed and is demonstrated by the calls the Foundation receives on a regular basis. It appears that fund raising without support deliverables at the grass roots is not sustainable.

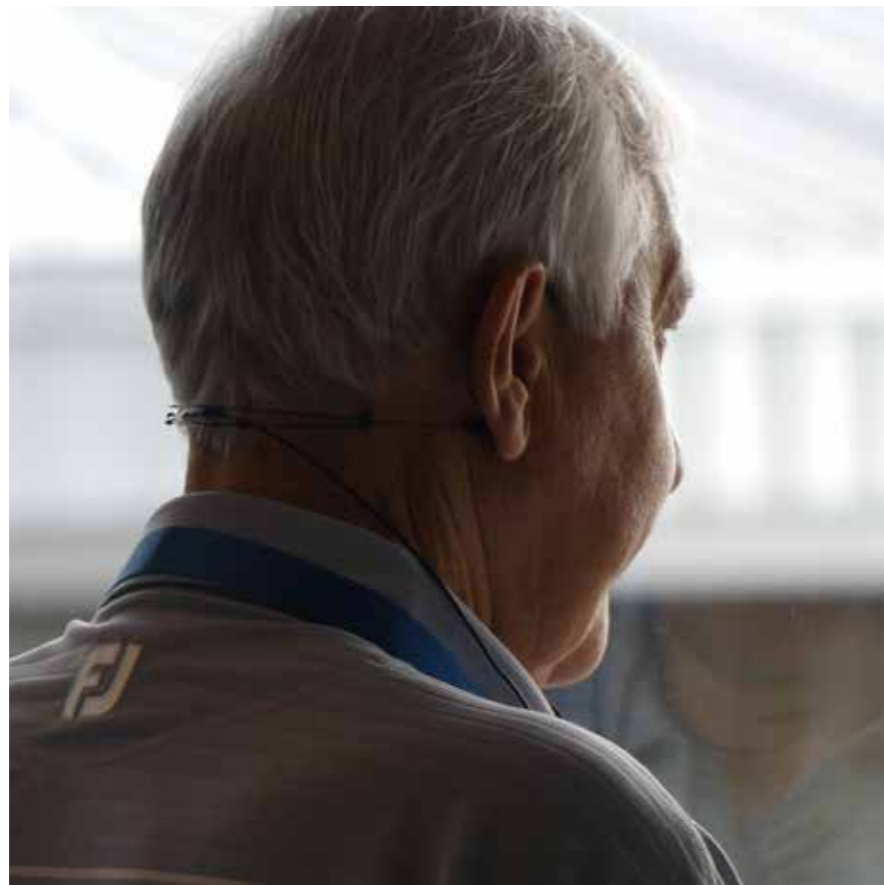
Len Gross is a Foundation Director and Chair of the Vancouver Support Group. He was one of the original Founders of Prostate Cancer Foundation BC.



Len Gross

One quarter of Canada's Prostate Cancer Support Groups are in BC.

We recognize that it's not enough to tell a man how to deal with his cancer, we must lead by example. Our 20 plus support groups are a shining light to men and their families struggling with a cancer diagnosis.



Joe Dahoy, Chair of the BC Support Group Council.

SUPPORT

Our support groups provide an invaluable service to our communities. We also provide one on one mentoring and informal sessions where anyone can receive the support they so desperately need.

EDUCATION

Knowledge is king and we know it. That is why we head out to fairs, malls, and farmers' markets to hand out educational materials. We also have professional speakers that will come to your event or business to help educate on the disease. Our Reef Knot Kits continue to be in high demand providing vital information to newly diagnosed.

RESEARCH

Funding young research scientists has become our forte and it has proven to be an effective way to maximize donor dollars. Ensuring that those out of the box ideas can come to fruition has certainly helped in the fight to end prostate cancer.

OUR KEY TO SUCCESS

- We keep it simple
- Thousands helped
- We are grassroots
- We invest in innovation
- Hundreds of volunteers
- We expand our reach
- We keep it honest
- Lives saved
- Research funded
- We don't lose focus
- We are grateful to supporters
- We understand our mission

To provide leadership and resources for prostate cancer support, education and research in BC

We can never give up on the research, we can never give up on hope.

Over the past 16 years, Prostate Cancer BC has granted over 1.7 million dollars. 86% of these funds have been granted to leading local researchers to support their groundbreaking research in improving the targeting of prostate cancer cells in different forms of treatment, advancing detection and diagnosis methods, and much more.

Providing research grants remains a vital part of our service, as we have the privilege of seeing firsthand the benefit that innovative treatment and diagnostic methods provides to those with prostate cancer.

The other 14% has gone towards non-research initiatives including getting the Prostate Cancer Supportive Care program off the ground and providing a clinical psychologist to prostate cancer patients and survivors.

Our 2019 Grants

Dr. John Oliffe from UBC received a \$20,000 grant to update and provide new videos for www.ifweretom.ca.

Jane Foo, working with Dr. Ralph Buttyan, from the Vancouver Prostate Centre, was awarded \$25,000 for “Revealing the structure of the androgen receptor GLI3 complex to develop small molecular weight inhibitors that block the growth of castration resistant prostate cancer”.

Dr. Alexander Smith, working with Dr. Abby Collier, from UBC, was awarded \$25,000 for “Tumoral production of androgens via deconjugation as a mechanism for prostate cancer progression”.

Dr. Shreyas Lingadahalli, working with Dr. Nathan Lack, from the Vancouver Prostate Centre, was awarded the Kevin Higgins Pioneer award of \$25,000 for “Identification and characterization of non-coding driver mutations in prostate cancer”.

Victor Matios Barrios, working with Xuesen Dong, from the Vancouver Prostate Centre, was awarded the Vince Schiralli Founder Award of \$25,000 for “Computer-aided drug development of novel catalytic topoisomerase II inhibitor for treating prostate tumours”.



Providing research grants remains a vital part of our service; as we have the privilege of seeing firsthand the benefit that innovative treatment and diagnostic methods provides to those with prostate cancer.

In 2019 our BC Support Group Conference became International. We had delegates from almost every Province in Canada, some from the US and one man came from Ireland.

SOLUTIONS

SOLUTIONS

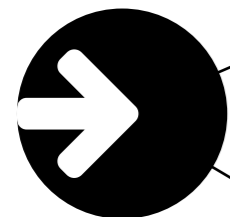
We have put on 3 large conferences now and have always managed to make it happen. We can find a solution to any last minute problem and make it work. That's because we have a great team of staff and volunteers.



SUCCESS

SUCCESS

The biggest measure of our success is the number of attendees that ask "please have another one sooner". It is always too long between conferences because as we know cancer doesn't wait.



STEP 1

PLANNING

We start the planning process 2 years out. First we find a venue that will work and start the negotiations.



STEP 2

STUDYING

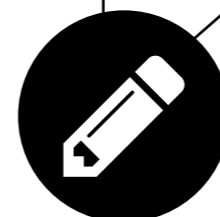
The BC Support Group Council looks at other current prostate cancer conferences and work shops. We try and figure out what is missing and what will be relevant for our groups. We survey past participants and leaders from across the Province to see what makes sense for them.



STEP 3

DESIGNING

Now the hard part starts. Designing the agenda is the biggest part of the conference and it is always a moving target. Speakers must be secured well in advance and that doesn't always mean that something won't come up. Topics change as time goes on and up to the minute research needs to be up to the minute.





"Thank you for affording me the opportunity to attend what was one of the best organised and informative patient support group meetings I have attended over the past 18 years."



REWARDING

The 2019 BC Support Group Conference was not only highly anticipated but openly well received by everyone who attended. This 3 day event covered topics ranging from building and maintaining strong support groups, code of conduct, new research, sexual health, advocacy, view from a partner, incontinence to cannabis.

"Thank you for inviting out of province groups to send members."



INCLUSIVE

While we all know that women don't have a prostate we do recognize that this cancer affects women greatly. We have wives and partners attend our conferences to ensure that their partners know they are not alone. There is so much information to cover that two sets of ears can be great when you want to try and remember all that you learned. Also partners need support and we make sure they get it.

"I enjoyed the positive atmosphere from everyone at the conference."



EMOTIONAL

A lifetime achievement award was given posthumously to Ted Butterfield for his tremendous work as leader of the North Shore Support Group and Past Chair of Prostate Cancer Foundation BC. Ted was instrumental in growing the Foundation and guiding us through some rough waters. His award was accepted by his wife Faye and his three children.

"I am grateful for the knowledge and camaraderie I came away with."



"A common purpose keeps us coming back year after year, with hopes that one day it will be enough. Until that time we do all we can to help the Cause."

62 %
THE FATHER'S DAY RUN

32 %
RIDE TO LIVE

4 %
IT'S A SNOW DAY

2 %
PUBS FOR PROSTATE

RECAP

LAST YEAR'S EVENTS

The Father's Day Run continues to be our biggest money making event, followed closely by the Ride to Live. However, all of our events are equal in their ability to draw awareness to the Cause and bring out volunteers and supporters. We are forever grateful to our volunteers, participants and fundraisers who continue to support us and keep our Foundation running.



PERFORMANCE
SUMMARY

2019

517,791

FINANCIAL RESULTS FOR 2019

Each year the Foundation carefully allocates funds to research grants and awareness and support programs based on its available funds. This year's financial results saw revenues of \$517,791 (2018: \$641,075). The fundraising expense ratio was 31% (2018: 33%). The general and administration ratio increased to 15% (2018: 14%).

OUR EVENTS ARE OUR MAJOR INCOME RESOURCE.

HIGHLIGHT

FUNDRAISING EVENTS

The Father's Day Walk/Run raised revenues of \$253,250 (2018: \$358,550) including \$25,000 from the Raymond James sponsorship. The event was held in Vancouver, Chilliwack and Kamloops. Fundraising expenses were 25% (2018: 32%) resulting in net revenues of \$189,211 (2018:\$243,478).

The Westcoast Motorcycle Ride to Live raised revenues of \$129,586 (2018: \$159,619) from its two locations of Vancouver and Chilliwack. Fundraising expenses were 36% (2018: 35%) which resulted in net revenues of \$82,234 (2018: \$103,619).

GRANTS AND PROGRAMS

This year grant-in-aid research awards totalled \$120,000 (2018: \$130,000). Awareness and support programs incurred costs of \$130,328 (2018: \$159,010) including the Support Group Conference, Global TV awareness program, reef knot kit programs for newly diagnosed men, assistance and equipment for support groups, awareness/support group websites and various awareness materials.

Our wonderful sponsors, supporters and volunteers are the key to our success!

HISTORICAL RESULTS

Since inception in 1998 the Foundation has raised amazing net revenues of \$3,770,157 from its signature events, sponsorships and general donations. During the 21 years, it has awarded \$ 1,853,743 for research grants and spent \$1,322,202 on awareness and support programs.

25%

WALK FUNDRAISING EXPENSES.

36%

RIDE FUNDRAISING EXPENSES.

15%

ADMIN. RATIO

\$517,791

REVENUE

\$130,328

AWARENESS/SUPPORT

\$120,000

RESEARCH

Performance

**FINANCIAL
REPORT**

*Prostate Cancer
Foundation BC
Statement of
Financial Position
as at September 30,
2019.*

YEAR	2019	2018
ASSETS		
Current assets:		
Cash and investments	462,671	487,510
Endowment funds	264,670	215,242
Accounts receivable	8,653	14,668
Prepaid expenses and other assets	4,420	5,429
	740,414	722,849
Capital Assets		
	6,921	5,723
	747,335	728,572
LIABILITIES		
Current liabilities:		
Accounts payable	9,240	18,013
Grants payable	100,000	130,000
	109,240	148,013
NET ASSETS		
Endowment Fund	264,670	215,242
Invested in capital assets	6,921	5,723
Unrestricted	366,504	359,594
	638,095	580,559
TOTAL	\$747,335	\$728,572

\$253,250

WALK/RUN

\$129,586

RIDE TO LIVE

\$3,770,157

TO DATE

Performance
**FINANCIAL
 REPORT**

*Statement of
 Operations and
 Change in Net
 Assets Year Ended
 September 30, 2019.*

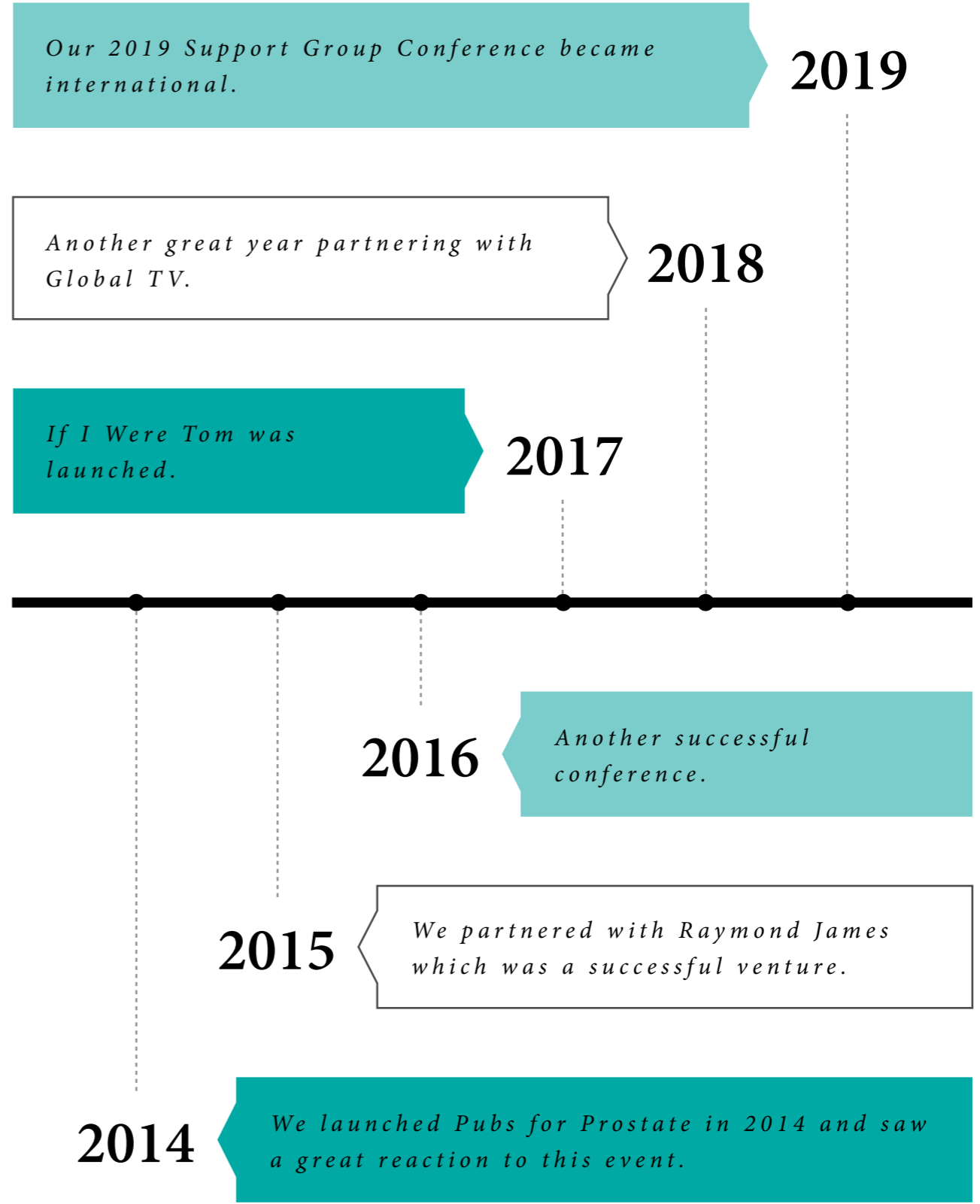
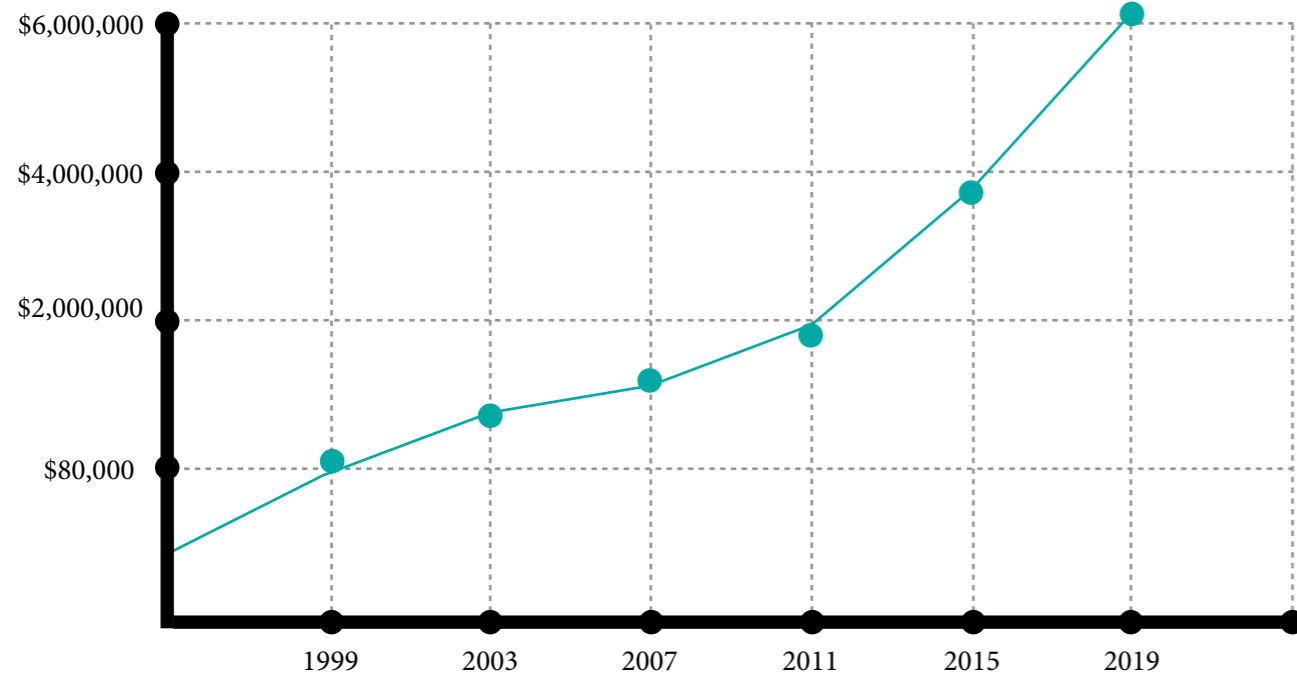
YEAR	2019	2018
REVENUES		
Fundraising Events	426,623	578,133
Donations	76,588	58,577
Gaming Grant	10,000	0
Interest and sundry	4,580	4,365
	517,791	641,075
EXPENSES		
Fundraising costs	132,141	193,888
General and administrative	77,811	92,544
	209,952	286,432
	307,839	354,643
ALLOCATION		
Awareness and support	130,328	159,010
Grants	120,000	130,000
	250,328	289,010
EXCESS OF REVENUES OVER EXPENSES	57,511	65,633

EVOLUTION



REVENUES ●
CUMULATIVE

Since our humble beginnings in 1997 we have continued to raise more money each year. Even during hard times, loss of sponsors and key volunteers, those that have cared about the Cause have dug deep. Their continued support has ensured that crucial funds are there for support services programs and research. We have given out over \$3,000,000 in grants and support. We have maintained our unique style of saving money for the Cause. Something we always have, and continue to be, proud of.





Prostate Cancer Foundation BC

#4 17918 55th Avenue, Surrey BC, V3S 6C8
www.prostatecancerbc.ca
604-574-4012