



2017 ANNUAL IMPACT 2018 REPORT

## The community is our rock. Hope is our beacon.

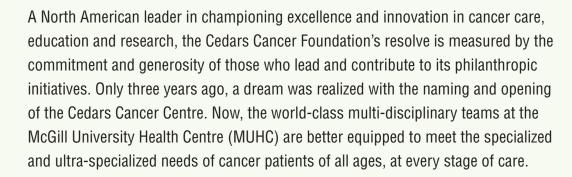
#### **OUR TEAM'S LIFE FORCE**

COMPASSION

INNOVATION

**INSPIRATION** 

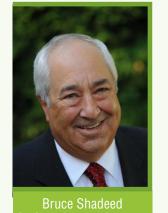




The Cedars Cancer Foundation stands solidly behind these talented and dedicated healthcare practitioners and researchers, with over 50 million dollars raised since 1966 and a \$50-million anniversary capital campaign now under way.

With the help of the people of all cultures and walks of life, Cedars is confident it will always light the way for cancer patients and their families. Fiscal 2017-2018 was an exciting and eventful year, indeed a year where we not only sought to build on our strengths but also found ourselves rewarded in a myriad of ways.

Therefore, on behalf of cancer patients and their families and friends, whom we continue to serve with attentiveness, sensitivity and devotion, we thank our community for being our rock. This Annual Impact Report is all about you.



Mark Saykaly

Chair. Board of Directors

Bruce Shadeed

Bruce Shadeed Jeff Shamie
Co-Chair, Board of Directors President and CEO







The sad reality is that 1 in 2 Canadians will be diagnosed with cancer in their lifetime, while 1 in 4 will die from the disease. Moreover, Quebec has the second highest rate of new cancer diagnoses in the country. The good news is that more and more people are surviving due to major advancements in diagnosis and treatment.

Our vision for the Cedars Cancer Centre is one that is influenced by the integration of compassionate care, innovative research and inspiring education. As the MUHC is the largest academic centre for cancer care in the McGill network, we take our responsibility for the care of the population very seriously.

To realize our ambitious goals, we count on the sustained investments of the government and of our generous patrons and partners, which range from individuals to large corporations. In other words, benefactors make an immense impact on our achievements.

The Cancer Care Mission's team is world class due, in large part, to the support from the Cedars Cancer Foundation, supporting compassionate care, innovative research and inspiring education. We have your back; thank you for having ours!

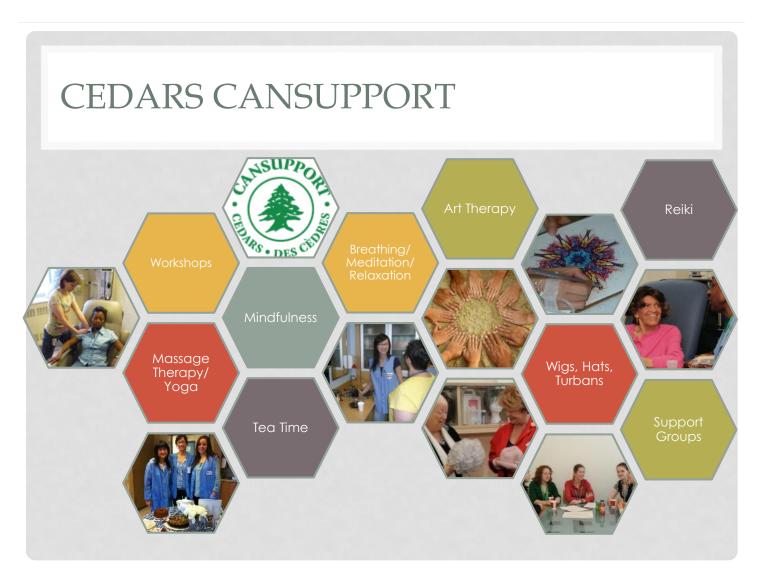
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Armen Aprikian, MD Medical Director, Cedars Cancer Centre Chief, Cancer Care Mission of the MUHC



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# COMPASSIONATE CARE



#### Cedars CanSupport, bringing sunshine into the lives of cancer patients and their families

Under the MUHC's Cancer Care Mission and its Supportive and Palliative Care division, Cedars CanSupport provides essential complementary services. Combined with the specialized and ultra-specialized medical care, these services have a tremendous impact on the quality of life of cancer patients.



In 2017-2018, the Cedars CanSupport team of professional staff and trained volunteers provided emotional support, educational services, therapies, practical resources, and humanitarian aid. A total of 30,000 volunteer hours were logged. A total of 2,945 patients participated in art therapy, music therapy, massage therapy, mindfulness activities, Reiki and yoga and relaxation sessions. At the resource centre, which houses a concentration of helpful guides and educational material, the Cedars CanSupport team welcomed a total of 6,941 visits; of these, 90% were walk-ins from the oncology day centre. In addition, \$120,000 was distributed in humanitarian aid to 303 cancer patients and their families, relieving the financial duress that a cancer patient should never feel while undergoing treatment. These numbers continue to rise year over year.

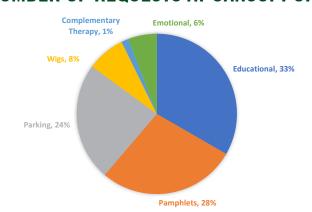
Without the tremendous generosity of the community, these non-government-funded services would not be possible. Signature events, such as the annual Cedars Fuller-Landau Dragon Boat Race and Festival, contribute immeasurably to awareness, support, and the Cedars CanSupport program.

Each year, we seek to provide more help, more compassion. Sometimes, that help is something small like making a photocopy of a document. At other times, it's help with a wig to feel less self-conscious; assistance in securing a wheelchair; information on medication, on various forms of cancer, and on protecting one's fertility; as well as different workshops, group support sessions. Often, it's someone to listen, hear the fear, console, and be a friend.

This past year, our patients told us, time and time again, how Cedars CanSupport brought sunshine into their lives, that the team helped them make it through another day, another round of chemotherapy. They were also happy to have them at their sides, rejoicing with them at the end of their treatment.

An example of our community's dollars at work:

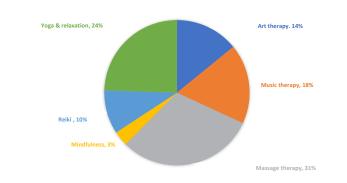
#### NUMBER OF REQUESTS AT CANSUPPORT



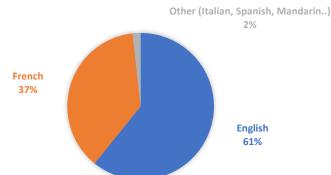
#### Number of Requests at Cedars Cancer Centre

Educational	2,440
Pamphlets	2,043
Parking	1,743
Wigs	564
Complementary Therapy	105
Emotional	425
	7,320

#### **COMPLEMENTARY THERAPIES PROVIDED**







# **COMPASSIONATE CARE**

Approximately every 10 minutes, a Quebecer is diagnosed with cancer while someone succumbs to the disease approximately every 24 minutes. These statistics are shocking and, while treatment and overall survival rates continue to improve, a crying need still exists for funding that will support better quality of life and outcomes in cancer, in addition to the facilities that are like a second home to those receiving cancer care.

#### This is Marie-Claude Lambert's story.

An architect whose firm boasts many award-winning urban projects, Marie-Claude is passionate about her work: the challenges, the marriage of aesthetics, functionality and safety, but also the precision and the humanism. She is used to doing the talking. However, one day, she had to listen. Like many cancer patients, she had to put her life somewhat on hold while she underwent a series of exhausting treatments for ductal breast cancer.

Despite this, Marie-Claude considers herself to be fortunate: "The rapidity with which I had an ultrasound, a MRI, a biopsy, and then chemotherapy, surgery, and radiation therapy surprised me. I truly felt taken in hand by the clinical team from day one. Everything was explained down to the minute detail, which was very important. However, the professionals and volunteers from Cedars CanSupport gravitated around me; their warmth, encouragement and assistance were exceptional."



Today, Marie-Claude is getting ready to pick up where she left off. As a donor in 2017-2018, you had an impact on the care that Marie-Claude and over 19,000 cancer patients received at the MUHC.

"As an architect, it is easy for me to say I admire how the light fills the Cedars Cancer Centre, but as a cancer patient, I am taken to another level of experience. I appreciate how that luminosity makes me feel every time I have to be there. It's about creating a space for healing and I am grateful for having been referred to Cedars at the MUHC."

#### This is François Dell'Aniello's story.

Acute Lymphoblastic Leukemia (ALL) is a cancer of the bone marrow. More common in children, age and chromosome abnormalities affect the prognosis. François Dell'Aniello, a successful lawyer and ardent supporter of the arts, who spent some of the hardest days of his life last year, physically, emotionally and spiritually, being treated for acute lymphoblastic leukemia had the Philadelphia chromosome, a genetic mutation only present in 20% to 30% of cases and associated with a poorer outcome. He credits the hope and compassion from Cedars CanSupport professionals and volunteers, as well as the first-class medical care, as having given him the strength to fight, day after day.

"There's a relationship that develops over days and months; they see you at your lowest and they're all rooting for you to get better. They've taught me the meaning of the term gratitude."

"People need to support foundations such as Cedars because the government cannot finance all the services that support the whole person and the research that saves lives. I am truly grateful and that is why I am sharing my story."



Sadly, François lost his battle in July 2018. Cedars extends its deepest condolences to François' family and loved ones.

# INSPIRING EDUCATION

The annual *Henry R. Shibata Fellowship Awards* provide Cedars Cancer Foundation a way of supporting both basic and clinical research in oncology at the MUHC. Each winner was granted up to \$20,000 for his or her research in oncology at the MUHC. The Henry R. Shibata Cedars Fellowship Award is one of many ways in which Cedars has been involved in improving the care and treatment of patient battling cancer and it is thanks to donors in 2017-2018 that this fellowship fund continues to support the community.

In 2017, donor funds supported the following fellowship awards:

- Dr. Catherine Goudie: McGill Interactive Pediatric OncoGenetic Guidelines
- Dr. Takeaki Ishii: The Kate McGarrigle Sarcoma Fellowship; Sarcoma Fellowship at McGill and research under Dr. Garzia
- Dr. Ackeem Joseph: Residency in Radiation Physics at The Cedars Cancer Centre
- Ms. Popi Kasvis: Supportive Care and Cancer Rehabilitation Research into cancer cachexia
- Dr. Jade-Marie Lasiste: Adjuvant therapy of ocular melanoma
- Dr. Enrico Maria Minnella: Cancer prehabilitation
- Dr. Denise Miyamoto: Optical coherence tomography of melanoma and non-melanoma skin cancers
- Dr. Sonia Skamene: Master in Science in Healthcare Quality at Queen's University

#### New Visiting Professorship Added to Roster in 2017-2018:

Established by the Wexler family and the Cedars Cancer Foundation, the *Dr. Sharon Wexler Visiting Professorship in Neuro-Oncology* honours the life of a remarkable and compassionate woman who had a profound impact on others as a psychotherapist, as a professor at McGill University and as a clinical director of Cedars CanSupport, where her leadership encouraged the development of support programs and services benefiting not only cancer patients but also their families.

The Dr. Sharon Wexler Visiting Professorship in Neuro-Oncology will bring to the McGill University Health Centre (MUHC) and the Neuro a world-class expert in the field of neuro-oncology every year. It will give healthcare practitioners first-hand access to the latest developments and technologies in brain cancer research and care. It will also foster healthy discussions amongst leading professionals, stimulate innovation and bolster the education of doctors, medical students, postdocs and fellows.

Sadly, Dr. Wexler succumbed to brain cancer in 2015. As this visiting professorship will ultimately have an enduring impact on patients and their families, Cedars is thankful to have a most fitting legacy for such a respected and beloved professional, colleague and friend.

Dr. Robert L. Martuza, MD, Chief Emeritus of Neurosurgery, Massachusetts General Hospital, Harvard University, accepted Cedars' invitation to be the 2018 inaugural speaker.



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# INNOVATIVE RESEARCH

In May 2017, under the leadership of Honorary Co-Chairs Dr. Robert Turcotte and Mrs. Régine Lecours Angers, guests sampled fine wines from France, while enjoying delectable appetizers created by Executive Chef Olivier Perret, at the *4th edition of the Cedars Festival of Divine Wine and Food for Sarcoma Research.* The fundraising event was held at the magnificent Sofitel Montréal Golden Mile hotel. More than \$80,000 was raised for research activities under the stewardship of Dr. Robert Turcotte, Medical Director Supraregional Sarcoma program and Chair of Surgical Oncology and Dr. Krista Goulding Orthopedic Oncology Surgeon both at the McGill University Health Centre. The MUHC is the only supraregional sarcoma treatment facility designated by the Quebec Cancer Program.





On the morning of Sunday, October 15th, 2017 the Cedars Cancer Foundation held the 2nd Annual 'Run for Ovarian Cancer' supporting the DOvEE Project, which aims to bring much-needed attention to ovarian/endometrial cancer and to raise money for the Dagenais-Joly-Smith Fund at Cedars in support of Dr. Lucy Gilbert's DOvEE Project. The event grew exponentially in its second year, attracting approximately 300 runners and raising over \$70,000. Cancer survivor Dominique Dagenais and her son Maxime Joly-Smith, the event's honourary, co-chairs established the Fund after her diagnosis of stage 3 ovarian cancer.

The event comprised of three races: 2 KM run/walk, 5 KM run and 10 KM run. Despite the ominous weather forecast, the rain letup and left nothing but a breeze to keep the participants cool. The race would not have been possible without the support of the Running Room and the timing expertise of QuidChrono.

Each year, one in 72 women will be diagnosed in Canada with ovarian/endometrial cancer. Of these, 70 per cent will be detected already at a late stage (stage 3 or 4) due to the fact that the disease presents few to no symptoms until advanced, which grossly reduces the survival rate from 93 per cent for early stage versus between 10 and 30 per cent for late stage.

## From a diagnosis of incurable cancer to a ride for hope and gratitude

In early 2009, overweight and tired of feeling unwell and lethargic, Rob Callard set out to finally abandon dieting and adopt a healthier lifestyle. Getting on a bike and riding every night helped him improve his physical fitness and lose more than 80 pounds in two years. In September 2011, and thanks to the weight loss, a tumour was discovered on his abdomen. This was quickly diagnosed as an advanced form of incurable but treatable non-Hodgkin's lymphoma. In 2017, determined to create a ride where all the money raised would go to the cause, he created the Cedars Ride for Hope and Gratitude. The inaugural ride raised more than \$54,000 for cutting-edge research spearheaded by Dr. Pierre Laneuville through the Ensign Ewart Research Fund at the Cedars Cancer Foundation. "I have set up the Ensign Ewart Research Fund in tribute to my late father, who was a Montreal

businessman and historian who taught my brother and me the importance of charity and a humble respect for those less fortunate."

Cell Therapy / Immunotherapy has shown new promise in the treatment of blood cancers and other applications and is being utilized as an alternative to certain forms of chemotherapy. By establishing a new Cell Therapy Unit under the direction of Dr. Pierre Laneuville, doctors, researchers and patients will benefit from this promising and burgeoning area of research in the fight against cancer.



Speaking at the dinner after the ride, Dr. Laneuville, Associate Professor of Oncology at the MUHC, past President of the Canadian Hematological Society and past Chairman of the Canadian Consensus Group on the Management of Chronic Myeloid Leukemia, noted, "Rob is an inspiration for all of us in the way he has addressed his personal challenges and in his commitment to giving back and making a difference in the lives of others. Thanks to his leadership and the generosity of the other riders and their supporters we are that much closer to setting up out clinic and further advancing research into cell therapy and immunotherapy for blood cancers."

"Hope and Gratitude are the words I live by every day," explained Rob Callard. "They are a constant reminder of the hope that we conquer this complicated disease, and the gratitude for life and for the wonderful people I have met and surround me in my life."

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HUG HEAL **SMILE REMEMBER COMFORT** HOPE **CHANGE LIVES** HONOUR LOVE **CHEER** 



On May 2, 2017, the Cedars Cancer Foundation extended its heartfelt condolences to the family and friends of Dr. Mostafa Elhilali, an internationally-renowned urologist who believed in the power of collaboration and whose sudden death on April 29th shocked and saddened many around the world. While much may be said about the talent of Dr. Elhilali as a clinician-scientist and academic, Cedars wishes to highlight the warmth and compassion he shared with his patients. He would tell you his supreme dedication to patients was natural, but we feel strongly that it was a sign of his exceptional qualities as a healer. He gave them hope and cared deeply about their quality of life.

On June 19, 2017, Susan Doherty accepted to be a keynote speaker at the *39th* Cedars Annual Golf Classic.

Susan, who was diagnosed with Hemophagocytic lymphohistiocytosis (HLH), a life threatening immunodeficiency, was approaching the significant one-year anniversary of her stem-cell transplant at the MUHC and Cedars Cancer Centre. She hoped some lessons could be shared. We believe her remarkable and inspirational journey resonated with everyone.





Mother Nature was on the paddlers' side on September 9 for the 12th edition of the FL Fuller Landau Dragon Boat Race & Festival legendary Montreal Alouettes quarterback Anthony Calvillo, and Alexandre Despatie, Cedar's spokesperson and 4-time World Champion and Olympic Medalist were on site to meet with the public. In addition, Andréanne Morin, 3-time Olympian and Lizanne



### Partnering for our patients and our community

#### **RCN Strategic Direction at a glance**

Patient Experience: Outstanding patient support with measured improvement in patient engagement and experiences.

World-class Cancer Care Evidence-Based Care: A common Scorecard driving continuous evidence-based quality improvements in patient care.

Access to Care: Improved access and reduced wait times for diagnostic, treatment and supportive services along the cancer care continuum.

Leading-Edge Treatments: Earlier access to breakthrough treatments for patients.

Research & Education: Measured improvements in care and scholarly output, through research and education.

The Cedars Cancer Foundation, a partner of the Rossy Cancer Network, recognizes that emerging needs require significant and sustained investment. Cancer survivorship is one example. Long-term survival of many common cancers has doubled in the last forty years. As a result, expected and unexpected side effects of treatment need to be better understood and managed. Together with our colleagues at the MUHC, Jewish General Hospital, St Mary's Hospital Center and McGill University, we are committed to maintaining a leadership position by continually improving the quality of care and patient satisfaction, increasing the survival rate, and reducing the burden of cancer across the continuum of care, from diagnosis to treatment, to supportive care and palliative care.

MEMBRE DU / MEMBER OF



Réseau de cancérologie Rossy

de Rossy logie Cancer Network





Bright and early on November 4, 2017, over 500 people including 300 race participants, gathered at the McGill Sports Complex for the *16th edition of Splash & Dash* for *Sarah's Floor at the Montreal Children's Hospital through Sarah's Fund for Cedars*. Each team made up of three people ranged from families with young children to corporate teams. What these teams all had in common was a desire to bring awareness, raise necessary funds and help Sarah's Fund and the Cedars Cancer Foundation Go Beyond their wildest dreams for paediatric oncology, by raising over \$230,000. Sarah's Fund for Cedars, founded in 2001 by a then 8-year old girl, Sarah Cook, undergoing treatment for Ewing's Sarcoma, and her parents, has raised over \$12 million to support the needs of the Hematology-Oncology division at The Montreal Children's Hospital.



On November 4, 2017, the *Cedars Cancer Foundation collaborated with the Montreal General Hospital Foundation the first Soirée en Or Gala benefitting the Program for Innovative Therapeutics in Chest and Esophageal-Gastric Cancers.* This event and other activities raised \$1.9 million to improve care and treatment for patients dealing with these devastating cancers.



#### **PROFYLE**

On November 23, 2017, more than 30 pediatric research centres and non-profit organizations announced that they were joining forces to support the *PRecision Oncology For Young peopLE (PROFYLE) program*, an initiative of the Terry Fox Research Institute. This unique partnership represents \$16.4 million in funding, over a quarter of which comes from Quebec, including from partner Sarah's Fund for Cedars. Dr. Nada Jabado, a senior scientist with the Child Health and Human Development Program at the Research Institute of the McGill University Health Centre (RI-MUHC) and a pediatric hematologist-oncologist at the Montreal Children's Hospital of the MUHC, is a primary physician for children with brain tumours. "The PROFYLE initiative is an unprecedented catalyst for collaboration among Canadian scientists who are tackling particularly aggressive, hard-to-treat forms of pediatric cancer."

### Our volunteers do tremendous good

The Cedars Cancer Foundation is grateful to Frank and Mary Rana and their donors for their extraordinary dedication and commitment to help our cancer patients and their families. Since 2010, Frank Rana has rallied his friends, family and corporate colleagues around a cause that is very close to his heart. Thanks to his leadership and direction, over \$3 million has been raised to fund Cedars Supportive Care programs and Cedars CanSupport. These vital funds have helped us improve the quality of life for cancer patients as we provide free psychological, emotional, spiritual support, practical information and financial assistance for our patients at the McGill University Health Centre (MUHC).

#### THE ROAD AHEAD!

With the Supportive Care Capital Fund well established and a new home for the Cedars Supportive Care Centre in the works, this year, donations will also support a cancer Prehabilitation Program, whereby cancer patients will be provided with a rehabilitation program prior to them beginning their surgery, chemotherapy and radio-therapy. This "Prehab" Program, in collaboration with Dr. Francesco Carli's Peri-Operative Program (POP) at the Montreal General Hospital and Dr. Antonio Vigano's Cachexia Rehabilitation Program will help strengthen patients for the difficult road ahead. This new program will form part of the many supportive cancer programs and services provided to our patients and their families such as cancer pain, rehabilitation, lymphedema and psychosocial supportive programs. These programs will take place at the new Cedars Cancer Centre and MUHC Glen site.





Over 600 people gathered at Montreal's iconic Le Windsor for a festive evening in December 2017 at the *Cedars Annual Auction and Raffle Soirée* to help the Cedars Cancer Foundation Go Beyond in its efforts to help cancer patients and their families. With over 1,600 raffle tickets sold for the coveted cash prizes and a prestigious Rolex Yacht-Master II watch for men in steel and everose gold, as well as bids made online and onsite for the silent auction items, more than \$395,000 was raised. *"The Soirée is one of our signature events where everyone always has a great time ushering in the holiday season, but it also fulfils an important fundraising function,"* said Cedars Board Chair Mark Saykaly.

In December 2017, Cedars volunteers carried out the *Gift of Giving Initiative* for patients in the hospital's palliative, oncology, hematology and transplant units. Holiday shopping was as easy as a stroll down the hall on the 10th floor to the family room where volunteers organize a makeshift boutique with jewellery, teddy bears, clothing and treats — all donated gifts. Interim director of Cedars CanSupport Helen Rossiter said "over the years, the program has helped patients and families create important memories, during difficult times. Patients are very, very overwhelmed and grateful and happy." Once the gifts are picked out, volunteers wait in an assembly line, ready to wrap and hand-deliver each item to the patient's room.





*The 'Bell Fund'*, a grassroots program that has seen already in excess of 4,500 cancer patients supplied with a free comfort kit, was launched on February 4, 2016, World Cancer Day, in a sunny atrium at the Glen site of the MUHC. Judy Martin, indefatigable founder, accompanied by her treatment team, rang a ship's bell she donated in 2013 to celebrate the completion of her chemotherapy. The bell is engraved with the words *Lucky, Grateful, Hopeful.* 

Following the excellent care she received, Judy wanted to give back and a comfort kit struck the right note. Deeply appreciated by patients, the kit's contents come in a canvas shoulder bag, the same size as a reusable shopping bag, which has been graciously donated by Travelway Group International. "Visits to the hospital are difficult. Treatments are often long and exhausting," reads a brochure tucked into the kit that explains its purpose. Each Comfort Kit contains:

- A soft fleece blanket with a foot pocket
- A reusable water bottle for taking medication
- A notebook and pen to jot down the instructions given by doctors and nurses
- Mints to soothe sore throats and mitigate the metallic taste that can be a side-effect of chemo
- A magazine to pass the time

Since its founding, 'The Bell' Fund has raised more than a million dollars, and continued to see support flow into this vital initiative driven by and for our patients.

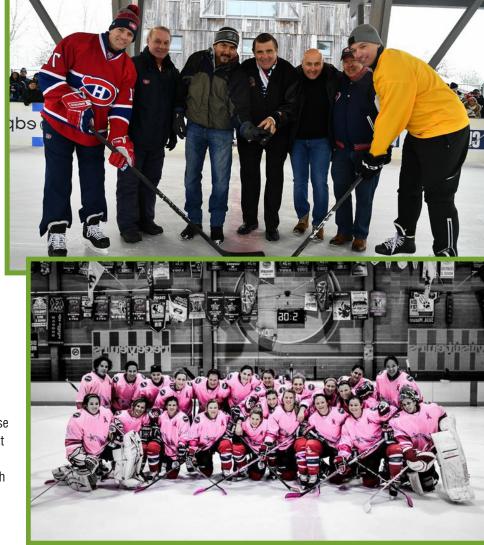




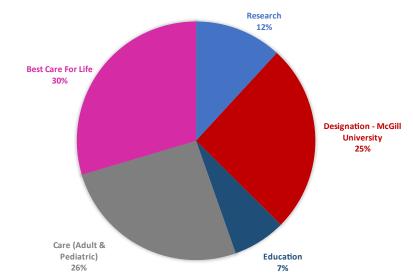
In 2010, a group of women got together to raise funds for breast cancer out of solidarity for all women and because one of them was and still is afflicted by it. The event was christened "FloconRose", lasted for 5 winters and raised over \$600,000. In 2017, ovarian cancer took one of their Floconettes. The event had always been one of her favourites. Friends and family thus organized the FloconAnne week-end pour la vie in February 2018 to honour and remember their dear friend, Anne Robert Morin, a weekend for life. Over \$100,000 was raised for the Anne Robert Morin Legacy Fund at the Cedars Cancer Foundation benefitting Dr. Lucy Gilbert's The DOvEE Project, which is dedicated to providing education, awareness and early detection and diagnosis of Ovarian & Endometrial Cancers for women in our community.

MACH WINTER CLASSIC - HOCKEY GAME
More than \$200,000 raised for Cedars.
The Montreal Canadiens Old Timers coached by the legendary Guy Lafleur faced off against former Habs captain Yvan Cournoyer's Groupe Mach's All Stars in a spirited four-on-four battle at the home of Vincent and Stella Chiara in the Eastern Townships on Sunday, February 11th 2017. Organized by Groupe Mach, a real estate and property development firm, the *charity hockey game raised more than*\$200,000 for the Cedars Cancer Foundation at the McGill University Health Centre.

In March 2018, *Les Canadiennes de Montréal* came together with the Cedars Cancer Foundation and the MUHC Foundation to raise funds for the *Wellness Initiative of the Breast Clinic*. The Breast Clinic of the MUHC is a major regional and supra-regional referral centre for patients diagnosed with breast disease. Close to 20,000 women pass through the doors of the Breast Clinic annually. As a university health centre, it also participates in the critical multi-centric clinical research trials that shape the future of breast cancer care. The arena was packed with all factions of the Montreal community looking to support this worthy cause. Les Canadiennes played their hearts out and beat the Calgary Inferno 4-0!



## Our Financial Report – Your contributions and trust at work

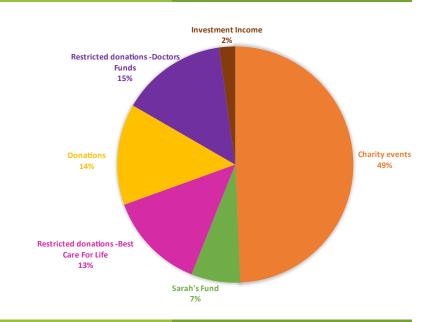


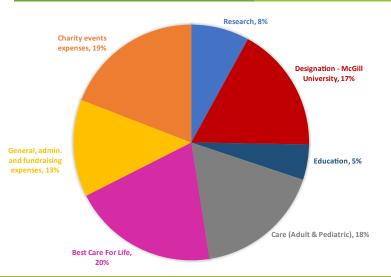
#### YEAR END 2018 - ALLOCATIONS

Allocations - Year End March 31,	2018
Research	709,000
Designation - McGill University	1,531,642
Education	430,295
Care (Adult & Pediatric)	1,544,334
Best Care For Life	 1,772,728
	\$ 5,987,999

#### YEAR END 2018 - REVENUES

Revenues - Year End March 31,		2018
Charity events		3,129,016
Sarah's Fund		426,612
Restricted donations -Best Care For Life		853,091
Donations		879,261
Restricted donations -Doctors Funds		918,405
Investment Income		138,801
	\$	6,345,186
	-	





# YEAR END 2018 DISTRIBUTIONS & EXPENSES

Distributions & Expenses - Year End March 31,	2018
Research	709,000
Designation - McGill University	1,531,642
Education	430,295
Care (Adult & Pediatric)	1,544,334
Best Care For Life	1,772,728
General, admin. and fundraising expenses	1,183,105
Charity events expenses	1,695,770
	\$ 8,866,874

# **OUR PEOPLE**

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## TOGETHER, WE ARE BUILDING A STRONGER COMMUNITY. THANK YOU FOR YOUR GENEROSITY!

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