

# **2020 2021 ANNUAL IMPACT REPORT**



**FONDATION DU  
CANCER DES CÉDRES  
CEDARS CANCER  
FOUNDATION**

# WHO WE ARE

## WE ARE YOUR CEDARS CANCER FOUNDATION

We are a mission-focused, hospital-based foundation with the goal of supporting cancer patients' needs. We help fight cancer from every angle, for every cancer type and every need, regardless of the patient's age. We develop and leverage innovative approaches to meet patients' and families' emotional, psychosocial, physical, and spiritual needs.

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ARIEL DAYAN-MEDALSY  
VP DEVELOPMENT & OPERATIONS  
CEDARS CANCER FOUNDATION

## WE ARE A FUNDING POWERHOUSE

We started over 50 years ago as an initiative launched by individuals from a community who dared to dream. We have since become a major partner in the MUHC's fight against cancer.

We support the hospital's Cedars Cancer Centre that bears our name, as well as the Cancer Research Program of the Research Institute of the MUHC. We are also a founding partner of the Rossy Cancer Network, which brings together McGill University and its teaching hospitals to improve the quality of every patient's experience and care outcome.

## VISION

Ease the pain and suffering caused by cancer.

## MISSION

Improve the health and well-being of paediatric, young adult and adult cancer patients, and their families, throughout and beyond treatment, by leading philanthropic initiatives that support excellence and innovations in clinical care, research, education, as well as supportive and palliative care services.

## OUR 3 PILLARS OF ACTION

The funds that are generously entrusted to the Foundation are used to directly address the Cedars Cancer Centre's most pressing needs, as well as support oncology care and research through the MUHC. Our goal: to improve the lives of MUHC cancer patients and their families, throughout their cancer journey.



Christine Bouchard  
Nursing Director, Cancer Care Mission, MUHC

### Compassionate Care

Our mission is to offer every cancer patient at the MUHC compassionate care that focuses on them as a person, not on their disease. Your donations help ensure that no one is left behind, supporting the care of people of all ages, even babies in utero, throughout their journey with cancer. That means we assist them from diagnosis to post-treatment, including supportive and palliative care. We go far beyond treatment by funding a wide range of innovative programs such as psychological services, financial aid, medical cannabis programs and cutting-edge equipment and facilities.



Dr. Tarek Hijal  
Director, Division of Radiation Oncology

### Innovative Research

Monetary contributions to the Foundation help the MUHC Research Institute's Cancer Research Program (CRP) to conduct research focused on finding a cure, for a future without cancer, but also to develop better and more creative therapies and care protocols to help mitigate the primary impact of cancer on quality of life. The CRP currently works on innovative projects in the fields of immunotherapy, molecular profiling and targeted therapies.



Dr. David Fleiszer  
Surgical Oncologist

### Inspiring Education

Cedars supports visiting professorships, fellowships, public lectures and educational material for patients, healthcare professionals and visitors of the MUHC. The community's generosity helps teach, train and mentor an increasing number of students and professionals every year at the MUHC, the largest teaching facility of the Faculty of Medicine and Health Sciences at McGill.

# LEADERSHIP MESSAGES



## OUR UNFALTERING SENSE OF PURPOSE

2020-2021 was filled with unprecedented challenges and loss for communities at home and around the world. The COVID-19 pandemic shook the ground beneath our feet while, in lockstep, the cycle of life continued to spread both joy and pain with each new season.

Our Foundation, like countless companies, struggled this past year; it was far from business as usual. However, the Cedars Board of Directors and Management never faltered when it came to its sense of purpose. For over fifty years, easing the pain that cancer causes has been our raison d'être. Raising funds for patient care, education, research, and support services, in collaboration with individuals, partners and other charitable organizations, is how we accomplish our goals on behalf of the McGill University Health Centre's Cancer Care Mission and Sarah's Fund at Cedars, as well as the Rossy Cancer Network.

In 2020-2021, we made the difficult shift to virtual events so that we could achieve goals while respecting infection prevention and control measures meant to keep people safe. We further developed our Web site and completed a branding exercise to improve our communication efforts with our loyal donor community and reach more like-minded people to join us in advancing our mission. We increased our focus on humanitarian assistance for vulnerable cancer patients and their families in this historic time of need. Like everyone, we went to bed each night with the hope that tomorrow would be better.

We, at Cedars, also slept with the knowledge that cancer patients and their families needed us to rise the next day with renewed energy because cancer is relentless.

Our patients and their families, and the teams striving to provide them with the best quality of life and health outcomes, give us our sense of purpose. They inspire us with their stories of strength, resilience, excellence and innovation. We hope that this 2020-2021 Impact Report, which offers readers a glimpse into what the generous contributions of donors have helped to accomplish this past year and for which we are immensely grateful, inspires people, young and old, to make a meaningful difference by supporting Cedars. In turn, we pledge to never falter.



Tony Aksa  
Chair, Board of Directors  
Cedars Cancer Foundation



Jeff J. Shamie, MPA  
President and CEO  
Cedars Cancer Foundation



## COLLABORATION MAKES US STRONGER

This past year, we bore witness to incredible teamwork and acts of kindness amidst a pandemic that put stress on our organization and the health and social services network as a whole. It reinforced our understanding of the power of collaboration as a lever of resilience. The McGill University Health Centre (MUHC) was forced to act swiftly to be a beacon in a storm that was reminding us that life is fragile, that everything worth doing deserves to be done well, and that we are not an island but rather an intricate network of partners.

Following 2020-2021 or the "Year of the Pandemic", we wish to reiterate that the MUHC has never been more appreciative of the support it receives from its foundations. We recognize how difficult it was for the Cedars Cancer Foundation to make significant changes across its organization to continue meeting its goals while respecting the government's infection prevention and control directives to limit the spread of COVID-19. We are grateful for Cedars' ongoing commitment to the pediatric and adult cancer patients treated at the MUHC, which they pursue with steadfast determination. We applaud their attention to the details that make all the difference in the world, from music and art therapy to patient education, funding for researchers and other initiatives that improve our knowledge of cancer and encourage innovation, as well as this past year's Cedars COVID-19 Humanitarian Fund.

Cancer is a disease whose statistics rival those of the pandemic, but while numbers are often used to validate the importance of efforts, we believe that the pandemic has also reinforced something else. Behind all statistics are people and other people whom they touched in one shape or another. We are always stronger together.

Indeed, collaboration makes us stronger and with that in mind, on behalf of cancer patients and their families, we express profound gratitude to the Cedars Cancer Foundation for rallying the community behind them, for being an exceptional partner and for raising invaluable funds for the MUHC.



Peter Kruyt  
Chairman of the Board of Directors  
McGill University Health Centre



Pierre Gfeller, MD CM MBA  
President and Executive Director  
McGill University Health Centre



## ABOVE AND BEYOND

Year over year, we have been proud to underscore the remarkable qualities of the multidisciplinary healthcare practitioners who make up the Cancer Care Mission of the MUHC. The 2020-2021 year is no exception. Despite our determination being put to the test repeatedly, our talented and compassionate teams rose to the challenges and went above and beyond for patients and their families because that is what the situation called for each and every day.

Maintaining clinic appointments, chemotherapy, radiotherapy, psychosocial services, imaging, blood tests was a complicated exercise because in addition to infection prevention and control measures, there were other directives to respect and many pressure points across our hospital. That we continued to see patients and kept the Cedars Cancer Centre free of COVID-19 is a testament to everyone's tireless efforts and understanding.

We recognize, however, that it was not a perfect year; the number of undetected cases of cancer undoubtedly rose in the last 12 months and access to treatment was not ideal. Still, we remain hopeful that we will emerge from this pandemic, more determined than ever to establish and deliver the leading-edge treatments and clinical trials that will help more and more people survive cancer and lead long lives doing what they enjoy with those they love.

Of course, developing personalized, precision medicine and shaping the future of cancer requires sustained investments. We are therefore grateful to the Cedars Cancer Foundation for caring deeply about our priorities and supporting our efforts to achieve them. We are also doubly grateful to Cedars' donors who, thanks to their vision and generosity, continue to help us go above and beyond in clinical care, research, education and supportive services for our cancer patients and their families.



Armen Aprikian, MD, FRCS (C)  
Medical Director, Cedars Cancer Centre  
Chief, Cancer Care Mission of the MUHC



Christine Bouchard, RN, B.Sc.(N) MSc. (Adm.)  
Clinical Administrative Coordinator, Cedars Cancer Centre  
Nursing Director, MUHC Cancer Care Mission

# WHO WE SUPPORT

## MUHC CANCER CARE MISSION

Cedars Cancer Centre is the hub of all cancer care, research and teaching at the MUHC. It is world-class. It is state of the art. It is a healing environment.

Cedars Cancer Centre is reinventing the way we provide cancer treatment at the McGill University Health Centre (MUHC). With oncology services from both the Royal Victoria Hospital and Montreal General Hospital now situated under one roof, this Centre provides patients with some of the finest cancer care facilities—all in one location—in the country.

Cedars Cancer Centre consolidates all aspects of the MUHC's Cancer Care Mission in one location. From medical, surgical and radiation oncology to supportive and palliative care, nutrition and social services, patients of all ages have access to the latest in cancer treatments in a thoughtfully designed environment that supports their physical, emotional and spiritual healing.

## CANCER CARE MISSION EXECUTIVE

Armen Aprikian	Medical Director
Christine Bouchard	Clinical Administrative Coordinator
Carolyn Freeman	Quality Office
Thierry Alcindor	Medical Oncology, Director
Tarek Hijal	Radiation Oncology, Director
Denis Cournoyer	Hematology-Oncology, Co-Director
Antonia Vigano	Interim Director - Supportive and Palliative Care
David Mitchell	Pediatric Hematology-Oncology, Director
Deborah Fleming	Allied Health, Department Head, Nutrition
André Bonnici	Chief Pharmacist
Christine Legler	Ambulatory Care, Co-Director
William Parker	Medical Physics, Chief
Brenda MacGibbon	Patient Representative
Nathaniel Bouganin	Oncology Inpatient Ward
Gizelle Popradi	Hematology-Oncology Inpatient Ward
Véronique Doré	Nurse Manager, CCM Ambulatory Care
Julie Mathieu	Nurse Manager
Virgina Lee	CCSupport Director & Manager - Supportive & Palliative Care
John Kildea	Co-director, Medical Physics Unit
Christine Boisvert-Huneault	Coordinator, Radiation Oncology



# WHO WE SUPPORT

## SARAH'S FLOOR & PEDIATRIC HEMATOLOGY-ONCOLOGY

Sarah's Floor is a 12-room in-patient unit and Day Centre. It is the hub of the MUHC's Pediatric Hematology/Oncology Division. Both facilities were designed to meet the specific needs of its young patients with private bathrooms, natural light and direct access to critical departments.

This year marked the 19th year of Sarah's Fund for Cedars. Thanks to the continued philanthropic support from the Montreal community, Sarah's Floor is a healing, peaceful and colourful atmosphere that makes a real difference. Within the walls of the Montreal Children's Hospital there is a special place dedicated to not only provide the best care to its young cancer patients, but to do it in an environment where every need of the patient and the family has been carefully considered and thought out.

Sarah's Floor provides a serene and home-like environment. It houses a library, television and game room as well as other services for our patients' families. The staff and volunteers who work on Sarah's Floor understand that creating a hospital experience that is as comfortable and anxiety-free as possible for their young patients is an important part of their treatment.

**"When I visit the floor and hear laughter and see smiling faces, I know that we have made a huge difference in patients' lives."**  
– Sarah Cook



### A YEAR ON SARAH'S FLOOR



**87**

NEW CANCER  
DIAGNOSES



**669**

ADMISSIONS



**15**

BONE MARROW  
TRANSPLANTS



**9**

DOCTORS



**25**

NURSES



**10**

CLINICAL RESEARCH  
PROFESSIONALS



**5**

FELLOWS



CHILDLIFE WORKERS,  
MUSIC THERAPISTS,  
SOCIAL WORKERS,  
PSYCHOLOGISTS  
AND PSYCHIATRISTS



Talia Baily  
Sarah's Fund for Cedars Ambassador

## ROSSY CANCER NETWORK



MEMBRE DU / MEMBER OF

Réseau de  
cancérologie  
Rossy

Rossy  
Cancer  
Network

McGill University, the McGill University Health Centre (MUHC), the Jewish General Hospital (JGH) and St. Mary's Hospital Center (SMHC) have joined forces to improve quality of care and patient satisfaction, increase survival rates and reduce the burden of cancer.

This long-term collaborative effort resulted in the creation of the Rossy Cancer Network (RCN) in 2012. This became possible thanks to the exceptional support of the Rossy Foundation - whose initial financial contribution laid the groundwork.

The MUHC, JGH and SMHC, all three affiliated McGill teaching hospitals, are currently working together based on a shared mission, vision and strategic plan for improving cancer care.

The network, which forms part of la Direction générale québécois de cancérologie, provides an

exceptional opportunity to advance care using a common framework of quality, resources and tools. It will improve clinical outcomes, have a positive influence on research and teaching, and will improve our efficiency as a network.

Much energy has already been devoted by many of the colleagues at the above-named institutions, as well as dedicated staff at the RCN, to advance the network's activities.

We are extremely enthusiastic about this collaboration and the positive impact it will have on cancer care for our patients, as well as on our teaching and research missions. Case management, assures continuity of care for the whole patient and coordinates with colleagues across the trajectory using RCN data and facilitation of data transmission.

### DR. ARMEN APRIKIAN

The RCN is pleased to announce the appointment of Dr. Armen Aprikian as the Clinical Lead for the Rossy Cancer Network (RCN). On July 1st, Dr. Aprikian took over from Dr. Wilson H. Miller Jr. (who served in this role since 2014). Dr. Aprikian takes the helm of the organization with a new vision and drive for implementing quality of care across the McGill-affiliated cancer centres. He brings to the role an extensive understanding of the RCN's evolution and its legacy projects.



### PERSON-CENTERED CARE

Navigating the healthcare system after a cancer diagnosis can be a difficult and trying experience for patients and their families. To understand and improve the patient experience, we have to understand that all interactions that occur within the healthcare system can affect the patients perception of care. Within the Rossy Cancer Network, our vision is to provide world-class cancer care based on a person-centered approach to the design of care services.





# HEROES AMONG US

## CEDRIC FINN FUND



### A GUINNESS WORLD RECORD WAS JUST THE START

A Cedars Hero is someone who goes above and beyond for patients and their families, in support of our mission to offer every cancer patient at the MUHC compassionate care that focuses on them as a person, not on their disease. This year, we would like to highlight the achievements of Samuel Finn.

Last year Samuel laid his heart out in honour of his late brother Cédric, who succumbed at the age of 27 to sarcoma, a rare form of cancer that affects 1% to 2% of the population. Samuel performed 5,234 chest-to-floor burpees in 12 hours, setting a new Guinness World Record while raising over \$60,000 for the Cédric Finn Fund at the Cedars Cancer Foundation.

Samuel maintained a rigorous training regimen for the six months leading up to the challenge and set an incredible pace as he jumped up and dropped to the mat 5,234 times. Cedars is proud to have been there to witness his achievement and is honoured to steward the Cédric Finn Fund benefiting sarcoma research.

### KEEPING CÉDRIC FINN'S MEMORY ALIVE

"The Cedars Cancer Foundation is honoured to have Samuel Finn as an Ambassador," stated Jeff J. Shamie, President and CEO of Cedars. "In achieving his goal, Samuel has done himself and his brother's memory proud because philanthropy will help save lives. His ongoing commitment is a real inspiration."



The McGill University Health Centre (MUHC) is one of a handful of centres in Canada with both the ultra-specialized teams and necessary experience to diagnose and treat sarcoma. With the rarity of cases, research is crucial, which is why scientists in the Research Institute of the MUHC are working tirelessly to generate new knowledge and therapies.

"Cancer also affects every aspect of a person's life," added Shamie. "Cedars is dedicated to funding programs and services to meet the emotional, physical, psychosocial, spiritual and even humanitarian needs of cancer patients and their families."

**My big brother Ced lost his life to a Sarcoma cancer at only 27 years old. I challenged myself to beat the Guinness World Record for the most chest-to-ground burpees in 12 hours to honor his courage and to raise funds for the Cedars Cancer Foundation - Cédric Finn Fund.**

### TRAINING FOR A NEW CHALLENGE

This year, Samuel continues the push, and is helping raise awareness not only for the Cédric Finn Fund, but also for the Cedars Covid-19 Humanitarian Fund for Paediatric and Adult Cancer Patients and their families - which provides assistance and resources for cancer patients, and their families, in financial need. As part of a philosophy that involves the entire cancer treatment journey, Cedars' goal is to alleviate the negative impact of financial hardship, while reducing the stress associated with life's basic necessities such as shelter, groceries, utilities, and transportation costs.

When asked what this connection to Cedars Cancer Foundation means to him, Samuel remarked, "Just as my Guinness World Record was a team achievement, so too is the battle against cancer. I am inspired by what the Foundation's team does to help humanize the cancer treatment journey, and I am motivated to continue engaging people in Cédric's memory."

**SAM IS TRAINING AGAIN! IN THE COMING MONTHS HE HOPES TO REACH AN EVEN LARGER AUDIENCE AND FIND A WAY TO GET HIS MESSAGE OUT WHILE ENGAGING MORE PEOPLE TO EXERCISE AND TO SUPPORT THE CAUSE. VISIT [BURPEES4CED.COM](https://www.burpees4ced.com) FOR UPDATES AS SAM REVEALS HIS NEW CHALLENGE.**



## OPAL



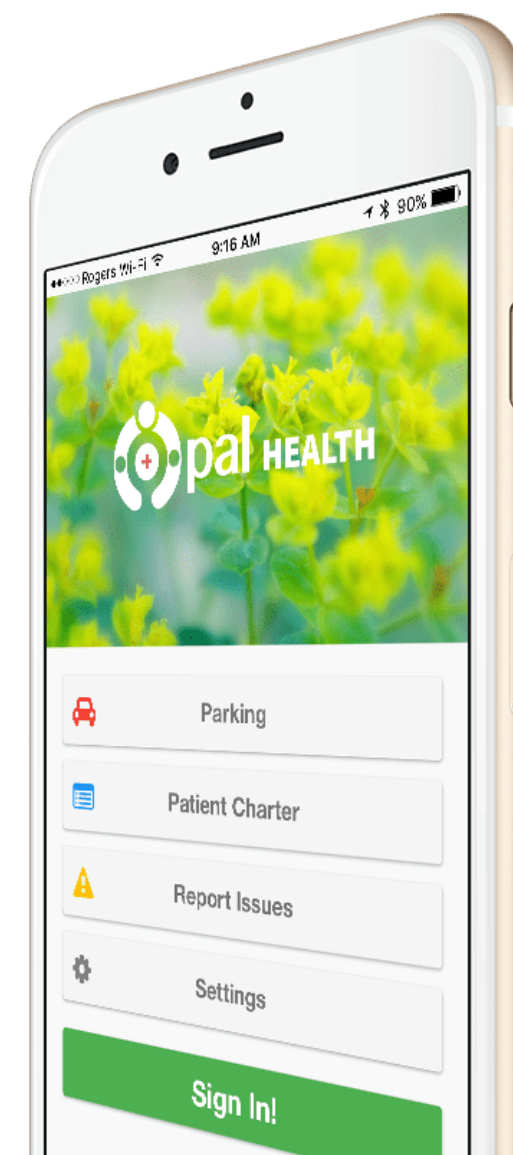
**OPAL IS A PATIENT PORTAL DESIGNED TO EMPOWER YOU WITH YOUR MEDICAL INFORMATION AT THE MCGILL UNIVERSITY HEALTH CENTRE.**

Opal's calendar lets you see all your upcoming and past appointments in one place.

Using Opal you can check in for your appointments when you arrive at the hospital and receive an alert on your phone when your medical practitioner is ready to see you.

Opal notifications ensure that you are always up to date with your medical information.

The Cedars Cancer Foundation is proud to support this vital initiative empowering cancer patients.





# WHO WE IMPACT



## SAVING LIVES WITH BRILLIANT MINDS

Cedars Cancer Foundation provides a range of services and support programs to care for the minds, bodies and spirits of cancer patients and their families.

The Foundation also spearheads various fundraising initiatives to finance compassionate care, cutting-edge research and dedicated training at the MUHC. With one in two Canadians facing cancer in their lifetime, the continued engagement of donors, volunteers and professionals remains critical to enabling the Foundation's work and relentless dedication to drive change.

**23 +**

initiatives and programs supported

**50M +**

dollars raised through events and donations

**50K +**

patients and families cared for annually

## PUTTING YOUR DONATIONS TO GREAT USE

The Foundation's core activities are devoted to supporting the Cedars Cancer Centre's activities and priorities at the MUHC, which have brought forth a new era of patient-centered cancer care in Montreal. Our community's generosity has helped Cedars regroup some of the finest cancer care facilities in the country under one roof. These include: an oncology day hospital with 50 spacious and luminous treatment stations; a palliative care day hospital; a dedicated oncology medical imaging department; a radiation oncology department complete with 8 linear accelerator bunkers; green spaces; and on-site resources offering health information, support groups and activities.



## How is your money used?



Patient care



Supportive and palliative care



State-of-the-art equipment and technologies



Fundamental, clinical and evaluative research



Education and professional training

**"This state-of-the-art centre allows our medical professionals to continue to be pioneers in cancer diagnosis and treatment, apply the latest developments in scientific discovery, teach students from around the world, while providing patients with the highest level of care and support."**

- Dr. Armen Aprikian

## CEDARS CANSUPPORT

Cedars CanSupport is a program at the McGill University Health Centre under the Cancer Care Mission's Supportive and Palliative Care Division. **Cedars CanSupport relies entirely on donor contributions to fund its programs and services.**

Scientific advances have dramatically improved the landscape of cancer care and cancer survivorship. However, what has not changed is the human side of cancer. A diagnosis of cancer can still shock and shake every aspect of an individual's life and worldview. Cedars CanSupport exists to alleviate the extraordinary burden carried by patients diagnosed with cancer and their families, one person at a time. The raison d'être of this non-profit, hospital-based organization is to provide emotional, educational, practical, navigational, and financial assistance to cancer patients and their families. CCS is there at the front lines of patient care, all year round, across the lifespan, from diagnosis onwards, when the patient was ready.

The COVID19 state of emergency added to the extraordinary challenge of facing cancer at a distance. However, the year 2020-2021 was no different in terms of offering compassionate services and emotional support. For the first time in 33 years, the CCS offices closed following government mandated guidelines. In lieu of the usual on-site, foot traffic from the team of dedicated staff and volunteers in the Cedars Cancer Centre, a healthy online presence emerged thanks to the CCS team who quickly reorganized themselves to learn to navigate a new world of telehealth, videoconferencing and remote workflow processes.

A total of 594 virtual participations in Gentle Yoga, Meditate, Relax, and Breathe, Distance Reiki, Virtual Art Therapy workshops, Facing Cancer at a Distance Patient Support Groups, and collaborative workshops with Montreal Museum of Fine Arts and Look Good Feel Better.

At the CCS Resource Centre, 5,248 individuals benefitted at a distance from practical, educational, and emotional support and assistance via email, telephone and on-site health care providers at the Cedars Cancer Centre.



In addition, \$101,374 was distributed in humanitarian aid to 480 patients and families to meet the basic costs of living such as food, rent, utilities, or unplanned out of pocket expenses created by the financial burden of cancer such as medications or transportation to and from appointments.

As we move forward, a hybrid model representing both online and on-site programs and services will improve access and provide for a better representation of our community hospital population. This will sustain a culture of engagement, participation, acceptability and accessibility while continuing to provide a platform of hope and support.



**27k**  
MONEY GIVEN FOR FOOD



**21k+**  
MONEY GIVEN AROUND XMAS



**8.5k+**  
MONEY GIVEN FOR UTILITIES



**101k+**  
HUMANITARIAN AID DISTRIBUTED



**5,248**  
REQUESTS FOR SERVICES

# WHO WE IMPACT

## CEDARS ONCOLOGY SUPPORTIVE CARE CENTRE

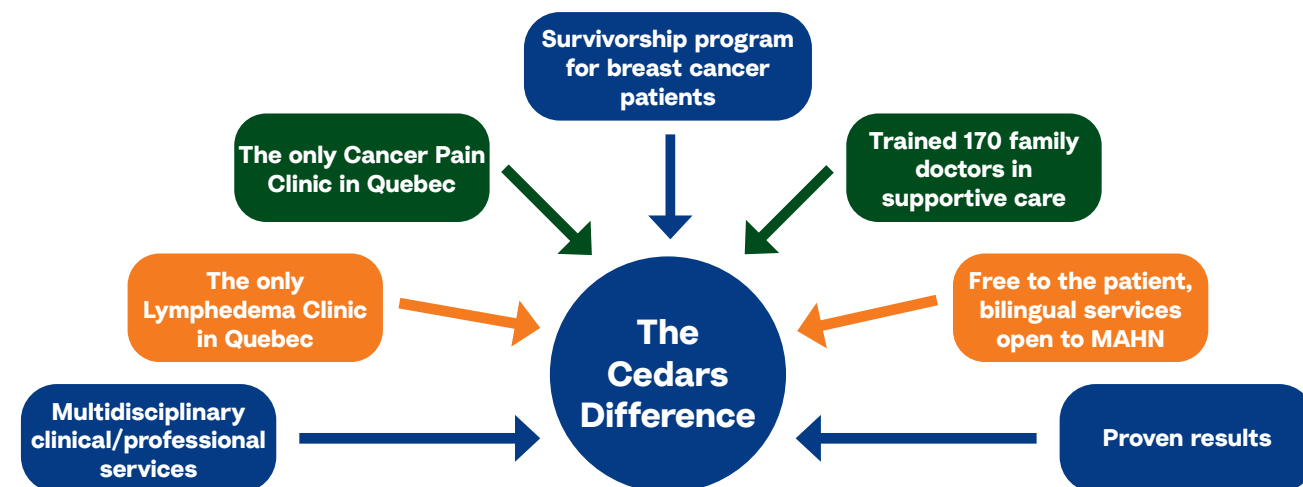
### GOING BEYOND FOR CANCER PATIENTS AND THEIR FAMILIES

Cancer knows no bounds. It strikes - and in a blink of an eye a healthy person becomes a patient. Playgrounds, classrooms, workplaces, family dinner tables, dreams... the dynamics change, but hope remains a potent adversary in the power between human and disease. That is why Cedars is Going Beyond for cancer patients and their families.

With compassion, innovation and inspiration driving its model for excellence, Cedars aims to assure that the population it serves benefits from best-in-class clinical and supportive care, research and education. It also aims to empower patients and families with the guidance they need to cope better throughout the cancer journey.

After all, healing involves more than physical health. The emotional, mental and spiritual aspects of one's well-being are equally important. The Cedars Oncology Supportive Care Centre will thus be a welcome complement to the state-of-the-art Cedars Cancer Centre.

**Supportive Care at the Cedars Cancer Centre:  
A Comprehensive Program that Goes Beyond Surgery, Chemotherapy and Radiation**



## INTEGRATIVE SERVICES FOR EVERY STAGE OF THE CANCER JOURNEY

Cedars supports and helps deliver a host of integrative programs and services that are evidence-based and complementary to the complex medical care provided to cancer patients in the academic health centre setting. Some are unique in Quebec, such as a lymphedema clinic and pain clinic, while all tackle the various needs of patients, young and old, before, during and after treatment thanks to the Cancer Rehabilitation Program (CAREPRO), Psychosocial Oncology Program, Cancer Survivorship Program, and Cedars CanSupport services.

Everyone—interdisciplinary teams of physicians, nurses, nutritionists, occupational therapists, physiotherapists, psychologists, social workers, psychiatrists, researchers, other professionals and volunteers— Go Beyond together with one overarching goal: improve the health and well-being of patients and their families, helping them cope while empowering them through education and personalized programs. These teams also train the healthcare professionals and scientists of tomorrow, and conduct life-changing research.

## CEDARS RESEARCH FELLOWSHIPS

The Henry R. Shibata Fellowship winners for 2020 are:

### **Dr. Victoria Mandilaras**

Research focused on molecular profiling and novel drug-target discovery for rare gynecologic cancers.

Dr. Henry R. Shibata Fellowship

### **Dr. Tenzin Gayden**

Research in molecular genetics diagnostic testing for rare diseases and cancer diagnosis.

Dr. Henry R. Shibata Fellowship

Sponsored by Sarah's Fund in Pediatrics

Hematology- Oncology

### **Dr. Jeffrey How**

Research in identification of predictive biomarkers for targeted and immunotherapeutic agents in gynecologic malignancies.

Dr. Henry R. Shibata Fellowship

### **Dr. James Man Git Tsui**

Clinical and Research Fellowship in Brachytherapy.

Dr. Henry R. Shibata Fellowship

### **Dr. Geoffroy Danieau**

Research establishing appropriate pre-clinical models to better understand the genetics and biology of primary, metastatic, and relapsed osteosarcomas.

Kate McGarrigle Sarcoma Fellowship

### **Dr. Mohammad Hassani**

Research into aggressive-behavior predictors in Solitary Fibrous Tumor, a mesenchymal tumor with an intermediate tendency to metastasize.

Kate McGarrigle Sarcoma Fellowship (MUHCF)

## VISITING PROFESSORSHIPS

These prestigious visiting professorships are an integral part of the educational program in the Cedars Cancer Centre at the McGill University Health Centre.

Thanks to generous donors, Cedars supports visiting professorships, which give healthcare practitioners first-hand access to the latest developments and technologies in care and research. Professorships foster healthy, thought provoking discussions amongst leading professionals, stimulate innovation and enhance the education of doctors, nurses, medical students, postdocs and fellows.

### **The Edward J. Tabah Visiting Professorship in Surgical Oncology**

### **The Vivian Saykaly Visiting Professorship in Medical Oncology**

### **The Dr. N. Blair Whittemore Visiting Professorship of Sarah's Fund for Cedars in Pediatric Hematology/Oncology**

### **The Dr. Sharon Wexler Visiting Professorship in Neuro-Oncology**

The Cedars Cancer Foundation is proud to announce the following new endowed visiting professorships:

### **The Dr. Carolyn Freeman Visiting Professorship in Radiation-Oncology**

This professorship was established by the Radiation-Oncology Leadership in honour of Dr. Carolyn Freeman. Its objective is to bring to the MUHC a renowned world expert in the field of Radiology-Oncology on a yearly basis.

### **The Gwen and Tom Nacos Visiting Professorship in Supportive & Palliative Care**

This professorship was established by Gwen and the late Tom Nacos and family. Its objective is to bring to the MUHC renowned world specialists in supportive and palliative care on a yearly basis.

### **The Florence Flinker Visiting Professorship in Colorectal Surgery**

This professorship was established by Michael Flinker and Dr. Marcia Gillman, in honour of the late Florence Flinker. Its objective is to bring to the MUHC a renowned world expert in the field of Colorectal Surgery on a yearly basis.



## SUSTAINABILITY INITIATIVE: GO GREEN

The Cedars Cancer Foundation has a core mission to serve our community by helping to improve the health and well-being of patients and their families and to end the pain and suffering caused by cancer.

Cedars also recognizes the crucial role that the environment plays in supporting human health and well-being and the importance of adopting sustainability practices while fulfilling our core mission.

*Sustainability* is the capacity to fulfill the needs of those we serve without compromising the ability to meet the needs of future generations. For the Cedars Cancer Foundation, this means going beyond cancer care and incorporating practices and policies that protect ecological and social resilience while maintaining economic prosperity, to promote long-term well-being for our community and for the planet.

Through the policies we make and the actions we take, we wish to create a culture of sustainability that truly improves the long-term health and vitality of the Cedars Cancer Foundation and its community.



### GO GREEN SUSTAINABILITY ADVISORY COMMITTEE MEMBERS

Gwen Andrews Nacos • Tony Aksa • Pietro Gasparrini • Charlotte Gill • Conner Root • Atie Waxman • Ella Waxman • Ariel Dayan



### GUIDING PRINCIPLES

Guided by the United Nations sustainable development goals, the following areas of focus were identified as the scope of this initiative that can make the greatest impact. These principles are crucial in helping to achieve our sustainability commitments while continuing to uphold our 3 pillars of action: **Compassionate Care. Innovative Research. Inspiring Education.**

### OBJECTIVES:

- Bring sustainability stewardship into all aspects of daily operations and decision making.
- Promote practices that minimize harmful ecological effects while assuring the long- term quality of our care.
- Demonstrate a sense of sustainability stewardship and inclusion that can be instilled to all members of our community.
- Support an environment of creativity and collaboration that encourages new ideas and approaches to sustainability challenges.
- Establish measurable sustainability goals to assess the impact of our activities on the environment and on society.
- Monitor, evaluate and report on sustainability performance in a process of continuous improvement.
- Establish a working group to oversee/govern the future of sustainability at the foundation.
- Identify new opportunities and approaches to address and promote environmental sustainability in our activities and in health care in general.

### GOOD HEALTH AND WELL-BEING:

The health and well-being of our patients and community is our number one priority throughout all stages of our decisions making. We continue to commit 100% into ensuring that our quality of care and compassion goes above and beyond.

- Invest in innovative research, technology and care programs that effectively and sustainably supports our patients and their families throughout all stages of their journey.
- Understanding that ecosystem health goes hand in hand with human health and well- being, therefore it is our duty to promote a healthy natural environment.

"I have long been obsessed with our world's overuse of plastics. In developing the Cedars "GO GREEN" initiative, we have looked at sustainability in the broader sense whereby we must challenge ourselves to adopt sustainable and environmentally valid practices not in only the office and at our events - but in all that Cedars does."

- Gwen Andrews Nacos

"I believe we all have a responsibility to future generations to incorporate sustainability into all aspects of our lives; fundraising is no exception. After participating in different Cedars events, I saw an opportunity and I offered my time and experience to help the Cedars Cancer Foundation be more sustainable while improving the lives of cancer patients."

- Pietro Gasparrini, Director - Environmental Health and Safety Office, Office of Sustainability, Concordia University

### RESPONSIBLE PRODUCTION AND CONSUMPTION:

Recognize the impact that consumption patterns have on the planet and modify our practices to be more sustainable for society and for the planet.

- Waste management: Commit to limiting our output waste generated at the workplace and during events and invest in effective and sustainable waste disposal systems.
- Ethically and locally sourced goods: Empower our communities and economies by supporting local, sustainable, organic suppliers where possible.
- Ecological Footprint: Identify and understand the significance of our activities on ecological health directly and through the value chain and seek out approaches to reduce those impacts.

### QUALITY EDUCATION:

To deliver quality and inspiring education for all of our members to ensure long lasting satisfaction for our patients and their families. Education is an important part of a patient's journey for a proper understanding of their situation and to continue to grow and learn throughout the process.

- Support various educational material and programs for patients, healthcare professionals and visitors of the Cedars Cancer Foundation.
- Expand existing education programs and research programs related to sustainability issues
- Help raise sustainability awareness among faculty, staff, patients and partners regarding our activities and impact.

### INCLUSIVE PARTNERSHIPS:

Work with partners who have invested in similar values and can ensure a sustainable approach in their services when it concerns our activities.

- Encouraging current partners to invest in eco-responsible practices.
- Seek out new partners who possess a devotion to sustainability to help us in reaching this mission.

### PROTECTION OF CULTURAL HERITAGE AND DIVERSITY:

Recognizing the history and the cultural heritage of the land which supports our welfare is intrinsically tied to sustainability.

- Support and protect the diverse cultures and minority groups.
- Recognize and listen to the voices of Indigenous leaders through the history of Canada and Montreal.

### HOW WE HAVE PUT THIS INTO FORCE:

- No more single-use water bottles at any events. We have discouraged their use by participants, and have created refill stations using filtered water. We also offer refillable bottles to participants.
- We have challenged our suppliers to source earth-friendly options.
- Each event gets a sustainability pre-audit and post-audit to ensure the maximum reuse of previously created collateral materials, signage, and give-aways, and to see where we can improve our practices.
- Food providers are asked to source locally and to use compostable packaging when needed.
- We have seen a marked decrease in the amount of waste at our in-person events, and have embraced online/virtual options where feasible.
- We have decreased the quantity of printed materials while maintaining a high level of sponsor and brand awareness pre, during, and post events.
- Foundation audit was performed and purchasing/sourcing has been adjusted accordingly.



# FINANCIALS

## FISCAL YEAR 2020-2021

### ALLOCATIONS



■ Best Care for Life
■ Research
■ Education
■ Patient care (Pediatric & Adults)

\$ Amount
1,000,000
733,523
782,767
<u>1,155,036</u>
<u>3,671,326</u>

### REVENUES



■ Charity Events
■ Sarah's Fund
■ The Best Care for Life Campaign
■ Donations
■ Restricted donations

Investment Income (loss)

\$ Amount
1,728,967
198,980
340,000
1,742,657
<u>938,397</u>
4,949,001
<u>2,979,960</u>
<u>7,928,961</u>

### EXPENDITURES



■ Best Care for Life
■ Research
■ Education
■ Patient care (Pediatric & Adults)
■ General, administration and fundraising expenses
■ Charity events expenses

\$ Amount
1,000,000
733,523
782,767
1,155,036
830,159
<u>671,569</u>
<u>5,173,054</u>

### INVESTMENTS IN MASTER TRUST AS AT MARCH 31, 2021

	\$ Amount
The Best Care for Life Campaign Fund	6,406,047
Sarah's Fund at Cedars for Pediatric hematology-oncology	2,710,840
Rosy Family Foundation - Cedars Oncology Supportive Care Centre	1,305,415
Wilfrid Howick Humanitarian Fund	1,063,032
Other Funds	<u>1,430,556</u>
	<u>12,915,890</u>

The Ernst & Young audited financial statement ending March 31, 2021 is available at [cedars.ca](https://cedars.ca).

# WAYS TO GIVE

## CEDARS CANCER HEROES PROGRAM

Heroes among us. Honor a physician, nurse, volunteer or staff member who goes above and beyond. A Cedars Cancer Hero is someone who goes above and beyond for patients and their families, in support of our mission to offer every cancer patient at the MUHC compassionate care that focuses on them as a person, not on their disease.

This special person, your Cedars Cancer Hero, will be personally notified that a donation has been made in his or her honour and will be presented with a unique Cedars Cancer Heroes pin, recognizing their exceptional level of patient care.

## WAYS TO GIVE AND GET INVOLVED INCLUDE:

- One-time Donations
- Monthly Giving
- Support Cedars' Annual Appeal for Priority Needs
- Tax-smart Giving (stocks & securities, in kind gifts)
- Cedars' Heroes Program
- Planned Giving / Estate Gifts
- Invest in Research
- Invest in Patient Education oncology Guides
- Pay Tribute to Someone Special (Honour / In Memory)
- Organize a Fundraiser
- Participate in / Donate to a Flagship Event
- Sponsor an Event
- Become a Volunteer
- Corporate Donations
- Matching Gifts
- Leadership Gifts
- Transformational Gifts
- Build a Legacy





# EVENTS

## CEDARS VIRTUAL AUCTION & RAFFLE



The 2020 Cedars Auction and Raffle went virtual and raised more than **\$480,000** - which benefited the Psychosocial Oncology Program at the MUHC. The 2020 edition included a moving tribute to the late **Joe Cheaib**, Vice Chair of the Foundation, past co-chair of the Raffle & Auction Soirée and dear friend to the Cedars community.

## FL FULLER LANDAU CEDARS DRAGON BOAT VIRTUAL CHALLENGE

The annual **FL Fuller Landau** Cedars Dragon Boat Race took a different format in 2020, as supporters ran, cycled, swam, and walked, and more to raise funds for the **Cedars CanSupport** program. During a time when getting together with family, friends and colleagues was impossible, the FL Fuller Landau Dragon Boat Virtual Challenge kept people motivated and in touch, with a combined goal to support this essential program for our cancer patients and their families.

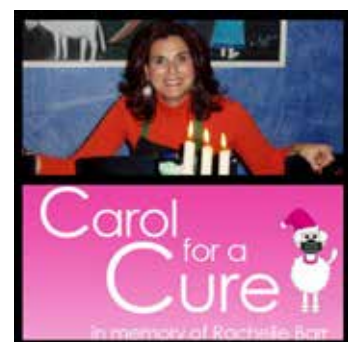


## CEDARS VIRTUAL RUN FOR OVARIAN CANCER

In 2020, the popular run/walk in the Town of Mont-Royal was replaced by a virtual challenge, in which participants chose their distance and ran or walked in honor of ovarian cancer fighters. Because of the unwavering support of sponsors and participants, we were able to add to the **Dagenais Joly-Smith Fund**, which supports the **DOvEEgene project**, under the leadership of **Dr. Lucy Gilbert**.



## VIRTUAL CAROL FOR A CURE



On Saturday, December 12, 2020, Team RockStarr's father and daughter duo, **Rick** and **Charli**, performed a live holiday virtual "Carol for a Cure" concert honoring the memory of **Rochelle Barr**. More than \$8,000 was raised thanks to **Zoë Mintz**, **Reesa Barr** and the wonderful volunteers at **Team Rockstarr**.

## CEDARS ALL-ELECTRIC CAR RAFFLE

We were fortunate to sell 2,500 tickets for the 2020 All-Electric Car Raffle. The winner took home a 2020 Mini Cooper SE 3 Door, valued at \$55,902. Proceeds support the **OPAL project**, which provides, among other things, test results, treatment plans, doctors' medical notes, and a log of their appointments. The user-friendly app also sends alerts about upcoming appointments or when the doctor is ready to see the patient. The draw took place live at **MINI Brossard**.



## 19TH EDITION OF SPLASH & DASH - A VIRTUAL STEP CHALLENGE



Our 19th Edition saw 300 participants walk in honor of the heroes on Sarah's Floor in a virtual step challenge. Over the course of a fall October weekend, our community took over 3 million steps, shared selfies, virtually high fived, and most importantly, brought awareness & raised necessary funds and helped **Sarah's Fund for Cedars** continue to support needs for pediatric oncology at the MUHC.



## FRIENDS OF SARAH'S FLOOR: VIRTUAL CONCERT FOR KIDS WITH CANCER



The pandemic didn't stop violinist and cancer survivor **Léandre Gauthier** from holding his 5th Concert for Kids with Cancer in support of Sarah's Floor! In 2020, Léandre even teamed up with his younger brother **Audrick** for a special performance accompanied by pianist **Judy Hung**.



# FUNDS

## FRANK RANA'S SUPPORTIVE CARE ANNUAL CAMPAIGN

**Frank** and **Mary Rana** have been part of the **Friends for the Cure** Committee since 2003 and Frank was also a member of the Cedars Board of Directors, where he led our Finance Corporate Fundraising Committees for many years.

In 2010, Frank Rana rallied his friends, family and corporate colleagues around a cause that is very close to his heart. Thanks to his leadership and direction, over **\$3.5 million** has been raised to fund **Cedars Supportive Care** programs and **Cedars CanSupport**. These vital funds have helped Cedars improve the quality of life for cancer patients as it provides free psychological, emotional, spiritual support, practical information and financial assistance for our patients at the MUHC.

## LUSTIG FAMILY MEDICAL CANNABIS RESEARCH & CARE FUND

This fund seeks donations to support the establishment of a best-in-class medical cannabis programme for cancer patients in the Cedars Oncology Supportive Care Centre at the MUHC. The Lustig family have set up a matching gift program.

Funds will be channelled into 3 areas:

- The establishment of a best-in-class medical cannabis programme for cancer patients at the MUHC in the new Cedars Oncology Supportive Care Centre;
- Training and education on medicinal use of cannabis for healthcare professionals working in oncology; and
- Developing and carrying out clinical trials on medicinal cannabis for pain and symptom control in cancer patients.

## CÉDRIC FINN FUND

The Cédric Finn Fund, has been created by his mother Nathalie Lapierre and his family in memory of their beloved son and brother, Cedric Finn, to advocate for sarcoma patients by funding research and by increasing awareness about the disease.

## KIM WINNICKI LEGACY FUND

As an oncology nurse at the legacy site of the Royal Victoria Hospital for nearly 40 years, Kim dedicated her career to helping cancer patients and their families. She was an exceptional role model to nurses and other healthcare professionals, and a constant source of support and compassion for those in her care. The collaboration she created between the clinical team and families was invaluable, while her laughter, positive demeanor and the beauty she saw in the world around her touched patients and staff alike.

Kim's late husband, Wojtek, and her sons have set up the Kim Winnicki Legacy Fund to make a lasting contribution in Kim's honour to advance Oncology-Hematology Nursing Education, Research and Practice, including financial support for nurses to attend continuing medical education conferences, workshops and seminars.

## 'THE BELL' FUND

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.

The goal of the fund is to give every newly-diagnosed MUHC cancer patient a Comfort Kit. 'The Bell' Fund is raising funds to make this a reality. 'The Bell' Fund also provides a soft blanket for every newly diagnosed child on Sarah's Floor at the Montreal Children's Hospital for their Pediatric Comfort Kit initiative.

## CEDARS HEALING NOTES FUND

Healing Notes aims to bring the comforting sounds of music into the daily lives of cancer patients treated at the Cedars Cancer Center. We are proudly presenting one-hour jazz, popular, or classical musical concerts with a goal to create an atmosphere that promotes comfort and healing to everyone attending, whether they are in a waiting area or simply passing by.

For a full list of all the funds at the Cedars Cancer Foundation, please visit [www.cedars.ca](http://www.cedars.ca)

# THANK YOU!

We would like to take this opportunity to thank all of our volunteers, donors, and sponsors for supporting the Cedars Cancer Foundation in our mission to improve the health and well-being of paediatric, young adult and adult cancer patients, and their families, throughout and beyond treatment.



## TOGETHER WE STAND FOR CANCER PATIENTS





# LEADERSHIP TEAM

## PRESIDENT AND CEO

Jeff J. Shamie

## VICE-PRESIDENT, DEVELOPMENT & OPERATIONS

Ariel Dayan-Médalsy

## CAPITAL CAMPAIGN CO-CHAIRS

Michael Flinker

Andrew Lutfy

Bruce Shadeed

## CAPITAL CAMPAIGN CABINET

Dr. Armen Aprikian

Ronald W. Collett

Jonathan Goldbloom

Patrick Guest

Christina Ayoub Miller

Charles-Edouard Morin

Christopher Nacos

Frank Rana

Amani Sawaya

Mark Saykaly

Diana Ferrara Scalia

Jeff J. Shamie

David Souaid

Steve Stotland

Dr. Roger Tabah

Adam Turner

## CHIEF, MUHC CANCER CARE MISSION

Dr. Armen Aprikian

## CANCER CARE MISSION DIVISION DIRECTORS

Dr. Thierry Alcindor

Dr. Manuel Borod

Dr. Denis Cournoyer

Dr. Tarek Hijal

Dr. David Mitchell

Dr. Robert Turcotte

## CEDARS FELLOWSHIPS AND AWARDS COMMITTEE

### CHAIRMAN

Dr. Roger Tabah

### CHAIR EMERITUS

Dr. Henry R. Shibata

## MEMBERS

Dr. Thierry Alcindor

Dr. Armen Aprikian

Dr. Manuel Borod

Dr. Miguel Burnier

Dr. Lorenzo Ferri

Dr. Carolyn R. Freeman

Dr. Tarek Hijal

Dr. Lucy Gilbert

Dr. Pierre Laneuville

Dr. Sarkis Meterissian

Dr. Peter Metrakos

Dr. David Mitchell

Dr. Kevin Petrecca

Dr. Michael Thirlwell

Dr. Blair Whittemore



**FONDATION DU  
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