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ALBERTA CANCER FOUNDATION
REPORT TO OUR COMMUNITY 2022

ALBERTA CANCER FOUNDATION REPORT TO OUR COMMUNITY 2022

FOREWORD

By Leah Meier, Cancer Survivor & Author

Although this is my story, this story really isn't about me. It's about cancer and all the people it's affected. Those who have been lost. Those who are currently on a cancer journey. And those who'll someday face it for the first time. Whether it be a parent, sibling, spouse, friend, or child. My story humbly represents all of you. And all of Alberta.

The cancer effect is the change your donation makes in the lives of others. Many of whom, you will never meet. That's where my story — our story — really begins. Five years prior to my stage 4 colon cancer diagnosis, the prognosis for patients like me wasn't good. Treatment was limited. And time, something we often take for granted, was in short supply. But then things changed for the better; as they often do. Fundraising efforts increased, leading to advancements in research, treatment, and facilities — all of which benefited me directly.

By the time I had received my diagnosis, outcomes for colon cancer had radically improved. Quality of life was getting better. People were living longer. And some were being outright cured. I was lucky. After four years of ongoing treatments and surgeries, I found myself in remission. As a good friend once so eloquently articulated; if people hadn't fundraised before me, I may not be here today. That leads to my final note: Everything you're about to read is made possible by, well, you. Your generous donations to the Alberta Cancer Foundation benefit everyone.

Who knows, donations made today could someday benefit you. They may even save your life.

Like they saved mine.

THREE LITTLE WORDS made up of sixteen characters. Alone, not much to consider. But when strung together in a sentence, they're devastating to hear. As luck would have it, on June 19, 2018, I would hear those three little words spoken to me for the first time:

YOU HAVE



And just like that, my life changed forever. The doctor's office was filled with the sounds of rushing water. I suddenly found myself flying down a raging river full of rapids. All I could do was go with the flow. Follow the current; wherever it should lead me.

Drifting down, down, down. With no time to do anything, but take a deep breath. Feel it all. Feel everything. I whispered.

I was staying alive.

T S LIKE A

SUVILER

TO YOUR

NTIPLE

JE-RVOUS

SYSTEM



YOUGETHITHARD.

Fall to the floor. Struggle to regain your senses. Your dignity. Yourself. You get back up on your feet. Now repeat. That's what having stage 4 colorectal cancer with metastasis to the liver and lungs feels like. I faced it head-on. Over and over again. Hopefully, never again.



Marbles is a beanie baby I gave to my mom when she was in the hospital with end-stage emphysema. Together, we'd joke and laugh that she'd better not lose her Marbles. Until one day she actually did. Shortly thereafter, I lost my mom. For several years after losing my mom, I looked for another Marbles, but to no avail. Finally, years later we were reunited. We've been inseparable ever since. Besides being a funny anecdote as well as a heartfelt memory of my mom, Marbles

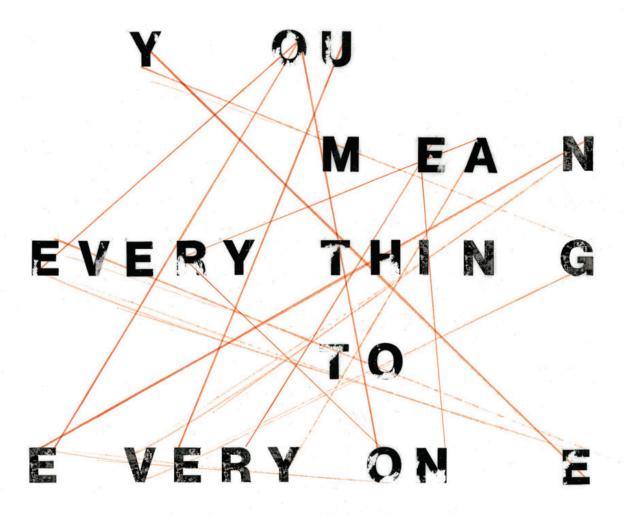
was a reminder of the joy in my life. Something that became more important during the ups and downs of treatment. My advice to you: Don't rob yourself of joy because you're going through hard times. I meant it, and I mean it for myself, too. Find what brings you joy and do that. Whether it's as small as a stuffed animal or as big as a memory you hold close to your heart.



POPSICLES UNITED US FOREVER.

Cancer is a funny thing. People you might otherwise not have met, instantly become fixtures in your life. I was lucky enough to experience such an event. While undergoing treatment at the Foothills Hospital in Calgary and Jack Ady Cancer Centre in Lethbridge, I was introduced to three gentlemen: Scott, Alan, and Jack. The bond was almost instantaneous. And I think we all felt it.

We shared our stories. Learned about each other's families. And spoke of our dreams for the future — a cancer-free future. Somehow, in the midst of it all, we had found a little family within our chemotherapy room. Popsicle 'parties' in the afternoon, would become our first family tradition. Years later, it's still one that I hold close to my heart.



If my diagnosis would've been five years earlier, I may not have enjoyed the moments I've had with family and friends. But thanks to fundraising efforts, clinical trials, and innovations in care, there's a chance at a cure. That's always been my goal and my hope: That it could be cured.

As you read through these pages, know that your support makes a world of a difference. Not only in prolonging lives. But also in saving them. You mean everything to everyone.

PMTHANKEU GOR EVERY MOMENT EVERY D AND EVERYTHING IS A LITTLE MORE IN FOCUS NOW. I'm thankful for every moment, every day. And everything is a little more in focus. How I spend my time is also different now. I break my time down into bite-sized moments. Sometimes, it's seconds. Other times, it's minutes. I like to slow down and

Today, I live every moment in the moment.

not worry about months or years — I wanna worry about this exact minute. This exact moment. How we spend it together. I wanna always be present. That's the gift cancer gave me. A new outlook on life. A new appreciation for how I spend my

Moments made possible by donors.

time with those Hove.

ALBERTA CANCER FOUNDATION

AFTERWORD

By Sydney Meier, Daughter of Leah Meier



Leah & Sydney Meier

Five years ago, my mom was first diagnosed with cancer. It's crazy to look back and think about how much our lives have changed since then. It was a journey for both of us. Defined by highs and lows. But through it all, we felt supported. This experience inspired me to pursue my own career in nursing. I want to make an impact for people when they're going through the hardest times in their lives. Much like the healthcare workers who cared for my mom. As I approach my fourth and final year at the University of Lethbridge, I'm looking ahead to the future, by never forgetting the past.

When someone you love gets cancer, your world changes forever. And it changes you forever — I know it changed me. My mom was diagnosed just days before my 18th birthday. No daughter stops needing their mom when they turn 18.

Because of the Alberta Cancer Foundation, I didn't have to try and navigate my life without my mom by my side. My mom and I are living proof that money fundraised and donated, goes somewhere, and has the power to change people's lives. The cancer effect is real. You don't always get to see it in action. But now that you're reading it in words, know that everything you do to help the Alberta Cancer Foundation benefits someone.

I get to move forward now. I get to complete my nursing degree and raise money for cancer research, in the hope that, I too can help change someone else's outcome. Like those who came before me, who raised money and donated, changed my mom's outcome. And mine.

CANCER-

ALBERTA CANCER FOUNDATION REPORT TO OUR COMMUNITY 2022

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ELECT—

REPORT TO OUR COMMUNITY

FOREWORD

By Wendy Beauchesne, CEO & Dr. Chris Eagle, Board Chair

One person receives a cancer diagnosis, yet so many more live with it, sharing the same worries, fears, and hopes. But there is also another side to this story, one that isn't often shared. It's the story of people asking big questions, providing compassionate care, and giving generously — their collective actions are far-reaching. They have large and lasting effects, effects felt by many. We call these parallel acts of goodwill, the cancer effect.

The cancer effect is the theme of our 2022 Report to our Community. It's a cancer story, told from two important points of view. One is from Leah Meier, a mother of three, who was diagnosed with stage 4 colorectal cancer. The other is from the perspective of cancer research and care. Advancements in the latter, have afforded Leah and her family more moments to enjoy. It's our hope, by expressing this unique dichotomy and demonstrating how our actions affect one another, that we can work together to create more moments for all Albertans facing cancer.

In 2023, 23,000 Albertans will face their own diagnosis. It's a big number, a big statistic. Gratefully, Alberta Cancer Foundation donors play a pivotal role in improving their outcomes. Case in point; the mortality rate is steadily

decreasing, year after year. While survival rates also continue to improve. Progress is happening.

That's what you'll read about in this report. How donor support changed the way we treat cancer. This past year alone, we dedicated more than \$27 million to cancer research, treatment, and care across the province. We also launched two campaigns to raise funds for the long-awaited Calgary Cancer Centre and to complete much-needed enhancements to the Cross Cancer Institute in Edmonton. We continued to support vital provincial programs, such as our Patient Financial Assistance Program and Patient Navigation Program — both designed to help ease the cancer journey.

So thank you, for ensuring we can continue to provide the very best care, close to home. Thank you for the tremendous role you have played in making each one of these breakthroughs, these stories, these moments, possible. The effects of your actions go further than you could ever possibly imagine.

OUR BOARD OF TRUSTEES

- Dr. Chris Eagle, Board Chair
- Cathy Allard Roozen
- Brian Bale
- Dr. Charles Butts
- Rajko Dodic
- John Donald
- Brenda Hubley

- Dr. Dianne Kipnes
- Chris Kucharski
- Sandra Lau
- John Lehners (in memory of)
- Brian McLean
- Chief William 'Billy' Morin
- Dr. Don Morris
- Barbara Munroe
- Gelaine Pearman
- Dr. Dean Ruether, Ex-officio
- Tom Valentine
- Heather Watt

LEGEND

- Calgary
- Edmonton

- Lethbridge
- Red Deer

- Grande Prairie
- Enoch Cree Nation

THE JOURNEY



"At first, when you're scrambling and you don't know where to turn, you need to trust your team. And I trust them with every part of myself."

Leah Meier, Cancer Survivor & Author

Facing a cancer diagnosis comes with many challenges. For those patients, like Leah, who are living in rural Alberta, navigating a complex healthcare system adds a new layer of difficulties. How do they coordinate care between their local cancer centre with one in a bigger city? Is there a social worker available to talk about sensitive issues that will surely emerge? What if they need rehabilitation after cancer surgery or treatment?

At times, these questions can feel overwhelming.

But, thanks to donor support, the Alberta Cancer Foundation is able to provide answers through its Patient Navigation Program. Operating across 15 centres in the province, our Patient Navigation Program is staffed by 'Navigators'

(Registered Nurses) who specialize in cancer care. They provide patients with information about treatment choices and test results. They can also assist with the physical, practical, and emotional challenges that come with a cancer diagnosis. Additionally, Adolescent and Young Adult (AYA) Patient Navigation (15-29-year-olds) and Indigenous Cancer Navigation Programs exist to meet the needs of specific populations.

Together, these programs — which saw 6,820 patients this year alone — are providing better outcomes and saving lives, by ensuring patients can access the care they need when they need it most.

DONOR SPOTLIGHT

The generosity of organizations like Crescent Point Energy and their five-year commitment to supporting the Patient Navigation Program will mean that no Albertan facing cancer will have to face it alone.

STAGE 4

What's worse than doing chemotherapy? Not doing chemotherapy.

"For me, it was a lifesaver. But in order to tolerate 12 aggressive treatments of chemotherapy on a necessary two-week regimen, I had to take drugs — and thanks to clinical trials, my doctors knew what would help."

Leah Meier, Cancer Survivor & Author

Over the years, cancer treatment and care have come a long way. Thanks to research and clinical trials, made possible by your ongoing support, advancements continue to create more moments and save lives. Clinical trials, in particular, are responsible for such advancements. In simple terms, these are studies that evaluate the safety and effectiveness of new drugs and devices for patients. Not only do clinical trials provide an alternative treatment option for patients who've exhausted all other treatment options, but they also offer valuable insights. These insights help shape the standard of care for cancer treatment in the future. Drugs that aided Leah Meier in her chemotherapy would've gone through such a trial.

When it comes to clinical trials, Alberta is leading the way in Canada. In the last year alone, 87 clinical trials have received approval. Each one of these clinical trials can end up helping hundreds of thousands of patients, by providing them access to leading-edge treatment options. During the same time, \$27.7M worth of drugs were provided to clinical trial patients free of charge. These advancements wouldn't be possible without the support of Alberta Cancer Foundation donors.



DONOR SPOTLIGHT

Thanks to donor support, a clinical trial focused on improving outcomes for colorectal cancer patients like Leah is launching shortly, here in our province. This clinical trial aims to offer a non-invasive, high dose, focused radiation known as Stereotactic Body Radiation Treatment (SBRT) to the area of metastasis instead of having the patient undergo a major surgery with significant risk of complications and delayed recovery.

DON'T LOSE YOUR MARBLES

"It's a battle, for pretty much anybody, in many different ways: Emotionally, physically, and financially."

Leah Meier, Cancer Survivor & Author



For these patients, cancer was a financial burden.

Extended time away from work meant less money for basic needs. This put them and their families in an impossible position: Having to choose between subsisting or receiving treatment. Luckily, with support from the Patient Financial Assistance Program, they never had to make this choice.

What matters most to patients who've just undergone treatment? Healing. For Leah, having Marbles by her side helped her heal. This plush toy stood as a constant reminder of the joy in her life. But for many Albertans in 2022, it was the Alberta Cancer Foundation's Patient Financial Assistance Program that offered comfort. The program was accessed by thousands of families last year.

SOME OF THE WAYS THE PATIENT FINANCIAL ASSISTANCE PROGRAM HELPS ALBERTANS:

- Medications Not Covered by Insurance
- Travel Expenses Related to Treatment

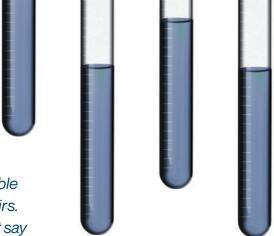
- Rent & Mortgage Payments
- Groceries

DONOR SPOTLIGHT

The Alberta Cancer Foundation's community of nearly 7,500 monthly donors are helping to ease the burden of a cancer diagnosis for patients across the province by supporting programs like the Patient Financial Assistance Program.

SECOND HOME

"The Jack Ady Cancer Centre is an incredible facility, with top-notch staff and comfy chairs. It was a home away from home for me. I can't say enough about them."



Leah Meier, Cancer Survivor & Author

Everyone should be able to receive cutting-edge cancer treatment, no matter where we live. That's why the Alberta Cancer Foundation exists. To make a difference in the lives of Albertans. We support improvements at Alberta Health Services (AHS) cancer centres, enhancing the level of care provided. Some of these improvements include

providing new medical equipment, advanced oncology training for healthcare professionals, as well as initiatives focused on enriching the overall experience for patients and their families. Last year, 63,334 patients — who visited the cancer centres 785,901 times — benefited from these improvements. Leah was one of those patients.

■ Enhanced Waiting Room Spaces

A calming atmosphere for patients and families.

Blanket Warmers

Offer comfort and warmth during treatment.

Cozy Chemo Chairs

Reclining chairs provide extra comfort to patients while they receive chemotherapy.

■ Refreshment Stations

Well-stocked refreshment stations for patients' convenience.

Directional Signage

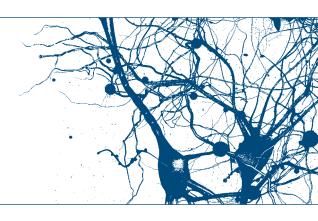
Allow patients to navigate a cancer centre with ease.

The Alberta Cancer Foundation supports 17 cancer centers across the province, including the new Calgary Cancer Centre, scheduled to open in late 2023.

DONOR SPOTLIGHT

Donations to events like the Enbridge Tour Alberta for Cancer help make a difference in communities across the province by directly supporting our 17 cancer centres, ensuring all Albertans can receive the care they need, close to home.

YOU MEAN EVERYTHING TO EVERYONE



Endowed Chairs attract and retain the best and brightest research talent from around the world. Through research and teaching, these Chair holders provide leadership and expertise that has the potential to improve diagnosis and treatments with the goal of prolonging and saving lives

of those with cancer. The Alberta Cancer Foundation is grateful to the families and organizations which have made these positions possible. As are the patients and families who receive the highest standard of care in our province each year.

CHAIR SPOTLIGHT

Dr. Vickie Baracos is a world-leader on cachexia, a wasting-away of the body caused by chronic illness. In cancer, it's associated with chemotherapy toxicity. She has spent decades on addressing knowledge gaps when it comes to cachexia in addition to thinking beyond conventional horizons to improve patients' lives.

Chair Name	Current Chair Holder
Alberta Cancer Foundation Chair in Palliative Care	Dr. Vickie Baracos
Allard Research Chair in Oncology	Dr. Frederick West
Bird Dogs Chair in Translational Oncology	Dr. John Lewis
Dianne & Irving Kipnes Chair in Radiopharmaceutical Sciences	Dr. Frank Wuest
Dr. Murray E. Mickleborough Research Chair in Interfacial Biomechanics*	
Enbridge Research Chair in Psychosocial Oncology	Dr. Linda Carlson
Engineered Air Chair in Cancer Research	Dr. Paola Neri
Frank & Carla Sojonky Chair in Prostate Cancer Research	Dr. Adam Kinnaird
Kids Cancer Care Foundation Chair in Pediatric Oncology	Dr. Jennifer Chan
Mary Johnston Chair in Melanoma Research*	
Sawin-Baldwin Chair in Ovarian Cancer	Dr. Cheng-Han Lee





THIS MINUTE 07

Total Disbursements \$16.23M



Total Disbursements

\$27.25M*

CHARITABLE DISBURSEMENTS

Our purpose is to create more moments for Albertans facing cancer. Growing our charitable disbursements is an important goal as it demonstrates how donor support translates into improving cancer treatments and advancing research.

*Includes \$7.8M for campaigns

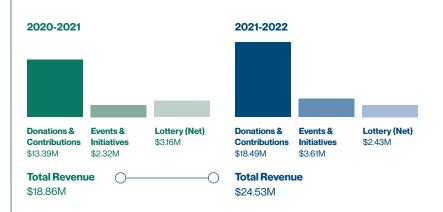
2020-2021 World Leading Research **Enhanced Patient Care** & Clinical Trials \$10.40M **Patient Navigation Program** \$1.84M **Patient Financial Assistance Program** \$0.95M

Cancer Centre Funds



FUNDRAISING REVENUE

To view full audited financial statements, please visit albertacancer.ca/reports



DIRECT FUNDRAISING COSTS COST TO RAISE A DOLLAR **FUNDRAISING REVENUE****

2020-2021 \$5,206,305 ÷ \$18,860,352 =

2021-2022

\$4,388,168 ÷ \$24,534,878 =

**Includes net lottery proceeds

\$0.28/dollar

\$0.18/dollar

As a donor to the Alberta Cancer Foundation. you're not only supporting advancements in cancer treatment and care, you're giving time back to patients - patients like Leah. Seconds. Minutes. Hours. Days. Years. They add up. And so do the moments that accompany them.

AFTERWORD

One in two Albertans will be diagnosed with cancer in their lifetime. A staggering number by all accounts. However, there is plenty of room for optimism. Last year we launched, not one but two, once-in-a-generation fundraising campaigns. In the first, the Alberta Cancer Foundation and the University of Calgary are leading OWN.CANCER in support of the new Calgary Cancer Centre, soon to be one of the largest and most comprehensive cancer centres in North America.

The second, We Cross Cancer, supports ongoing research at the Cross Cancer Institute, already a national leader in ground-breaking research, cutting-edge clinical trials and home to some of the most curious and compassionate medical minds in the world.

Together, these two campaigns will help establish Alberta's role as an international leader in cancer care, research, and innovation. Above all, these campaigns will help to transform the way cancer is prevented, detected, and treated here in Alberta and beyond.

The response from these campaigns has been significant, if not, overwhelming. The OWN.CANCER campaign has already raised \$90 million of its \$250 million goal. It's a heartening kick-off to our five-year campaign.

By Dr. Chris Eagle, Board Chair

While the We Cross Cancer campaign, not to be outdone, is on course to raise \$30 million this year — helping support research and the goal of doubling the number of patients on clinical trials to over 1,000. And to think, this is only the beginning of what Albertans are going to accomplish together.

As we look ahead to the future, we're reminded of Leah Meier: "Don't put it off till tomorrow what you can do today." The Alberta Cancer Foundation is approaching cancer treatment and research, in much the same way. Because of your support, future advancements in cancer care are happening today instead of down the road. With proceeds from the OWN.CANCER campaign going toward the Calgary Cancer Centre, we're transforming cancer care in our province, and the world. Likewise, the We Cross Cancer campaign is improving applied medical research; research that extends and saves lives. Giving hope for a cancer-free future, and helping to ensure that no one has to ever cross cancer alone. Both of these campaigns exemplify the good we can do when we support each other. Beyond these campaigns, we are committed to meeting the needs of people right across this province. The Alberta Cancer Foundation calls this the cancer effect. But you can think of it as a thank you from all of us. Without you and your support, none of this would be possible.

We Cross Cancer Campaign Cabinet

Angus Watt, Co-Chair Cory Janssen, Co-Chair Irv Kipnes, Honourary Co-Chair Cathy Allard Roozen Dr. Chris Eagle Samira Shariff Jordan Turko Dr. Charlie Butts David Dyer
Dr. Randeep Sangha
Dr. Helen Steed
Dr. John Mackey

OWN.CANCER Campaign Cabinet

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Dr. Chris Eagle
John Fitzsimmons
Caroline Hatcher
Chris Kucharski
Daina Kvisle (in memory of)
Jil Macdonald
Kathy MacPhail

Mary Moran
Dr. Don Morris
Andrea Morris
Barbara Munroe
Gelaine Pearman
Janet Porter
Stu Reid
Katie Smith-Parent

