

ALBERTA CANCER FOUNDATION KEY MESSAGES

About the Alberta Cancer Foundation

- The Alberta Cancer Foundation is the official fundraising partner for every cancer center across the province, including the Cross Cancer Institute in Edmonton and the Arthur J.E. Child Comprehensive Cancer Centre in Calgary.
- As the fundraising partner for every cancer center in Alberta, we make life better for Albertans facing cancer by supporting world-class research and patient care, right here in our own backyard.
- Donations to the Alberta Cancer Foundation ensure that every Albertan facing cancer has access to the support they need and the treatment they deserve, now and into the future. Donations enable us to capitalize on the latest treatment options available and drive the pace of innovation – rather than wait for it to come from someplace else.
- Donations to the Alberta Cancer Foundation support patients whose cancer journey has put them in a financial bind, and others who have run out of all other treatment options and are turning to a clinical trial as a last resort.
- The Alberta Cancer Foundation invested \$27.5 million into cancer research, treatment and care across the province in the fiscal year 2023-2024.
- This year, the Alberta Cancer Foundation will invest over \$40 million in the cancer system.

Cancer statistics

- Over the past 25 years, cancer mortality rates in Alberta have declined. According to Alberta Health Services, cancer mortality rates decreased by an average of 2.1 per cent per year from 2004 to 2014. This trend is attributed to advancements in cancer prevention, early detection and treatment strategies.
- Alberta's five-year cancer survival rates increased by 8.7% over the past two decades — the largest improvement of any province.
- 1 in 2 Albertans will hear the words, "You have cancer" in their lifetime.
- This year, more than 24,000 Albertans will face their own cancer diagnosis.



40 years of the Alberta Cancer Foundation

- Since 1985, the Alberta Cancer Foundation has disbursed over \$470 million into the cancer system. These vital funds have fueled advancements in research, treatment and care for Albertans across the province.
- In the last 40 years, approximately two million individual donors, corporations and foundations have given to the Alberta Cancer Foundation.

More hope movement

- Support of the More Hope Movement ensures Albertans have access to the best treatment and care close to home, as soon as it is available.
- Donor support allows us to respond quickly to critical, time-sensitive opportunities, bringing the latest, most advanced treatments to Albertans and driving the pace of innovation.
- Contributions fund vital programs that reduce the financial burden of cancer and ensure Albertans can access the services they need at every stage of their journey.
- Donations build and sustain a network of Albertans — from researchers to caregivers to donors — who want to make a transformative impact on cancer treatment and care.
- Your support — whether by participating in an event, donating or organizing a fundraiser for the Alberta Cancer Foundation — makes a lasting difference. Because of you, our families, friends and loved ones have access to the very best treatment and care — giving them more moments, and more hope.
- Events do more than raise funds — they build awareness, foster meaningful connections and bring people together with a shared purpose. Every gathering reminds Albertans facing cancer that they are never alone.

