



President's Message

Linda Eagen,
President and CEO

The Courage Campaign represents **our commitment** to continue to develop the regional cancer program.

Courage. One word that means so many different things, to so many different people. For those who have been touched by cancer – courage can mean finding the strength to undergo treatment.

For those who are watching a loved one battle the disease – they find the courage to provide support and comfort at some of the most difficult times. The researchers show courage with every new study, every new idea that could one day translate into a new treatment for cancer patients.

For the Cancer Foundation, the Courage Campaign represents our commitment to increase cancer survivorship. We are dedicated to raising \$50 Million, and we will put those dollars into action in our region to ensure local hospitals have the resources they need to address the issues of wait times and care close to home. By investing in the development of the MAPLESOFT Centre we are creating a service that will provide resources for cancer patients and their caregivers - ones that will educate and empower them. By investing in regional hospitals, and the survivorship centre we are strengthening both sides of the system.

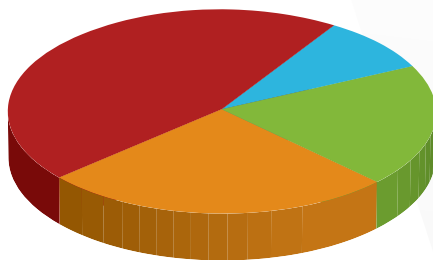
It was 15 years ago that a small, but united group of community leaders came together to form the Ottawa Regional Cancer Foundation. They were dedicated to improving cancer care in our community, expanding services across Eastern Ontario, purchasing state-of-the-art equipment and attracting the best doctors, professionals and researchers to our community.

I am proud to report that 15 years later the Cancer Foundation is still grounded in those core values.

We believe that survivorship happens one victory at a time. Thank you for having the COURAGE to stand up and join us as we make the next one happen.

2009-10 Allocations by Strategic Priority:

- Reducing Wait Times - **\$2,164,279**
- Care Close to Home - **\$415,591**
- Improved Quality of Life - **\$915,505**
- Access to New Therapies - **\$1,226,969**



Shorter Wait Times

The 2010 referral to consult provincial standard is 14 days. Here in our region, radiation wait times have been met in 68% of the cases, that is a 13% increase over the previous quarter. Chemotherapy referral to consult meets the provincial standard 34% of the time.*

The Cancer Foundation has made it a key priority to grow regional cancer services to directly target and reduce wait times for cancer diagnosis and treatment. In 2010, the Cancer Foundation has invested more than \$2.5 Million in this area.

- \$1 Million to The Ottawa Hospital Cancer Centre Expansion. The Cancer Foundation has pledged a total of \$5 Million for the project – which is payable over five-years. To date, the Cancer Foundation has dispersed \$3.25 Million towards that commitment.

- \$1.3 Million to the Queensway Carleton Hospital Expansion. The new Irving Greenberg Family Cancer Centre is providing personalized care close to home for close to 1,300 cancer patients each year. The new centre includes three radiation treatment machines, two clinics and 33 chemotherapy 'suites' – giving residents in the west end of our community access to the latest equipment for cancer diagnosis and treatment. The Cancer Foundation has pledged \$7 Million to this exciting project and to date more than \$3.77 Million has been dispersed towards that commitment.

- \$213,000 to The Ottawa Hospital in support of the purchase of the CyberKnife. The CyberKnife is the world's first and only robotic radiosurgery system. The CyberKnife delivers

high doses of radiation directly to a tumour, sparing any impact on the delicate tissue surrounding it. The CyberKnife is currently in operation at the Ottawa Hospital. To date, the Cancer Foundation has allocated more than \$463,000 to the CyberKnife.

(*source: Cancer Care Ontario, RCP Referral to Consult Chart. Prepared by: Cancer Informatics, ALR/Data Book.)



"I was on a waiting list for a clinical trial for six weeks. Having the time away from my oncologist was a welcome break from the impacts of the drug treatments. But at the same time it made me worry. I knew that six weeks was a long time. I know that something could happen – I could get sick, and that would jeopardize my participation in the trial. Thanks to the Cancer Foundation, more people like me have access to trials, without waiting those six-weeks" – Lindsay Stewart, Colon Cancer Survivor, 29-years-old.

Research & New Therapies

The Cancer Foundation provides important seed funding to local researchers to begin innovative new projects and works with the researchers to ensure they have the funding required through their investigation.

In 2010, the Cancer Foundation designated more than \$1.4 Million to research and new therapies, which includes the support of 21 different projects or research areas at the Ottawa Hospital Research Institute and the continued development of the clinical trials program at the Ottawa Hospital Cancer Centre.

It is important to note that the Cancer Foundation is contributing to every new cancer clinical trial that has opened in Ottawa over the last three years, giving over 1,500 patients access to 70 new trials. Cancer clinical trials have also begun at the new Irving Greenberg Family

Cancer Centre at the Queensway Carleton Hospital. There are six trials that have opened or will be opening.

Here are some examples of our investment in research and new therapies:

- The Cancer Foundation has allocated more than \$700,000 to the Molecular Lab at the Ottawa Hospital – with a recent investment of \$53,000. The lab is dedicated to assessing the specific molecular changes in individual patient tumours. The result is a more 'personalized' cancer treatment that will help doctors develop new ways of treating breast cancer.
- The Cancer Foundation has been the primary supporter of the trials by the Radiation Oncology Group. The trial for Glioblastoma multiforme (GBM) brain tumour saw dramatic improvement in survival (15% 5 yr survival rate vs <5 % survival previously). This is the first time in four decades that an improvement in survival has been recorded for this devastating tumour.

Improved Quality of Life

Construction on the region's first cancer survivorship centre is underway at 1500 Alta Vista Drive. The Cancer Foundation has invested funds in the development of programming that will be offered at the centre. The MAPLESOFT Centre is just one of the projects the Cancer Foundation is undertaking to help improve the quality of life for local cancer patients and their families. This year the Cancer Foundation has designated more than \$407,000 in this area. Some examples include:

- \$200,000 to Bruyère Continuing Care for the transformation of Élisabeth Bruyère's Palliative Care Unit into a calm and serene home-like setting. The project was part of the 'Help Make Our Hospital A Home Campaign.' Each year 420 patients use the Palliative Care Unit.
- Funding to Prevent Cancer Now for the development of an educational lecture series exposing potential environmental risks of cancer, and ways to reduce the risk of developing cancer.



Construction on the 10,000 square foot MAPLESOFT Centre is underway. For a look at the progress, and to register for free programs and workshops please visit www.ottawacancer.ca

- Funding to Bruyère Continuing Care to support a Scholar in Palliative Rehabilitation and Cancer Survivorship. Dr. Martin Chasen was successfully recruited to Ottawa from Montreal to head up the rehabilitation program. Dr. Chasen's Rehabilitation program for cancer survivors is currently operating 2 days a week with an estimated 65 patients per year. The eight-week program is tailored towards an individual's specific needs including: physiotherapy, nutrition and diet, occupational therapy – and one-on-one consults with a doctor, nurse or social worker.

IMPACT

"The Cancer Foundation has listened and responded to the needs of the community. This is evident in the initiatives to provide high quality care across the spectrum of diagnosis, illness and wellness. Providing access to clinical trials and innovative, groundbreaking therapeutic opportunities at the two major campuses is a cornerstone of all modern cancer care and the Cancer Foundation has wisely directed donations and support to this important area." – Dr. Shailendra Verma - Medical Oncologist, The Ottawa Hospital Cancer Centre

2010-2011 Board of Directors

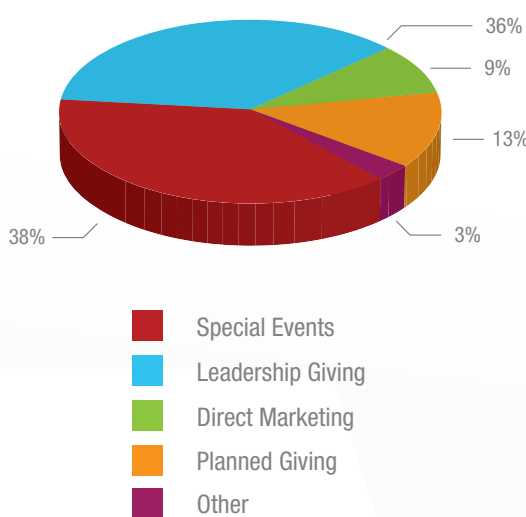
Today, I am honoured to take on the role of Chairman of the Board of the Ottawa Regional Cancer Foundation as a proud and fortunate cancer survivor. I am inspired and motivated by the work that the Foundation is doing in our community to help the thousands of local cancer patients. This is why I got involved as a volunteer. As a cancer survivor I know first-hand the incredible efforts of the local doctors, nurses and volunteers who are battling the disease on the front lines each and every day.

My vision for the next two years as Board Chair is to engage local cancer survivors and the local community in shaping the region's first centre for cancer survivorship. The MAPLESOFT Centre, and the adjacent Richard and Annette Bloch Cancer Survivors Park, will be widely regarded as a source of hope, of courage, and of empowerment for those battling cancer, and the loved ones close to them."

Peter Linkletter
Cancer Foundation Board Chair
Director General, Executive Coordination, National Defence



Source of Revenue 2009-2010:



Summarized Statement of Operations and Fund Balances

Year ended March 31, 2010, with comparative figures for 2009	2010	2009
Revenue		
Donation	8,219,581	7,041,943
Lottery	1,376,586	2,939,717
Investment income (Loss)	230,770	92,533
	9,826,937	10,074,193
Expenses		
Direct fundraising	1,568,665	1,714,721
Other fundraising	532,402	395,617
Lottery	1,628,920	2,700,141
Administrative	945,379	868,234
	4,675,366	5,678,713
Excess of Revenue over expenses, before grants	5,151,571	4,395,481
Reducing wait times	2,164,279	2,207,977
Close to home	415,591	335,979
Quality of life	915,505	537,866
Access to new therapies	1,226,969	1,315,016
Grants - Community Investment	4,722,344	4,396,838
Increase(decrease) in fund balances	429,227	(1,357)
Fund balance, beginning of year	1,399,921	1,376,057
Fund balance, end of year	1,829,148	1,374,700

Care Close to Home

Our region falls under the Champlain LHIN District and covers a geographical area of 18,000 square kilometers with a population of 1.2 Million. In our community, 67% are within a 30 minute drive of Ottawa's downtown core and one out of every five (or 21%) lives in rural areas.* The Cancer Foundation is working with partner hospitals to develop regional cancer programs to ensure local residents have access to education, screening and treatment closer to home. This year the Cancer Foundation dispersed more than \$330,000 to six different partners to help provide care close to home. Some of those projects include

(*source: Champlain LHIN. Transforming Health Care – One Person at a Time, Integrated Health Services Plan, 2010-2013)

- Funds to aid in the purchase of digital mammography equipment at the Kemptville District Hospital. Breast cancer rates and mortality rates are higher in the North Grenville area, than Ontario women overall.* There are currently 11,000 women between ages of 50 and 69 in the Kemptville area who will be eligible for mammography screening under the Ontario Breast Screening Program. In the past, they have had to travel at least 35 minutes to access this screening process. The digital mammography machine is expected to be operational before December 2010.

(*source: Kemptville District Hospital Foundation)

- Funds directed to the Montfort Hospital for the purchase of a Sentinel Lymph Node Biopsy MRI Guided System. The system replaces the full auxiliary dissection for women with invasive breast cancer; it uses magnetic resonance imaging (MRI) guided breast biopsy system and is an additional option that is non radioactive. The adjustable coil can be customized for each patient for improved comfort, and improved images.



The Winchester Healers have raised more than \$270,000 through their involvement in the Weekend. Those funds have been directed to the Winchester District Memorial Hospital's cancer program. This year the team was honoured by the Cancer Foundation with the 'Jack Prior Community Leadership Award.'

- Funds directed to the Winchester District Memorial Hospital to support the purchase of a new digital mammography machine. The hospital is the first hospital in the area to have a digital mammography machine. Between 1989 and 2005, Breast Cancer mortality rates in Ontario women aged 50-69 decreased by 35% due to improved cancer treatments and increased participation in breast screening. Currently 66% of women aged 50 to 69 participate in regular screening.*

(*source: Cancer Care Ontario – Breast Screening)

IMPACT

"When you are diagnosed with cancer your whole world is rocked. You lose your confidence. For me, it was really all too overwhelming, but when I was able to go home, and have chemo in my hospital, in my neighbourhood, where I knew the nurses and the doctors – it took a lot of my stress away. I saw familiar faces, and it was a safe place – like home to me."

Christina Enright
Cancer Survivor | Winchester Healers Participant



Peter Linkletter , Board Chair Director General, Executive Coordination, National Defence
Guy Legault , Past Chair President and CEO, Canadian Payments Association.
John Hoyles , Vice Chair Chief Executive Officer, Canadian Bar Association
Deanna Monaghan , Treasurer Office Managing Partner, Ernst & Young
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Greg Hebert , Director Business Editor, News Talk Radio 580 CFRA
Robert Imbeault , Director President & CEO, 10 Count Consulting Inc.
Brian McIntomny , Director Partner, Fasken, Martineau LLP
James Millar , Director President, The Millar Corporation
Dr. José Pereira , MBChB, DA, CCFP, MSc (MEd), Director Division of Palliative Care, University of Ottawa
Gregory Sanders , Director Tax Law Group, Perley-Robertson, Hill & McDougall LLP
Mark Thaw , Director Senior Sales Manager, Dell Canada Inc.

Courage Campaign Cabinet

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Will Akkermans Regional General Manager, Eastern Region Enbridge Gas Distribution Inc.
Steven Baker Partner, Group Soleil
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