



## message

from the President's desk



I have been involved with the Ottawa Regional Cancer Centre Foundation since 1999 as a volunteer member of the Board of Directors. During that exceptionally rewarding and challenging time, I have worked in a variety of areas and on a number of projects, committees and fundraising events. Each opportunity brought me greater knowledge of the Foundation, the people it serves and the people who dedicate their time to serving it.

In my capacity as President of the Board, I have had the privilege of representing the Foundation at numerous special events that are held throughout the year. I have

been privileged to meet corporate partners, volunteers, staff and cancer survivors of all ages, stages and walks of life.

My favourite role by far is meeting the people who make it all happen. Whether being a speaker at the CS CO-OP Do it for Dad Run; taking telephone pledges at the Annual Cancer Centre Telethon; listening to the compelling reasons why you organize events, sponsor them, or participate in them is truly inspiring. I believe that the Cancer Centre Foundation volunteers set the bar high for which other organizations aspire. Volunteers are paid with the gratitude and personal fulfillment that comes with making a difference.

In this my final message as President of the Ottawa Regional Cancer Centre Foundation, I want to thank all of you who have given of yourselves to this great organization in the past and welcome those of you who would like to assist in the future. You are the difference. Your enthusiasm, hard work, and dedication are helping to create a brighter future for the over 19,000 cancer patients that will walk through the doors of The Ottawa Hospital Regional Cancer Centre this year.

“My favourite part by far is meeting the people that make it all happen”

GARY M. SEVERY - PRESIDENT, BOARD OF DIRECTORS

### A Fresh New Look

Introducing the new look and feel of the Ottawa Regional Cancer Centre Foundation. It's vibrant, fresh, and more cost effective than ever before.

We have been called one of the best-kept secrets in Ottawa. Unless you have been touched directly by Cancer, you may not know that TOHRCC is considered to be a leading treatment and research centre. You may not know that we have 105 researchers

who work on the leading edge of cancer causes, treatment and new, exciting possible cures.

One of the tasks of the Foundation is to get this message out to our community. Our publications are an important part of this task – bright and vibrant colours are uplifting, readable, and portray hope. With our new look comes a new tag line “Supporting Your Centre of Courage”. This tag line was developed by focus

groups, who continually think of courage when talking about patients battling cancer, about staff treating cancer, or about researchers in their tireless pursuit for a cure.

It takes courage to walk through the doors of the Cancer Centre but it is hope that resides here more than anything else.

# message

from the Executive Director



I have always thought working for a foundation would be a dream job. The idea of giving money to people who do great work was very appealing. All is not quite as I had expected. I have learned two important lessons in my two years as the Executive Director of this Foundation.

One is that coordinating the allocation of funds to deserving and wonderful people that you respect and admire is very tough! There never seems to be enough resources to meet the needs. Cancer care is about the best treatment possible

but it is also about compassion. How can we fill the gap between just treating and treating with care? Finding the cure for cancer is about time and money. I have become convinced, after seeing the extraordinary work going on in our cancer research department that the enemy is time and the cure is financial. The more money we raise in our community, the faster we will see an end to this scourge.

The second lesson is that raising money for an important cause is, in fact, the best part of working for a foundation. When the people you work with are all committed to that same important cause, the work is a joy. When a donor tells me that her gift gave her more pleasure than any gift she had given in a lifetime, how can one not feel privileged? Ottawa is a community that we can all be proud of. The response to the need to find the causes, to treat and to cure cancer is awe-inspiring. Organizers hold events year after year. Donors give and increase donations year after year. And year after year new people step up to the plate and give of themselves and their resources.

To each and every one, my thanks, my appreciation and my respect. We look forward to a future where cancer is no longer with us and in the meantime our Foundation remains committed to ensuring that our patients and families receive the best care in the world.

Bonnie Johnson  
Executive Director

## 2003/2004 CANCER STATISTICS

### Local Statistics – Ottawa Region

- 19,000 area residents will require The Ottawa Hospital Regional Cancer Centre's services in 2004
- Over 5,200 area residents will be newly diagnosed with cancer in 2004
- As many as 280 patients receive radiation treatments each day at The Ottawa Hospital Regional Cancer Centre
- As many as 150 patients receive chemotherapy treatments each day at The Ottawa Hospital Regional Cancer Centre

### National Statistics – Canada

- An estimated 145,500 new cases of cancer will occur in Canada in 2004
- An estimated 68,300 deaths from cancer will occur in Canada in 2004
- Lung cancer remains the leading cause of cancer death in both men and women
- In 2004 the most frequently diagnosed cancer will be breast cancer in women and prostate cancer in men
- Colorectal cancer is the second leading cause of death from cancer
- 38 per cent of Canadian women and 43 per cent of Canadian men will develop cancer in their lifetime

**JOIN US FOR THE 8TH ANNUAL CANCER CENTRE TELETHON ON  
SUNDAY, JANUARY 16TH, 2005 FROM 12 NOON–7 P.M. AT  
ST. LAURENT CENTRE AND AIRED LIVE ON THE NEW RO.**

# where

our money comes from ...

THE OTTAWA REGIONAL CANCER FOUNDATION RECEIVES ITS FUNDS FROM OTTAWA AND SURROUNDING AREA RESIDENTS AND BUSINESSES. ALL MONEY DONATED REMAINS LOCAL AND ASSISTS THOSE YOU KNOW IN OUR COMMUNITY WHO REQUIRE EXPERT CANCER CARE AND TREATMENT.

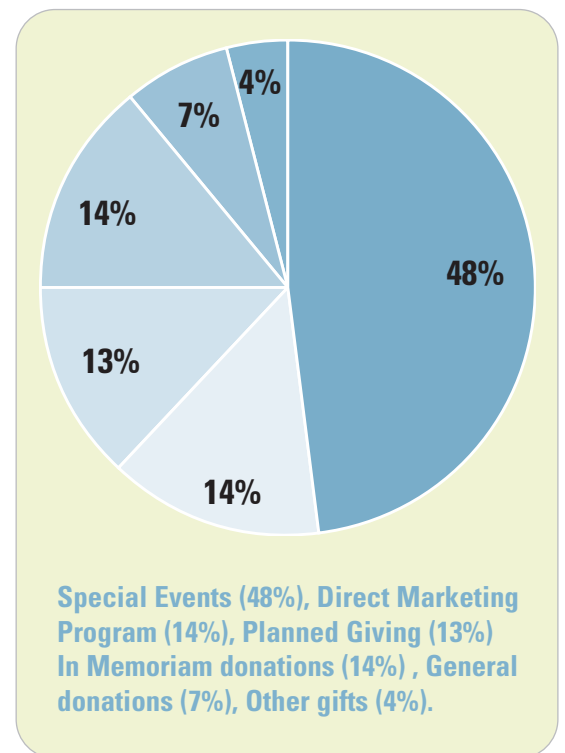


“Support from the Foundation means that Social Work can provide a small amount of financial aid to patients in dire straits. More than providing money, this gives patients a renewed sense of hope. The funding also means that Social Work can provide new and innovative programs that are over and above basic services. Our service tries to remove the road blocks to coping with cancer that patients and families encounter. Without the Foundation many road blocks would remain.”

DIANE MANII, SOCIAL WORKER  
THE OTTAWA HOSPITAL REGIONAL  
CANCER CENTRE

## SPECIAL EVENTS

Each year more and more individuals and organizations choose to coordinate third party fundraising events on behalf of the Ottawa Regional Cancer Centre Foundation. 2003/2004 saw a dramatic increase in the number of special events, accounting for close to 48% of the Foundation's total revenue. Events such as Motorcycle Ride for Dad, CS CO-OP Do it for Dad Run and Family Walk, An Evening with Abigail, the Meadows Golf Classic, the Rotary Club of Ottawa South Golf Tournament, Quest for a Cure Adventure Race, Brockville Highlands Golf Tournament, and the Cancer Centre Telethon, continue to create awareness and generate the much needed funds that support numerous supportive care programs, purchase state-of-the-art equipment, and ensures our that researchers have the resources necessary to stay leaders in their field.



## DIRECT MARKETING

New donors are acquired and funds are raised through our Direct Marketing Program, which reports an increase of 77% in 2003/2004.

## IN MEMORIAM DONATIONS

The Ottawa Regional Cancer Centre Foundation is extremely grateful that in a time of grief and sorrow families have named us as the recipient of gifts in memory of their loved ones. They can take comfort in knowing that their generosity continues to help numerous patients in their fight against cancer.

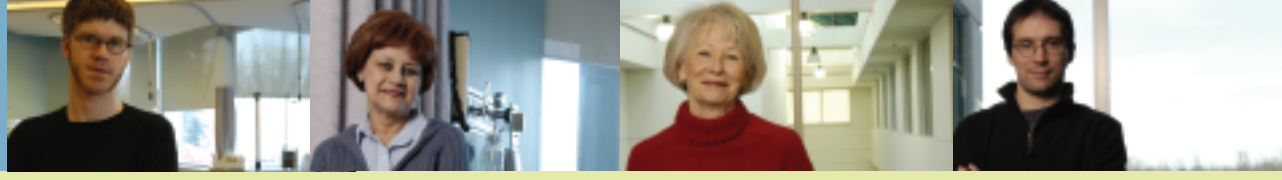
## MONTHLY GIVING

Over 260 donors choose to participate in our monthly giving program. Monthly giving reduces administrative costs and provides the Cancer Centre Foundation with a reliable source of income. It permits us to make funding commitments to projects that will have a long-term impact. And, it is easier on donor's pocketbooks, as the gift is spread throughout the year.

## PLANNED GIVING

Legacy gifts received through wills and bequests accounted for 13% of total revenue in 2003/2004.





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+ D O N O R S

# how

your donation helps ...

EACH YEAR IN APRIL, THE OTTAWA REGIONAL CANCER CENTRE FOUNDATION PUTS OUT THE CALL TO ALL CANCER CENTRE STAFF FOR FUNDING PROPOSALS. NUMEROUS INNOVATIVE CANCER RESEARCH, TREATMENT AND PATIENT EDUCATION APPLICATIONS ARE RECEIVED AND A COMMITTEE OF CANCER CARE PROFESSIONALS, RESEARCHERS AND BOARD MEMBERS ARE TASKED WITH REVIEWING EACH PROPOSAL AND AWARDING FUNDS BASED ON MERIT.



“It is a place that contains, within its walls, the vastness of human experience: pain and joy; faith and love; hope and despair – although it is hope that resides here more than anything else.”

RON CORBETT - OTTAWA CITIZEN

## YOUR MONEY AT WORK FOR AREA PATIENTS

In 2002/2003 The Cancer Centre Foundation funded over \$1,000,000 in innovative research, patient care, and education proposals.

### We would like to congratulate the following successful applicants from 2002/2003.

Dr. Christina Addison, Dr. Samy el-Sayed, Dr. Douglas Gray, Dr. Ian Lorimer, Dr. Olu Agboola, Dr. Barbara Vanderhyden, Dr. Bruce McKay, Dr. Shawn Malone, Dr. Janos Szantos, Dr. Lee Gerig, Dr. Libni Eapen, Dr. Miller MacPherson, Dr. Dave Wilkins, Dr. Rajiv Samant, Dr. Jean-Michel Caudrelier, Dr. Jim Dimitroulakos, Dr. Chun-Bun Kwok, Dr. John Bell, Dr. Mike McBurney, Gail Macartney RN, Diane Manii MSW, Linda Corsini MSW, Dr. Glenn Goss, Joann Nicol, Liane Murphy MSW, and Mandy Hanlon.

## HIGHLIGHTS OF SOME OF THE MANY RESEARCH GRANTS ISSUED

### FLUORESCENT IMAGING SYSTEM AND SOFTWARE – DR. CHRISTINA ADDISON - \$25,000

This innovative state-of-the-art equipment enables our researchers to image blood vessel growth and reconstruct images in a 3-dimensional manner helping to gain understanding of tumour growth and cancer progression. As a result of these initial studies Dr. Addison was successful in obtaining a CFI/OIT award worth \$542,000 to continue her research.

### UPGRADE TO LEICA MZ-FL11 – DR. DOUGLAS GRAY - \$22,200

Upgrades were needed to the frequently used fluorescence microscope that was previously purchased with a Cancer Centre Foundation grant. This multi-user instrument allows visualization of biological samples ranging in size from

single cells to mouse organs, using transmitted, ambient ultraviolet light. The upgrade improved the optical elements and purchased a high-resolution camera for image taking.

### AHAL- BREAST CANCER – DR. IAN LORIMER - \$25,000

Seed money for a pilot project was awarded to Dr. Lorimer to determine whether a protein known as Ahal is a useful therapeutic target for breast cancer. The data obtained from this pilot project was submitted to the Canadian Breast Cancer Research Institute for a research grant. The project continues.

### PROSTATE CANCER - STUDY OF MOLECULAR MARKERS USING BIOPSIES AND PROSTATE CANCER SPECIMENS – DR. ALAIN LAGARDE - \$15,000

A pilot study was conducted on the development of molecular diagnostic methods specifically aimed at detecting the presence of metastatic cells in primary tumours as well as in needle core biopsies. This project has both diagnostic and prognostic values.

### OVARIAN CANCER RESEARCH – DR. BARBARA VANDERHYDEN - \$25,000

Ovarian cancer lacks a reliable screening tool for its detection. Dr. Vanderhyden required funding to validate a recently developed mouse model of ovarian cancer to human ovarian cancer. Attention was focused on genetic and hormonal factors that influence the risk of ovarian cancer in women to determine if they have similar effects on the incidence of tumour development as in mice.



**REDUCING DNA REPAIR CAPACITY OF TUMOUR CELLS – DR. BRUCE MCKAY - \$25,000**

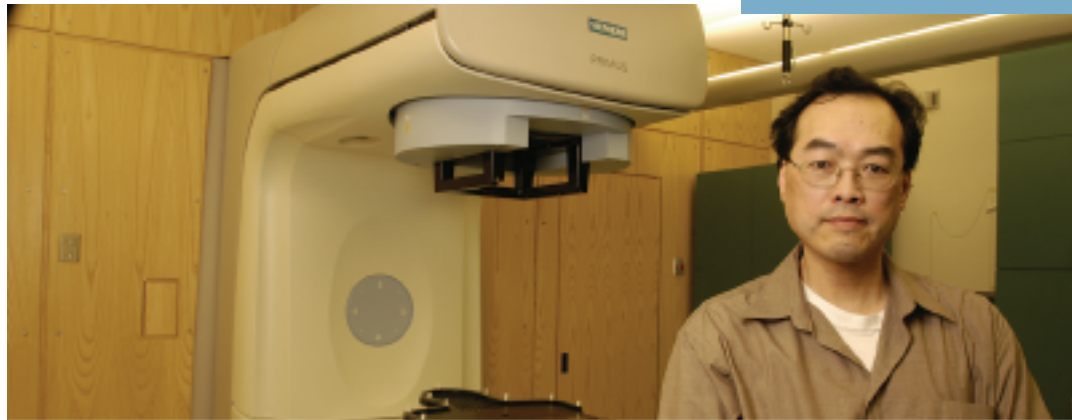
Radiation and many chemotherapy drugs produce DNA damage, which under normal circumstances result in the death of all cells in a tumour. However, cells are capable of extensive repair of DNA damage, reducing the effectiveness of this treatment. New technology called RNA interference has been developed and this technology was used by Dr. McKay to specifically reduce the DNA capacity of tumour cells. The data collected will be used to seek additional funding from major funding agencies. The project continues.

**DEVELOPMENT OF IMAGE GUIDED RADIOTHERAPY OF THE PROSTATE - DR. SHAWN MALONE - \$25,000**

Prostate cancer tumour biomarkers were developed and funding was required to validate these biomarkers. The biomarkers show promising prognostic value in the treatment of prostate cancer in patients with a high risk of recurrence. If confirmation can be made that one or more of these markers are effective in identifying those patients at a higher risk of recurrence, more aggressive therapy could be prescribed and this could result in improved cancer control. The study continues.

**PATIENT CARE**

The Ottawa Regional Cancer Centre Foundation is proud to announce that this will be the 3rd year of a 3-year commitment to allocate \$200,000 for the installation of replacement radiation treatment machines. To date, the Ottawa Regional Cancer Centre Foundation's generous donors have funded the replacement of two machines. The Ottawa Hospital Regional Cancer Centre is required by the Ministry of Health to independently raise 20% of the installation cost of each treatment machine. It is forecasted that this will become a yearly expenditure.



"Funds from the Foundation have allowed us to develop our research program. We use some of these funds to carry out high-risk, high-payoff early stage research projects. Some of these feasibility studies have had great success and our researchers have been able to secure much larger levels of funding from other sources to pursue their research discoveries."

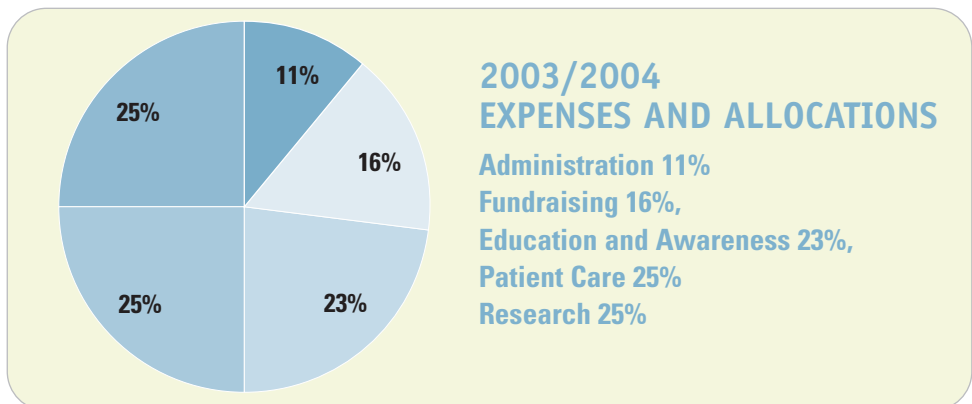
DR. MIKE MCBURNEY, DIRECTOR, CENTRE FOR CANCER THERAPEUTICS  
THE OTTAWA HOSPITAL REGIONAL CANCER CENTRE

**SOME OTHER EXAMPLES OF PATIENT CARE ALLOCATIONS INCLUDE:**

- Patient Education Resources – \$25,000
- Skill Building for Men Workshop – \$25,000
- Connections 18 – 35 (support group for 18 – 35 year olds) – \$24,808
- Psychological Distress Screening – \$15,000
- Patient Emergency Needs Fund – \$10,000
- Beattie Library Resources – \$7,500
- Staff Education – \$20,000

In total you, our donors funded over \$480,000 in patient and supportive care projects.

This coming year the Ottawa Regional Cancer Centre Foundation will allocate more than \$1,500,000 to fund additional research, patient care and education proposals. Over 75% of all donations received will be allocated and directly impact on patient care and treatment at The Ottawa Hospital Regional Cancer Centre.



# our mission



The Ottawa Regional Cancer Centre Foundation is an independent charitable organization that strives to heighten public awareness and increase fundraising support for the vital services provided by The Ottawa Hospital Regional Cancer Centre (TOHRCC). Charitable registration # 89831 1170 RR0001.

The Ottawa Regional Cancer Centre Foundation is proud to support the great work of TOHRCC, a cancer control program for the 1.2 million residents of Eastern Ontario. The Cancer Centre provides early detection, diagnosis, chemotherapy and radiation treatment for the over 19,000 patients who use their services each year. TOHRCC is also responsible for directing patient programs in prevention (breast screening and genetics counseling) and provides patients with access to a variety of supportive services such as psychological, nutritional, physical rehabilitation and palliative care during and following treatment.

The Foundation's board and staff are proud to be affiliated with an organization that, under the leadership of Dr. Hartley Stern, Vice President of The Ottawa Hospital Regional Cancer Centre, and his dedicated team of physicians, researchers, nurses, therapists and support staff continue to put the patient and their families first and foremost.

2003/2004 saw the integration of the Ottawa Regional Cancer Centre with The Ottawa Hospital forming the newly created Ottawa Hospital Regional Cancer Centre. This change promises to make the patient's journey through the healthcare system seamless. The Cancer Centre Foundation's Board is committed to remaining an independent organization that continues to raise the vital funds necessary to support cancer care in our community. We will continue to fight for a future where cancer is a word of the past!

## ORCC FOUNDATION BOARD OF DIRECTORS

NAME	TITLE	COMPANY
Gary Seveny	President (2002 – 2004)	President & CEO, CS CO-OP Community Financial and CS Alterna Bank
Rabbi Reuven P. Bulka		Congregation Machzikei Hadas
Michel de Champlain	Treasurer	General Manager, The Meadows Golf and Country Club
Linda Eagen		Manager – Faculty Development, University of Ottawa-School of Management
Veronica Engelberts	Past President	President, Vector Media
Anny Lemire		Lawyer, Gowling, Lafleur Henderson LLP
Tracy Lyle		Lawyer, Huckabone, Shaw, O'Brien and Instance
Margaret Miller	Ex-Officio	Director, Financial Services ORCC
Jamie Milner		General Manager, Enbridge
Walter Robinson		Federal Director, Canadian Tax Payers Federation
Dr. Hartley Stern	Secretary, Ex-Officio	COO, ORCC and VP CCO
Bonnie Johnson	Ex-Officio	Executive Director ORCC Foundation

“A grant provided by the ORCC Foundation was used to purchase portable infusion pumps, which are used in clinical trials. These pumps allow patients to be treated over several hours with chemotherapy while remaining in the comfort of their own homes, avoiding hospitalization. Once the chemotherapy has been completely administered, the patient returns to the Centre and the pump is removed. This type of program enables us to treat additional patients when there otherwise may not have been room in the Chemotherapy Treatment Unit.”

JOANNE ROACH, RN, CCRP  
SUPERVISOR, CLINICAL TRIALS/CLINICAL PHARMACOLOGY,  
THE OTTAWA HOSPITAL REGIONAL CANCER CENTRE

## ORCC FOUNDATION STAFF 2003/2004

Bonnie Johnson	Executive Director
Shannon Gorman	Director, Resource Development and Communications
Melanie Yasinski	Major Gifts and Planned Giving Officer
Annie Parker	Special Events Coordinator
Nicole Bernard	Data Base Coordinator
Christine Ladouceur	In Memoriam Program Coordinator
Jessica Lackie	Senior Data Entry Clerk
Charlene Sutton	Administrative Assistant



Ottawa  
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