



President's Message

Linda Eagen,
President and CEO

These achievements would not be possible without the incredibly generous support of individuals in our community. You are the reason that we can continue to fund world-class research, and help to provide life-saving, state-of-the-art equipment at local hospitals.

Last year, the Ottawa Regional Cancer Foundation celebrated the successful close of the Courage Campaign. The first phase of the Courage Campaign was led by Rabbi Reuven Bulka, with the second co-chaired by Fred Sellar and Peter Charbonneau.

Through this record-breaking campaign our community raised an astounding \$54 million for local cancer care, our new Cancer Coaching health service and cancer research and clinical trials.

The Cancer Foundation is incredibly proud to offer Cancer Coaching to our community. It's an innovative new health service – and one that is changing the cancer experience for thousands of local residents impacted by the disease. To date, because of your continued generosity, we have empowered more than 1,500 clients.

The Ottawa Regional Cancer Foundation Celebrates Major Achievements in 2013.

Through your support, we have funded 40 new local cancer trials and 200-plus existing trials that helped more than 2,200 people.

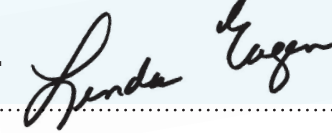
We are making a difference in the lives of those who are touched by cancer, but we know there is still a lot of work to be done.

The numbers are staggering. Nearly 30,000 people in the Ottawa region are in cancer treatment right now, and another 6,000 will be diagnosed with cancer this year.

Our role as supporters of innovative cancer care is critical.

Thank you for supporting people in your neighbourhood who are facing cancer. In 2014 our goal is to continue to improve the lives of those living with cancer – and with your help we will put those words into ACTION.

Thank you for your continued support.



Courage Campaign Record-Breaking Results:

Research & New Therapies	\$19.6 Million
Overall Quality of Life	\$12.7 Million
Shorter Wait Times	\$9.4 Million
Care Close to Home	\$9.1 Million
Local Cancer Priorities	\$3.2 Million
Total Raised	\$54 Million

Innovation: Clinical Trials and Cancer Research

Local cancer patients have access to cutting-edge research and clinical trials – which are the latest treatment options available and the future of all cancer care. Donors to the Cancer Foundation have been long-standing supporters of the local Cancer Clinical Trials Program, and have allocated more than \$4.5 million to its continued development. These trials offer local cancer patients access to new drugs long before they would be available on the market, and most importantly position our Clinical Trials Program as a leader and a step forward in the next generation of trials so that clinicians can build on the results.

“What the Cancer Foundation is doing is simply amazing – they are focused on what is going to make the biggest impact for local cancer patients,”

explains Dr. John Bell, Senior Scientist, Cancer Therapeutics, Ottawa Hospital Research Institute.

“In our lab we are able to test new theories to advance our projects because of our local Cancer Foundation – they are instrumental in what we are doing in cancer research.”

Thanks to your generosity, the Cancer Foundation has supported more than 200 clinical trials which have helped more than 2,200 patients, increasing the number of cancer patients who have access to this cutting-edge research.

Expansion of Local Cancer Centres

The Cancer Foundation and its donors are the largest individual philanthropic contributor to the new Ottawa Hospital Cancer Centre with a grant of \$5 million towards the expansion of the Cancer Centre at the General Campus. The final \$500,000 installment was made in 2013 – completing the \$5 million commitment.

According to Paula Doering, Senior VP of Clinical Programs and Diagnostics at the Cancer Centre, the expansion of the Cancer Centre has allowed for approximately 1,300 more patient visits every year and helped to reduce wait times.

“We are grateful to the Ottawa Regional Cancer Foundation’s donors for helping expand the Centre and improve patient care,” says Doering.



Rabbi Reuven Bulka pictured along with Linda Eagen (centre) and Jennifer Van Noort

Through the Courage Campaign the Cancer Foundation partnered with the Queensway Carleton Hospital to raise \$7 Million for the new Irving Greenberg Family Cancer Centre which will ensure that an additional 3,000 cancer patients can receive treatment in our community closer to home. To date the Cancer Foundation has raised \$4.9 million towards that partnership.

The Courage Campaign donors also supported cancer care initiatives that have brought cancer care closer to home for patients across Eastern Ontario. Funds have been invested in communities including Winchester, Kemptville, Amprior, Pembroke and Deep River. Those hospitals have been able to purchase digital mammography machines, chemotherapy pumps and equipment, making it easier for local cancer patients to access some of their treatments and services at their community hospital.

The Cancer Foundation has also invested millions of dollars in research at the Ottawa Hospital Research Institute and the Children’s Hospital of Eastern Ontario. And, has supported the continued development of the Palliative Rehabilitation Program at Bruyère Continuing Care.

Focusing on the Future: Becoming a ‘Champion of Cancer’

It was on March 21, 2013 that community and business leader Arnie Vered was diagnosed with pancreatic cancer. Today, close to a year after his diagnosis, the father of six is still haunted by the memory of that day.

“After they told us, the doctor left to go talk with his colleagues and my wife and I, we had our cry,” Arnie explains. “But, the cry didn’t last too long, because I realized I had to battle this – and I had to overcome this.”

In July, Arnie underwent surgery after four rounds of chemo helped to shrink the mass that was on his pancreas, and also impacting a major vein and artery.

For Arnie, the diagnosis, treatment and recovery were extremely stressful, not just for him – but for his entire family. And that’s why he believes in the new Cancer Coaching health service offered by the Ottawa Regional Cancer Foundation and how it can help local families who are impacted by cancer.

“What the Cancer Foundation has brought to people is to centralize everything so it makes it easier for the person to do what’s best,” he explains. “When you bring people together there is more awareness of what transpired and more understanding of how people feel.”

The cornerstone of the Cancer Foundation’s innovative new health service is Cancer Coaching. It focuses on a person’s physical, informational, emotional and spiritual needs – to help them meet the challenges of cancer and improve their overall quality of life.

Thanks to generous donors, the Cancer Foundation has already provided this health service to more than 1,500 people through Cancer Coaching.

Arnie is proud to support the Cancer Foundation so that more and more families can have access to Cancer Coaching. He believes that a Cancer Coach is an important part of a patient’s healthcare team.

“Cancer can be beaten, but you need help – and help comes from family, friends and from successful programs that help you to achieve your greatest goal to be a champion,” explains Arnie. “I am going to be a champion of cancer.”



You can watch Arnie’s story online by visiting www.ottawacancer.ca/Vered.aspx

“It was like being hit with a sledgehammer.”

New Developments in Oncolytic Virus Research

Who would have thought that getting a virus would be a good thing? Yet for people facing cancer, a very special virus may be life-saving.

Pioneering work led by Ottawa researchers Dr. John Bell and Dr. David Stojilj shows that oncolytic virus therapy actually fools cancer into dying. This virus reproduces inside a tumour cell, kills the tumour, and spreads only to nearby unhealthy cells. This chain reaction acts like a vaccine and reboots the immune system, helping patients to fight their own cancer.

“When we first started with this idea, no one wanted to invest in this research,” recalls Dr. Bell. “But the Ottawa Regional Cancer Foundation gave us our initial funding, a \$25,000 grant to begin our research, and it snowballed from there. We would not be where we are today if the Cancer Foundation hadn’t supported us in the very beginning.”

This biomedical approach to cancer therapy is substantially less harsh than traditional treatments and has fewer side effects, with patients feeling like they have a mild flu. That is a large departure from chemotherapy, which is quite toxic and can cause severe short-term side effects, as well as long-term health conditions.

Oncolytic virus therapy may one day allow people with cancer to live a more normal life during treatment, such as continuing to work, attending a child’s or grandchild’s birthday party, or meeting a friend for coffee. It may even give them more precious years to spend with their loved ones.

Today, Dr. Bell and Dr. Stojilj are sharing their findings and working with a group of researchers from a variety of organizations across the country. The remarkable achievements of these two talented scientists demonstrates why Ottawa is recognized as a centre of excellence for cancer research, and why this community attracts some of the world’s finest researchers, including those among the top ten in the world.

The next step for Dr. Bell’s team is moving forward with new oncolytic virus trials later this year. The Ottawa Regional Cancer Foundation is a driving force behind funding for local cancer clinical trials, and Dr. Bell and his team are dependent on the Cancer Foundation to continue to fund this vital research.

“Every day we walk through the Cancer Centre waiting room area on the way to our lab, and every day we see people having a hard time with this disease,” says Dr. Bell. “It inspires us day after day to make our research count. I can’t thank the Cancer Foundation’s donors enough for all that they’ve done. Thanks to their support, we’re poised to make some huge discoveries and major advances.”



2013 Sources of Revenue



State-of-the-Art Equipment

CyberKnife	\$744,000
da Vinci Surgical System	\$931,000

In total 2,677 patients have received treatment using the CyberKnife and da Vinci Surgical System.

Benefits to Patients and the Community:

- Reducing stay in hospital
- Faster recovery time
- Non-invasive treatment for improved quality of life

“The Ottawa Regional Cancer Foundation has been instrumental in ensuring we have equipment that is modern and allowing patients to access high quality cutting-edge treatments closer to home.”

~ Dr. Jason R. Pantarotto, Chair of the Division of Radiation Oncology at The Ottawa Hospital

Dispatcher Discovers Benefits of Cancer Coaching

As a dispatcher with Ottawa Fire Services, Kim Pearson is used to dealing with life and death situations.

However, nothing could have prepared the vibrant 28-year-old for the day that she became the subject of a 9-1-1 call herself.

It was just like any ordinary Friday evening, Kim and her boyfriend Matt were heading downtown for dinner and a movie.

“I can recall being in the car and I started to feel a really strong twitch on the right side of my face,” recalls Kim. “And then I remember waking up and was told I’d had a seizure.”

Kim was rushed to the hospital, and at first doctors thought she might have a vitamin deficiency. But a second seizure, this time at the hospital,

prompted an MRI test which confirmed the worst – she had a brain tumour.

Kim and her family were devastated by the diagnosis, but they chose to remain positive – and to fight.

“I spent two weeks at the hospital and underwent brain surgery, which I was completely awake for,” she explains. “The doctors treated me as having a Grade 3 tumour and told me I had abnormal cells growing in my brain.”

Following the surgery doctors continued with radiation and chemotherapy – treatments that have left her permanently bald on the right side of her head.

“It is a constant reminder of what I have gone through. I knew it was going to be a really bad

year, but I also knew I would get through it with the help of family and friends,” says Kim. “I found the whole ordeal made me and everyone around me appreciate life and what’s important. In my family we celebrate everything now, and make a big deal about all the little things.”

During her recovery, Kim was introduced to the Ottawa Regional Cancer Foundation and the new Cancer Coaching program offered at the Maplesoft Centre.

Kim was matched with a Cancer Coach who helped the family to stay positive, and focus on the current situation.

“I knew my parents were freaking out inside, and for me I was terrified. I was afraid of having another seizure,” she explains. “But my Coach

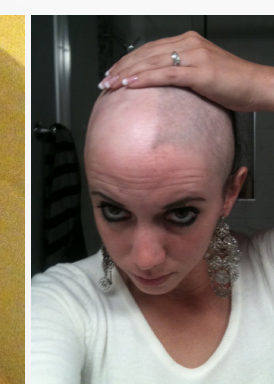
helped me access research and she helped everyone to understand what I was going through.”

Today, Kim is back on dispatch with the Ottawa Fire Service and has been given a clean bill of health.

She undergoes an MRI every six months to ensure the tumour has not returned, and will remain on seizure medication for the rest of her life, but Kim is ready to get back to a regular life – and planning her winter 2015 wedding to Matt.

“This year doctors started using the words ‘remission’ and ‘cancer-free.’ I know what I have been through, and how it has changed my life,” she says. “I look at everything differently now. It’s the smallest things like driving home and feeling the wind against my face – I appreciate it all.”

“We are able to offer these services because of the generosity of this community,” explains Linda Eagen, the President & CEO of the Cancer Foundation. “We have created Canada’s first Cancer Survivorship Centre and, because of support from our donors, we have been able to help more than 1,500 people.”



You can watch Kim’s story online by visiting www.ottawacancer.ca/Pearson.aspx.

