

Eastern Ontario's Answer to Cancer



I still have things to do in this life. I will survive.

I am totally centered in the love and joy of being alive.

I greet every day with a thankful heart, thankful.

I flow with life—peace of mind is mine. I am a survivor.



**Ottawa
Regional
Cancer
Foundation**

Enhancing Cancer Services and
Supporting Innovative Research
in our Community.
www.ottawacancer.ca

2007 Annual Review



About The Ottawa Regional Cancer Foundation

Our Vision: To significantly increase cancer survivorship in Eastern Ontario

Working together with health care and research professionals, patients, and the community, The Ottawa Regional Cancer Foundation raises over \$7 million annually to support breakthrough research, patient care and education programs at the Ottawa Health Research Institute's Centre for Cancer Therapeutics, one of Canada's leading cancer research facilities. The Ottawa Regional Cancer Foundation also supports organizations that are recognized leaders in the fight against cancer, including The Ottawa Hospital Cancer Centre, The Queensway Carleton Hospital and Community Cancer affiliates. The Ottawa Regional Cancer Foundation identifies gaps in the regional cancer delivery system and funds these gaps. This funding helps decrease wait-times, supports new clinical trials, and ensures cancer patients have access to the best care, the most modern equipment and resources available.

We will continue working hard to increase cancer survivor rates in our Region, for our friends, for our families and for ourselves.

Our three main lines of business at the Ottawa Regional Cancer Foundation are: Fund raising, investment management and stewardship.

Our Purpose

To raise and steward funds to deliver breakthrough research, exemplary teaching, and compassionate care for the residents of Eastern Ontario (the Champlain LHIN).

Our Values

- Passion for the Vision
- Entrepreneurship
- Partnership
- Accountability

Our Goals

Fundraising:

Raise \$50 million in 5 years to increase cancer survivorship by 50%.

Reach \$20 million in bequest revenue and expectations by 2012.

Investing:

Achieve 6% annual net real return on investments in endowed funds.

Achieve a competitive rate of return in the General and Restricted fund given the short term nature of the payment obligations.

Granting:

Meet the priorities for funding as identified by our cancer advisors (Cancer Care Ontario, The Regional Cancer Program Steering Committee, The Ottawa Hospital Cancer Centre, and the Ottawa Health Research Institute). Priority is given to those proposals that demonstrate how they contribute to increasing cancer survivorship in Eastern Ontario.

Understand and communicate the impact of the grants.

Operational Efficiency and Risk Management:

Be among the lowest administrative cost-per-dollar raised foundations in our Region.

Balance growth opportunities with risk management.

One in three area residents will be diagnosed with cancer in their lifetime; this number is expected to reach one in two within the next 3 years.



Chair and President Message

2007 was an exciting year of transition and growth for the Ottawa Regional Cancer Foundation in all areas of our operations including our financial capacity, board governance, and building strategic alliances throughout our community. All of our activities are undertaken with a singular purpose: to improve cancer survivorship in Eastern Ontario.

Thanks to the humbling generosity of our donors – individual and corporate – we continue to raise increasing and record amounts of annual resources. These funds are in turn directed to leading scientists that are pushing the frontiers of basic and translational cancer research. These funds help our partner institutions attract and run more clinical trials to improve patient outcomes. And these funds are also directed to physical capital and equipment that improves our collective capacity to meet the growing need for cancer services in our community.

In 2007, our Board built upon the foundational work of our predecessors and further strengthened our governance processes including the approval of a more rigorous Granting Committee Structure along with a strengthened Finance and Audit Committee. Our donors and partners – be they individuals, businesses, or foundations – rightly expect the utmost in financial and operational transparency and we always work to surpass their expectations.

The actual fight against cancer is too big for any one organization to win. This is why we reached out in 2007 beyond our historic affiliations to add like-minded partners such as the Queensway Carleton Hospital Foundation and the Sisters of Charity through the establishment of strategic alliances. We will continue this partnership approach to broaden the fight against cancer throughout 2008.

In late September, we moved to our new home on Carling Avenue to better reflect and live our regional mandate and be more accessible to our donors and partners. Now, for the first time in our 12-year history, the entire Foundation staff is working under the same roof.

In closing, it is our privilege work with our colleagues on the Board of Directors, and the Courage Campaign Cabinet who represent a distinguished and respected cross-section of community leaders who indefatigably give of their time

and expertise to improve cancer survivorship. In this pursuit, we are teamed with and supported by an exemplary staff of professional fundraisers and program managers whose collective commitment to cancer survivorship is unparalleled.

We are wholly committed to dramatically increasing cancer survivorship in Eastern Ontario each and every year until this disease – which will affect one in every two families as early as 2010 – becomes a footnote in history.

Walter Robinson
Chairman of the Board of Directors

Linda Eagen
President and CEO



Our Guiding Principles 2008/2009

VALUES

GUIDING PRINCIPLES In everything we do, we will:

Passion for the Vision

- Harness the passion for our vision:
To Increase Cancer Survivorship by 50% within 5 Years

Entrepreneurship

- Embrace an entrepreneurial spirit, while balancing risk and reward
- Be innovative in building revenue and reducing costs

Partnership

- Be fair and respectful in all our relationships
- Act with integrity, honesty, and sensitivity
- Build long term, collaborative relationships with the cancer research hospital, our donors, volunteers, and other partners
- Value staff and nurture a high performance team

Accountability

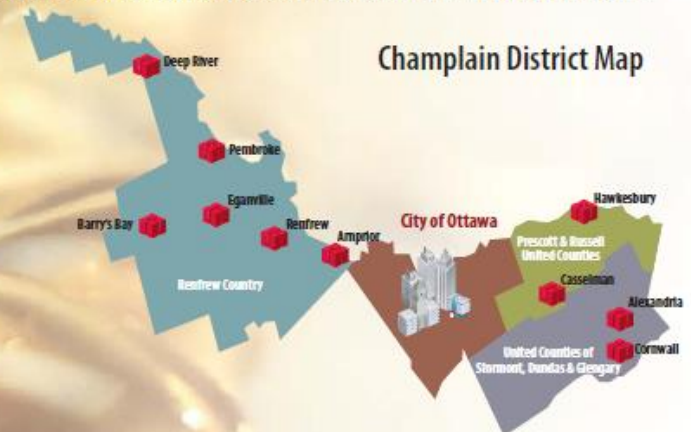
- Be accountable for our actions
- Be fiscally responsible
- Use donor funds for their intended purpose and report regularly on their impact
- Provide meaningful recognition in an appropriate manner
- Respect privacy and use donor information responsibly
- Honour all requests for anonymity
- Maintain the highest standards of ethical practice and legal compliance

A Unique Mandate

The Ottawa Regional Cancer Foundation is the only organization uniquely focused on increasing cancer survivorship in Eastern Ontario (specifically within the Champlain Local Health Integrated Network). Our contributions are directed to fill gaps in the cancer delivery system as identified by local cancer care leaders. We pay particular attention to programs that are of the greatest concern to the community such as ensuring that our families, friends and neighbours have timely, close-to-home access to top-quality cancer care and treatment.

We also support local scientist in two critical ways. First we provide early-stage funding to encourage the exploration of new therapies. We do this because they have told us that it is next to impossible to garner the support of others in this regard. Secondly, we help leverage resources from government and national granting agencies by providing matching funds.

The Ottawa Regional Cancer Foundation is the only organization dedicated exclusively to cancer care by funding treatment services in this region.

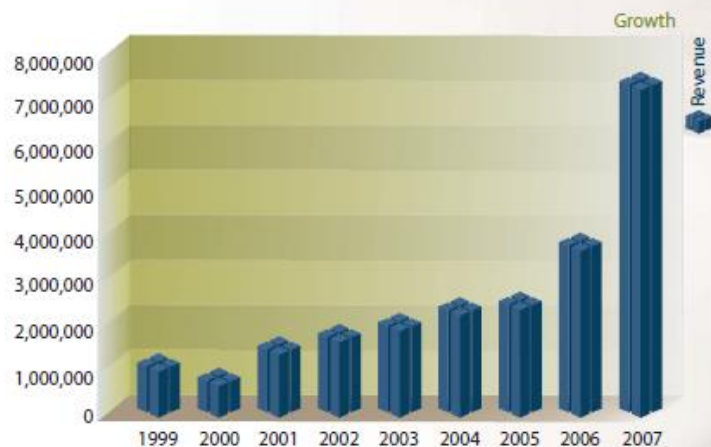


Each day more than 180 patients will receive chemotherapy treatment in our region.

Revenue Generation

The Ottawa Regional Cancer Foundation continues to experience unprecedented growth. The Cancer Foundation raises funds through numerous different revenue streams – Major Gifts, Direct Mail, Commemorative gifts (In honour and in Memoriam donations), Special Events, the Cancer Foundation Telethon and Planned Gifts through Wills and Bequests.

The Ottawa Regional Cancer Foundation is the largest local cancer fundraising organization.

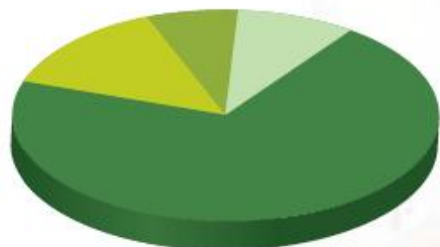


Revenue Results / Program 06/07



Where your support helps

Each year The Ottawa Regional Cancer Foundation allocates more than the amount required by Canada Revenue Agency to four major areas: Research, Patient Care, Education and Awareness and Regional Cancer Programs.



Allocations 06/07

- Patient Care
- OHRI Cancer Research
- Education and Awareness
- Regional Cancer Programs

Each and every day 14 people in Eastern Ontario will learn they have cancer.

A Celebration of my Father's Life through a gift in my Will

My Dad was in his late 70's when he learned he had cancer. It was the end of June this year when he received a call from his Doctor telling him he needed an immediate blood transfusion and given the results of his bloodwork, he should be bedridden.

My Dad didn't get the message until much later in the day. In fact, it wasn't until he finished playing 3 hours of tennis that he came home and heard the message on the answering machine. He came over to my house still in his tennis gear and told me he had just found out that he had acute leukemia.

It is still such a shock to us all that he became so ill so quickly. He was in tremendous shape. He played tennis and golfed and had instilled in my brother and me the importance of exercising and eating healthy. The only medication he took was vitamins. He looked too healthy to be sick.

The type of cancer my Dad had had no options for treatment. He was hospitalized shortly after the diagnosis with a fever and he never came out of hospital again. He died in September of this year.

Even while sick, my father's sense of humor and optimism kept us going. He adored my sons and would go to any lengths to make them laugh. He taught them tennis, gave them a lecture when they needed it and most importantly was a loving grandfather who never shied away from hugging his grandsons- even when they grew over 6 feet tall! The biggest gift my father gave to us all was an appreciation for life. He enjoyed every moment and always believed that everyday on this earth is a gift. When you look at life that way, even the mundane tasks in life take on a different meaning.

My sons and I miss Dad everyday and we wanted to celebrate his life. What better way to honor his life and his struggle with cancer than to help find a cure so that other families won't have to go through what we did. That is why I have chosen to leave a gift in my will to the Ottawa Regional Cancer Foundation. I want to know that my support will continue after I have passed on. My father's legacy and mine will be to help others so they too can enjoy every day.

Joanne, Michael and James McMeekin

In 2006, the most frequently diagnosed cancer was breast in women and prostate in men – Mortality rates for men diagnosed with prostate cancer are dropping – primarily due to awareness, screening and advances in treatment.

* National Cancer Institute of Canada: Canadian Cancer Statistics 2007. Toronto, Canada, 2007.

For more information on leaving a gift in your Will please contact John Ouellette, V.P. of Philanthropy at 613.247.3527.

THANK YOU / MERCI

The Ottawa Regional Cancer Foundation values and respects all of our donors. Because of space limitations this list recognizes only those who gave \$250 or more. We wish to thank ALL our donors, including those who chose to remain anonymous.

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THANK YOU / MERCI

It is essential to ensure that cancer prevention; diagnosis, treatment and research are of the highest possible caliber. For our families. For our employees. For our friends.

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Eastern Ontario's Answer to Cancer
2007 Annual Review



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We have made every effort to ensure the accuracy of the names printed on these pages. Should there be any mistakes however, we apologize and ask you to please contact our office at 613-247-3527 or jlackie@ottawacancer.ca to correct or change your information.

The Courage Campaign

Webster's Dictionary defines Courage as: Heart; Inclination; Desire; Valor.

These attributes perfectly describe our current fundraising campaign, those who lead it, and those who will benefit. To date, over \$12.1 million has been raised by a committed team of local volunteers, led by Rabbi Reuven Bulka and we will be very soon announcing several million dollars more in donations!

The members of the Courage Cabinet have themselves given very generously, while also soliciting gifts from their friends, business associates, companies and foundations. As well, we have a vast network of event organizers who plan golf tournaments, dinners, races... with proceeds directed to helping cancer patients and the medical professionals who serve them. It's a remarkable network of friends.

Recently, a local family made an amazingly generous contribution of \$1 million to support Innovative Cancer Therapies research right here in Ottawa. Although they wish to remain anonymous at this time, their donation is already being used by Dr. John Bell to recruit three scientists: one from Finland, one from the U.S. and one from Montreal. The Ottawa Regional Cancer Foundation was so inspired by the family's generosity that the Board of Directors of the Foundation decided to contribute a further million dollars to this fund to ensure it continues to grow and support the work of our fantastic researchers, doctors, nurses and medical staff.

The *Courage Campaign* is proving to be so successful, that we are considering growing its mandate. The campaign was originally for the physical expansion of the Cancer Centre at two sites, and to support local research.

We will continue to raise funds for those important initiatives. It is obvious however, that there is much more to be done.

For example, the Ottawa Regional Cancer Foundation is taking the lead in establishing partnerships with a host of cancer support programs and groups throughout the region—whether it be to fund a cancer screening program in the valley, to purchase a CT scanner for a local hospital or to help support Portable Chemotherapy Pumps so patients can follow their treatments from home when possible.

We are Eastern Ontario's Answer to Cancer. For more information on how you can help, please call the Foundation at **613.247.3527**.

The last word on Courage, however, is not just about the Campaign itself: it is about cancer patients and their families who battle this disease every single day, who fight, and more and more, who survive. That's the true courage that inspires us in our *Courage Campaign*.

One in 9 men will be diagnosed with prostate cancer in their lifetime;

One in 9 women will be diagnosed with breast cancer in their lifetime.

* National Cancer Institute of Canada: Canadian Cancer Statistics 2007. Toronto, Canada, 2007.

COURAGE CAMPAIGN CABINET



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