



**Prostate Cancer  
Centre**

# EVENT GUIDE



## THE PROSTATE CANCER CENTRE

**Prostate Cancer is the leading cancer in Canadian men. In Alberta, one man in six will be diagnosed with prostate cancer in his lifetime. Eight men die of prostate cancer every week.**

Thank you for your interest in organizing a fundraising or awareness event for the Prostate Cancer Foundation which funds the Prostate Cancer Centre. The Prostate Cancer Centre operates solely on donations without any government funding. All funds generated through community events help to finance the operations of the Centre enabling us to continue serving men and their families diagnosed with or suspected of having prostate cancer. The Centre's nucleus is our Resource Center which includes a complete prostate information library as well as peer counseling provided by our volunteers who have also experienced the disease. There is always a fresh cup of coffee and someone to address your concerns.

Thirteen local Urologists rotate shifts two days per week at the Institute enabling men with elevated PSA levels to be dismissed from or recommended for further investigation of prostate cancer. This initiative is known as the Rapid Access Clinic, (Phase One) and has cut wait times down from up to three months to often within a week. In late 2007 Phase Two of the Rapid Access Clinic was introduced bringing prostate cancer professionals to the patient. Twice monthly, diagnosed prostate cancer patients and their partners can benefit from the expertise delivered through presentations by a medical oncologist, radiation oncologist and urologist. The two hour time allocation for these sessions also enables questions to be asked and answered in a group setting, helping patients to determine their treatment path.

Additional services provided by the centre include prostate biopsies, wellness clinics, sexual health clinics and awareness events. We are excited about our newest initiative that debuted in the spring of 2009. The "MAN VAN" is the first mobile PSA clinic in Canada. The van sets up clinics er clinics throughout Calgary and area . This service is available to any male who is over 40 years old and hasn't had a baseline PSA blood test. In addition to men receiving a baseline test score, it is our hope that men will talk about their experience and encourage others to also take the first step to proactive prostate health awareness!

On behalf of men's health we thank you for choosing the Prostate Cancer Centre.

We're looking forward to a partnership with your organization.





## Prostate Cancer Centre

### **3<sup>rd</sup> PARTY EVENT GUIDELINES**

Thank you for your interest in the Prostate Cancer Foundation and the Prostate Cancer Centre. Your event is a great way of raising awareness within the community and no matter how large or small the event your contribution will be significant to the men who visit our institute.

#### **3<sup>rd</sup> PARTY EVENT DEFINITION**

- The event is proposed by an individual or group independent from PCC staff members.
- The Prostate Cancer Centre is the designated recipient of full or partial proceeds from the event.
- The Centre's name and/or logo are used in promoting the event.
- Centre staff and volunteer participation, if any, is in support capacity only.

#### **CRITERIA**

- The proposed event must be in the best interest of the Centre
- The proposed event must be ethical i.e. the public perception of the activity must not be injurious to the Centre and be compatible with PCC's Mission.
- PCI will not assume any legal or financial liability associated with the event.
- Revenues generated by the event will be used at the discretion of the Centre.
- Expenses and staff/volunteer involvement on the part of PCC must be clearly documented and approved prior to the event.
- The proposed event should be financially viable in the opinion of PCC.
- The proposed event should not conflict with other major Centre events.

### 3rd PARTY EVENT CONTRACT

NAME OF ORGANIZATION/CONTACT PERSON:	
MAILING ADDRESS:	
PHONE:	CELL:
FAX:	EMAIL ADDRESS:
NAME OF EVENT:	EVENT DATE:
	Start Date:                      Time:
	End Date:                         Time:
LOCATION/ADDRESS OF EVENT:	
EVENT DESCRIPTION:	

HOW WILL FUNDS BE RAISED:

- Pledges
- Silent Auction
- Ticket Sales
  
- Live Auction
- Donations
- Product Sales

Other Please Explain:

EXPECTED TOTAL NET REVENUE TO PCC:

History of the event:

New\_\_\_\_\_ Repeat\_\_\_\_\_

If repeat, what charity was recipient of funds?

WILL PROCEEDS OF EVENT COME ONLY TO PCI?

YES

NO

If no, what portion comes to PCC?

If no, who else would be a recipient?

INDIVIDUAL FINANCIALLY RESPONSIBLE:

ORGANIZER'S ADVERTISING STRATEGIES: (All PCC Logo & Name usage must be approved by PCC)

PCC WEBSITE/WEBSITE SUBMISSION: (Maximum 50 words)

ADDITIONAL COMMENTS/ONGOING EVENT/OTHER POSSIBLE EVENTS:

- All designated revenue is to be forwarded to PCC within 45 days of the event.
- No costs will be incurred by PCC for required staff or volunteer attendance at the event.
- All of the above conditions have been discussed and agreed upon by the individuals signing below.

\_\_\_\_\_  
**PCC Authorization Signature**

\_\_\_\_\_  
**Signature of Event Organizer**

\_\_\_\_\_  
**Date**

*Good luck with your event*

Thank you for joining the fight to eliminate advanced prostate cancer through community awareness.