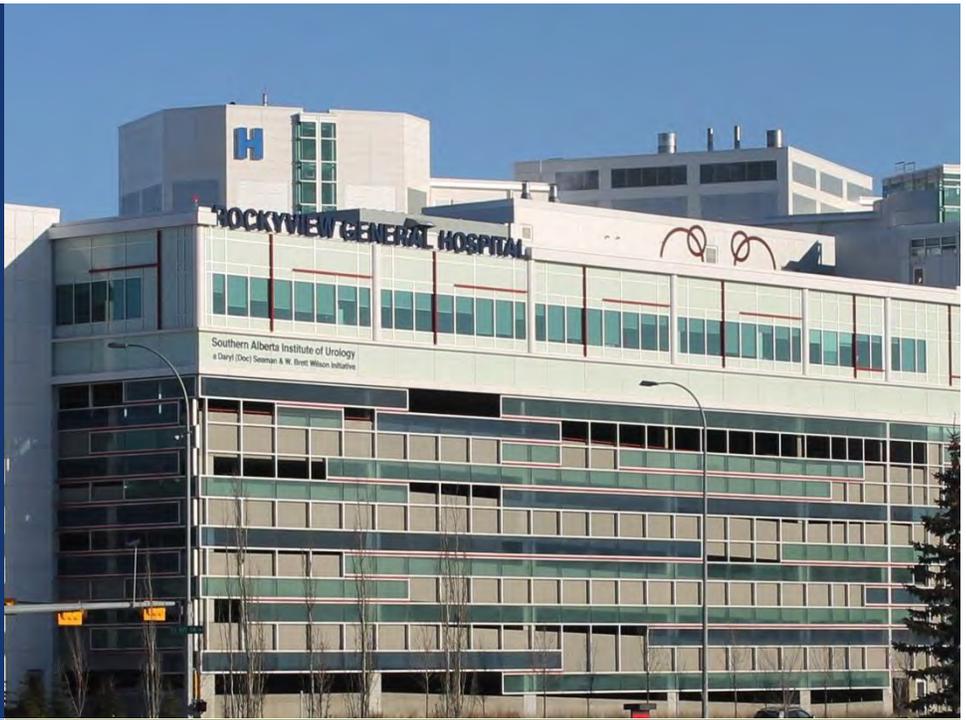




Prostate Cancer
Centre

Executive Director's
Report



Upcoming Events:

August 30, 2017

**Prostate Cancer
Awareness Month**

September

PCC Christmas Party

December 14, 2017

**Women for Men's Health
Gala**

February 2, 2018- Hotel Arts

Upcoming Meetings:

Aug 30th- Medical & Operations

Sept 6th- Audit and Risk

September 12th- Fund Development

September 14th- HR & Governance

September 20th- Board Meeting

Hello,

I hope you are all well rested and have enjoyed this beautiful summer.

The PCC has had a VERY busy season with our signature golf tournaments, fundraisers and some new events that are featured in this report.

At our September committee meetings and our board meetings we will present a more detailed overview with dashboards of what has been happening at the Centre over the summer. Please follow us on social media, share and retweet.

Regards,

Pam

Scott Land Stomp



Gregg Scott and PCC Staff

On July 6th Scott Land and Lease kicked off the Calgary Stampede & the 20th annual Scott Land Stomp. Everyone two-stepped the night away and raised almost \$26,000 dollars.

Village NUTraiser



Bret Hart, Brett Wilson, Jim Button and the crew from Cool FM

We were treated to working with Bret Hart, Brett Wilson and Jim Button once again at this epic event. The weather was swelthing and patrons had to drink a cup of coudy ale to cool off. \$12,700 was raised.

WFMH S.S. Moyie Event

The S.S. Moyie set sail on August 15th with 50 of Calgary's elite ladies. The event, hotsted by Bill Brooks and Dr. Shelley Spaner, focused on spreading awareness about Women for Men's Health and getting the word out about the upcoming gala at hotel arts on February 2, 2018. Everyone had a wonderful evening!



Bill Brooks and all the guests



Mark Wilson from Hotel Arts, Dr. Shelley Spaner and Bill Brooks

Vehicles and Violins

Vehicles and Violins 2017 brought in an incredible \$127,000. Given this economy we are thrilled to have these funds which go directly to support the city Man Van program.

Kiss FM Father/Daughter Ball

This terrific event held at the Paliser hotel brought in \$11,475. We were able to connect with younger men and their daughters. Looking forward to 2018 with new ideas to increase fundraising and awareness to this demographic.



Beauty and the Beast



All the proud fathers and their princesses

Bucks for Bros

We love these community fundraisers- where a middle aged man walks in off the street and tells us he wants to raise \$7,000 and if he hits his goal he will cut and dye his hair into a blue mohawk. Ward Affleck did just that and we received \$7,500.



Ward Affleck and his fresh new "do"



Ward and the Man Van Crew

Priddis Greens Charity Classic 2017

The Priddis Greens Charity Classic tee'd off for the 19th time on August 15th. Guests were treated to great food, cocktails and a live and silent auction at the gala on Tuesday, followed by 2 days of quality golf at Priddis greens. The event raised \$350,000 dollars for our Centre. The PCC is very proud to be a recipient of this tournaments generosity, we could not do what we do without them.



PGCC chair Ross Babcock, Dr. Bryan Donnelly, Pam Heard and Cliff Lawrick (PGCC)

Remington Charity Golf Tournament 2017



Linda MacNaughton and the Remington Charity Golf Committee

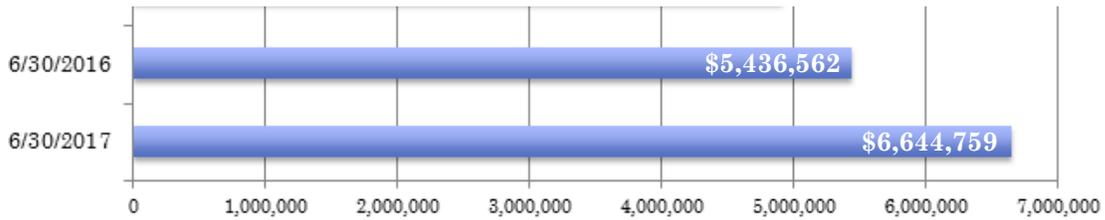
The Remington Charity Golf tournament was another HUGE success this year raising \$400,000 for the centre. The day kicked off bright and early at the beautiful Stewart Creek golf course in Canmore and the weather could not have been better. This committee worked tirelessly to create such a fun filled day and bring in record amounts for our centre. We are so grateful for the wonderful crew at Remington Corp.

FORE Men's Health Golf Tournament 2017

The 2nd annual FORE Men's Health golf tournament took place on August 10th at the Winston golf club in Calgary. The tournament raised almost \$10,000 which will go towards an educational speaker and Men's health Man Van clinics.



Cash On Hand



Q2 2017 Year to Date

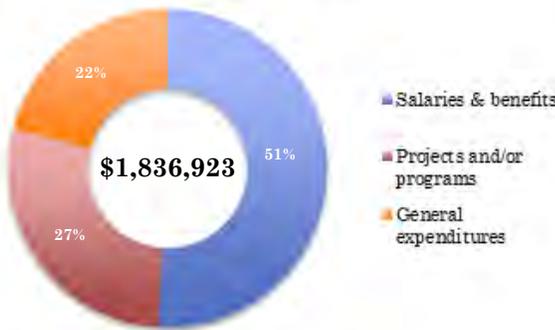
2017 Revenues



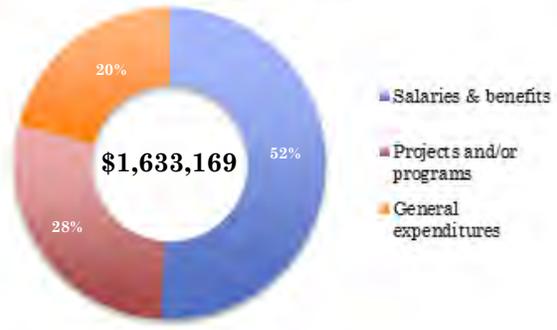
2016 Revenues



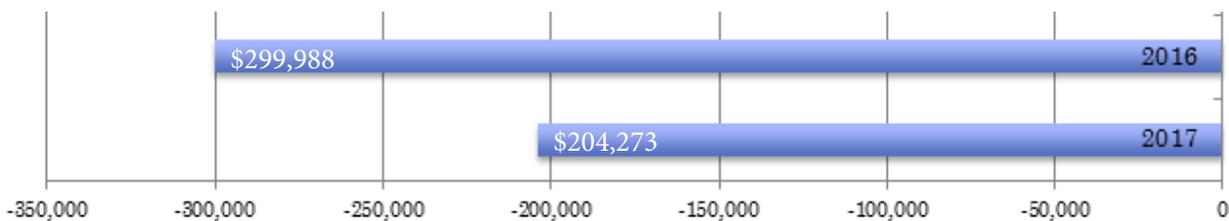
2017 Expenditures



2016 Expenditures



Excess (Deficiency) of Revenues Over Expenditures



SATH Update

May 17th was the day we officially celebrated the donors who made SATH a reality. A wonderful dinner was held at Heritage Park with Board, staff and urologists in attendance. The Project went to tender and AHS is currently working with the lowest bid company to see where and how we can save money. Summer is very slow but I expect more movement and a committee meeting shortly.



PCC Board Members taking a look at the floor plans for the new space

Quick Facts:

Biopsy referral times are down from 14 days to 9 days. NOTE: Last E.D. report it was down 24 to 14 days.

RAC 2 (treatment options) attendance has increased 20%.

Attendance in all RAC's and program sessions have increased year over year.

Currently piloting providing support for Cystectomy, (bladder removal due to cancer) patients. Telephone triage is being offered when the patient is discharged along with educational sessions.

The communications and clinical department are working together to develop short, snappy information videos that will be accesable on the website.

Men's Health

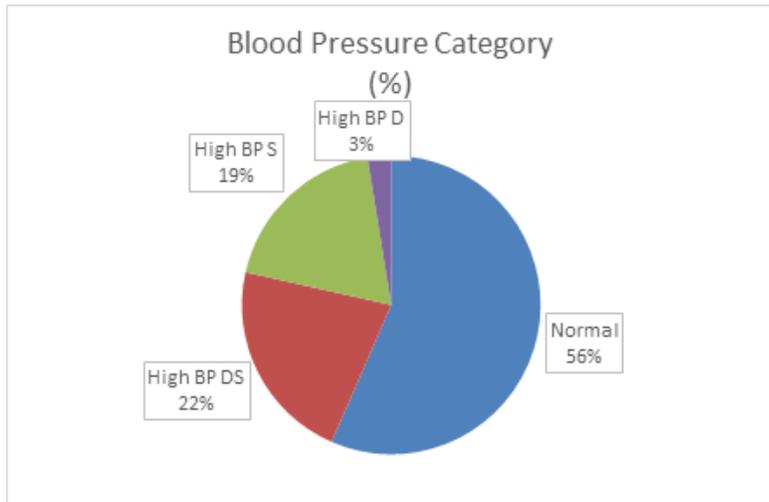
The Men's Health Initiative, "know your numbers", continues to grow in popularity and have an increasing number of clinics and number of men attending per clinic. Over 2000 men have now been tested and their results are being entered into a database. We are expecting to exceed our target of 60 men's health clinics for 2017 (25 will be done in August alone).

Men's Health History

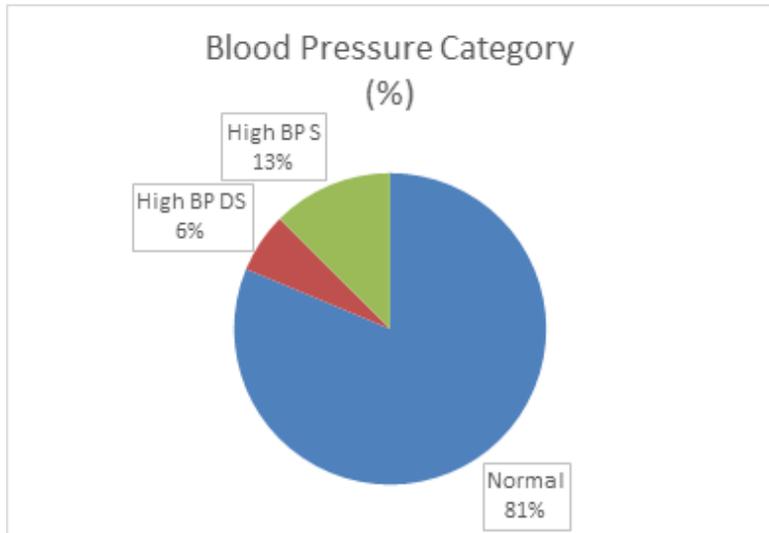
First Clinic: August 2014
Trial: June 2015 - August 2015

2016:
26 Clinics
300 Men tested

2017:
Estimated 70 Clinics
YTD: 1500 Men tested



Average Blood Pressure chart from Men's health clinics



Average Blood Pressure chart from Corporate clinics

We can compare the blood pressure of the 1500 men in the databank to those at a single corporate event. The men at the corporate event appear to have a much higher percentage of normal blood pressure, 81% compared to the average 56%. Perhaps this is due to a proactive employee health program. Larger numbers of men in the data base will allow us to also look for other trends that can help individual men, promote preventative health for men, partner with organizations, raise awareness to the PCC and hopefully increase funding.

Feedback responses from men's health clinics:

- "I like how it keeps men aware of all aspects of their health."
- "Feels like a very professionally run program."
- "My visit was an overall good/positive experience."

Man Van Tracker:

Urban Clinics

Saturday Sept 16th

Shaganappi GM
4720 Crowchild Trail NW
12PM-3PM

Sunday Sept 17th

Scarborough United Church
134 Scarboro Ave SW
11:30AM-2:30PM

Saturday Sept 23rd

Fish Creek YMCA
333 Shawville Blvd SE
9:30AM-1PM

Sunday September 24th

London Drugs
4710 130th Ave SE
11AM-2PM

Rural Clinics

Coaldale

Friday Sept 8th
ATB Coaldale
1821 20th Ave
1PM-4PM

Cremona

Saturday Sept 9th
Cremona-Show n' Shine
(Downtown)
12PM-4PM

Hardisty

Monday Sept 11th
ATB-Hardisty
5118 50 Street
1PM-4PM

The Prostate Cancer Centre continues to participate in several research studies. Currently, we have 10 active studies with the following studies open to recruitment:

APCaRI – Study to evaluate potential biomarkers in lab specimens to help the clinical management of prostate cancer.

EMBARK – Study to evaluate new treatments in men with prostate cancer who are at high risk for developing metastatic disease.

ARAMIS – Study to evaluate an additional treatment for men with prostate cancer who are not responding to their current therapy.

proSPECT – Study to evaluate if an experimental drug is effective in detecting prostate cancer tissue when used with SPECT imaging (3-D pictures).

PLUS – Study to evaluate a combination of therapies in men with overactive bladders.

The Research Team continues to surpass study recruitment goals while maintaining participant commitment to participation in long term studies. More than 850 participant study visits were conducted in the first six months of 2017. The magnitude of this activity was significant. A large number of patients received additional follow-up care from PCC staff and profit generated from research activities was significant.



Our wonderful research team

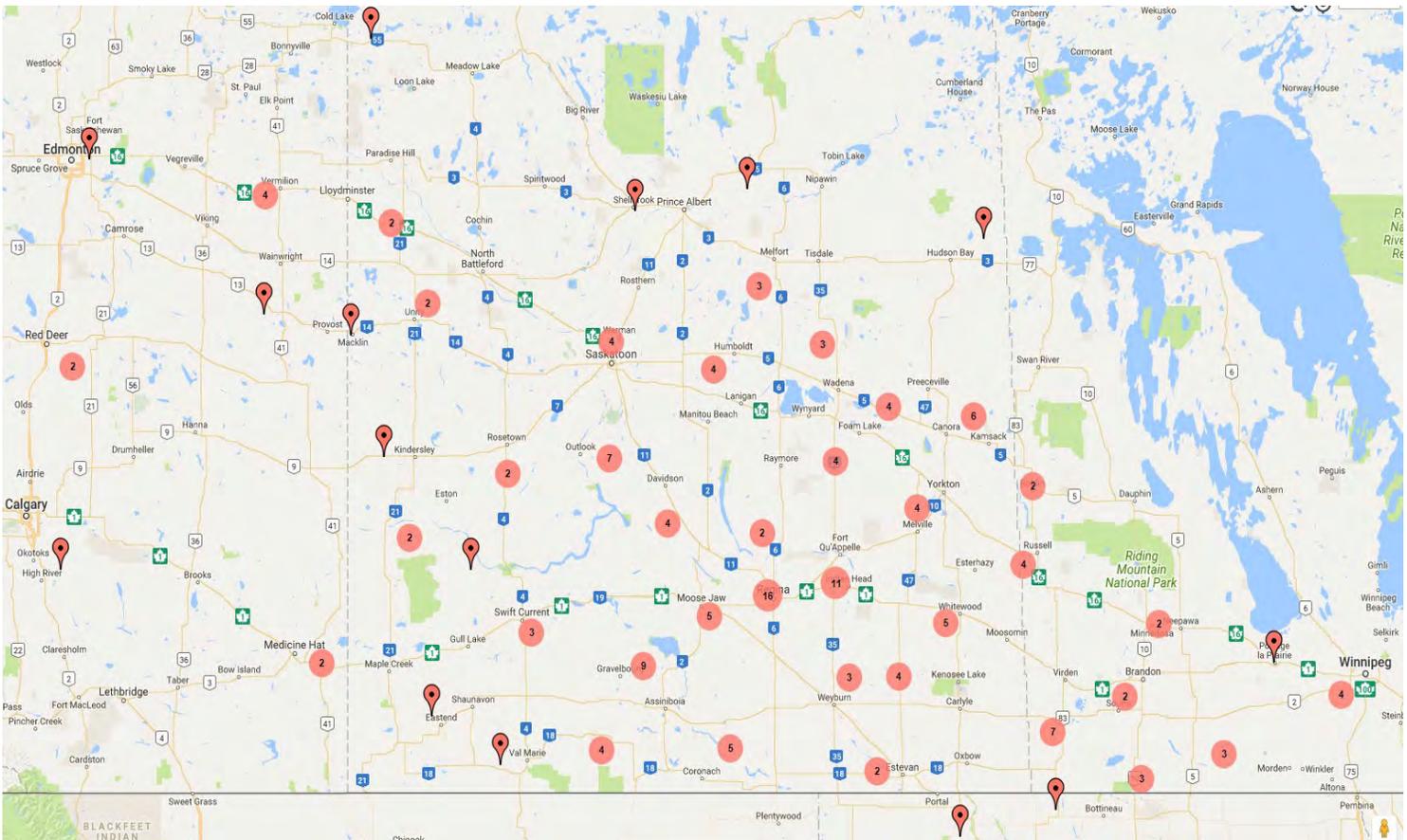


Canada's Farm Progress Show in Regina and Ag in Motion in Saskatoon were ideal events to maximize the Man Van's reach into rural communities and educate men on the importance of early detection. This summer, men from across Saskatchewan, Alberta and Manitoba attended the events and participated in the health clinic. In total 394 men received a baseline PSA test during the shows, 212 for the very first time! Of those men tested, 16% do not have a family doctor and 40% have not seen a doctor within the last year. For many men, a trip to the Man Van is an initial step in becoming more proactive about their health.

COMBINES FOR CURES™

Participant Location Demographics

Red Circles indicate the location of a Man Van participant. Numbers inside the circles indicate multiple participants



Farm Progress Show Numbers



Facebook: www.facebook.com/ProstateCancerCentre

Twitter: www.twitter.com/prostatealberta

Instagram: www.instagram.com/prostatecancercentre

YouTube: www.youtube.com/channel/UCvYg4m0Ewn6hqVjIH0_ljnw

LinkedIn: www.linkedin.com/company/prostate-cancer-centre