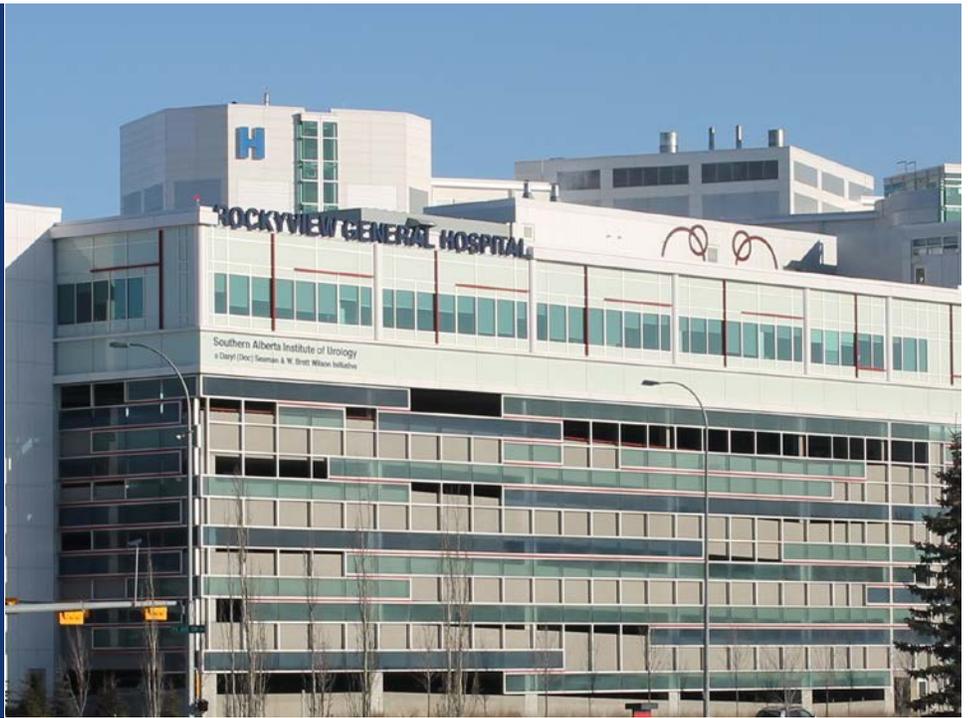




**Prostate Cancer
Centre**

Executive Director's
Report



Upcoming Events:

April 15, 2018

Casino

April 17th
April 18th
Deerfoot Inn & Casino

**Kiss FM-
Father/Daughter Ball**
May 12th

Motorcycle Ride for Dad
June 16th

AGM & Grand Opening
June 6th

Okotoks Dawgs Game
June 17th

Upcoming Meetings

HR & Governance – April 17th
Medical & Ops – April 18th
Audit & Risk – May 9th
Board Meeting – May 16th

Hi All,

Our next Board meeting is May 16, 2018 and will include a fulsome update on the Prostate Cancer Centre's 2017 to 2019 strategic plan.

SATH is complete! The new Men's Health clinic is a true milestone in our strategy. The next project that is just starting is an expanded boardroom that will enable us to hold larger classes where sheer capacity has been an issue. We plan to have a grand opening on June 6th right after the AGM.

We just wrapped up the KPMG audit with zero hiccups thanks to Roby's hard work and attention to detail.

The volunteer breakfast was a wonderful event. The volunteers were treated to a magic show. The magician noted that his father had prostate cancer and he did a great job in truly honoring our volunteers. Jon Truswell gave a great speech thanking the volunteers.

You will see under events the very successful Fortis ManUp Month. Linda MacNaughton was interviewed by the Okotoks Western Wheel.

<https://bit.ly/2EGywaX>

Regards,

Pam

Gloves on Gala

On February 2, 2018, 300 of Calgary's finest came out to Hotel Arts to take part in the inaugural Women for Men's Health gala. The night featured a live band, live and silent auction, creative drink stations and a decadent food menu.

After all was said and done the night brought in a staggering \$150,000 which will go towards our men's health program at the Centre.

Mark your calendars for February 1, 2019!

Thank you to our dedicated Chair and Co-chair Dr. Shelley Spaner and Bill Brooks.



Panoramic view of the gala and its breathtaking décor

Fortis ManUp Month

Once again, FortisAlberta has chosen the Prostate Cancer Centre to be their charity of choice for the employee driven ManUp Month fundraising campaign since 2013.

The 2018 fundraising goal was \$16,000 and with the complete buy-in of all Fortis service locations over \$19,000 was raised surpassing their goal by \$3,900. Since the inception of the fundraiser over \$70,000 has been raised and donated directly to the Man Van program.

Thank you to Fortis for continuing to support the important work of bringing mobile health to their rural community members.



Ruhin and Kevin from Fortis- Signed Bret Hart paraphernalia was auctioned off as a part of ManUp Month

AGLC Report

The Remington Raffle is well underway with the 2018 prize being \$10,000 worth of WestJet gift certificates with no restrictions. Tickets are 3 for \$250 or 1 for \$100.

There are only 650 tickets printed so great odds!

See Linda for tickets.

Deerfoot Inn & Casino

We are very excited to be hosting our first Casino on April 17th & 18th. We have had a terrific response from our volunteer team and all spots have been filled.

Board Engagement

The Prostate Cancer Centre is continuing to establish relationships with businesses in the downtown core. Cody Clayton met with MEG energy in late March to discuss possibilities for engagement with the Prostate Cancer Centre. MEG Energy will consider the opportunity to host a rural MAN VAN clinic for their Christina Lake employees located 150km south of Fort McMurray.

This August will be the first time that the rural MAN VAN will travel to various locations in northern Alberta. Going forward, PCC will continue to promote this offer during these company visits.

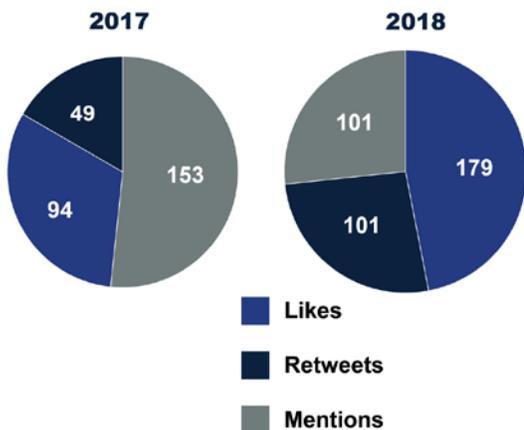
Keith Steeves continues to reach out to members identified on the Prostate Cancer Centre’s prospect list and has four meetings booked in this month.

Communications Update

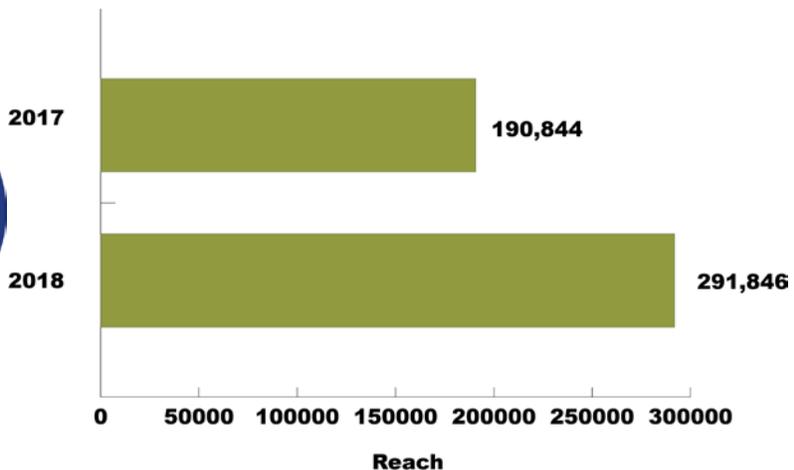
Engagement on our social media channels have been steadily growing this quarter, through Facebook we have reached 291,000 men and women. Twitter has also seen increased engagement; this is due to increased interactions with high profile individuals within Calgary.

Looking forward, we are starting to increase targeted Facebook advertisements for select MAN VAN clinics. Through this, we can target demographics and communities throughout Calgary and Southern Alberta. We hope this will increase awareness for the MAN VAN program and encourage more men to visit these select clinics.

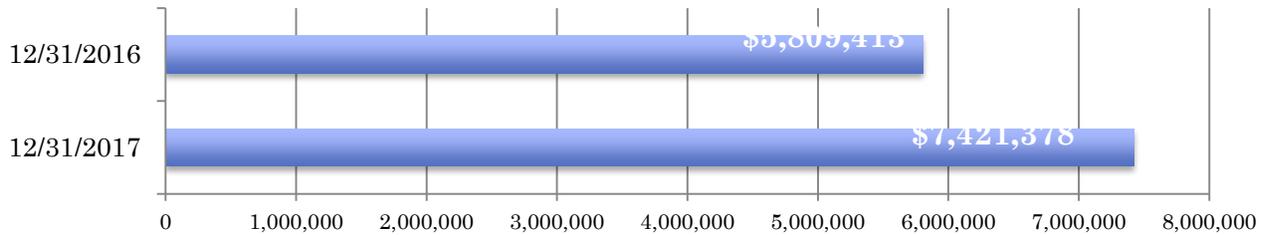
Q1 Twitter Engagement



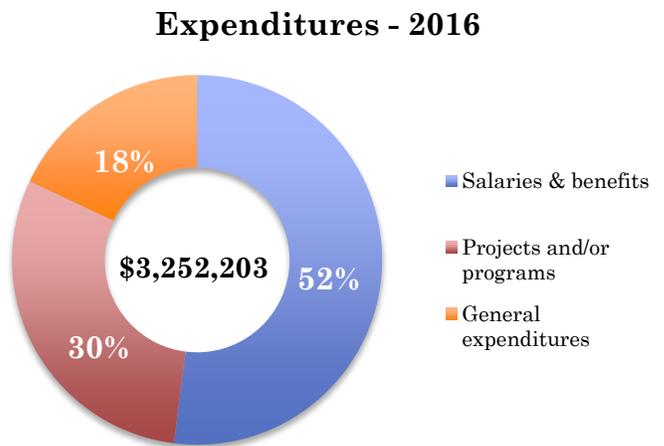
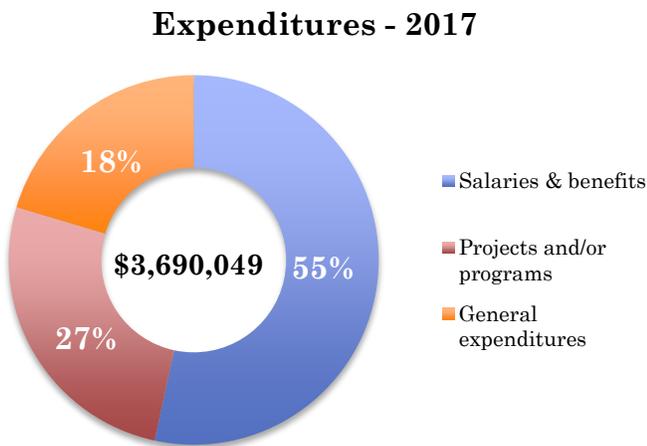
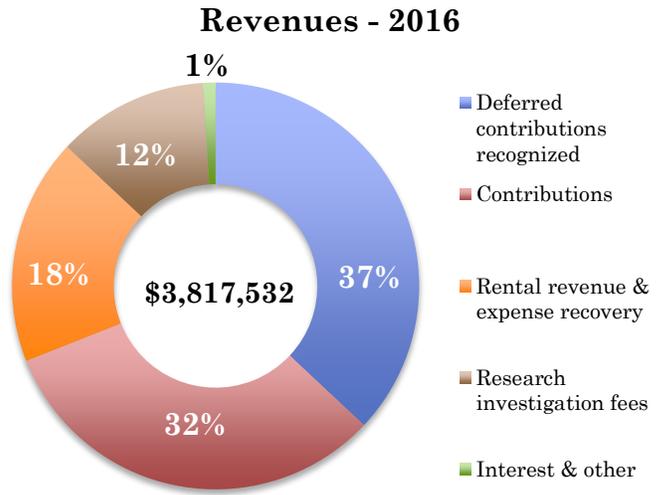
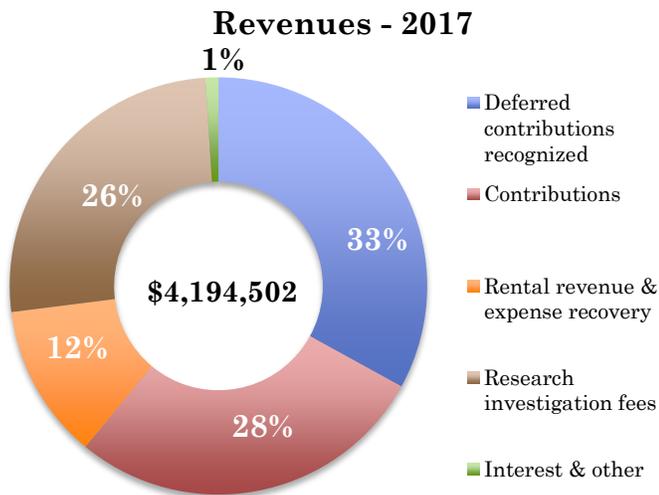
Facebook Reach



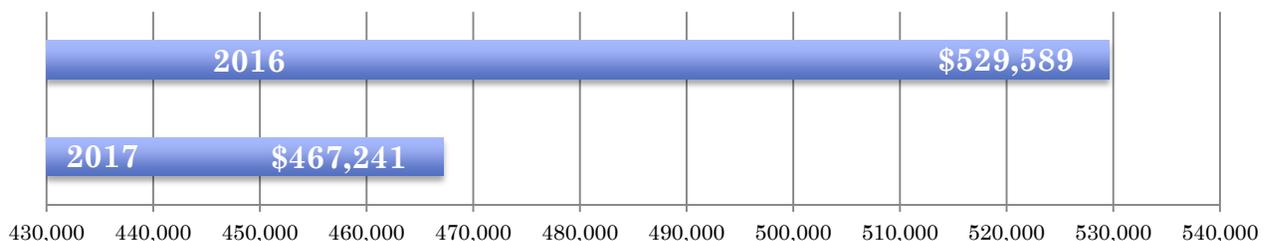
Cash on Hand



Fiscal Year 2017 vs. 2016



Excess of Revenues Over Expenditures (Annually)



Meet Anthony!

Our newest clinical nurse who is doing Rapid Access Clinics and Men's Health under Dave's supervision. Anthony graduated from McGill with a BScN. Anthony also has a Master Degree in Science and Marketing. As a former Olympic-caliber fencer he brings a fair amount of panache to the job. Please welcome Anthony when you see him.



We are developing a partnership with Wellspring. Wellspring is a network of community-based support Centre's offering programs and services that meet the emotional, social, practical and restorative needs of people living with cancer and those who care for them. All Wellspring programs, services & resources are offered free of charge and without referral.

On May 8th from 7 to 9pm we are hosting a free talk with Dr. Rob Rutledge, a radiation oncologist from the Nova Scotia Cancer Centre on how to integrate the best of conventional and complementary care when dealing with prostate cancer.

<https://bit.ly/2H1ER0X>

Dave Bateman has launched a pilot "Brain & Brawn" – Functional Fitness and Relaxation Techniques for Prostate Cancer Patients that occurs every Monday. There has been great initial response to this program.

<https://bit.ly/2JF9FrP>

The Research Department has just received ethic's approval to begin a new study to examine real life patterns of treatment and management of patients with advanced prostate cancer. Eighteen centers across Canada will participate in the GURC (Genitourinary Research Consortium) study. The vision of this initiative is to establish a network of regional prostate cancer centers across Canada to collaborate on research, education, & best practices. Data collection will be ongoing for the next 3 years. Proudly the PCC research team was the 2nd site in Canada to get all approvals and documentation completed to begin subject recruitment immediately.

<https://bit.ly/2v8gv69>

We welcomed two new research staff members over the past few months. Cora Carr, Research Coordinator returned from maternity leave and Daria Klepacka, Research Coordinator (APCaRI Team) replaced Claire Truz who resigned to pursue her studies to gain entry into medical school.

The Research open house scheduled for May 16, 2018 has been cancelled due to uncertainty of the status of completion of the large board room renovation and current heavy workloads of the research staff.



Cora Carr

Daria Klepacka

The MAN VAN program showed considerable year over year growth in the 1st quarter of 2018.

1476 visited either the urban or rural van for a free baseline PSA blood test. This was up 50% from last year. Additional men’s health testing at clinics through the “Know Your Numbers” program quadrupled last year’s first quarter with over 400 men visiting the MAN VAN for blood sugar, blood pressure and waist circumference measurements.

Notable Clinics

Motorcycle Show (Ride for dad Sponsor) - 235 tested

Western Retail lumber Association Trade Show- 92 tested

Farmtech Agriculture Conference (Canadian Canola Growers Sponsor) - 242 tested

Ag Expo (Kaizen Automotive Group Sponsor) - 259 tested

MAN VAN		
1st Quarter Report		
City Van	2018 (Q1)	2017 (Q1)
Clinics	24	18
PSA Tests	818	473
Average/clinic	34	26
Rural Van	2018 (Q1)	2017 (Q1)
Clinics	16	18
PSA Tests	658	497
Average/clinic	41	28
Men's Health		
Participants	402	97