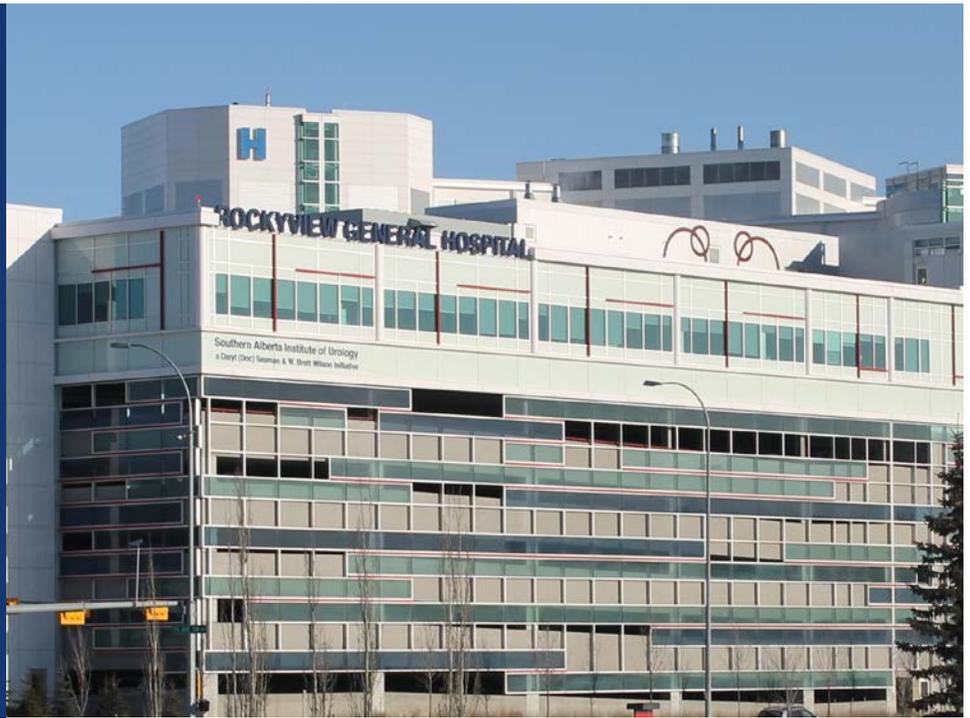




**Prostate Cancer
Centre**

Executive Director's
Report



Upcoming Events:

November 9, 2017

The Blue Ball

December 1, 2017
from 6:30pm-10:30pm

Cowboys Calgary

Get your ticket today at

www.myshowpass.com/theblueball/

Jingle Bell Mingle

December 13, 2017
3:30pm-7pm

Invite to follow

WFMH Gala

February 2, 2018
Hotel Arts

More info to come

Upcoming Meetings

Audit & Risk-Nov 15th
HR & Governance - Nov 16th
Fund Development -Nov 28th
Board Meeting - Dec 6th

Hi All,

October and the beginning of November have been incredibly busy. We launched a three month fall campaign with matching funding from Bret Hart and W. Brett Wilson up to \$50,000. Our clinics are getting busier and we are now creating a clinical pathway for cystectomy patients (loss of bladder) for both men and women for psychological services for RAC 6 (hormone replacement therapy)

Research is continuing to grow with some exciting new studies. We now have a volunteer program that partners volunteers with patients in the private waiting area after a biopsy. This is a very successful program with both the radiologists and the patients benefiting from this personalized service. Even though we track numbers in all our programs for outcomes, we also put the patient's overall well-being as being a true indicator of success.

SATH (Space Across the Hall) is well underway and is targeted for completion for mid-February. The new Men's Health Clinic is a true milestone in our strategy. Our newly expanded board room will enable us to hold larger classes where sheer capacity has been an issue.

When you look at our financials in this report you will see that we are in good shape heading into 2018.

Pam

Keep It In Calgary

This year, we decided to create a local campaign that would allow us to compete with other men's health fundraisers in November and lessen the fundraising dollars that leave our city each year. Hopefully Calgary donors will become more aware of where their dollars are actually going as well as raise awareness about the Centre and the work we do.

Early in October we invited our two favorite Bret(t)s to be our spokesmen for our fall, "Keep it in Calgary" campaign. What started out as lots of fun, including a photo shoot and video, ended off with a surprise announcement that the Bret(t)s were going to match the first \$50,000 raised. The Calgary Herald did a great story on our campaign and other media stations also picked it up. If you are planning on making a year-end donation please consider donating before December 21, 2017 to qualify for a matching gift.

www.KeepItInCalgary.com



Volunteer Movie Day

On Friday the 13th our volunteer team rose above their superstitions and joined us for an afternoon movie in recognition of the outstanding effort they provided during a very busy summer season on the Man Van™. The Man Van hosted 82 clinics in June, July and August and our volunteers played a huge role in this amazing success.

Lunch & Learn

Please join us on November 28, 2017 for our fall volunteer Lunch & Learn. Dr. Richard Baverstock will be talking about reconstructive treatment after Prostate Cancer and general SAIU information. This talk will take place in the large board room from 11am-1pm. Please RSVP to Shannon.d@prostatecancercentre.ca if you would like to attend.

Board Engagement

One of the Fund Development Committee's objectives is to increase the presence of Calgary's Prostate Cancer Centre among businesses in the downtown core. Board member, Keith Steeves, is leading this project and has already met with three major energy related corporations. Pengrowth Energy was the first company to provide a \$5,000 donation with the other two companies still pending. Keith's goal is to meet with as many downtown CEO's & CFO's as possible in the next few months.

Donor Prospects Update

In October, the Fund Development team secured a \$5,000 donation from an individual who is not listed on our current donor prospect list and is new to the work of the organization.

Cowboys Blue Ball

THE Cowboys BLUE BALL
 In support of Prostate Cancer Centre of Calgary & Women for Men's Health

Featuring Top Comedians

Pete Giovine
OF BEACHER'S MADHOUSE

Mike Young
FROM THE COMEDY STORE LA

Theo Von
FROM THE NETFLIX SPECIAL NO OFFENSE

Andrew Santino
FROM THE SHOWTIME SPECIAL HOMEFIELD ROYALTY

JACK DANIEL'S
OLD TIME OLD No. 7 BRAND

FRIDAY, DECEMBER 1ST 2017 6:30PM - 10:30PM

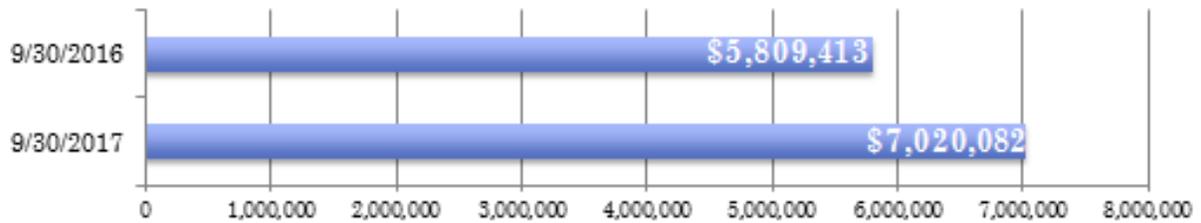
Women FOR MENS HEALTH | Prostate Cancer Centre | Tommy Gun's ORIGINAL BARBERSHOP | Q107 | CJA52 ROCKS | Funny 1060 AM | SPOLUMBO'S | The MAN VAN | SN960 THE FAN

Cowboys Calgary has partnered with Women for Men's Health to bring you the Blue Ball. Cowboys will be flying in 4 of Los Angeles finest comedians for a night full of laughs, snacks from Spolumbos deli and activation stations like a Jack Daniels whiskey tasting and Tommy guns barber services.

Purchase your ticket at:

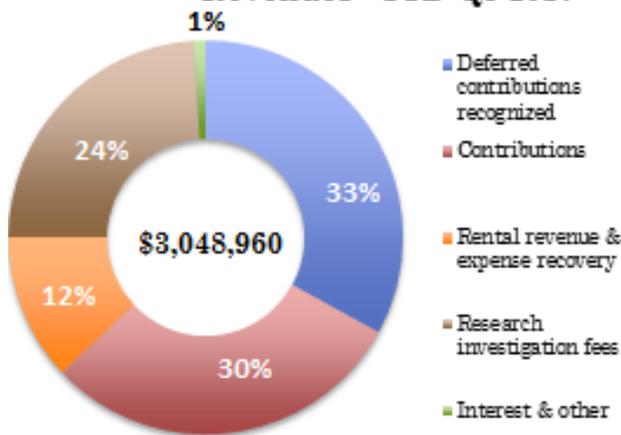
www.showpass.com/theblueball/

Cash on Hand

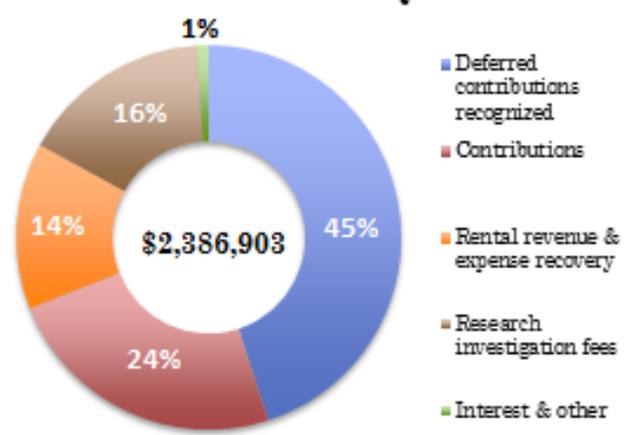


Q3 2017 (YTD)

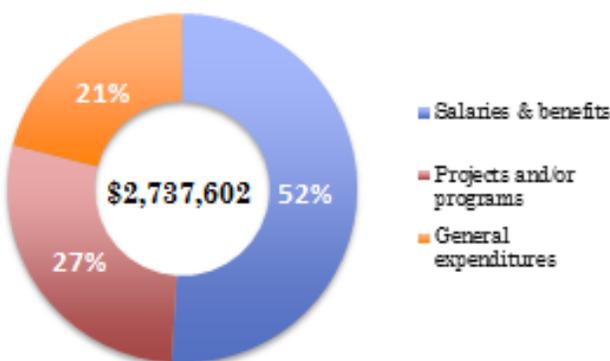
Revenues - YTD Q3 2017



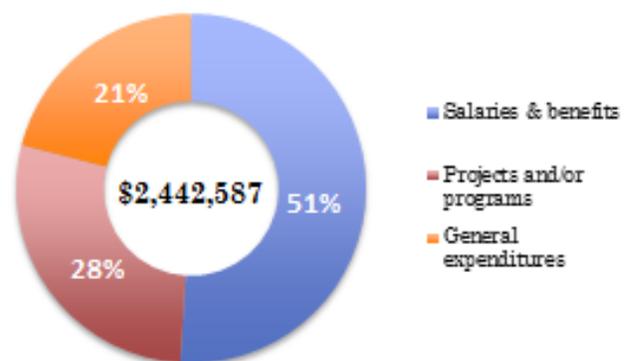
Revenues - YTD Q3 2016



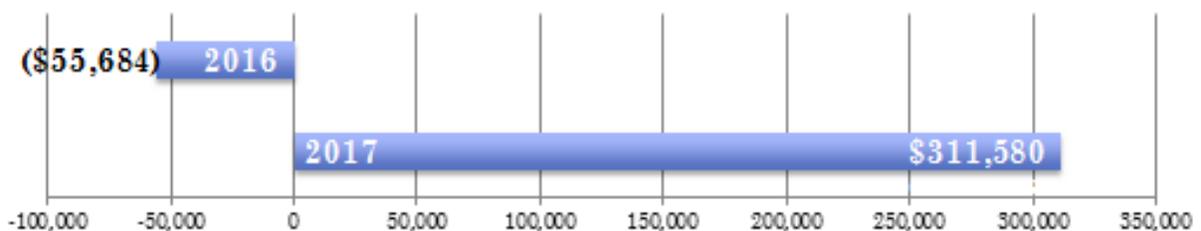
Expenditures - YTD Q3 2017



Expenditures - YTD Q3 2016



Excess of Revenues Over Expenditures - YTD Q3



Videos

In order to be able to make information more readily accessible for our patients, we are developing 30 second videos on each of our Rapid Access Clinics, Man Van and Men's Health. Feel free to check them out on our website under the "Our Programs" tab, then "Patient Services". Please send feedback or thoughts to dave.b@prostatecancercentre.ca



RAC Programs

The third quarter is typically a little slower as it is over the summer months. As well, some of the operating rooms were closed for maintenance. An area that did see growth this quarter was the Active Surveillance Clinic (RAC V.) They saw 43 new patients in Q3 compared to 6 patients in Q1. The PCC is always looking at ways to improve care for patients and caregivers, and often this involves the use of questionnaires. However, between the PCC, the SAIU and research questionnaires, this can be overwhelming. To address this, the RAC IV Coordinator and Trafford Crump have been trying to streamline the questionnaires used for all of the PCC clinics in order to make it more efficient and less cumbersome for patients.

RAC IV

For the last four years, Candace Frey, (RAC IV), has been involved with the collection of data for providing better care for men suffering from incontinence. This data was used for a published paper, "A Comparative Analysis of Physiotherapy for Stress Urinary Incontinence after Open or Robotic-Assisted Radical Prostatectomy" by Trafford Crump PHD, Anika Sehgal B.A., Ian Wright M.D., Kevin Carlson M.D., Richard Baverstock M.D., Candace Frey LPN

This hard work was rewarded by her attendance at the International Continence Society Conference in Florence Italy on behalf of the PCC.

Flu Shots

92% of our permanent staff received their flu shot at the PCC, as well as many of our volunteers and SAIU staff.

The research department is currently recruiting patients for two prostate cancer treatment studies:

1. **EMBARK:** A study to test three different treatments for men with high risk, non-metastatic prostate cancer.

We currently have 12 men enrolled in EMBARK. Participants are seen every 3 months at the PCC and receive a supply of study medication at each visit. CT and bone scans are done as part of the study every 6 months. This allows the study team to identify disease progression early and provide alternate treatment as required.

2. **HERO:** A study to evaluate the safety and efficacy of and oral medication in men with advanced prostate cancer.

The comparable standard of care for this patient population is an injection under the skin with Eligard, an approved medication in Canada. Both treatments aim to reduce the male hormone testosterone in the body. Recruitment has only just begun for this study at the PCC and is expected to continue for at least 18 months.

We welcomed 2 new research staff members over the past few months. Laura Fandry, Research Nurse, has taken on the role of Lead Coordinator for 2 of our studies. Gabriela DaSilveira, Research Coordinator, is a member of our APCaRI team and will also play a key role in the EMBARK study.



Gabriela DaSilveira- Research Coordinator

Laura Fandry- Research Nurse

Urban Van

Clinics

Year to date, there have been 78 clinics within Calgary and surrounding area, with 2210 men getting checked. 4% of these men received an elevated PSA level. Average participation per clinic has dipped 10% from this time last year to 28 men/clinic. In effort to increase participation, we have increased advertising efforts, primarily through social media marketing. Advertising seems to be helping, with participation at our last 3 public London Drugs clinics being over 40 men/clinic.

Sponsorship

The Man Van has 9 sponsored clinics in November. Sponsors include Repsol, Precision Drilling, Enmax, RBC Private Banking, Stantec, Husky, Mullen Group and Spartan Controls.

The City Van has a verbal commitment from Kaizen Automotive Group to become a \$25,000 annual title sponsor. A sponsorship agreement is forthcoming and sponsorship is scheduled to begin in January. Kaizen Automotive group owns Shaw GMC, CMP Automotive, Sunridge Nissan, County Hill Hyundai, Strathmore Ford, Okotoks GM, and Okotoks Nissan.

The Man Van also received a \$7500 grant from the Nickle Family Foundation to help host public clinics in Calgary.

Rural Van

Clinics

The rural MAN VAN has hosted 85 clinics so far this year. 3247 men have received PSA tests, with 5% having elevated results. Participation has increased year-over-year by 15%, with an average of 38 men visiting per clinic. The increased participation can be attributed to increased advertising, as well as enthusiastic host partners such as ATB Financial.

Sponsorship

The rural program has 1 sponsored clinic in November – Agriculture Financial Services Corporation in Lacombe.

Community

Prostate Cancer Centre volunteer, John Radermacher, will be giving 4 community presentations in November. Presentations will take place at Repsol, Tundra Solutions, Devon Energy and the Northminster Church Men's Group

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