

- 1999** **Dr. Donnelly** and Dr. Saliken had a vision. Based on the experience of one patient, Terry O'Callaghan, they identified a need to collect more prostate cancer resources into one location so patients no longer had to go from place to place looking for different aspects of wellness plan. Working together, Dr. Donnelly, Dr. Saliken and Terry O'Callaghan:
- hired three staff: an Executive Director, a nurse and a bookkeeper
 - gained support from urologists, getting them into the same building
 - created a peer-to-peer information sharing process with a resource library
 - awareness campaign, talking about a taboo/uncomfortable subject, shedding light on the 'shame' and encouraging people to combat the 'shame'
 - negotiated with **Priddis Greens** for their first fund-raising golf tournament

Both the (**PCC**) Prostate Cancer Centre and the (**PCF**) Prostate Cancer Foundation were formed in 1999. At that time, it was determined to form two entities, one charitable and one not, to permit the collective group to carry on a mixture of charitable and non-charitable objectives. The Prostate Cancer Foundation, through the Prostate Cancer Centre, under an Agency Agreement, operated the Prostate Cancer Centre

Found another major supporter: **Bill Brooks**, whose uncle died of prostate cancer, is a tireless supporter of the cause and fearless in asking for money. In addition to PCC receiving considerable financial support from his endeavours, PCC receives a lot free publicity through him. (Bill is also a Board member.)

Built a brand new building, totally funded with donor dollars. Building held three clinical rooms, a resource centre and a board room. Primary donors were building companies and Priddis Greens.

EFW Radiology came on board to complete biopsies.

Peer-based program involved into a **volunteer program** providing graduates/survivors with a meaningful way to help other men facing similar challenges.

Resource Centre – which was started in 1999 – houses a wide variety of medically-sound patient education materials, with



pamphlets, videos, journals on: treatments, PSA testing, disease stages, research. The Resource Centre is also usually staffed by a volunteer who is available to help people check-out materials, guide people to helpful resources, and answer questions.

Research department was independent from PCC: Dr. Donnelly, Dr, Carlson and Dr. Lee conducted research. Participated in clinical and device trials: large national and international studies with one site or a number of sites.

2001 **Wellness program:** only took in limited number of men who received one-on-one physical fitness coaching, nutritional counseling and psychological support. Money for the program was all donated: the program was cancelled when the money ran out.

2004 In 2004 The Board of Directors of the Institute and the Calgary Prostate Cancer Foundation began joint regular meetings during the year as well as running their own separate meetings. The first meeting in January approved the hiring of a new Executive Director of both the Institute and the Foundation. Joint meetings enabled both Boards to get to know each other's businesses better while still maintaining and fulfilling their separate roles.

2005 Clinic and doctors joined PCC, and the first Rapid Access started. (RAC 1)

Added a fourth staff member: Executive Director, part-time volunteer coordinator, part-time bookkeeper, and full-time receptionist/event planner/fundraiser.

September 2005 - Rapid Access Clinic 1 (**RAC1**) – began first RAC in partnership with urologists: sharing patients between PCC and urologists in order to reduce patients' wait time between receipt of elevated PSA test results and first visit with urologist. Purpose of RAC 1 is: a streamlined process to enable quicker access to urologists. Before RAC1 was introduced, wait time to see a urologist was about 3 months: introduction of RAC1 reduced wait time to less than 2 weeks.

2006 Rapid Access Clinic 2 (**RAC2**) initiated – bi-weekly workshop: providing “in house” information sessions hosted by medical professionals to men recently diagnosed with prostate cancer about

all treatment options and potential side effects. Treatment options were presented to men and their partners based on patients' PSA scores and the stage of cancer.

RAC 2 partners with Tom Baker to provide information to newly-diagnosed patients from both Oncologists, Radiologists and Urologists.

Wellness programming started up again – nutrition, fitness, urinary control, physiosocial and sexual intimacy: information session for men and their families.

2008 **Safeway** pledges \$240K for each of the next 3 years. (Safeway renewed its commitment for a second 3 years starting in 2010.) Money from Safeway funded Rapid Access 1 and 2.

First major contribution from **W. Brett Wilson and the Birthday Boys**. Funds went to promote new 'get checked' boxer shorts on major billboards as well as to re-do our website and brochure.

2009 Begin the **Man Van** program, promoting PSA testing of men over 40. On average, the Man Van tests 2000 men a year.

2010 **Moved to new building at Southern Alberta Institute of Urology:** 26000 square feet, allowed all 17 urologists (all in city, including pediatric ones) to have clinics in one location.

Health Trust raised \$21 million; PCC raised \$5 million (partially through a loan). **W. Brett Wilson and Doc Seaman** really got the project under way.

Art Davis gives \$1M for the Resource Centre and **A.E. Child** gives \$1M for the Research Lab

Grew to 7 staff roles: receptionist, 2 researchers, 1 manager RAC and education, 1 volunteer manager, ED, and bookkeeper. New ED started November 2010.

Pilot of post-surgery RAC 3: began seeing patients after surgery to remove catheters and staples, next steps information, triaged patients

experiencing post-surgical problems, signing up patients for wellness classes

Rockyview partnership (first partnership between PCC and AHS):
Rockyview does pre-operative information here in PCC
Safeway renewed its annual contribution of \$240K for a second 3-year term.

PCC took research under its umbrella.

2011 **Combines for Cures™**, rural man van, program is piloted: 5 sponsors at \$300K each, spread over three years.

Agrium encourages farmers to give portion of grain, get a tax deduction, and sale proceeds from grain is used as fund-raiser.

Rapid Access Clinic 3 (**RAC3**) became fully operational (had been piloted in 2010): provides post-operative follow-up care for men who have received treatment for prostate cancer, by a nurse at the PCC. This service has greatly reduced the number of patient visits to emergency.

Rapid Access Clinic 4 (**RAC4**): Intimacy and injection clinics workshops for couples.

Information desk at reception – staffed with a volunteer – volunteer with people who are stressed or anxious

Set Guinness World Record – record for most men tested in 8 hours: 988

2012 Tumour Bank: Tumour banking research clinic: bio-banking from Tom Baker – blood, urine, semen. Keep samples taken during surgery and use in research for years. Semen samples are considered the best, as provide good biomarkers: possible that PCC now has largest semen collection in the world.

RAC 5: Active surveillance clinics for patients who have been diagnosed with prostate cancer who have low-risk disease and choose to be monitored unless treatment is advised.

2013 **Remington** Golf Tournament raised \$300K in 2013.

Agrium gift of \$1 million for the **Mike Wilson** Active Surveillance Clinic (RAC 5)

Susan and Phil Evans start an endowment fund for PCC

Research became financially viable (net contributor to PCC's revenues): success primarily credited to dedicated full-time staff managing program. Started attracting fund-raising dollars to research projects. Number of clinical trials increased from 2 to 7.

New prioritization on research: increased credibility: attracted new doctors: increased prestige for PCC and doctors.

RAC 4 expansion to address post-operative issues.

Start negotiations with AHS for 9,000 square feet of empty space across the hall within SAIU for growth 10 years and out

Strength and stretch – exercise class started

2014 **PCC Prostate Cancer Centre became a single entity** with the PCF transferring all its assets and liabilities to PCC. As PCC and PCF developed, there was no longer any legal need for two separate entities. Apart from the sub-leasing of office space to the urologists and the organization of the petitions as set out above, the Prostate Cancer Centre had no independent function. All other activities of the Prostate Cancer Centre involve carrying out the charitable activities of the Prostate Cancer Foundation for and on its behalf under the Agency Agreement. Therefore, streamlining the organizations so that all functions are carried out directly by the Prostate Cancer Centre reduced administrative, accounting and audit costs significantly. It also streamlined governance issues, allowing for a more efficient organization

13 staff, 24 nurses/medical lab assistants (varies between 19 and 24); 70+ volunteers. Hired a full-time Director of Finance

International study (\$11 million) through Advanced Prostate Cancer Research Initiative, (**ApCaRi**) partnership with University of Alberta (John Lewis). This research is possible because PCC has database with samples

Androgen Deprivation therapy for advanced prostate cancer patients. (**RAC 6**)

Safeway and Monsanto conclude sponsorship relationship with PCC

Major lab renovation in the Research Department

2015 Rockyview Senior Management cancels support of RAC 3 post-operative nurse due to budget constraints

Dr. Donnelly formally recognized on the Million Dollar Donor wall with his gift of priceless dedication, leadership and vision.

Loss of other major sponsors due to market financial downturn and M&A's

Created a Director of Research Position

Number of sponsor research studies conducted at PCC doubles from previous year

Piloted Men's Health on the Man Van and end of year conclude that this is a program that will continue in 2016

2016 20 full time staff; 70+ volunteers and xx part time and contract staff

Top recruiting site in Canada for the Cosmic Study

Number of research patients receiving long term follow-up by PCC staff quadruples from the previous year