







### Our Mission

The Prostate Cancer Centre supports excellence in prostate cancer awareness, education, treatment, advocacy and research with the ultimate goal of eliminating advanced prostate cancer

# Letter from the Prostate Cancer Foundation Chairman



**Robert G. Jennings, Chair**

On behalf of the Prostate Cancer Foundation's Board of Directors, I am pleased to report on our organization's accomplishments for 2010. As a Foundation, our primary role is to raise, direct and administer funds to combat prostate cancer and prostate-related disease. The Foundation provides financial support for research, awareness and education initiatives that advance the knowledge of prostate cancer treatment and prevention.

Looking back, 2010 was a pivotal year for our Foundation. In April, the Prostate Cancer Centre opened in its new home in the new Southern Alberta Institute of Urology at the Rockyview Hospital. This unique project was completed entirely through the generosity of local philanthropists, the Calgary Health Trust and our Foundation.

Last year's various initiatives included a number of community awareness and fundraising events and we kicked off the move to our new home with our annual stampede breakfast cooking for over 2000 people.

The Priddis Greens Charity Classic committee has been very generous. With their strong support, they have given us in the last twelve years, over \$3 million. Safeway is another key, loyal sponsor who supports the Prostate Cancer Centre's Rapid Access Clinics – an amazing \$240,000 per year for the past 3 years. Safeway recently re-committed to another 3 years of funding for these critical clinics.

In addition, the Par 4 Prostate tournament, Neanderthal November and a variety of community organizations chose us. Through our many special fundraising and awareness events, in addition to the generous support of our corporate and personal donors, our Foundation had net income of just over \$1.4 million. A list of individuals and organizations who donated \$500 or more to our organization is appended to this report.

**"Priddis Greens Charity Classic committee has been very generous...they have given us over \$3 million in the last twelve years."**

I personally want to thank our Directors for their dedication and personal time over the last year. We welcome Jim Peplinski to the Board as our newest Director and we are sure he will play a large role in our success in coming years. I also want to give a "big thank you" to Pam Heard and her strong team who daily help us build up an amazing amount of exposure for this important cause.

In my view, we are very capable of meeting the challenges for this next year, and there will be many, as we try to find new ways to build the Foundation's responsibilities and to accommodate necessary growth in the programs we support. Thank you everyone.

**Robert G. Jennings, Chair  
Prostate Cancer Foundation**



# Board of Directors

The Prostate Cancer Foundation was established in 1997 as a registered charity with a primary purpose of funding the Prostate Cancer Centre. Thanks to the wonderful support of corporate partners and many individuals, the Prostate Cancer Centre was opened in February of 2000.

**Robert G. Jennings**, Jennings Capital Inc., Chair

**M.J. (Jim) Conroy**, Conroy Ross Partners Ltd.

**Arthur D. Davis**, F.R. Webster & Company Ltd.

**Peter Denhamer**, BMO Nesbitt Burns

**Dr. Bryan J. Donnelly**, Seaman Research Chair

**Dr. John Dushinski**, Chief of Urology

**Gareth Morgan**, Precision Label Ltd.

**Jim Peplinski**, Humberview Group

**Bas Wheeler**, IN3 Consulting

# Letter from the Prostate Cancer Centre Chairman

With the aim of “one stop shopping” in mind, the Prostate Cancer Centre has four major roles: our amazing volunteers and staff assist newly diagnosed men and their families with the journey through prostate cancer treatment; medical professionals provide diagnostic and treatment information; we facilitate early diagnosis, treatment and after-care; and our Centre conducts clinical research focused on prostate cancer and prostate-related diseases.

The foundation of the Centre is our three Rapid Access Clinics. Rapid Access 1 is a streamlined process of initial testing and diagnosis of prostate cancer enabling quicker access to treatment. Rapid Access

2 offers diagnosed patients and their partners “in house” information sessions hosted by medical professionals who outline treatment options and potential side effects.

In 2010 we piloted Phase 3 of the Rapid Access Clinics and in 2011 we are making Rapid Access Clinic 3 fully operational. This clinic extends our patient care and furthers our relationship with the patient and his family. Rapid Access Clinic 3 is the post-operative follow up care for men who have received treatment for prostate cancer, by a nurse here at the Prostate Cancer Centre. This has greatly reduced patient visits to emergency and has provided patients with personalized care throughout their surgical stay. After surgery, this nurse also enrolls patients in our various wellness and sexuality clinics.

The Prostate Cancer Centre also conducts prostate cancer-related research and participates in international clinical trials. We work closely with the Rockyview General Hospital and the Tom Baker Cancer Centre. The Research Department of the Prostate Cancer Centre has been operating since the Centre opened in 1999. Our research team, consisting of twelve urologists and two registered nurses has been involved in multiple national and international studies. We currently have a well established Clinical Trials department at the Prostate Cancer Centre. Over the past 11 years hundreds of participants have been involved in many world class studies that have worked towards the prevention and treatment of many cancers and urological disorders.

The ability to conduct clinical trials is greatly facilitated by the fact that all urologists in Calgary are at the Southern Alberta Institute of Urology. This provides access to a broad

**Findings from raw research data are taken and translated into meaningful medical practice.**



***Dr. Bryan Donnelly***

local patient population as well as world class medical resources which create an environment that allows for cutting edge research and treatment options.

Findings from raw research data are taken and translated into meaningful medical practice. We are pleased to have Dr. Tarek Bismar join us and bring his expertise in genetic research to the Center. Dr. Bismar is a genitourinary pathologist with a special and active interest in prostate cancer research. He has fellowship training in genitourinary pathology from Wayne State and Harvard University. Dr. Bismar's research on gene fusions in prostate cancer is changing the way we think about this disease.

I would like to thank the Board Directors for their efforts to help the Centre achieve its current status in the community. In October 2010 the Centre's Executive Director, Tom Kenny, retired to pursue other interests and we wish him well in his new endeavors. Pam Heard was appointed to the position November 2010 and along with the excellent staff at our Centre our operations are always on track.

Your support, along with longtime partners and donors, will fund the Centre and a growing number of promising research projects. You can help spark new advancements that improve health and increase hope. I extend my deep appreciation to those of you who have contributed to the achievement of our vision.

**Sincerely,  
Dr. Bryan Donnelly**

# Board of Directors

The Prostate Cancer Centre is an independent organization focused on prostate cancer in Southern Alberta and adjoining areas. The Board of the Prostate Cancer Centre supports excellence in the areas of access, care, education, awareness, treatment, advocacy, and research for men and their families.

**Bill Brooks**, Calgary Herald

**George Doherty**, George's Cream

**Dr. Bryan J. Donnelly**, Chair

**Dr. John Dushinski**, Chief of Urology

**James T. Eamon**, QC Partner, Gowlings

**W.D. (Bill) Gantous**, CA, Winroc

**Madam Justice Sheilah Martin**, Court of Queen Bench

**Gareth Morgan**, Precision Label Ltd.

**Dr. Dean Ruether**, Tom Baker Cancer Centre

**Mike Wilson**, Agrium Inc.

**Dr. David Wiseman**, EFW Radiology

# Donors

**We receive no government funding and rely completely on the generosity of our donors and sponsors.**

## Bronze to \$5,000

Wanda Allison	Canyon Meadows Golf and Country Club
Irene Anderson	Centennial Hockey Club
Elizabeth & Bob Andrews	Control Microsystems Employee's
Brian Boulanger	Croatian Canadian Cultural Centre
Robert and Margot Clerkson	Crowfoot Dodge
Jim and Donna Conroy	EECOL Electric Corp - Calgary
Jack and Bev Ellefson	EECOL Electric Corp - Edmonton
Jean Elliott	Eisenbergs' Fine Furniture
Wayne and Mary Sue Gifford	Encana Cares Foundation
Bruce Goodall	Espy Experience Inc.
D'Arcy Guichon	Fairborne Energy Ltd
Ernie Hagel	Fluor United Way Campaign
Eric and Rose Heuver	Fortis Alberta
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Jim McDougall	MMS Medical Management Services LTD
Bruce Meikle	Mount Royal Student Fundraiser
Siman Miao	Old Lamplighters
Martin Nowakowski Verishot Charity Golf	Radium Springs Pro-Am Golf Tournament
Harold and Merla Pedersen	RBC Foundation
Kassie Rodriguez	Shell Canada Limited
Peter Sidey	SKF Canada Ltd
Ralph Spanier	Springbank Curling Club
Dale Swanson	Spruce View & District Lions Club
Glen White	Standens Limited
Michael and Terry Wilson	TELUS
W. Brett Wilson	The Association of Kandleighter
Gerry Wood	The Calgary Foundation - Akira & Misae Masuda Fund
Agrium Inc.	The Jim Pattison Broadcast Group
Airdrie Seniors Slopitch Tournament	Tydu's Maintenance Supply Inc
Algin Metal Industries Ltd	United Way of Alberta Capital Region
Arts Maintenance Service Ltd.	Universal Ford Lincoln Sales Ltd.
ATCO Power Canada Ltd.	Windsor Plywood
Bantrel Co	Worldplay (Canada) Inc
Berwick Public House	



# Donors

## Silver to \$25,000

Judy Angevine  
Patrick J Barry  
Dale Coburn  
Inger and Ejvind Villadsen  
Acumen Capital Partners  
Bennett Jones LLP  
Cenovus Employee Foundation  
Harvard Energy  
KPMG LLP  
RGO Office Products  
The Calgary Sun  
Charles and Grace Thomson Designated Fund  
University of Calgary  
Viewpoint Charitable Foundation  
Weight Loss Alberta Corp  
WRD Borger Construction LTD.

## Gold to \$100,000

Steve Ewaskiw  
Par 4 Prostate Cancer Golf  
United Way of Calgary - Donor Choice Program  
The Prostate Cancer Fight Foundation - Ride for Dad

## Visionary Gifts over \$1 million

Arthur J.E. Child Foundation (2009)  
Arthur D. Davis (2008)  
Daryl (Doc) Seaman (2008)  
W. Brett Wilson (2008)  
Priddis Greens Charity Classic (2000-2010)

## Legacy Gifts over \$250,000

Canada Safeway Foundation (2009,2010)  
Birthday Boys "50" Celebration (2008, 2009)

## Sustaining Gifts over \$100,000

Calgary Motor Dealers Association (2006)  
Philip and Susan Evans (2006)  
Riddell Family Charitable Foundation (2009)  
Stephen Mulherin (2008)  
The Prostate Cancer Fight Foundation  
(Motorcycle Ride for Dad) (2008, 2009)  
Sanofi-aventis Canada Inc. (2008, 2009)  
Par 4 Prostate Cancer Golf Tournament  
(2003-2010)

# Events

## Southern Alberta Institute of Urology

The 40,000 square-foot Southern Alberta Urology Centre consolidates diagnostic and treatment facilities for a variety of common conditions, including prostate, bladder and kidney cancer, kidney stones, urinary tract problems, and incontinence.

The new institute consolidates Calgary's 14 urologists and the Prostate Cancer Centre on the Rockyview General Hospital site, where inpatient urology is centred. More than 700 patients a month use the new facility. The Institute was officially opened in September, 2010.

This \$26.5 million Institute is funded by a \$10-million cornerstone donation from Daryl (Doc) Seaman and W. Brett Wilson. Both men suffered from prostate cancer and contributed \$5 million each to bring this Institute to Southern Alberta. The rest of the money came from very generous community donors. The Prostate Cancer Centre is located at the Southern Alberta Institute of Urology.

## 10th Annual Stampede Breakfast

Over 2000 hungry cowfolks joined us at our new home at the Rockyview General Hospital for our traditional Stampede fuel up. Medical staff, celebrities, patients and old and new friends were treated to all the fixin's. Drs. Donnelly, Dushinski and Barr were on hand to serve the rowdiest cowboys.

Golden brown and delicious is how Darrel Janz from CTV cooked up his pancakes once again and the few minutes we let him away from the griddle his rich voice entertained the crowds – The rain stayed away and the good folks enjoyed the day. Thanks to our sponsors Cana Construction, Lily & Techworks.



*Premier Ed Stelmach at Grand Opening*



*Darrel Janz*



# Events



***Diane Beattie, tournament co-founder  
with tournament chairman, Rick Harrison***



***Neanderthal November***

## **The Priddis Greens Charity Classic**

The Priddis Greens Charity Classic have been raising funds for the Prostate Cancer Centre for the past 12 years. Since its inception in 1999 more than \$3.4 million has been donated to the annual operations of the Prostate Cancer Centre, enabling our Centre to create and model innovative services and programs enhancing the quality of care we offer to our patients and their families. A huge thank you goes out to the organizing committee, the volunteers, sponsors and of course the Priddis Greens members who forfeit two days of golfing for our cause. THANK YOU!

## **Neanderthal November**

Preparing for the cold winter in Calgary is easy if you're a male. The Prostate Cancer Centre hosted its second annual hair raising affair, offering men a chance to lose the shaver for a month and return to their ancestor's roots. Neanderthal November was a huge success with teams that included Fortis Alberta, Bantrel, Government Meat Inspectors and Agrium to name a few- In addition to a break from the razor – men raised over \$90,000.00 for Calgary's own Prostate Cancer Centre!! Thank you men – way to GROW!

# Message from the Executive Director



It is a great privilege to be the Executive Director of the Prostate Cancer Centre. I came to the Centre in November 2010 and quickly realized that I was working in a Centre of excellence. This was a year of significant change for the Prostate Cancer Centre. In April we moved into our brand new home within the Southern Alberta Institute of Urology (SAIU) across from the Rockyview Hospital. The 40,000 square-foot Southern Alberta Urology Centre consolidates diagnostic and treatment facilities for a variety of urological conditions. SAIU is the largest and most comprehensive urology centre in Canada and the first to offer a multidisciplinary, patient-centred approach to urological care.

The main purpose of the Prostate Cancer Centre is to provide an innovative and integrated approach to awareness, assessment, diagnosis, education, state of the art treatment, follow-up and support of men with prostate cancer in Calgary. Our world class, non-profit facility has become known for its one-stop leading edge services. Over 10,000 men and their families visit the Prostate Cancer Centre every year.

In 2010, prostate cancer took the lives of more than 400 fathers, brothers, uncles and husbands in Alberta. With approximately 2,400 new cases diagnosed in Alberta each year, prostate cancer is the most frequently diagnosed cancer in men in the

province. Prostate cancer is one of the most treatable cancers if diagnosed early. Early detection of prostate cancer enhances survival thus underscoring the importance of reducing wait times from detection to treatment.

The Prostate Cancer Centre's three Rapid Access Clinics operate in conjunction with the Southern Alberta Institute of Urology to expedite appointments for examination and diagnosis and to review treatment options. Thanks to the very generous three year gift from the Canada Safeway Foundation in 2009, a great deal has been accomplished. Safeway's support of Rapid Access Clinic 1 and Rapid Access Clinic 2 has had a major impact on men suspected of or having prostate cancer. Prior to opening our Rapid Access Clinic 1 in September, 2005 wait times for diagnosis were as long as three months. The operation of our clinic has reduced these times to 8.5 days. Last year over 1400 patients were seen through the Rapid Access Clinics.

The Resource Centre is the heart of the Prostate Cancer Centre. Our key resource is our volunteers – men who have had prostate cancer, their spouses and other committed individuals. Our volunteers provide knowledgeable, compassionate and supportive listening to people needing someone to talk to. The volunteers – prostate cancer “graduates” – also help people access information from books, journals, videos and selected internet sites. Never in my career have I ever seen such dedication, commitment and passion from the volunteers who staff our resource centre and our Man Van™.

The Man Van™ is the first and only mobile PSA testing unit in Canada and has been on the streets of Calgary since June 2009. The Centre uses the Man Van™ to help further our mission of eliminating advanced prostate cancer through increased awareness about the early detection of prostate cancer. On average, the Man Van™ tests 2000 men a year, saving countless lives.



**Man Van™ on Stephen Avenue Mall**



# Message from the Executive Director

Gifts of support to the Prostate Cancer Centre come from many thoughtful and caring people, some of whom have been touched by prostate cancer, and others who know that in time all of us will be touched by it. The Prostate Cancer Centre fully relies on private and corporate donations to operate. Also, events such as the Priddis Greens Charity Golf Classic contribute significantly to our ability to carry on. More than 100 volunteers have given their time every year for the last 12 years raising more than \$3.4 million. In 2010, a cheque for \$340,000 was presented to the Prostate Cancer Centre and is used for critical portions of our operations such as The Man Van™.

The Research Department of the Prostate Cancer Centre assists our community in attracting and retaining some of the world's best medical professionals. Our strategic alliances strengthen our ability to improve diagnostic techniques, treatment options and enhance quality of life for patients as we work toward finding a cure for prostate cancer and prostate-related disease.

The Prostate Cancer Centre staff are exceedingly caring and work very hard at keeping this place humming with an incredibly positive energy. The urologists and their office assistants are critical to the success of the Prostate Cancer Centre. The urologists man our clinics and are the backbone of our clinical research. Our EFW Radiology partners are a pleasure to work with and continue EFW Radiology continued to conduct biopsies on average two days a week at the Centre. This service is unique because the staff and volunteers of the Centre provide support for patients and their families before, during and after their procedure.

The Boards of the Prostate Cancer Centre and Foundation have offered me invaluable advice and support and their dedication of time to the Prostate Cancer Centre is truly astounding. I am extremely proud to be associated with the Prostate Cancer Centre and hope to contribute to the successes in the future.

**Pam Heard**

“Our volunteers provide knowledgeable, compassionate and supportive listening to people needing someone to talk to. The volunteers – prostate cancer “graduates” – also help people access information from books”.



***Volunteer Doug Richards***



# My Journey



## Wayne Cornish

"I never ever thought that I would get cancer, there was no family history. I believed that I was bullet proof even at my tender age.

Thank God over the years I made an effort to have an annual check up which most fortunately included a PSA test, what the heck I was having blood work done as part of my annual check up so why not have the doctor check the box to include for a PSA test. I'm very grateful that my family doctor included this test as part of my normal annual check-up since I turned 50.

Last April 2010, my family doctor phoned my home to advise me that he wanted to discuss my results, I thought nothing of it at that moment until he told me when I met him at his office that my PSA had spiked and he was going to arrange for me to have further testing at the Prostate Cancer Centre, I was stunned, in fact after he said

the word – cancer- I could have been knocked over by a light breeze. The thing about prostate cancer is that there are no early symptoms, no pain, no sores or a rash or anything that your body tells you that there is a problem until it is too late and it has advanced; Prostate cancer is the most common cancer among men and by far the most treatable if it is caught early, there-in the probability for a positive outcome are better than 90%, in fact my doctor would say better than 98%.

So I have the physical exam at the PCC and I'm told that they don't like the feel of my prostate and that the next step is to have a biopsy. I'm now in complete panic mode and can not sleep at all. In June, I have the biopsy and 3 weeks later I'm told I have prostate cancer. Thank God my wife was with me and the doctor because I don't hear a word after "Wayne you have cancer"... After a few minutes I'm composed and thank god that I had had the yearly PSA testing because the next thing that the doctor tells me is that I have been diagnosed at the very early stages (stage 1) of this type of cancer and as a result I could expect to have a very good outcome with surgery.

In October, I have the surgery, (I opted for the radical prostatectomy) and the results of the surgery were very positive and the long term outlook for me is promising, I was very fortunate by having been diagnosed very early on..

I do not want to think of what or where I would be today had I not had regular check-ups with PSA tests. For any fellow over the age of 40, a simple blood test on a regular basis is the right thing to do.

I was, and remain very grateful for the efforts and support I received from the entire medical team at the PCC and Rocky View hospital that I had to give something back, so I'm now a volunteer host with the Man Van™.

**"I'm very grateful that my family doctor included this test as part of my normal annual check-up since I turned 50".**

# Outlook

The Prostate Cancer Centre has some key goals for the next 3-4 years:

- Significantly increase the number of men in Southern Alberta who are over the age of 40 to have a baseline PSA test
- Enhance local health care professionals' knowledge, skills and practices in prostate cancer prevention, testing, diagnosis, treatment, rehabilitation and support
- Increase utilization of the Prostate Cancer Centre by southern Albertans
- Enhance and facilitate quality research
- Increase private and corporate funding to sustain and build the Prostate Cancer Centre

Some of the ways we will achieve these goals are:

- Determine our unique or higher-quality services at our centre and how to effectively collaborate to provide comprehensive patient-focused services
- Increase prostate awareness in the community and develop a regional PSA mobile testing program around the MAN VAN™
- Reach out to physicians particularly those that impact referral patterns
- Invest in translational medicine to optimize patient care and prevention
- Increase our donor and volunteer base

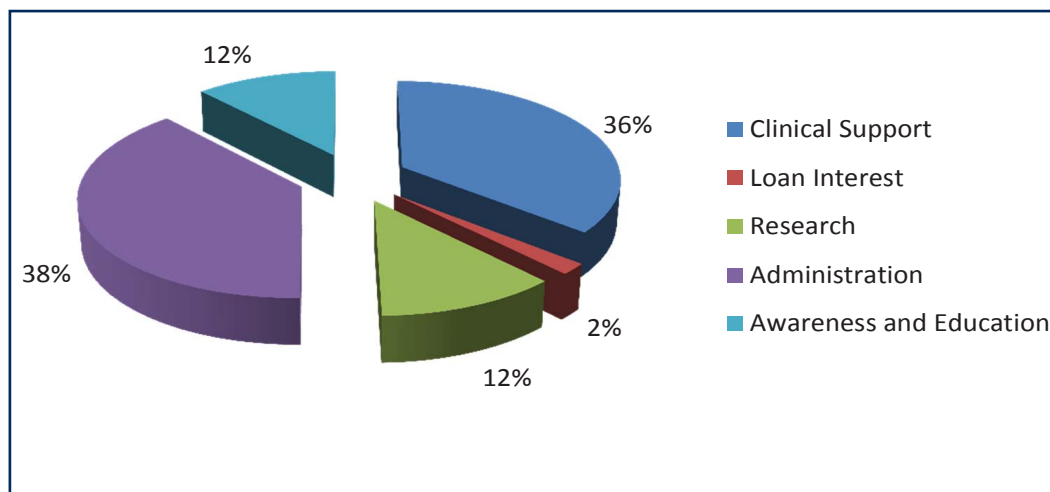
# Financial Highlights for Prostate Cancer Centre

## Statement of Operations and Changes in Fund Balances Year ended December 31, 2010 with comparative figures for 2009

	2010	2009
<b>Revenues:</b>		
Transfer from PCF	517,959	328,989
Transfer from PCF for general programming	505,643	731,475
Expense recovery	260,353	14,347
Research	46,352	
Contributions	\$26,751	\$8,760
Fundraising events and Interest	10,724	5,127
Interest and other	752	1,860
	1,368,534	1,090,558
<b>Expenditures:</b>		
Salaries and benefits	514,769	377,518
Contracted services	136,344	55,272
Rent and occupancy	104,142	161,838
Office and other	45,560	89,404
Events and Recognition	23,669	22,160
Loan Repayment & Interest	19,892	-
Advertising and fundraising	12,918	24,384
Amortization	50,418	35,520
Restricted Funds	177,132	470,583
	1,084,843	1,236,679
<b>Excess (deficiency) of revenues over expenditures</b>	283,691	(146,121)
<b>Fund balances, beginning of year</b>	(22,517)	123,604
<b>Inter-fund transfers</b>	—	—
<b>Fund balances, end of year</b>	\$261,174	\$(22,517)

### Expenses

Over half of the funds raised over the past year were directed to clinical support and prostate cancer research. This has helped propel our clinical research into a strong position with the means to grow and make a difference. At the public level, we have acknowledged the need for prostate cancer education and will continue to hold Education Forums in the years to come.



# Financial Highlights for Prostate Cancer Foundation

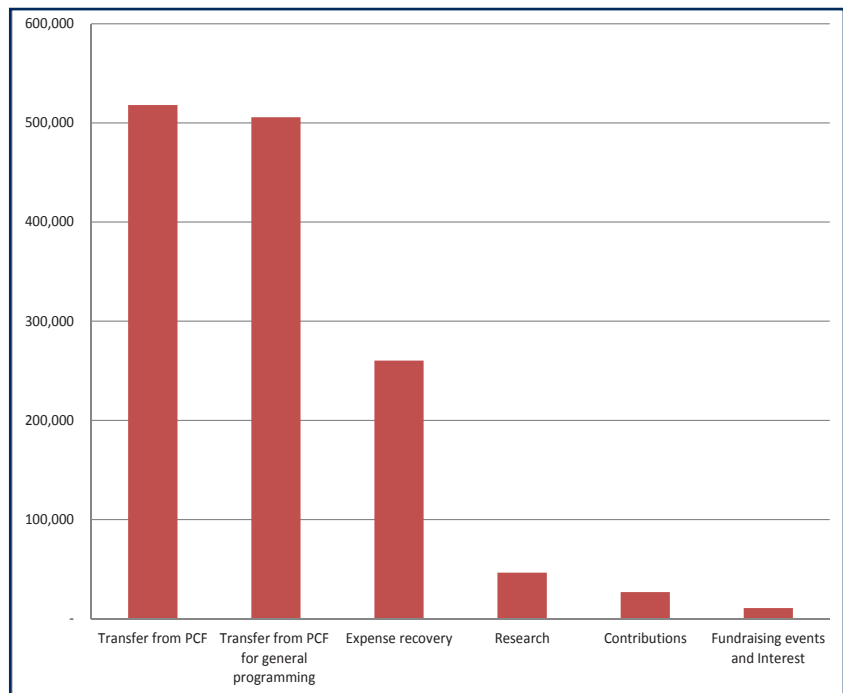
## Statement of Financial Position

Year ended December 31, 2010 with comparative figures for 2009

	2010	2009
<b>Revenues:</b>		
Fundraising events	852,682	1,178,156
Contributions	522,435	158,829
Interest and other	25,496	25,059
	1,400,613	1,362,044
<b>Expenditures:</b>		
Staff costs	517,948	329,000
Contracted services	15,000	47,833
Amortization	5,668	7,100
Other Office expenses	3,315	17,003
Southern Alberta Urology Centre	244,300	1,300,000
Projects and/or Programs	538,874	446,302
	1,325,105	2,147,238
<b>Excess (deficiency) of revenue over expenditures</b>	75,508	(785,194)
<b>Fund balances, beginning of year</b>	610,956	1,396,150
<b>Fund balances, end of year</b>	686,464	610,956

## Income

The involvement of the Prostate Cancer Centre and the Prostate Cancer Foundation in special events has been marked by success. A large amount of money has been raised and more important, is the awareness these events have generated for prostate cancer.





In Alberta:

- Prostate Cancer is the most frequently diagnosed cancer in men.
- Annually an estimated 2500 men will be diagnosed with prostate cancer.
- Eight men will die every week of prostate cancer.
- There may be no early warning signs of prostate cancer.



The PCC is part of the new Southern Alberta Institute of Urology located on the top floor off the new parkade across from the main entrance of the Rockyview Hospital.

The Prostate Cancer Centre  
Southern Alberta Institute of Urology  
Rockyview General Hospital  
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**Prostate Cancer  
Centre**

