

Prostate Cancer Centre Annual Report 2011



What are your reasons?



**Prostate Cancer
Centre**



Your Reasons Our Mission

What are your reasons?

“Fishing has been a huge part of my life since I was a kid. Every Sunday me and a couple of my buddies head out to our spot and spend the day casting. We have a few laughs, share a few memories and, if we're lucky, catch a new fish. That's my reason”.

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.

Numbers behind the reasons

16,000 Patient visits since April 2010

6,000+ PSA tested by the Man Van™ in 3 years

85 Man Van clinics in 2011

988 PSA tested at Guinness World Record event

1583 Patients seen in Rapid Access Clinic 1 in 2011

287 Patients seen in Rapid Access Clinic 2 in 2011

2271 People helped by our volunteers in the Resource Centre

52 Volunteers gave **2481** hours of their time

7 Volunteers have been with us for over 10 years

170 People attended wellness seminars in 2011

400 + Men die in Alberta annually from prostate cancer

8,455 People assisted by our info desk volunteers in 2011

\$750,000 Donated by Safeway in the last 3 years

\$3.7 Million+ Raised by Priddis Greens in the last 13 years

\$4 Million + Raised by the Bill Brooks Benefit for prostate cancer in
the last 13 years

Chair's Report, Prostate Cancer Centre



Dr Donnelly,

Prostate Cancer Centre, Chair

Since we relocated in the new Southern Alberta Institute of Urology in 2010, the Prostate Cancer Centre has had over 16,000 patient visits. Our team of doctors, nurses, staff and volunteers guide each man and their family through all stages of their journey with prostate cancer.

The Prostate Cancer Centre provides leadership in prostate cancer care by using a novel “rapid access” approach to our clinics. Rapid Access Clinic 1 is a streamlined process of initial testing and diagnosis of prostate cancer enabling quicker access to treatment. Rapid Access Clinic 2 offers diagnosed patients and their partners “in house” information sessions hosted by medical professionals who outline treatment options and potential side effects. 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.

“Saving Lives: Early Detection”

Early detection through screening programs is vital to controlling cancer. Not only does cancer screening save lives, early smaller stage cancers found as a result of regular screening, means less invasive treatment and an improved life expectancy.

The Centre has the only mobile PSA testing vehicle in Canada – the Man Van™. Manned by our amazing volunteers and nurses, over 6000 men have been tested in the last 3 years. We held a Guinness PSA testing event in September which saw over 900 men tested in one day.

“A Cure for Tomorrow: Cancer Research”

Finding a cure for cancer is an ambitious goal and one we all hope is attainable in the future. However, a shorter objective for researchers is increase the survival rate in men with advanced prostate cancer. Statistics for Alberta indicate that more people today are living longer with prostate cancer. In 1992 the 5 year survival rate of men diagnosed with advanced prostate cancer was 69%. By 2008, that rate had risen to 93%. Cancer research is an important aspect of the Centre. Our medical researchers conduct and participate in world class research including: research to understand

how cancer develops and how to treat it; clinical trials to test new and emerging treatments and research with the intent to minimize the impact of cancer and reduce morbidity and mortality from cancer. We work closely with the Rockyview General Hospital and the Tom Baker Cancer Centre and have the unique advantage of having all 17 urologists in Calgary in our mutual home – the Southern Alberta Institute of Urology.

I'd like to thank the current Board of Directors for their efforts in helping the Centre achieve its current status in the community. I am very proud of our excellent staff at our Centre who keep our operations on track. The Prostate Cancer Centre is extremely grateful for the wide-ranging support it receives. From our invaluable volunteers to our donors and sponsors who give generously of their time and money to support our efforts in providing the best one stop prostate cancer facility in Canada.

Your support, along with longtime partners and donors, will fund a growing number of promising research projects and fund our programs and services. I extend my deep appreciation to those of you who have contributed to the achievement of our vision.

Sincerely,

Dr. Bryan Donnelly



Southern Alberta Institute of Urology

Chair's Report, Prostate Cancer Foundation

On behalf of the Calgary Prostate Cancer Foundation's Board of Directors, I am pleased to report on our organization's accomplishments for 2011. As a Foundation, our primary role is to raise, direct and administer funds to combat prostate cancer and prostate-related disease.



*Rob Jennings, Chair,
Prostate Cancer Foundation*

The Foundation provides financial support for research, awareness and education initiatives that advance the knowledge of prostate cancer treatment.

Looking back, there is much to be proud of. The Priddis Classic Charity Golf Tournament was again a key reason for our financial success last year. This annual tournament has raised more than \$3.7 million in the 13 years it has supported us. Safeway is an amazing partner. In the last 3 years they have donated \$750,000 to our Rapid Access Clinics and have committed to another \$750,000 over the next 3 years. Last but not least is the Bill Brooks Benefit. This “must attend” event has been a constant source of funding for the last 13 years and to date has contributed over \$4 million dollars to the fight against prostate cancer. Coming together to support men with prostate cancer are many individuals and families who support the Prostate Cancer Foundation and play a key role in raising both awareness and funding. They give generously of their time and resources to host gala events and small group functions or to make generous contributions to the work of the PCF. Highlights of the past year include the Scott Land Stomp and the Motorcycle Ride for Dad.

The Prostate Cancer Centre is the recipient of the funds given to us by donors and sponsors. The Centre offers many programs and services that demonstrate the power of your dollars at work and we are always available for you to come up and personally see all the great work that is done here.

Again, thank you for all you do for our organization. Because we receive no government funding, your donation is extremely valuable to the countless men that the Centre helps each year.

“A Made in Calgary Solution”

Calgarians have a hidden jewel. Men with prostate cancer in Calgary have full rapid access to specialized wrap around services from diagnosis to aftercare. We have an arsenal of “secret” weapons.



*Pam Heard,
Executive Director*

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 on a one-on-one basis. Never in my career have I ever seen such dedication, commitment and passion from the volunteers who give their time to help all our programs function.

Our Rapid Access Clinics for diagnosis, treatment options and after care.

Our Research Department attracts and retains some of the world’s best medical professionals.

Our strategic alliances with the Southern Alberta Institute of Urology, Tom Baker Cancer Centre, Rockyview Hospital, Calgary Health Trust and EFW Radiology strengthen our ability to improve diagnostic techniques, treatment options and enhance our focus on patients.

Our staff who are completely dedicated to the Centre and provide the energy, ideas, compassion and commitment that make the Centre a place where men and their families receive the best patient care.

Our volunteer members of the Boards of the Prostate Cancer Centre and Foundation who have offered me invaluable advice and support and their dedication of time to the Prostate Cancer Centre is truly astounding.

I have now been at the Centre for over a year and I am extremely proud to be a part of this amazing place. My colleagues in other cities are extremely envious of what we have here. 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.

Donors

Bronze

\$500 to \$5,000

Brian and Gail Anderson	Phil Murray	Encana Cares Foundation
Jeffrey Berger	Darrin Putz	Fluor Canada Ltd
Stephen Calderwood	Edward C Rosenau	Fluor United Way Campaign
Robert and Margot Clerkson	Kenneth Roworth	Gossett Enterprises Ltd
Dale Coburn	John Roy	Imperial Oil Limited
Gordon Coli	Doug Savage	Ivy Design Inc
Randy and Lori Colwell	William Sembo	Jayman MasterBUILT
Jim and Donna Conroy	Michael Shumlich	June Warren - Nickles Energy Group
William and Kellie Doherty	Peter Sidey	Lane Home Furnishing
Jack and Bev Ellefson	Richard Skauge	MMS Medical Management
George Fukushima	Jeannette and Andy St-Onge	Services Ltd
Jim and Doris Garner Fund	David Storoshenko	Radium Springs Pro-Am
Craig Goodall	Neil and Barbara Tidsbury	Golf Tournament
Andrew Gourlay	Drew Tumbach	RBC Foundation
Ron and Jane Graham	Bas Wheeler	Renegade Petroleum Ltd
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Frederick Kernaghan		Sharata Resources Limited
Michael Keyser	106.7 The Drive	Shell Canada Limited
David and Eve Lantz	Astwood Resources Ltd	Springbank Curling Club
Tamara MacDonald	ATCO Power Canada Ltd	Stampede City Gyro Club
Colin and Margaret MacDonald	ATCO Structures Inc	TELUS
Brenda and James Mackie	Avalon Exploration Ltd	TransCanada Pipelines Ltd
David McGorman	The Bow Valley Club	U of C Strength and Fitness Club
Brent McLean	Calgary Chapter CAVUNP	United Way of Calgary - Donor Choice
Stanley and Hilda M. Miller	Calgary Southridge Lions Club	Program
Memorial Fund	Cedarglen Homes	Viper Consulting Inc
Garth Mitchell	Concours Collision Centres	Weir SPM Flow Control
		Whissell Contracting Calgary Ltd

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

Silver

\$5,000 to \$25,000

Patrick J Barry
Phil and Susan Evans
Murray and Joyce Fox
Janice Heard and Bruce McFarlane
Robert and Elizabeth Jennings
The Lefebvre Family
Lister Family
Martin and Dianne Nowakowski Verishot Charity Golf
John and Sandy Read Family
Gregg Scott
Charles and Grace Thomson Designated Fund
Inger and Ejvind Villadsen

Alberta Portrait Inc
Bennett Jones LLP
Cenovus Employee Foundation
CTV.ca
Eastside Dodge
The Fan 960
Harvard Energy
IDA Glenmore Landing Pharmacy
KPMG LLP
Par 4 Prostate Cancer Golf
Pfizer Canada Inc
Process Color Print Ltd
Scott Land and Lease Ltd
Universal Ford Lincoln Sales Ltd
Viewpoint Charitable Foundation
White Iron Inc
WRD Borger Construction Ltd

Gold

\$25,000 to \$100,000

George and Sheila Watson
The Calgary Herald
The Prostate Cancer Fight Foundation

Visionary Gifts over \$1 million

Arthur J.E. Child Foundation
Arthur D. Davis
Daryl (Doc) Seaman
W. Brett Wilson

Legacy Gifts over \$250,000

Agrium Inc.
Bill Brooks Annual Prostate Cancer Benefit
Birthday Boys “50th” Celebration
Canada Safeway Foundation
Prostate Cancer Canada
Priddis Greens Charity Classic
United Way Donor Choice Program

Sustaining Gifts over \$100,000

Calgary Motor Dealers Association
Philip and Susan Evans
Riddell Family Charitable Foundation
Stephen Mulherin
John Stewart
The Prostate Cancer Fight Foundation
(Motorcycle Ride for Dad)
sanofi-aventis Canada Inc.
Par 4 Prostate Cancer Golf Tournament

Board of Directors

Prostate Cancer Foundation (PCF), Board of Directors 2011

Robert G. Jennings, Chair PCF

Former Chair Jennings Capital Inc.,

Peter Denhamer

BMO Nesbitt Burns

Gareth Morgan

Retired - Precision Label Ltd.

M.J. (Jim) Conroy

Retired - Conroy Ross Partners Ltd.

Dr. Bryan J. Donnelly

Seaman Research Chair

Jim Peplinski

Jim Peplinski Leasing Inc.

Arthur D. Davis

Retired - F.R. Webster & Company Ltd.

Dr. John Dushinski

Urologist

Bas Wheeler

IN3 Consulting

Prostate Cancer Centre (PCC), Board of Directors 2011

Dr. Bryan J. Donnelly

Chair, PCC

George Doherty

George's Cream

W.D. (Bill) Gantous

*Financial Consultant. Exponential
Management Service Inc*

Bill Brooks

Calgary Herald

Dr. John Dushinski

Urologist

Gareth Morgan

Retired-Precision Label Ltd.

M.J. (Jim) Conroy

Retired - Conroy Ross Partners Ltd.

James T. Eamon, QC

Partner, Gowlings

Mike Wilson

Agrium Inc.

Dr. Dean Ruether

Tom Baker Cancer Centre

“The heart of a volunteer is not measured in size but in commitment to make a difference in the lives of others” (De Ann Hollis) Our volunteers truly are the heart of our center and demonstrate this every day, making a difference in the lives of our staff and clients.

The Prostate Cancer Centre has 52 dedicated volunteers. Without the support and dedication of our volunteers we would not be able to provide the support and services to clients that come into our centre and visit the ManVan™ each day. Our volunteers are special people. They come from all walks of life. They are students, employed and retired people. Many are prostate cancer survivors. All are truly committed individuals who give freely of their time to support the mandate of the Prostate Cancer Centre: to prevent Alberta men from dying of prostate cancer and to improve the quality of their lives in the process.

In 2011 the volunteers gave 2481 hours of their time to the Prostate Cancer Centre. They greeted with a smile, 8455 clients who came to the SAIU and the Prostate Cancer Centre and directed them to their appointments. They volunteered in the Resource Center, supporting over 2200 men and their partners as they came in for Rapid Access Clinics and biopsies,

putting them at ease during this stressful time. Volunteers hosted 85 ManVan™ clinics in and around Calgary bringing awareness of the importance of PSA testing and early screening. They went out to various health and wellness fairs and promoted the Prostate Cancer Centre and our programs giving talks about the importance of PSA testing and early detection of prostate cancer. What an integral role they all play in the functioning of our centre!

In April 2012, during National Volunteer Week we celebrated our volunteer's contributions in 2011 at a Volunteer Breakfast at Cardel Theatre. The Prostate Cancer Centre recognized each individual volunteer's hours for 2011 ranging from 4 hours to 179 hours. We also recognized our long standing volunteers including 7 volunteers who have shared 5-9 years of service with the PCC and 7 volunteers who have volunteered for 10-14 years! What a dedicated group of people we have supporting our work.





New Initiatives

Intimacy couples workshops

In Sept 2011, Dr. John Robinson (Psychologist) and his team organized a workshop approach for couples on intimacy following prostate cancer treatment. Dr. Jay Lee spoke on the medical aspects of current treatments.

The evaluations were very positive and this resulted in a program of quarterly workshops, followed up with a special injection clinic held in the PCC, for participants who would like to try this treatment. This service is another form of rapid access as patients usually have a 9-12 month wait for injection treatments. [In 2011 there were 12 couples in this pilot workshop.](#)

COMBINES FOR CURES™

SAVING LIVES IN RURAL COMMUNITIES. ONE MAN AT A TIME.

GIVE THE GIFT OF GRAIN

In 2011 the Prostate Cancer Centre launched an exciting rural program called COMBINES FOR CURES™. The goal of the initiative is to increase prostate cancer awareness and bring PSA testing to men in rural communities in Alberta. To do this we are enlisting the support of local physicians, government, businesses, community groups, farmers and their families.

In March 2012, we will pilot the program by hosting PSA awareness and testing events in designated towns extending north of Calgary to Lacombe, Alberta. Following the pilot we hope to raise funds for a dedicated rural MAN VAN™ which will allow us to offer services to communities beyond our pilot region throughout the province.

Based upon the response to the program thus far, we expect to be a province wide program by 2013, which will eventually extend to rural communities across the country.

We would like to take this opportunity to thank everyone at Agrium Inc., Adfarm, Prostate Cancer Canada, Pioneer and Western Feedlots for their generous support and their continued commitment to a healthier future for the men of rural Alberta.

The Front Desk-First Impressions

When you walk into the Prostate Cancer Centre, the very first person you meet is our receptionist Dailene who keeps the place humming. All the bookings for our Rapid Access Clinic 1 (RAC1) are handled at the front desk. RAC 1 is a specialized clinic here at the PCC. In fact, it is the only one of its kind in Alberta. In 2005, RAC 1 was started at the Prostate Cancer Centre and since that time it has been adopted by other medical centres and become an important tool in the fight for early detection.

The goal of RAC 1 is for men suspected of having prostate cancer to be seen much earlier for their first initial examination with a specialist. Before we set up RAC 1, waiting times to be seen by a urologist for the first visit took anywhere from 3-6 months.

There are 17 urologists who work within the Southern Alberta Institute of Urology. Many of them on a regular basis work half/ full days for our Centre. Because of these combined efforts we are able to see men for their first initial appointment with an urologist within a week or so of the referral to the RAC 1.

We see on average, over 150 men a month. Men who come to our Centre for the first time are afraid and nervous. So a critical component to the success of RAC 1 are our volunteers who come in and speak with the men and their families. They share personal experiences and answer questions. They are always greatly appreciated by staff and patients for their knowledge and understanding.

We take great pride in our efforts to help in the early detection and treatments for men who have developed prostate cancer. Saving lives and maintaining a good quality of life after detection is key to our centre and is why we have such great a passion in the work we do here.



Events

The Prostate Cancer Centre is very fortunate to have ongoing relationships with a variety of individuals, groups, companies and clubs who share our vision and work hard to promote prostate awareness and raise funds in our community for prostate cancer. Golf tournaments, car shows, trade shows, curling tournaments, retail store events and individual fundraisers make up a few of the exciting and rewarding activities we have benefited from . We are fortunate to have the support of many great individuals who have a passion to ensure every man is educated about the importance of early detection of the disease and has access to the best treatments available and are willing to invest both time and money to ensure this happens.

August 9-11 Priddis Greens Charity Classic

The Priddis Greens Charity Classic golf tournament, acclaimed as one of Calgary's most prestigious events has been held at the Priddis golf course for the past 13 years. In 2011 \$340,000 was raised for the centre which brings the total from this tournament to over **\$3.7 million**.





Guinness –September 21

On September 21, the Centre attempted and set a new Guinness world record for the most men tested for prostate cancer in 8 hours. Men over age 40 were invited to participate in a PSA blood screening clinic at our Centre.

Men that participated in the Guinness event were given a pair of our “get checked” boxers including the above Calgary Flames and Stampeders alumni. The event was held in memory of two Calgary philanthropists, Harley Hotchkiss and Doc Seaman who both died of prostate cancer.

ESPY –#naked espy

For the second year in a row, Meagan Szanik and her amazing team at ESPY have chosen to partner with Calgary’s own Prostate Cancer Centre in an event that has made national headlines.

This year was a particularly chilling experience with temperatures hovering around zero but the Prostate Cancer Centre was warmed up by the almost \$10,000 raised by this great event.



The Man Van™, PSA testing events

The Prostate Cancer Centre is a made-in-Calgary success story and the MAN VAN™ program is proving to be the same. The van is the first and only mobile PSA blood testing unit in Canada. Our Man Van team has received many accolades and men continually thank us for making PSA testing easy and accessible for them. In 2011 the van visited 85 locations and tested 2500 men. Since the van was introduced in June of 2009, 6000+ men received baseline PSA results.



SAIT is fortunate to have an autobody instructor with a great big heart, named Harold Then. Harold was diagnosed with prostate cancer in February of 2011, after the same diagnosis in his father.

Instead of letting his cancer news depress him, Harold decided to move forward and began to investigate ways to raise funds while growing his hair as long possible. By the time November rolled around Harold's golden locks were halfway down his back and his head shave fund collection had grown to over \$4000.

On Harold's head shave day – the auto shop at SAIT was filled with instructors, family and friends who attended to show their support to this brave man.



Prostate Cancer Foundation

Financials

Prostate Cancer Foundation

Statement of Operations and Changes in Fund Balances

Year ended December 31, 2011 with comparative figures for 2010

	2011	2010
Revenues:		
Fundraising events	\$ 721,131	\$ 852,682
Contributions	573,389	522,435
Interest and other	10,749	25,496
	1,305,269	1,400,612
Expenditures:		
Transfers to PCC	816,459	517,948
Projects and/or Programs	611,004	538,874
Contracted services	113,795	15,000
Amortization	4,527	5,668
Other Office expenses	26,140	3,315
Southern Alberta Urology Centre	-	244,300
	1,571,925	1,325,105
Excess (deficiency) of revenue over expenditures	266,656	75,507
Fund balances, beginning of year	686,463	610,956
Fund balances, end of year	\$ 419,807	\$ 686,463

Prostate Cancer Centre

Financials

Prostate Cancer Centre

Statement of Operations and Changes in Fund Balances

December 31, 2011 with comparative figures for 2010

	2011	2010
Revenues:		
Contributions	\$ 87,872	\$ 26,751
Rental Revenue and Expense recovery	387,871	260,353
PCC Deferred contributions recognized	223,682	138,201
Research	47,972	46,352
Interest and other	1,832	752
Transfer from PCF	816,459	517,959
Transfer from PCF for general programming	485,260	367,442
Fundraising events and Interest	-	9,972
	2,050,948	1,367,782
Expenditures:		
Salaries and benefits	709,206	514,769
Projects and./or programs	314,553	177,132
Rent and occupancy	87,439	104,142
Contracted services	68,475	136,344
Office and other	61,802	45,560
Events and Recognition	55,818	23,669
Callable debt Interest	18,985	19,892
Advertising and fundraising	4,962	12,917
Amortization	52,351	50,418
	1,373,591	1,084,843
Excess (deficiency) of revenue over expenditures	677,357	282,939
Fund balances, beginning of year	260,422	(22,517)
Fund balances, end of year	\$ 937,779	\$ 260,422

Research

The Prostate Cancer Centre is nationally and internationally recognized as an important community based research centre. The success of the Centre and the fact that all Calgary urologists and the Prostate Cancer Centre occupy the same location has generated a large clinical base promoting a unique opportunity for clinical research.

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 reputation.

The research program at the Centre conducts selective pharmaceutical trials and many types of urological trials, including sexual health, incontinence, bladder cancer, renal cell cancer and enlarged prostate.

A current project is undertaking translational research - taking raw research data and translating the findings into meaningful medical practice. Dr. Tarek Bismar has joined us bringing his expertise in genetic research. We are combining his assessment of gene mutations and genetic abnormalities with

our current data bases to try and more clearly delineate the role of genetic abnormality in prostate cancer.

We are also developing several data bases for Quality Assurance purposes, which will help determine future standard of practice in those clinical areas.



Future Outlook and Emerging Issues

1. Access to Care

We have an expanding and aging population that will affect the demand and need for the Centre's services and programs. Improved treatments and early detection will continue to increase the number of people living with prostate cancer. Patient wait times will be under pressure.

2. Infrastructure

The Centre is seeing more patients come through its doors each year. In the future we foresee the need to care for more patients; therefore, the current needs for physical resources will only increase.

3. Sustainability

In the coming years it will be a challenge for the Centre to balance fiscal restraint with the need to protect important services.

4. Early detection

An opportunity exists to reduce the overall burden of prostate cancer on patients and on budgets through early detection. Continued participation in screening programs will increase the number of cancers diagnosed in early stages. This is beneficial to the patient in terms of treatment and outcomes. Our new rural initiative Combines For Cures™ is a huge step in that direction.

5. Collaboration with the national organization Prostate Cancer Canada on events and initiatives in Southern Alberta

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.
- Prostate cancer is extremely curable or treatable if caught early
- A PSA blood test is a simple tool that helps doctors in the early detection 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
6500-7007 14 Street SW
Calgary, AB T2V 1P9
(403) 943-8888
www.prostatecancercentre.ca
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Prostate Cancer Centre 2011 Annual Report
