



behind the scenes

2013 PROSTATE CANCER CENTRE ANNUAL REPORT



**Prostate Cancer
Centre**

behind the scenes

AT THE PROSTATE CANCER CENTRE

Hello, and welcome readers to Calgary's Prostate Cancer Centre's 2013 annual report! This year we are taking you on a behind the scenes tour of the Prostate Cancer Centre (PCC). In any good production, there are always people we don't see that make things run smoothly. The Oscars have several categories for the behind the scenes people to be recognized; our annual report allows us to do the same thing. Some Oscar categories include actor in a leading role, directing, production, actor/actress in a supporting role, short film and film editing. The PCC has many of these categories and these people need to be recognized.

The Prostate Cancer Centre could not run without our Board of Directors. The actors are what drive people to see a movie. Dr. Bryan Donnelly, our Medical Director, and Mike Wilson, our Board Chair, are the driving forces that lead the PCC to success.

Directing can be a challenge. At the Prostate Cancer Centre we are fortunate to have Pam Heard as our Executive Director who is passionate, focused and a visionary.

Being on the Board of Directors is all about gathering all of the materials and merging them into a cohesive final product; much like producing a movie. They are the group that keep the Prostate Cancer Centre on track and make the decisions that will take us into the future. Susan Evans is a board member and has given countless hours of her time. She and her husband, Phil, set up the PCC's endowment fund in order to ensure our future financial stability.

The 72 PCC volunteers have put in 3,600 hours in 2013 (that's equal to two full time staff members!). They truly are the supporting role at the PCC. Harry Ripley and Gail Anderson are two examples of these roles. They generously give their time to supporting the patients and families that come through our doors.

Events are another area that the PCC relies on. Much like short films, events are a smaller category, yet still part of the overall operation of the PCC. Mark Wilson, a partner of Hotel Arts, contributes his time and the space needed to host the Bill Brooks Prostate Cancer Benefit. This event brought in \$700,000 in 2013 alone! Winnie Bezemer, local philanthropist, has contributed numerous hours to help the Priddis Greens Charity Classic run smoothly. This event brought in \$415,000 in 2013! These are just two of the many other volunteers who give their time to hosting these events that benefit men affected by prostate cancer.

Finally, we have film editing. These people spend hours in front of a computer making sure that every detail is correct. KPMG auditors do much of the same. They review our financials so that the PCC can run smoothly and without errors. KPMG has supported the Centre for over 10 years.

Much like the special effects in any production, without our donors and sponsors we couldn't put on the production that we do.

Let's get on with the show!



A MESSAGE FROM THE PROSTATE CANCER CENTRE CHAIR



The Prostate Cancer Centre has seen over 38,000 patients since moving to our location at the Southern Alberta Institute of Urology. We have given patients an “in house” approach to prostate cancer care with services such as information sessions on their care options, post-operative care rapid access clinics (RAC) put on by our nurses, Urologists, Psychologists and Physiotherapists as well as on-going support for the patients and their families from our volunteers and staff. Using the “rapid access” approach through our RAC clinics we are able to shorten wait times to see urologists, provide information on specialized treatment for individual cases as well as personalized post-op care. In 2013 we launched two new clinics, RAC IV which assesses continence and ED/sexual function issues and provides necessary treatments, and RAC V which is an active surveillance program for men diagnosed with cancer but do not currently require treatment.

“Saving Lives: Early Detection”

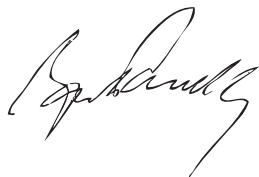
Early detection through regular PSA testing is one tool that enables urologists to detect prostate cancer in its early stages which results in less invasive treatment and improved life expectancy. The Centre now has two Man Van™’s which are run within Calgary and Southern Alberta. The Man Van clinics are put on by our dedicated volunteers and staff and they allow The Centre to promote PSA testing and increase awareness of prostate cancer.

“A Cure for Tomorrow: Cancer Research”

Cancer research is an important aspect of the Centre. Our medical research team conduct and participate in research and clinical studies to better understand the development and treatments of prostate cancer with the intent of minimizing the impact and mortality of the disease. We also work closely with Rockyview General Hospital and the Tom Baker Cancer Centre and have the unique advantage of having all 16 urologists working together in one mutual home.

I wish to thank the Board of Directors for giving their time to help establish the Prostate Cancer Centre within our Community. To the staff and volunteers, I would like to express my gratitude for

your excellent work and endless hours that keep our Centre running. The Prostate Cancer Centre is extremely grateful for the support it receives from the community, its donors and sponsors who generously give their time and money to help with our efforts. Without all of you we would not be the organization we are today.



Sincerely,
Dr. Bryan Donnelly
Prostate Cancer Centre Chair

“ **IN 2013 WE LAUNCHED TWO NEW CLINICS, RAC IV WHICH ASSESSES CONTINENCE AND ED/SEXUAL FUNCTION ISSUES AND PROVIDES NECESSARY TREATMENTS, AND RAC V WHICH IS AN ACTIVE SURVEILLANCE PROGRAM FOR MEN DIAGNOSED WITH CANCER BUT DO NOT CURRENTLY REQUIRE TREATMENT.** ”

2013 PROSTATE CANCER CENTRE BOARD OF DIRECTORS

Dr. Bryan J. Donnelly
Chair, PCC

Bill Brooks
Calgary Herald

M.J. (Jim) Conroy
Retired -Conroy Ross Partners Ltd.

George Doherty
George's Cream

Dr. John Dushinski
Urologist

James T. Eamon, QC
Partner, Gowlings

W.D. (Bill) Gantous
Financial Consultant. Exponential Management Service Inc.

Gareth Morgan
Retired-Precision Label Ltd.

Dr. Dean Ruether
Tom Baker Cancer Centre

A MESSAGE FROM THE PROSTATE CANCER FOUNDATION CHAIR



On behalf of the Calgary Prostate Cancer Foundation's Board of Directors, I am pleased to report on our organization's accomplishments for 2013. 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 to Calgary's Prostate Cancer Centre for research, awareness, clinical treatment for men with prostate cancer and education initiatives that advance the knowledge of prostate cancer treatment and prevention.

The Priddis Classic Charity Golf Tournament was again a key reason for our financial success this year. This annual tournament has raised more than \$4.5 Million in the 14 years it has supported us. Safeway is an amazing partner. Over the last 5 years, the Safeway Foundation has donated over \$ 1 Million to our Rapid Access Clinics and has committed to another \$240,000 for 2014. In addition, we are very grateful to be the recipients of the Bill Brooks Benefit. This "must attend" event has been a constant source of funding for the last 16 years and to date has contributed \$6 million dollars to the fight against prostate cancer. This year saw the addition of a new event - The Remington Charity Golf Classic – that raised over \$300,000 this year for our Foundation.

Coming together to support men with prostate cancer, many companies, individuals and families 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 Foundation. Highlights of the past year include the third annual Scott Land Stomp; the annual naked Espy event and the Motorcycle Ride for Dad.

The Prostate Cancer 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. The Prostate Cancer Centre is also represented in our community through the MAN VAN™ program. This first and only mobile PSA testing clinic in Canada, offers free baseline PSA tests in our community and in the last three years has tested over 9,500 men. This free service is only possible through donations like yours.

In May this year, the Prostate Cancer Centre formally launched an initiative called Combines for

Cures™ to bring prostate cancer awareness and PSA testing to men in rural southern Alberta. Monsanto Canada Inc., Bayer CropScience Inc., Penn West Exploration and W. Brett Wilson and his 50th Birthday Colleagues (the “Birthday Boys”) joined founding sponsor, Agrium Inc., each committing \$300,000 over the next three years. A portion of those funds were used to purchase a rural Man Van™ dedicated to southern Alberta.

I would like to thank all the volunteers and employees who have put in so many hours to help create the success of the Centre. I extend a thank you to the members of the Board who have put in many hours to assist in the direction of the organization.

Finally, thanks to all the friends of the organization for all you do for our organization. Because we receive no government funding, your donation of time and money is extremely valuable to the countless men that the Centre helps each year.



Sincerely,
Mike Wilson
Prostate Cancer Foundation Chair

“ COMING TOGETHER TO SUPPORT MEN WITH PROSTATE CANCER, MANY COMPANIES, INDIVIDUALS AND FAMILIES PLAY A KEY ROLE IN RAISING BOTH AWARENESS AND FUNDING. ”

2013 PROSTATE CANCER FOUNDATION BOARD OF DIRECTORS

Mike Wilson Chair, PCF	Arthur D. Davis Retired - F.R. Webster & Company Ltd.	E. Susan Evans, QC	Jim Peplinski Jim Peplinski Leasing Inc.
F. Andrew Abbott		David Ferguson	
Dr. Kevin Carlson Chief Urologist	Peter Denhamer BMO Nesbitt Burns	Robert G. Jennings Jennings Capital Inc.	Jon C. Truswell Partner, Bennett Jones LLP
M.J. (Jim) Conroy Retired -Conroy Ross Partners Ltd.	Dr. Bryan J. Donnelly Seaman Research Chair	Gareth Morgan Retired - Precision Label Ltd.	Bas Wheeler IN3 Consulting
	Dr. John Dushinski Urologist		

A MESSAGE FROM THE EXECUTIVE DIRECTOR



Men who come through Calgary's Prostate Cancer Centre have the unique opportunity to customize their care all under one roof. Our "rapid access" model allows patients to quickly see urologists, choose personalized care options with the help of experts and access support systems throughout and after treatment - all under one roof. This efficient model is only possible through our partnerships with the Southern Alberta Institute of Urology Urologists, EFW radiologists, psychologists, nutritionists, and physiologists. We also closely collaborate with Rockyview General Hospital and the Tom Baker Cancer Centre.

The generous donations we receive from individuals and corporations and third party events allow us to excel with our current programs and grow to better meet the needs of patients. This year our new initiative Combines for

Cures™ expanded our reach into Southern Alberta.

A 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. Never in my career have I ever seen such dedication, commitment and passion from the volunteers who staff our resource centre, information desk, and our Man Van™'s.

Our commitment to you is that we continue to use your donations to fund our programs and services so that The Centre can continue to provide life-changing services to our patients and their families. We hope that you, our fantastic supporters, will continue on this exciting journey with us.

I would like to extend my thanks to the Board members for their commitment to the Prostate Cancer Centre. I would also like to thank the staff and volunteers for their passion that they put in their work here at The Centre on a daily basis.

Sincerely,
Pam Heard
Executive Director

2013 A YEAR IN REVIEW

In 2013, the donations we have received will be used to continue the fight against prostate cancer. We are committed to continuing to use your donations to fund the best cancer research, diagnosis, treatment options, and care to improve the lives of patients and their families at the Prostate Cancer Centre. During 2013, we made many strides that without you, would not have been possible. Together, we can give the patients and their families the support and care they need.

Rapid Access Clinic (RAC) IV

In September 2013 we started the RAC IV clinic. This clinic is specifically for patients who have been through prostate cancer surgery. These patients have follow up appointments at the 3 and 9 month post-surgery marks. They are assessed for continence and erectile function issues and referred to specialists as needed. Since its start, we have had very positive feedback from the patients and we look forward to seeing where the program goes next year.



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.

RESEARCH

APCaRI

The development of biomarkers to diagnose and predict the outcome of prostate cancer at the time of screening remains the greatest unmet clinical need in prostate cancer. To address this, The Alberta Prostate Cancer Research Initiative (APCaRI) – a province-wide multidisciplinary research program – was initiated in 2012.

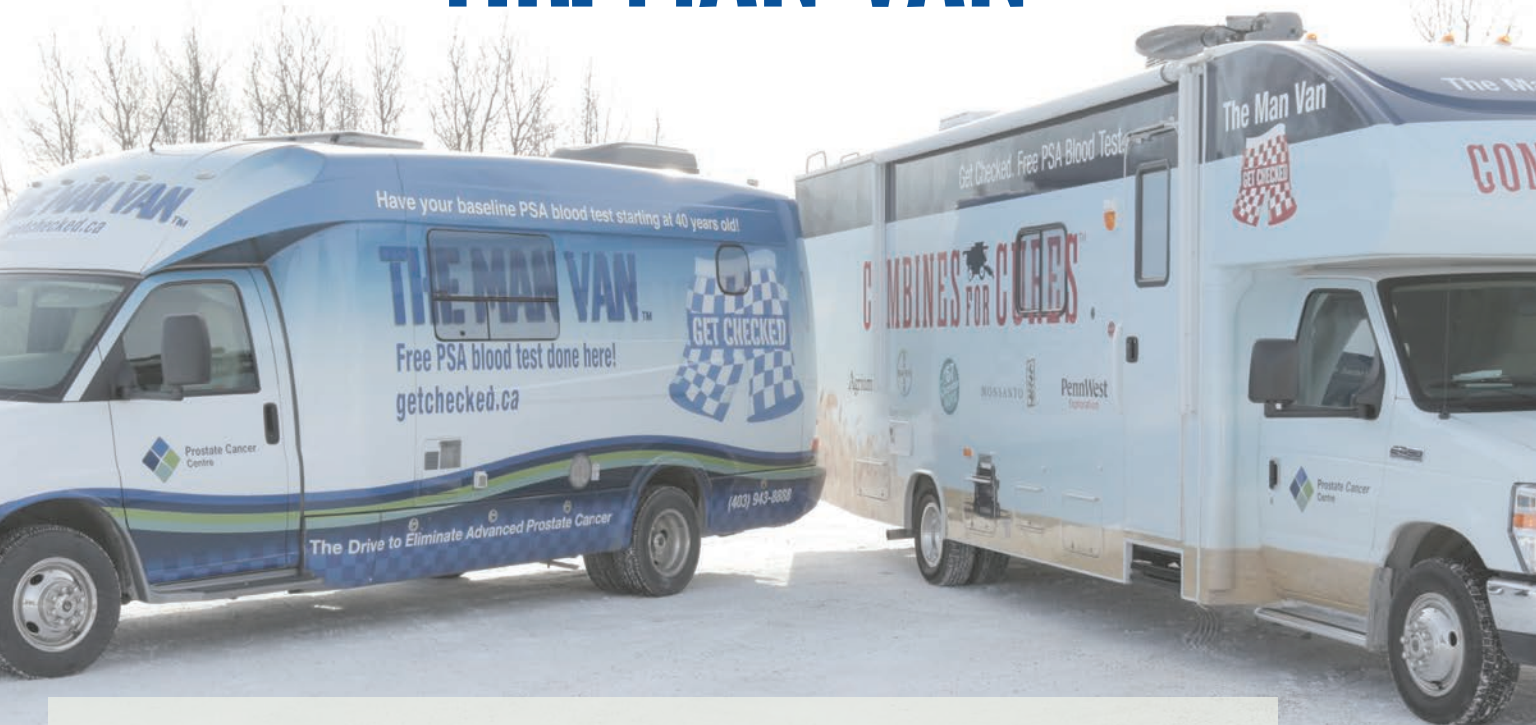
The program mandate is to develop, validate, and translate novel tools to improve prostate cancer detection, to accurately determine the aggressiveness of prostate cancer and to improve prediction of future metastatic progression or cancer death in patients who present with otherwise localized disease. The ultimate goal is to positively impact the outcomes and quality of life of those living with prostate cancer by accelerating the translation of new research ideas from the laboratory to the clinic.

CLINICAL TRIALS

Over the past year, we have increased the number of clinical trials run by the research department from 2 to 7. The Centre is fast becoming recognized for its excellent research work and is attracting new sponsors. The studies currently run by the Centre include research into prostate cancer, stress urinary incontinence, testosterone deficiency, interstitial cystitis, and high-resolution US imaging for prostate biopsies. This year we started the first ever device study with a high-resolution ultrasound machine to be used during prostate biopsies. The approval of this machine will revolutionize how prostate biopsies are collected and hopefully not only reduce the frequency of side effects experienced by patients, but also increase our ability to accurately diagnose high grade prostate cancers. Furthermore, if approved, this machine will be a vital tool used in active surveillance of patients with prostate cancer.

We also work closely with the Rockyview General Hospital and the Tom Baker Cancer Centre and have the unique advantage of having all 16 Urologists in Calgary in our mutual home - the Southern Alberta Institute of Urology.

THE MAN VAN™



KEY ACHIEVEMENTS IN 2013

Since 2009, the Man Vans have tested 14,888 men. The Vans have become our best education and awareness tool throughout Southern Alberta.

DID YOU KNOW?

2,946 PSA BLOOD TESTS WERE DONE IN THE CITY ALONE AND OF THOSE OF THE MEN TESTED, 1,601 HAD NEVER HAD A PSA BLOOD TEST BEFORE.





SUSAN & PHIL EVANS

BOARD MEMBER & MAJOR DONORS

Susan's support for the Prostate Cancer Centre goes back to her husband's journey through the Centre. Their success with treatments and the support they experienced from staff and volunteers inspired them to become involved with the PCC. Susan has sat on the Board of the Directors but her biggest contribution to the Centre is her work with establishing an endowment fund. Susan and Phil were concerned about ensuring the long term financial stability of the PCC. They have asked that certain donations be dedicated to the endowment fund. This remarkable couple are willing to invest both time and money into the PCC.

WHAT ORIGINALLY GOT YOU INVOLVED WITH THE PROSTATE CANCER CENTRE?

Our initial involvement with PCC was motivated by our desire to express our gratitude to the local urology medical and support staff for potentially saving my husband's life - not once, but twice. In 2004, a technician, performing a routine ultrasound on my husband prior to a prostate biopsy, discovered a large aorta aneurysm, which lead to successful surgery. And in 2007, Dr. Bryan Donnelly performed cryosurgery on my husband, following a diagnosis of prostate cancer. The support we received from PCC throughout this period was awesome.

WHAT HAS BEEN THE MOST REWARDING PART ABOUT YOUR TIME AT THE PROSTATE CANCER CENTRE?

- Sharing time with PCC staff and volunteers whose commitment, enthusiasm and passion for the cause are second to none
- Listening to heartfelt stories from clients whose lives have been deeply touched from services provided by the Centre
- Witnessing the growth of PCC as a world class medical centre of excellence and celebrating its successes - one step at a time

TELL US ABOUT THE BEST EXPERIENCE YOU'VE HAD WITH THE PROSTATE CANCER CENTRE?

It is difficult to pick a single experience as standing above all others. There have been so many during our ten year association with PCC. One remarkable event was setting a Guinness World Record on September 21, 2011 for the most men screened for prostate cancer within eight hours. The whole community seemed to pull together to raise awareness about PSA testing. Over the longer term, my two year service on the Board of Directors of the Prostate Cancer Foundation was both enlightening and rewarding. I was truly honoured to serve.

WHAT MOTIVATES YOU TO CONTINUE GIVING YOUR TIME TO THE PROSTATE CANCER CENTRE?

While personal commitments limit my time at the Centre going forward, Phil and I fully intend to continue to support the initiatives of PCC and celebrate its successes.

IN FIVE YEARS WHAT DO YOU ENVISION A HEADLINE TO SAY ABOUT PROSTATE CANCER AND THE PROSTATE CANCER CENTRE?

In an ideal world, prostate cancer will be a disease of the past in the foreseeable future. In the interim, I have every confidence that PCC will continue to lead the way in Southern Alberta and beyond as a world class Centre of excellence. With a strong Board of Directors, an outstanding staff and a remarkable team of volunteers, PCC is well positioned to serve our community for many years to come.



HARRY RIPLEY

VOLUNTEER

It has been 9 years since Harry was diagnosed with prostate cancer and 8 and a half years since he went through his treatment. Harry started as a resource centre volunteer and since then, he has worked on the Man Van and helped out during many other events. Harry now volunteers every second Tuesday at the Rapid Access II Clinic, setting up the clinic and speaking to the men and their families who attend about his personal experiences with prostate cancer. Having survived prostate cancer himself, he brings guidance and encouragement to the patients and their families.

WHAT ORIGINALLY GOT YOU INVOLVED WITH THE PROSTATE CANCER CENTRE?

After having cryosurgery treatment for prostate cancer I came into the Prostate Cancer Centre's resource centre to learn more about this treatment. Don Nelson was the volunteer that day and we got talking about treatments, prostate cancer and the Centre. I decided that talking to patients and their families in the resource centre was something I could do and I signed up!

WHAT HAS BEEN THE MOST REWARDING PART ABOUT YOUR TIME AT THE PROSTATE CANCER CENTRE?

I have had many rewarding experiences with the PCC. One of my favourite things is speaking to the people who come through the resource centre. I also enjoyed working on the Man Van when it first started. My favourite thing to do was to convince passersby to come and get their PSA test done, the wives were always the ones who were keen and had to convince their husbands! It has also been extremely rewarding to see how appreciative the men and their families are of the support that myself and the other volunteers can give them. Also, the conversations that I have had with families that have come through the resource centre have made this an extremely rewarding experience.

TELL US ABOUT THE BEST EXPERIENCE YOU'VE HAD WITH THE PROSTATE CANCER CENTRE?

We used to do a yearly fundraiser with the Calgary Stampeders down at the McMahon Stadium. It was always a fun time being down there at the game getting the message out!

WHAT MOTIVATES YOU TO CONTINUE GIVING YOUR TIME TO THE PROSTATE CANCER CENTRE?

I feel a sense of commitment to the Centre! I have committed myself and said I'd do it so I do! It gives me a feeling of accomplishment.

IN FIVE YEARS WHAT DO YOU ENVISION A HEADLINE TO SAY ABOUT PROSTATE CANCER AND THE PROSTATE CANCER CENTRE?

Over the past decade we have seen amazing strides in research and knowledge about prostate cancer. We have also seen the programs that the PCC offers grow. The awareness that has been put forward about prostate cancer is unbelievable and it has been very rewarding to see these advances made. It's great to see how openly people can talk about the disease now! In the next five years I'd love to see advancement in the research of identifying prostate cancer cells to determine slow progressing versus faster progressing cases. This would give doctors the ability to determine which patients need treatment right away and who do not. I have high hopes for these breakthroughs in the future!



GAIL ANDERSON

VOLUNTEER

When a man has surgery, he receives a care bag with the essentials for after surgery care. Care bags are also made for the partners of these men. Since 2010, Gail has generously given her time to preparing these bags so that these men and their partners can have an easier time recovering after surgery. Gail also spends time at the info desk greeting patients. She always brings a smiling face to the PCC and is willing to do whatever is needed of her. She is very dedicated to the work she does and is a great person to be around!

WHAT ORIGINALLY GOT YOU INVOLVED WITH THE PROSTATE CANCER CENTRE?

My husband had prostate cancer and he volunteered, so when the PCC moved to the new centre at the Rockview General Hospital, Louise (who looked after volunteers at the time) asked if I would sit at the information desk.

WHAT HAS BEEN THE MOST REWARDING PART ABOUT YOUR TIME AT THE PROSTATE CANCER CENTRE?

I am happy when a couple talks to me after they have talked with the volunteers in the Resource Centre and say they are grateful to talk to someone who has already gone through prostate cancer.

TELL US ABOUT THE BEST EXPERIENCE YOU'VE HAD WITH THE PROSTATE CANCER CENTRE?

I can't pick just one experience. They have all been great and I love to help out whenever I can.

WHAT MOTIVATES YOU TO CONTINUE GIVING YOUR TIME TO THE PROSTATE CANCER CENTRE?

There wasn't very much information and support out there when my husband had cancer and now there is more support for info and research for clients.

IN FIVE YEARS WHAT DO YOU ENVISION A HEADLINE TO SAY ABOUT PROSTATE CANCER AND THE PROSTATE CANCER CENTRE?

It will be a world class Centre for research and treatment.



MARK WILSON

HOTEL ARTS - BILL BROOKS

Mark is on the Advisory Board for the Bill Brooks Benefit held annually at Hotel Arts. He is also a partner with Hotel Arts which gives the space for the benefit. This event has been able to bring in 6 million dollars for prostate cancer research over the last 16 years. Mark became involved with the event because he saw how Bill Brooks was able to reach out to the community. Through the relationships Bill and Mark had, they began to make a difference in the future of prostate cancer. Everyone's hard work that goes into this event is the reason it has been able to be such a success!

WHAT ORIGINALLY GOT YOU INVOLVED WITH THE PROSTATE CANCER CENTRE?

Bill Brooks was the reason I got involved with the benefit. I saw that he had a great presence in the community. We knew that we wanted to use these to our advantage and create something good. Bill's uncle had prostate cancer and so this was a cause that was close to our hearts. Having this connection has allowed us to stay true to the cause and raise over 6 million dollars for prostate cancer and the rest has been history!

WHAT HAS BEEN THE MOST REWARDING PART ABOUT YOUR TIME AT THE PROSTATE CANCER CENTRE?

It may be cliché but I guess you could say it's about saving lives. We've picked an important cause for our community and it's made a difference and that at the end of the day is rewarding. Our legacy is that we've decided to do something, hope is not an action plan and that is something I truly believe in. We could've hoped for something to be done but the rewarding thing is that we actually did something to make a difference. We've been able to expand our circle of influence to include more people in the community and really make a difference at home.

TELL US ABOUT THE BEST EXPERIENCE YOU'VE HAD WITH THE PROSTATE CANCER CENTRE?

The camaraderie of the organization is really the best experience. The actual event is anticlimactic to me. By the time you think about it, the night is already over because you are so busy talking to everyone! I really enjoy the crowd but the best experience is seeing the camaraderie of the organization and the people behind the scenes. This group really loves working together and the best experiences I've had have really been working with a group who is so committed to the Benefit and its success.

WHAT MOTIVATES YOU TO CONTINUE GIVING YOUR TIME TO THE PROSTATE CANCER CENTRE?

If we can contribute a million dollars or more a year that is phenomenal! Continuing to create awareness for such an important cause is important to me. Bill deserves a lot of credit for managing the circle of friends and influential people and getting them to continue to come together to raise money and awareness.

IN FIVE YEARS WHAT DO YOU ENVISION A HEADLINE TO SAY ABOUT PROSTATE CANCER AND THE PROSTATE CANCER CENTRE?

The best headline for me would be that prostate cancer and raising awareness was entrenched in our community and we didn't have to work at it. The disease would be something like a dentist appointment, people weren't dying of prostate cancer anymore they were just being treated. As far as the fundraiser goes, if nothing changed in the next five years we'd be a very successful committee. People don't realize how much work goes into this benefit and if it just keeps going as well as it has we would be very thankful!



WINNIE BEZEMER

PRIDDIS GREENS CHARITY CLASSIC COMMITTEE

Winnie has been a part of the Priddis Greens Charity classic for over 13 years. She has taken on various roles with the planning and sponsorships of the event but her main roles are with the silent auction and fundraising. Originally, Winnie got involved because of the contacts she and her husband had through his business. She has leveraged these relationships to bring sponsors to the event with the ultimate goal of raising awareness for prostate cancer. Winnie's personal connections to prostate cancer and her overall love of giving back to the community have kept her coming back to the event each year!

WHAT ORIGINALLY GOT YOU INVOLVED WITH THE PRIDDIS GREENS CHARITY CLASSIC?

My brother in law passed away from prostate cancer. At that time there was really no awareness within the male population. I had an opportunity to give back to the community with the goal of creating awareness within the male population. My husband is in the home building business which obviously has a lot of men in it. This was an opportunity to use these connections to create awareness.

WHAT HAS BEEN THE MOST REWARDING PART ABOUT YOUR TIME AT THE PROSTATE CANCER CENTRE?

I have got a lot of satisfaction in seeing how far the awareness for prostate cancer has come over the years. Men used to be shy about talking about prostate cancer and now it has become a discussion. I also love seeing how families are involved in the journey of prostate cancer!

TELL US ABOUT THE BEST EXPERIENCE YOU'VE HAD WITH THE PROSTATE CANCER CENTRE?

The best experience has really been seeing where we have come from. Prostate cancer used to be something people were afraid to talk about and now the awareness that surrounds it has made it something that is a part of men's everyday diagnosis. Men and their families are aware of the disease and they are not embarrassed to get checked early and be preventative! I also really love that the Centre has seen so much success from the funding that the Charity Classic brings. Getting to see the PCC grow and become so well known at home and worldwide is incredible! We have a lot to be proud of. These efforts are very rewarding for me.

WHAT MOTIVATES YOU TO CONTINUE GIVING YOUR TIME TO THE PROSTATE CANCER CENTRE?

Seeing that the "fund a need" program, which allows people to donate directly to the PCC's programs, has been a success keeps me coming back. The equipment that has been brought to the Centre and seeing it put to use has been very rewarding. These successes motivate me to continue. Also, the team and people behind the Charity Classic are wonderful to work with and that's what makes you want to come back. I really enjoy being able to give back to the community and this has just been my thing!

IN FIVE YEARS WHAT DO YOU ENVISION A HEADLINE TO SAY ABOUT PROSTATE CANCER AND THE PROSTATE CANCER CENTRE?

I want the future of prostate cancer to be successful as possible. I hope that the funding for the Centre's research and programs is accessible and that it can continue to grow. The fact that the government does not fund the PCC and that it is funded by people and corporations within the community is incredible. I want people to realize that when they give to prostate cancer awareness that it should be going to the PCC and staying within Calgary and Southern Alberta. The PCC is a unique organization and through the enthusiasm of Calgarian's it will continue to be successful



KPMG **AUDITORS**

KPMG is the company in charge of reviewing the PCC's financials. Rola Chadi is the manager on this job. She and her team of auditors work hard for the PCC to ensure that all the little details have been checked over and are correct! Their hard work may be behind the scenes but it does not go unnoticed!

WHAT ORIGINALLY GOT YOU INVOLVED WITH THE PROSTATE CANCER CENTRE?

The job was passed along to me from another manager who was transitioning into a different role within our company. I'm happy to have had the opportunity to get involved and give back to the community in my area of expertise.

WHAT HAS BEEN THE MOST REWARDING PART ABOUT YOUR TIME AT THE PROSTATE CANCER CENTRE?

The staff at the Prostate Cancer Centre are very friendly and welcoming; I was also lucky to have a good team working on this audit with me. The staff definitely know their material and display genuine determination to do things right and in line with all the rules and regulations.

TELL US ABOUT THE BEST EXPERIENCE YOU'VE HAD WITH THE PROSTATE CANCER CENTRE?

Again, the people I had the opportunity to work with while on this audit (both at the Prostate Cancer Centre and KPMG). I have only been involved for a month or so right now.

WHAT MOTIVATES YOU TO CONTINUE GIVING YOUR TIME TO THE PROSTATE CANCER CENTRE?

I'm happy to continue to be the manager on the audit for Prostate Cancer Centre in the future; this service is provided to PCC by KPMG.

IN FIVE YEARS WHAT DO YOU ENVISION A HEADLINE TO SAY ABOUT PROSTATE CANCER AND THE PROSTATE CANCER CENTRE?

I would hope that PCC is continued to be funded well through donations and the community at large to help PCC continue in delivering its services and assistance to those in need.

2013 EVENT HIGHLIGHTS

REMINGTON GOLF CLASSIC



SCOTT LAND STOMP

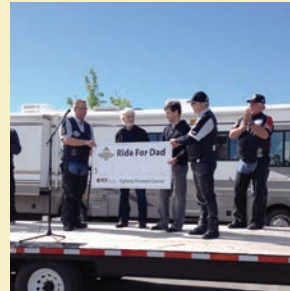


BILL BROOKS PROSTATE CANCER BENEFIT "BILLY POPPINS"





PRIDDIS GREENS CHARITY CLASSIC



MOTORCYCLE RIDE FOR DAD



GIVE PROSTATE CANCER THE BOOT CONCERT

KEY ACHIEVEMENTS IN 2013

Combines for Cures is an initiative of the Prostate Cancer Centre that reaches the rural demographic with a mobile blood testing unit called a Man Van™. The rural Man Van hit the highway June 1, 2013 and has tested over 1,100 men. This was a ground breaking year with 45 clinics held in 7 months including a record breaking clinic at UFA Lethbridge which tested 80 men in just 3 hours.

DID YOU KNOW?

OVER 70% OF THE MEN TESTED ON RURAL MAN VAN HAD NEVER HAD A PSA BLOOD TEST BEFORE.



The rural Man Van is not only funded by our sponsors, but also through grain donations. When farmers go to the elevator with their grain, they can set aside a certain amount that will be converted into a monetary value. This money goes towards helping other men get tested for prostate cancer. In 2013, over \$10,000 was donated. If you would like to learn more visit graindrive.com.

In 2013, Combines for Cures also hosted a concert fundraiser "Give Prostate Cancer the Boot." CCMA winning artist Gord Bamford performed, along with Wildflower and Bobby Wills, all in support of prostate cancer. PSA blood testing was provided throughout the weekend, during the Millarville Farmer's Market and Rodeo. Everyone helped us fill our boots and all the funds raised go towards testing in rural Alberta.



COMBINES FOR CURES™

DONOR APPRECIATION

VISIONARY GIFTS OVER \$1 MILLION

Arthur D. Davis
Daryl K.(Doc) Seaman
W. Brett Wilson *
Agrium Inc. *
Arthur J.E. Child Foundation
Bill Brooks Prostate Cancer Benefit *
The Canada Safeway Foundation *
Priddis Greens Charity Classic *

PINNACLE GIFTS OVER \$500,000

Birthday Boys “50th” Celebration *

LEGACY GIFTS OVER \$250,000

Philip and Susan Evans *
Prostate Cancer Canada *
Remington Charity Golf Classic
The Ride for Dad - Prostate Cancer Fight
Foundation *

SUSTAINING GIFTS OVER \$100,000

John Stewart
Michael and Terry Wilson *
Stephen Mulherin
Alberta Cancer Foundation
The Calgary Herald *
Calgary Motor Dealers Association
Harvard Energy
Par 4 Prostate Cancer Golf *
Riddell Family Charitable Foundation
Sanofi-Aventis Canada Inc. *
Scott Land Stomp *

**Donors have given successive gifts and their cumulative gift total is recognized in more than one way*

BRONZE (TO \$5,000)

Andrew Abbott
Susan and Robert Adams
Gerald Albert
Brian and Gail Anderson
Winnie Bezemer
Steven Damberger
Denis and Marlene DesRochers
Dr. Bryan Donnelly
Jack and Bev Ellefson
David and Lorraine Ferguson
Fred Gifford
Bruce Goodall
Craig Goodall
Marilyn Gossett
Richard and Lois Haskayne
Pamela Heard
Koji and Michiko Kawakami
John Klován
Shane Koski
Michael Langley
Craig and Pamela Lothian
Colin and Margaret MacDonald
Linda MacNaughton
Paul Marsden
Donald Metcalfe
Blake Nichol
Alan Norris
Mike O'Connor
Stanley and Margaret Owerko
Joe Pfaefflin
Terry and Margaret Plomske
Michael Powell
Bill and May Pringle
Marty Proctor
David Rostad
Don Rostad
Jeff Rust
Dan Sager
Peter and Jean Saunders
Monica Sieben-Kuhn

John and Elizabeth Simala
Roy Smith
Kody Stokes
Allan Stokes
Darryl Tedford
Harvey Thal
Monique Viau-Skreslet
Joanna Wright
Brad Wennerstrom

Airmasters Heating Ltd.
Albi Homes
Almy Plumbing Inc.
Angle Energy Inc
Baytex Energy Limited
Baytex Energy Summer Golf Tournament
Birchwood Properties
Calgary Petroleum Golf Classic
Canada Life Assurance Company
Canadian Online Giving Foundation
Scott Haggins-Cedarglen Homes
Cenovus Energy Inc.
Anthony Kelly-Centurion Mechanical Ltd.
Coyote Electric Inc.
CREIT Management L.P.
Dave Gourlay Roof & Friends
Daytona Capital Corp.
Enersul Inc.
Enmax Power Services Corp.
Excelair Mechanical Services Ltd.
The Great-West Life Assurance Company
Gypsum Drywall (Southern) Ltd.
Ideal Insulation
Imperial Oil Limited
The International Brotherhood of Electrical Workers
Jackson Agri-Business Ltd.
Jansen Plumbing
Jim Pattison Broadcast Group
Larmco Mechanical Contractors
Macquarie Group Foundation

**Donors have given successive gifts and their cumulative gift total is recognized in more than one way*

Okotoks Western Wheel
 Palm Harbour Developments Inc.
 Pete the Plumber Ltd.
 Plumbing Paramedics Inc.
 The Read Family Foundation
 Savanna Energy Services Corp.
 Star Plumbing Inc.
 Suncor Energy Foundation
 TELUS Cares
 Tri-Alta Mechanical (1997) Ltd.
 Tsuu T'ina Nation
 United Way of Greater Toronto
 The Village NUTraiser
 The Western Wheel
 WFG Charitable Trust
 In Memory of Edward Kuhn
 Estate of John Goruk
 In Memory of Neil Motiuk
 In Memory of Clifford Thomas Murphy
 In Memory of Jim Saville
 In Recognition of David Spence
 In Memory of Jack Woo

SILVER (TO \$25,000)

Isidro Ang
 Anthony Archer Shee
 Warren Banks *
 Robert and Margot Clerkson *
 Dale Coburn *
 Gordon Coli *
 Jim and Donna Conroy *
 Larry Farmer *
 Murray and Joyce Fox *
 Jim and Doris Garner Fund *
 Wayne and Mary Sue Gifford *
 Ernie and Leah Hagel *
 Brian and Dawn Hodgson *
 Murray and Janet Karbonik
 Frederick Kernaghan*
 Tony Lefebvre *
 William Lister *

Bruce McFarlane and Janice Heard *
 Andrew Melton *
 Stanley and Hilda M. Miller Memorial Fund *
 Byron Milne *
 Martin and Dianne Nowakowski *
 Werner Peschl
 Gerry and Donna Read *
 John and Sandy Read Family *
 Kenneth Roworth *
 John and Doreen Sandercock
 Gregg Scott *
 Jay Westman *
 Dennis Zentner *

Astellas Pharma Canada Inc. *
 B.A. Robinson Charity Golf Event *
 Croatia Canadian Cultural Centre *
 Espy Experience Inc. *
 Grilled Cheese Invitational
 Mike Church 65AA Classic Ball Tournament *
 NAKED ESPY *
 Prima Group *
 Telus Communication Co. *
 Vintage Fund 2005 Flow Through
 W. K. Beattie Holdings Ltd.
 Whissell Contracting Calgary Ltd.

GOLD (TO \$100,000+)

Charles and Grace Thomson Designated Fund *
 Amgen Canada Inc.
 Bennett Jones LLP
 Canadian Urological Association *
 Cenovus Employee Foundation *
 Encana Cares Foundation *
 Janssen Inc.
 KPMG LLP *
 Long Run Exploration
 United Way of Calgary - Donor Choice Program *

**Donors have given successive gifts and their cumulative gift total is recognized in more than one way*

COMBINES FOR CURES™ DONOR APPRECIATION

LEGACY GIFTS OVER \$250,000

Agrium Inc.

SUSTAINING GIFTS OVER \$100,000

Bayer CropScience Inc.

Birthday Boys “50th” Celebration

Monsanto Canada Inc.

Penn West Exploration

BRONZE (TO \$5,000)

Drew Gregory

Larry and Sharon Hildebrandt

James Main

Tony and Sharon Overwater

1275792 Alberta Ltd.

Michael Payce

Blake Reid

7Z Farms Inc.

Annex Business Media – Top Crop

Arns Brae Farms Ltd.

BarT5

Brewster Transportation

Calgary Stampede

Crop Production Services High River

GreatWest Media

Highlander Wine & Spirits

Issues Ink – Alberta Seed Guide

Millarville Racetrack & Agriculture Society

Pengrowth Energy Corporation

Risdon Farming Ltd.

Safeway Canada Ltd.

Sanden Agriculture Ltd.

Sun Country AM 1140

SILVER (TO \$25,000)

Crop Production Services Ltd.

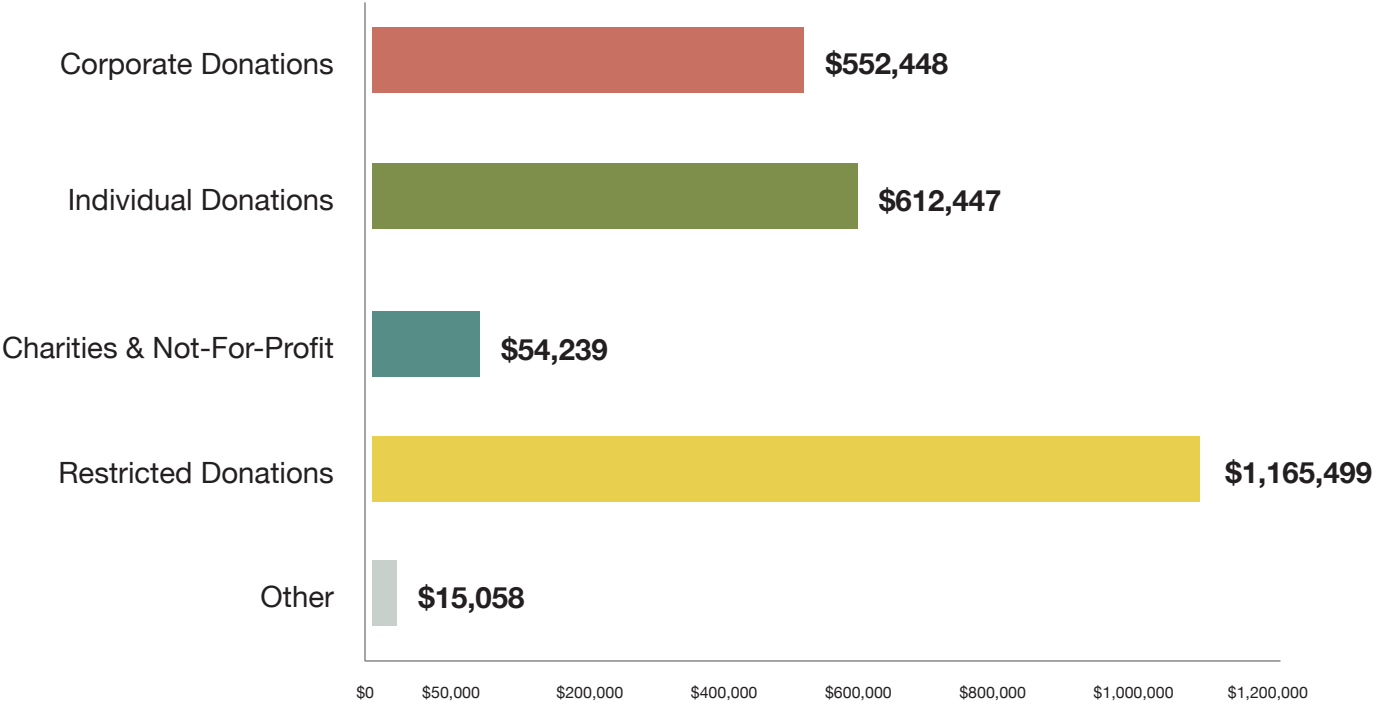
Richardson Pioneer Ltd.

Western Feedlots Ltd.

GOLD (TO \$100,000+)

AdFarm

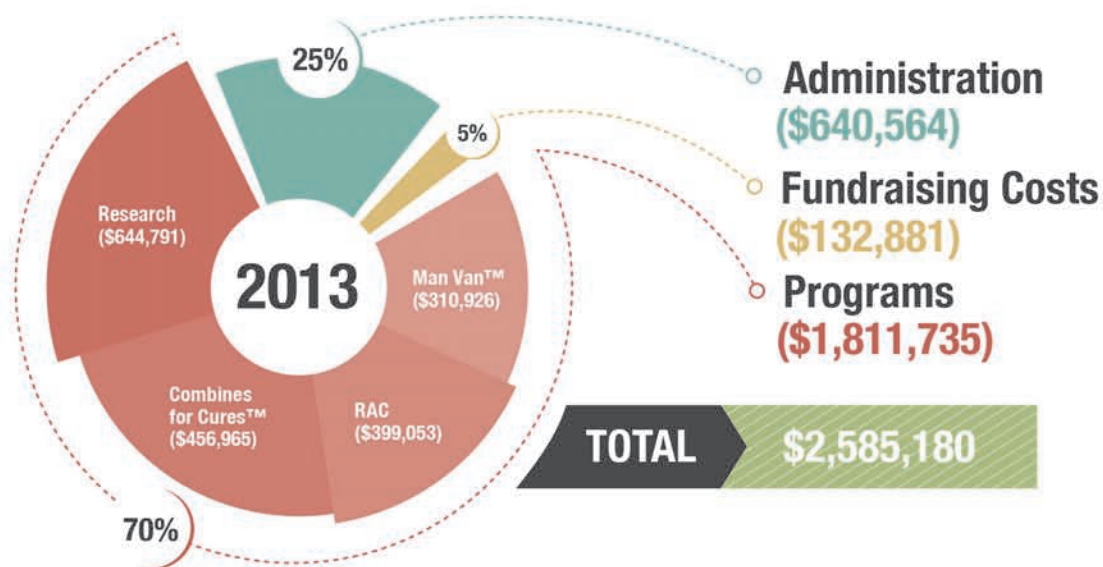
2013 DONATIONS



TOTAL \$2,399,691

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

YOUR DONATIONS IN ACTION



PROSTATE CANCER FOUNDATION FINANCIALS

UNAUDITED STATEMENTS OF OPERATIONS

Year ended December 31, 2013

REVENUES

Fundraising Events	\$1,165,499
Contributions	\$1,219,134
Interest & Other	\$15,058

\$2,399,691

EXPENDITURES

Transfers to PCC	\$376,704
Projects and/or Programs	\$1,165,499
Contracted Services	\$132,881
Office & Other	\$8,065
Amortization	\$2,888

\$1,686,037

Excess (deficiency) of Revenue Over Expenditures	\$713,654
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*For full 2013 Audited Financial Statement please contact pam.heard@prostatecancercentre.ca

UNAUDITED STATEMENTS OF FINANCIAL POSITION

Year ended December 31, 2013

ASSETS

Current Assets:

Cash and Cash Equivalents	\$1,297,993
Investments	\$2,750,792
Government Sales Tax Receivable	\$25,755
Dues from Related Party	\$86,264

\$4,160,804

Property & Equipment	\$32,266
Restricted Cash	\$100,000

\$4,293,070

LIABILITIES & NET ASSETS

Current Liabilities:

Deferred Contributions	\$2,489,256
Due to Related Party	\$243,768

\$2,733,024

Net Assets:

Unrestricted	\$1,460,046
Endowment Fund	\$100,000

\$1,560,046

\$4,293,070

*For full 2013 Audited Financial Statement please contact pam.heard@prostatecancercentre.ca

PROSTATE CANCER CENTRE FINANCIALS

UNAUDITED STATEMENTS OF OPERATIONS

Year ended December 31, 2013

REVENUES

Rental Revenue & Expense Recovery	\$398,258
Deferred Contributions Recognized	\$432,521
Research Investigation Fees	\$50,661
Interest & Other	\$1,200
Contributions	\$15,581
Receipt from PCF for General Programming	\$904,654
Receipt from PCF	\$360,624

\$2,163,499

EXPENDITURES

Salaries & Benefits	\$1,098,384
Projects and/or Programs	\$769,877
Office & Other	\$104,170
Rent & Occupancy	\$111,154
Contracted Services	\$156,663
Events & Recognition	\$34,577
Callable Debt Interest	\$--
Advertising & Fundraising	\$3,757
Amortization	\$62,765

\$2,341,347

Excess (deficiency) of Revenues	
Over Expenditures	(\$177,848)
Net Assets, Beginning of Year	\$1,155,470

Net Assets, End of Year	\$977,622
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*For full 2013 Audited Financial Statement please contact pam.heard@prostatecancercentre.ca

UNAUDITED STATEMENTS OF FINANCIAL POSITION

Year ended December 31, 2013

ASSETS

Current Assets:

Cash and Cash Equivalents	\$264,038
Accounts Receivable	\$97,318
Prepaid Expenses & Deposits	\$6,121
Prepaid Rent	\$44,000
Dues from Related Party	\$208,593

\$602,070

Property & Equipment	\$366,055
Long-Term Portion of Prepaid Rent	\$891,000

\$1,859,125

LIABILITIES & NET ASSETS

Current Liabilities:

Accounts Payable & Accrued Liabilities	\$93,118
Due to Related Party	\$86,264
Government Sales & Payroll Tax Payable	\$78,172
Deferred Contributions	\$621,749
Security Deposits	\$2,200

\$881,503

Net Assets	\$977,622
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\$1,859,125

*For full 2013 Audited Financial Statement please contact pam.heard@prostatecancercentre.ca

IN THE FUTURE

Since 1999, the Prostate Cancer Centre has greatly improved rapid access for prostate cancer diagnosis, access to information about treatment options and access to after care. Today, it stands as a world-class cancer centre working at the very forefront of these areas. As we look to the future, we know that to continue this ground breaking work our supporters and donors will become more important than ever. In the current economic climate, our reliance on charitable giving is going to increase if we are to continue to deliver the excellent programs and services we have available for men and their families. Therefore, our ambition over the next 5 years is to continue to raise dollars to invest in the latest technologies, facilities and research at the Prostate Cancer Centre. We believe this is what is needed to keep the Centre positioned as a world-leading cancer centre.

BY 2018 WE WANT EVERYONE LIVING WITH PROSTATE CANCER IN CALGARY AND AREA TO BE ABLE TO SAY:

"I can enjoy life"

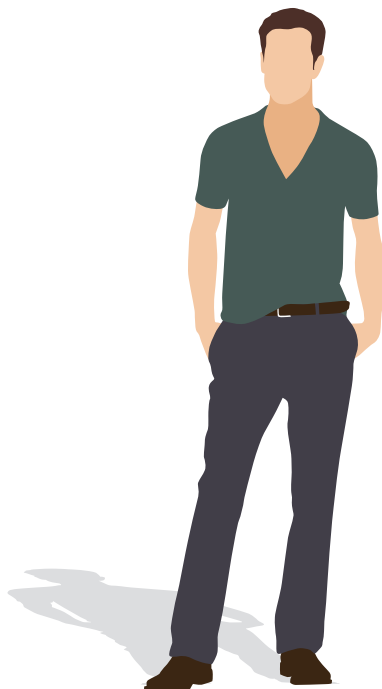
"I was diagnosed early"

"I am secure in my knowing my family will have a place to go if they need it"

"I understand my treatment options, so I can make good decisions"

"I feel part of a community and I'm inspired to give something back"

"I get the treatment, care and aftercare that are the best for my cancer and my life"



We hope you enjoyed this exclusive behind the scenes tour. As you can see there is a lot of work that goes into making the Prostate Cancer Centre run smoothly and efficiently. Each and every individual helps create awareness about prostate cancer. We have talked with six people who do amazing work and truly are the heart of our Centre. The countless hours and dedication that they have given deserves the spotlight.

Without Susan and Phil Evans, we would not have an endowment fund. They saw an opportunity to give back and their generosity is greatly appreciated.

Without our volunteers, Harry and Gail, the small projects that keep the Centre running smoothly would fall through the cracks. Gail brings dedication and compassion to every task and job she does. Harry without fail brings knowledge and comfort to the families and patients that come through our doors.

Without Mark Wilson, the Bill Brooks Prostate Cancer Benefit would not be creating awareness about prostate cancer after 16 years. This awareness he has helped create is something Mark and the team are passionate about and this is evident in the event each year.

Without Winnie Bezemer, the Priddis Greens Charity Classic would not have the sponsors and auction items it's known for. She was instrumental in creating the "Fund a Need" program that become very successful and benefits our Centre greatly.

Without KPMG, we could not run as smoothly as we do. They review our financials and ensure that all of the details have been checked over.

The hard work from each individual involved we could not continue to provide the support and services that the centre gives to patients and their families.

thanks for the great year!

**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
info@prostatecancercentre.ca**

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Twitter: @ProstateAlberta**