Dr. H. Bliss Murphy
Cancer Care Foundation
building hope together

2019/20
REPORT TO OUR DONORS

On The COVER

Featured on the front cover of this year's *Report to Our Donors* is Barry Perry, President and CEO of Fortis Inc., with cancer patient, Meghan Waterman, at the announcement of Fortis Inc.'s $500,000 donation to cancer care, with $250,000 going to the ***In This Together*** Campaign.

Click the link for the video to the right and watch Meghan's story, which was featured on CBC Newfoundland and Labrador.

Executive MESSAGE

This year, the Dr. H. Bliss Murphy Cancer Care Foundation continued with our largest and most ambitious fundraising campaign in our history - to build a new chemotherapy suite for the Dr. H. Bliss Murphy Cancer Centre.

Chemotherapy Unit Campaign Goal:
$5 Million

Recognizing that 1 in every 2 individuals in Newfoundland and Labrador will one day hear their doctor say, "You have cancer", it is now essential that we have the necessary infrastructure to ensure the very best outcomes for treatment and recovery.

We are so thankful to highlight the generous contributions to the ***In This Together*** Campaign, which have brought us very close to our goal by March 2020. One such example, featured on the cover of this years' Report to our Donors, was long-time partners, Fortis Inc., who generously announced a gift of $250,000 to the campaign in February of this year.

The mission of the Dr. H. Bliss Murphy Cancer Care Foundation is to support excellence in cancer care, and this year's *Report to Our Donors* focuses on how your donations have made an impact in the areas of:

1. Investments in Cancer Treatment Equipment
2. Investments in Patient Support Programs
3. Investments in Education
4. The Power of Partnerships

Our ability to invest in these critical areas is only possible through your donations and partnering for Cancer Care. Although we are unable to highlight every donation we received last year in this report, please know that your generosity is greatly appreciated.

We have a lot of passion for the work we do at the Dr. H. Bliss Murphy Cancer Care Foundation, and so much of it comes directly from you, our donors. In this light, our fundraising and administrative expenses – the costs associated with running the Foundation – are managed carefully by our Board of Directors. Our goal is to provide our donors with measurable and impactful results for entrusting your donation to Cancer Care.

Thank you for your ongoing support of Cancer Care in Newfoundland and Labrador!

Sincerely,

Gary Smith
Chairman

Lynette Hillier
Executive Director

Investment in EQUIPMENT

Last year, we launched the ***In This Together*** campaign to raise $5 million to build a new Chemotherapy Unit at the Dr. H. Bliss Murphy Cancer Centre.

We are so grateful for all of the support that the campaign has received, and are confident that we will reach our fundraising goal and the new Chemotherapy Unit will be opened in 2022.

The new unit will have an abundance of natural light, and furnishings will be warm and inviting. The design utilizes a pod structure, balancing the patient's need for privacy, with the ability to interact with others. The Cancer Care team will have a clear view of all of their patients within their assigned pods, and all of the materials for patient care will be within reach.

The in-house pharmacy will allow for more efficient delivery of chemotherapy medications to patients, and close proximity for pharmacy staff to consult with other members of the Cancer Care Team and patients.

We are pleased to share some more features of the new design:

- A 10,214 square foot treatment facility - three times the size of the existing unit, allowing all outpatient chemotherapy to be delivered in the one location
- Expanded capacity for chemotherapy treatment chairs and beds to meet future patient demand
- Private consultation and examination rooms
- Isolation rooms
- An in-house pharmacy.

CLICK HERE FOR A VIRTUAL TOUR OF THE NEW CHEMOTHERAPY UNIT

In This Together CAMPAIGN

ONE VOICE VIDEO

One voice, one cause, so many lives—we're all in this together!

The Dr. H. Bliss Murphy Cancer Care Foundation joined with CBC NL, The Idea Factory, Shallaway, Lady Cove, Newman Sound, Holy Heart Chamber Choir, the Newfoundland Symphony Orchestra and many musical talents to create "One Voice", a video in support of the In This Together Campaign.

Our thanks to all the talented performers who volunteered their time in support of cancer care. To watch this powerful performance, please click this link for the video:

NEW BEGINNINGS

The Dr. H. Bliss Murphy Cancer Care Foundation officially transferred the first payment to Eastern Health on March 31, 2020, to begin tendering and construction of the new Chemotherapy Unit for the Dr. H. Bliss Murphy Cancer Centre.

PICTURED IN PHOTO: Gary Smith, Chairman of the Dr. H. Bliss Murphy Cancer Care Foundation, Karl Smith, Chairman of the In This Together Campaign and Elaine Warren, Vice President of Eastern Health.

Investment in PATIENT SUPPORT

Imagine the emotion that sets in when someone hears the words, *"You have cancer."*

PANIC. FEAR. WORRY.

Now, add in the financial burden that can accompany that diagnosis, on top of everyday expenses – travelling to appointments, parking, and medications – all while a patient may no longer have a regular income.

For many in Newfoundland and Labrador, that stress is a reality. Cancer is a huge strain on their finances.

With your help, the Dr. H. Bliss Murphy Cancer Care Foundation's Patient and Family Support Fund, completely funded by your donations, is there to help our most financial challenged cancer patients and their families.

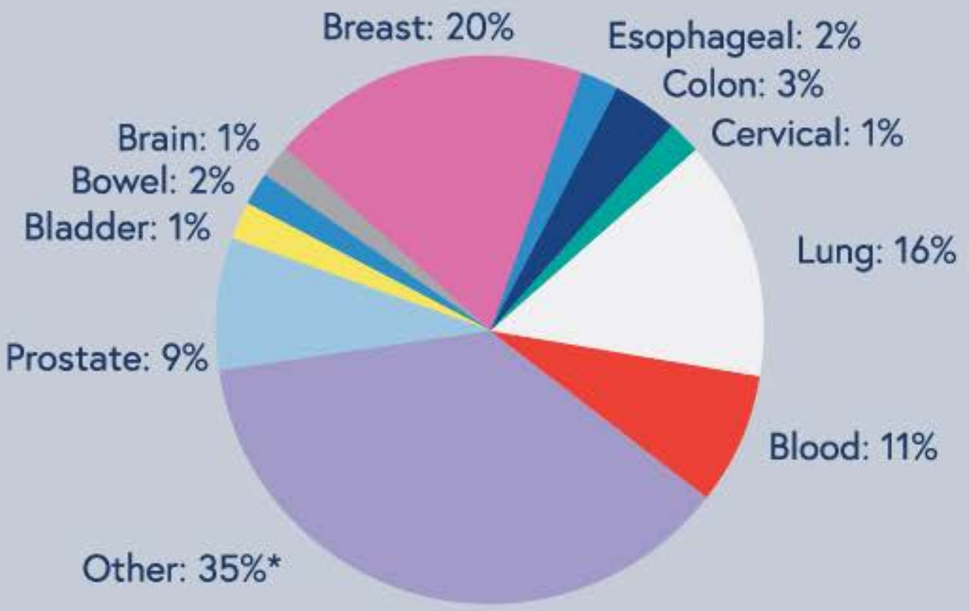
DR. H. BLISS MURPHY CANCER CARE FOUNDATION

PATIENT & FAMILY SUPPORT FUND

IMPACT REPORT

1,116 CANCER PATIENTS from our province have been assisted by the **Patient and Family Support Fund** from April 1, 2018 to March 31, 2020.

WHAT TYPES of cancer do they have?



** Comprised of 48 different cancers with small individual patient numbers.*

Who are they?

45% Male

55% Female

Where are they from?

These patients have an average bi-weekly household income of

$930.57

Due to increased expenses, they have an average bi-weekly income shortfall of

-$169.24

CASH	FOOD	GAS	BUS	OTHER**
$283,752	$10,855	$1,500	$69	$8,908

Amounts are rounded up to the nearest dollar. There may be some small adjustment in actual amounts as sometimes invoices have not been received by the reporting period.

**Other category includes prosthesis and compression garments.

Investment in EDUCATION

MAMMOGRAPHY SYMPOSIUM

The generosity of our donors has allowed us to provide $30,000 to fund, for the first time in Newfoundland and Labrador, a conference specifically for Mammography Technologists.

Breast cancer is one of the most commonly diagnosed cancers in the province, making these educational opportunities even more crucial to the diagnoses of breast cancer.

The conference hosted Louise Miller, an international expert in the field of mammogram positioning, to ensure the most accurate technique. A mammogram machine was brought to the conference location so those in attendance could actually have the opportunity to have hands on practice in this technique.

Mammogram Technicians attended from Eastern Health, Central Health, Western Health and Labrador Grenfell Health. Feedback from these health care professionals that attended this conference was overwhelmingly positive.

Thank you to our donors for this very unique learning opportunity!

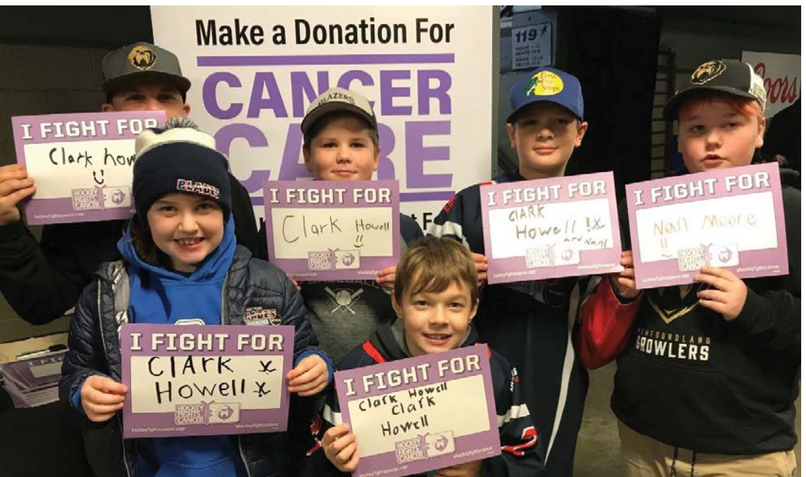
DR. KIM HONG ENDOWMENT FUND

Roxanne Rodgers-Harding was one of the recipients of the Dr. Kim Hong Endowment Fund Awards. She attended the Canadian Association of Nurses in Oncology conference in Manitoba.

Roxanne attended sessions on the different scopes of practice within cancer care; geriatric needs of cancer patients, and recent updates in Hematology treatments. She was able to share her valuable learnings with her fellow Cancer Care Program Team members.

Roxanne was also able to present on the nursing model changes from the Cancer Care Program.

Roxanne is very grateful for this opportunity, provided by donors to the Fund.



The Power of PARTNERSHIPS

SING FOR CARE is an annual event that is held each October. All funds raised from this event, which is hosted and performed by Les Ms. Choir, are in aid of the Patient and Family Support Fund. They held their 17th concert in 2019 in support of Patient and Family Support Fund with over $7,000 raised. We are so thankful to Les Ms. Choir for sharing their passion with us, and helping cancer patients across this province.

THE 14TH ANNUAL PPI SOLUTIONS CHARITY GOLF TOURNAMENT, in support of Cancer Care in this province, was a huge success with over 100 golfers attending a day filled with golf, great food, auction items, games, prizes and more. Over $33,000 was raised that day and, since its inaugural year, PPI Solutions has raised over $600,000 for the Dr. H. Bliss Murphy Cancer Care Foundation. We simply can't thank PPI Solutions enough for their endless support of cancer care.

HOCKEY FIGHTS CANCER! On November 16th the Newfoundland Growlers chose the Dr. H. Bliss Murphy Cancer Care Foundation as the recipient of their 50/50 draw during a game at Mile One Centre in St. John's NL. Throughout the evening, everyone who attended the game had the chance to hold up a card with their loved ones name on it to proudly display who they were supporting. Over $5,000 was raised in support of cancer care in this province.

Mission Statement &
DONOR BILL OF RIGHTS

OUR MISSION: The Dr. H. Bliss Murphy Cancer Care Foundation raises funds to enhance treatment and supportive care programs for cancer patients, to fund local cancer research initiatives and to provide continuing education opportunities for staff of the Dr. H. Bliss Murphy Cancer Centre and affiliated cancer programs in Newfoundland and Labrador.

THE DONOR'S BILL OF RIGHTS: The Dr. H. Bliss Murphy Cancer Care Foundation subscribes to the following donor bill of rights from the Association of Fundraising Professionals (www.afpglobal.org.)

Donors Have the Right:

1. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
2. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgement in its stewardship responsibilities
3. To have access to the organization's most recent financial statements.
4. To be assured their gifts will be used for the purposes for which they were given.
5. To receive appropriate acknowledgement and recognition.
6. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
7. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
8. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
9. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

Statement of OPERATIONS

FOR THE YEAR ENDED MARCH 31, 2020

REVENUE	2020	2019
In This Together	$ 986,199	$ 1,449,220
Annual Fund	$ 911,295	$ 889,312
Polka Dot Trot	$ 305,053	$ 292,095
Memorial Program	$ 81,297	$ 92,559
Investment Income	$ 15,086	$ 46,905
Gifts In Kind	$ 19,949	$ 24,255
Sparkles of Hope - bracelet sales	$ 6,440	$ 8,361
	$ 2,325,319	$ 2,802,707

EXPENDITURES	2020	2019
Charitable Disbursements	$ 2,109,027	$ 680,249
Administrative & Management	$ 414,160	$ 508,089
Fundraising Costs	$ 178,126	$ 164,387
In This Together	$ 123,471	$ 186,919
Polka Dot Trot	$ 71,594	$ 57,379
Charitable Programs	$ 44,762	$ 39,958
	$ 2,941,140	$ 1,636,981
EXCESS OF REVENUE OVER EXPENDITURES	**$ (615,821)**	**$ 1,165,726**

Foundation Staff &
BOARD OF DIRECTORS

FOR THE YEAR ENDING MARCH 31, 2020

Dr. H. Bliss Murphy Cancer Care Foundation
building hope together

FOUNDATION STAFF:

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Development & Donor Relations

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Communications Designer
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BOARD OF DIRECTORS:

Gary Smith (Chair of the Board)
Executive Vice President, Fortis

Robert Andrews, QC
Ex Officio, McInnes Cooper Law Office

Victoria Belbin
Director of Corporate Services, Genoa Design

Gilbert Bennett, Executive Vice President
Power Development, Nalcor

Fred Chaytor, Associate Owner
Shoppers Drug Mart

Matthew Galgay
Partner, BDO

Kim Keating
Chief Operating Officer, The Cahill Group

Paige London, Vice President Finance & CFO
Newfoundland Power

Janet March

Jamie Schwartz, *President & CEO*
Deer Lake Regional Airport Authority

Andy A. Turnbull, Chief Executive Officer
Nunacor Development Corporation

Larry Vodden, HSSEA Director
Wood Group

Elaine Warren, VP, Cancer Care Program
Eastern Health

Steve Winter, Consultant
Argyle Consulting Inc.