CANCER CARE FOUNDATION
NEWFOUNDLAND & LABRADOR

# ANNUAL REPORT TO OUR DONORS
2023-2024

## Largest Fundraising Campaign in Our History - Completed!

# EXECUTIVE MESSAGE

## FROM THE BOARD CHAIR & EXECUTIVE DIRECTOR

**Thanks to your generosity,** 2023-2024 was a milestone year for the Cancer Care Foundation as we celebrated the opening of the new Chemotherapy Unit at the Dr. H. Bliss Murphy Cancer Centre. This opening was the culmination of a $5 million campaign launched by the Foundation – the largest capital fundraising campaign ever undertaken by our organization.

The brand new 10,000 square foot Chemotherapy Unit project was a partnership between the Government of Newfoundland and Labrador, Newfoundland and Labrador Health Services and the Cancer Care Foundation. Donors to the Cancer Care Foundation provided a significant funding contribution towards construction and furnishings allowing this project to become a reality.

We are so thankful to the outpouring of support we received from donors for this once in a lifetime project. Thank you for embracing our vision of creating a state-of-the-art space that will support cancer patients and their families who will need to receive chemotherapy in the next 20+ years.

Our thanks to our Campaign Cabinet Leadership team, led by our Chair Karl Smith, for their dedication to achieving the goal. They invested many hours to have conversations with donors to outline why this project was so important to Newfoundland and Labrador. We are so grateful for their leadership and commitment.

Finally, to our partners with the Cancer Care Program - we were honored to work with you on the design and furnishing of this incredible new space. Your team provided leadership on creating a space that would be welcoming, comfortable and calming – for both patients and staff.

**ABOVE (L-R):** Board Chair, Gary Murray, and Executive Director, Lynette Hillier, in the Garden of Hope.

We have a lot of passion for the work we do, and so much of it comes directly from you, our donors. In this light, our fundraising and administrative expenses 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.

With our thanks,

Gary Murray, Chair

Together, we will support our family, friends and neighbors who receive a cancer diagnosis, every step of the way.

Because of you, cancer patients will feel you with them every step of the way.

Lynette Hillier, Executive Director

# POLKA DOT TROT

## ONE DAY. ALL CANCERS.

**On October 15, 2023,** 835 participants took part in the Polka Dot Trot at Paradise Park. The Octagon Pond Trail was filled with a rainbow of color representing cancer patients and their families. The connection and community felt during the day was electric!

Thank you to all of the participants who worked hard to fundraise for this incredible event. This was the largest Polka Dot Trot yet and these amazing participants raised over $350,000 to support cancer care right here in Newfoundland and Labrador!

We would like to sincerely thank our Presenting Sponsor, BelAir Direct, for supporting Polka Dot Trot and say a huge thank you to all of the sponsors and volunteers for making the event so successful!

FINISH

My Inspiration:
ME!
July 23, 2023

# INVESTMENT IN
PATIENT SUPPORT

## 2023 NL CANCER CONFERENCE FOR WOMEN: SHARING OUR STRENGTH

**In October 2023,** 110 female cancer patients and survivors, participated in the 1st Annual NL Cancer Conference for Women. They came from 34 communities across the province, with 25 different types of cancer represented.

The weekend was packed with valuable information sessions on issues ranging from finances to life after cancer. Participants had the opportunity to meet fellow survivors, share their stories, ask questions, and build a network that they can rely on during stressful times.

Thanks to donors and sponsors for supporting this important weekend. Many thanks to all the participants – for their vulnerability, and openness. And our thanks to the Planning Committee for their time and commitment to this event. It truly was a powerful weekend filled with much love, support and acceptance.

CANCER CARE FOUNDATION
NEWFOUNDLAND & LABRADOR

PATIENT & FAMILY SUPPORT FUND

# IMPACT REPORT

For the Period of April 2023 to March 2024

KILOMETERS

**708**

Average return distance (home to hospital) of patients who access the fund.

**$400**

Average patient's travel expense.

**Total Dispersed Funding to Cancer Patients Last Year:**

**$116,113**

**336** cancer patients & their families have accessed the Patient & Family Support Fund in the last year.

These patients have an average bi-weekly household income of

**$968.00**

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

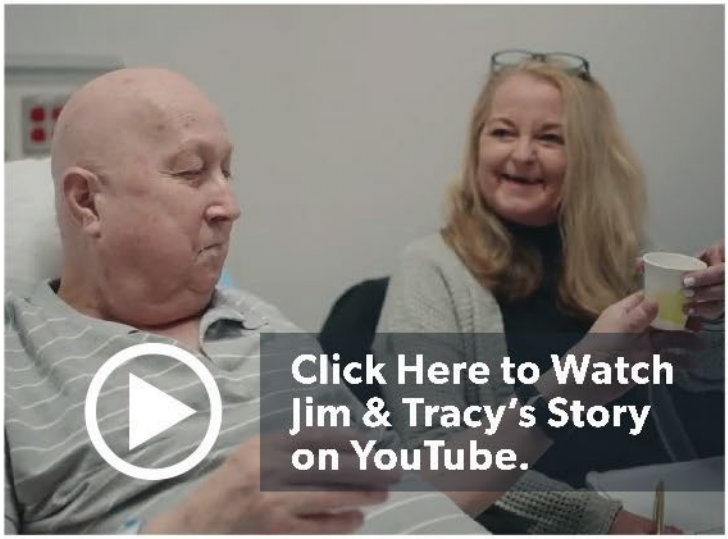
**-$213.57**

* Since 2019 the average bi-weekly shortfall for cancer patients has increased by 48%. **Cancer patients are poorer than they were 5 years ago.**

The Fund did see a slight decrease in applications in 2023-2024, due to the closure of a radiation treatment machine at the Dr. H. Bliss Murphy Cancer Centre.

**258** cancer patients were transfered to Princess Margaret Hospital in Toronto during this 12-month period, with expenses paid for by the Government of NL.

The radiation treatment machine at the Dr. H. Bliss Murphy Cancer Centre re-opened to full capacity in February 2024, and we anticipate a significant increase in applications to the Patient and Family Support Fund in 2024-2025.



# TIME TO CELEBRATE!

**June 20, 2023,** marked a huge milestone for cancer care, with the grand opening of the new Chemotherapy Unit at the Dr. H. Bliss Murphy Cancer Centre. After years of planning and fundraising, we were so excited to finally open this beautiful space for patient treatment, made possible by donors of the *In This Together* Campaign. Some of the exciting features of the new unit:

- It will be the site for all outpatient chemotherapy delivery, regardless of cancer type.
- With three times the space, the new unit can accommodate increased demand.
- A dedicated, in-house pharmacy increases efficiency and reduces wait time for patients.
- The design and décor provide a warm, welcoming area for patients.

The grand opening celebrations welcomed donors; representatives from our project partners - Government of Newfoundland and Labrador and NL Health Services; Cancer Care Program staff; cancer patients and families; our Board of Directors as well as the *In This Together* Campaign Cabinet Team.

**"I've been a patient at the chemo unit regularly for the past 14 years. What a breath of fresh air the new unit has been! It's so much more open and bright, yet provides much needed privacy if needed. The care provided there has always been top notch and now the surroundings match that care."**

- Sharon Foster, Cancer Survivor

**TOP PHOTO:** Campaign representatives, Kelley Button and Lori Connors, celebrate the grand opening with their husbands, David Button (left) and Kris Connors (right). **BOTTOM PHOTO:** Members of the Cancer Care Program at the Grand Opening reception.

# IN THIS TOGETHER
## CAMPAIGN CABINET - THANK YOU!

**Led by Cabinet Chair**, Karl Smith, the *In This Together* Campaign Cabinet team worked diligently to reach the established fundraising goal and make this state-of-the-art unit available for cancer patients who require chemotherapy treatment now and in the future.

We cannot say enough about this team! They connected with possible donors right across the country, sharing the campaign and its importance.

Even a global pandemic that brought the world to a standstill did not stop this team from hitting, and exceeding, the campaign goal.

For their time and commitment to seeing the *In This Together* Campaign through, we offer our heartfelt thanks to Karl Smith, Mark Dobbin, Greg Roberts, Adam Keating, Kim Keating, Beverly Evans, John Steele, Anne Whelan and Keith Butler and to every donor to the In This Together campaign. You have played a huge role in making the new chemotherapy unit a reality.

**TOP LEFT:** Campaign Cabinet Chair, Karl Smith; **ABOVE (L-R):** Campaign Cabinet Members - Mark Dobbin, Greg Roberts, Adam Keating, Kim Keating, Beverly Evans, John Steele, Anne Whelan, Keith Butler, Lynette Hillier and Emily Geary.

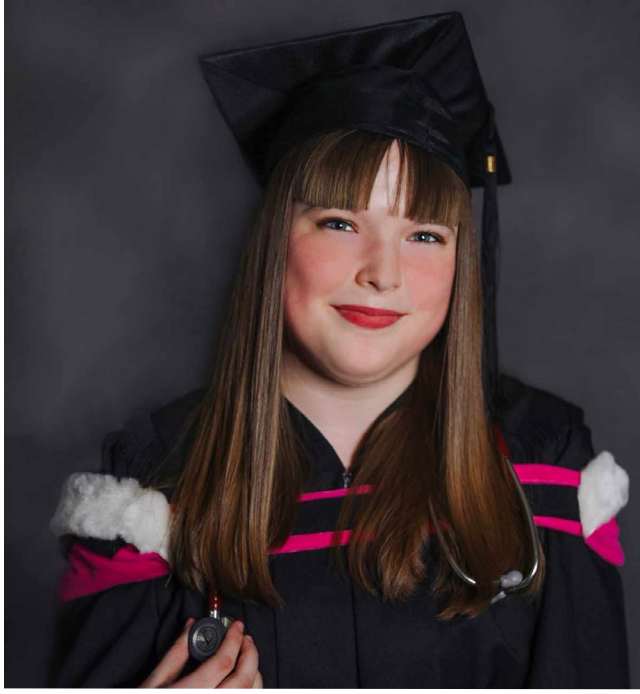
# INVESTING IN TOMORROW'S LEADERS

**Donors to the Foundation's** Dr. Kim Hong Endowment Fund ensure that today's oncology professionals can participate in continuing education through participating in educational conferences, specialized training opportunities, and scholarships for advanced degree and certification programs.

Donors to the Foundation also fund scholarships within the Memorial University Faculties of Medicine, Nursing and Pharmacy for students with a demonstrated interest in oncology. These scholarships support tomorrow's cancer care leaders.

Congratulations and best wishes are extended to the winners that have been chosen on behalf of you, the donors.

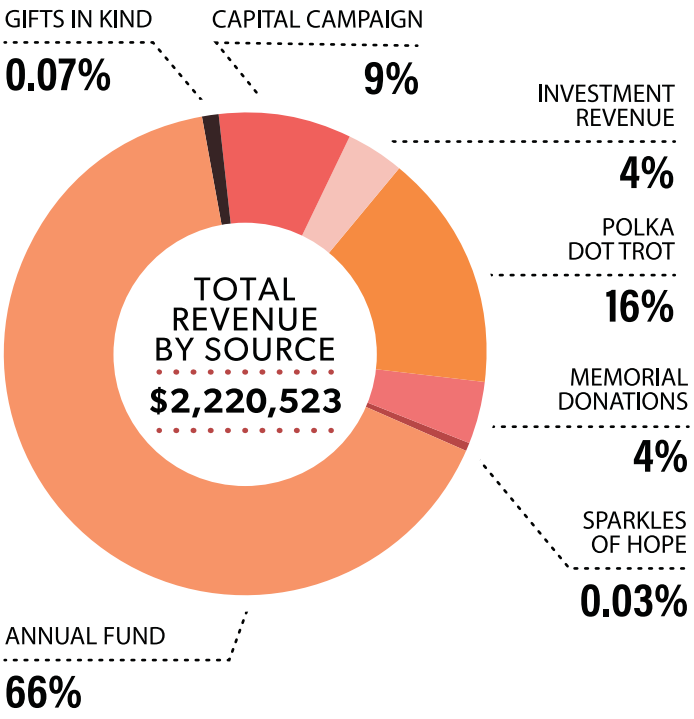
Congratulations Ian Janes (Medicine) Holly Anthony (Nursing) and Shaelynn Ryan (Pharmacy).

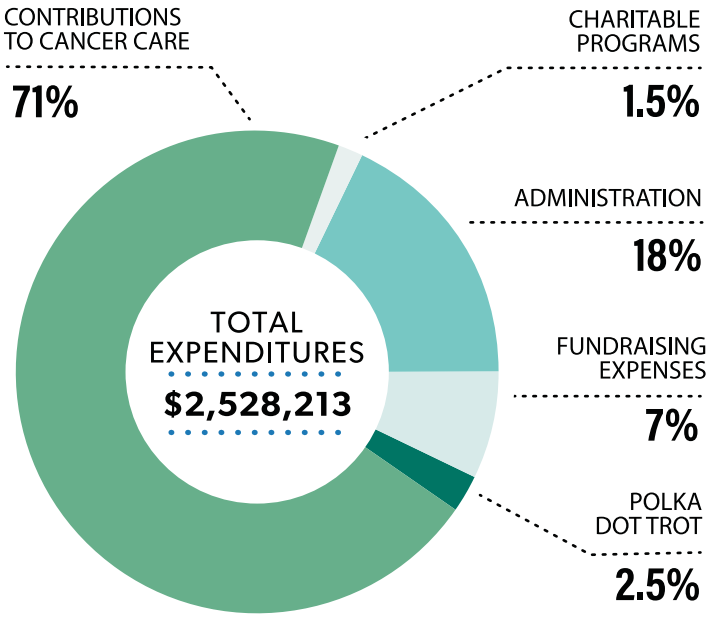


**TOP PHOTO (TOP-BOTTOM):** Recipients of the 2023 Dr. Kim Hong Endowment Fund, Holly Anthony, Ian Janes and Shaelynn Ryan.

# FINANCIAL SNAPSHOT

FOR THE PERIOD ENDING MARCH 31, 2024




**CLICK HERE TO VIEW OUR AUDITED FINANCIAL STATEMENTS**

**OUR MISSION:** The 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 program in Newfoundland and Labrador.

## THE DONOR'S BILL OF RIGHTS:

The 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 it's 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 expect the Board to exercise prudent judgment 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 acknowledgment and recognition.
6. To be assured that information about their donation is handled with respect and with confidentiality to the extend 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.

# BOARD OF DIRECTORS

## FOR THE PERIOD ENDING MARCH 31, 2024

**Gary Murray, Chair** President & Executive Officer, Newfoundland Power

**Janet March, Vice Chair** Business Manager, Oil Heat Association Newfoundland & Labrador

**Lynn Healey, Treasurer** Chief Executive Officer, Sequence Bio

**Steve Winter, Executive** Owner, Argyle Consulting

**Gertrude Bradbury** President, Locke's Electrical Limited

**Jennifer Williams** President & CEO, Newfoundland Labrador Hydro

**Adam Keating** CEO & Founder, Colab Software

**Larry Vodden** Vice President HSSE&S, Operations Americas, Wood

**Kelli O'Brien** Vice President, Quality & Learning Health Systems, NLHS

**Fred Chaytor** Associate Owner, Shoppers Drug Mart

**Mike McCann** President & CEO, Rio/Tinto Iron Ore Company of Canada

# FOUNDATION STAFF

**Lynette Hillier, Executive Director** (lynette.hillier@easternhealth.ca)

**Emily Geary, Senior Development Officer** (emily.geary@easternhealth.ca)

**Deborah McNiven, Financial Administrator** (deborah.mcniven@easternhealth.ca)

**Megan Ludlow, Development Officer** (on maternity leave)

**Heidi Smith, Development Officer** (heidi.smith@easternhealth.ca)

**Danielle Poirier, Communications Designer** (danielle.poirier@easternhealth.ca)

**Madelyn Hache, Administrative Assistant** (madelyn.hache@easternhealth.ca)

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**ON THE COVER (L-R):** David Diamond, then President & CEO NL Health Services; Honorable Tom Osbourne, then Minister of Health & Community Services; Cancer Survivors, Alison Keeping, Lori Connors, and Kelley Button; Beth Snow, Provincial Director of the Cancer Care Program; and Gary Smith, then Chair of the Cancer Care Foundation at the official ribbon cutting, June 20, 2023.