



Alberta Cancer FOUNDATION

Report to Donors 2013
April 1, 2012 - March 31, 2013

Redefining the future
together

Accelerating change

Every day, 43 Albertans hear the words “you have cancer.” But these aren’t just statistics. These are our families, our friends and our neighbours. And although progress is being made every day, we are all impatient for results. At the Alberta Cancer Foundation, we know more can be done and we are pushing for faster results that will improve the lives of 43 Albertans today. You, our donors, are the driving force to make that happen.

We understand how important it is to make smart investments with your dollars — investments that have a clear impact on patients—earlier detection, improved treatments and quality of life.

Over the last year, we have made some real changes at the Alberta Cancer Foundation. We have adopted a new model of investing in research, one that is focused on improving patient and system outcomes. Strategic priorities will drive our investment decisions based on consultation with our health-care, university and industry partners.

We strive to be one of the most innovative philanthropic organizations in Canada, delivering transformational results for Alberta cancer patients and their families. To do this, we have to be bold and have a long-term vision. While we take pride in being transparent and responsible stewards of donor dollars, we believe that the most important measure of success is to demonstrate the impact that your investments create--investments that will redefine the future of cancer in Alberta.

To reflect this new, active approach, you will notice we have also adopted a new look. This new brand is a more accurate reflection of the innovative approach we are taking—it is bold and bright, representing the future for cancer patients and their families. The cells in the arrow signify the many partners that come together – patients and families, researchers, health providers, donors and the Alberta Cancer Foundation – to make a real and significant difference for Albertans.

But more than a picture, the new brand is our commitment to those 43 people who will hear that cancer diagnosis every day, for the thousands who have faced cancer in the past and the friends and family who will face this disease in the future. Our commitment is to make a difference today through research, diagnosis, prevention, screening and care.

Our new brand is part of the story we are about to tell and we will be sure to update you as we write new chapters. Thank you for helping to power such change and accelerate discovery.

Myka Osinchuk CEO
Alberta Cancer Foundation

Angela Boehm Chair
Alberta Cancer Foundation

2013 Trustees

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Redefining the future together

Last year, the Alberta Cancer Foundation was on the move. We were pushing for accelerated **CHANGE**, **PROGRESS** and above all **RESULTS**.

And the progress we were able to make was because of you, our donors. Because of you, the Alberta Cancer Foundation was able to take action for Albertans by strategically investing donor dollars into cutting-edge cancer research that has a direct impact on better outcomes for cancer patients. Because of you, we invested in cancer treatments that directly improve the standard of care. Because of you, we invested in prevention and care programs across the province and screening initiatives that detect cancer earlier. Your generosity allows us to invest in ideas and resources across the cancer spectrum from early detection to survivorship. We support Albertans across the province—at the Tom Baker Cancer Centre in Calgary, the Cross Cancer Institute in Edmonton and the 15 community cancer centres across the province.

We know our donors are key to our success.

Because of our donors' commitment to improve the lives of Albertans, we stood beside the Government of Alberta last March to announce a new, comprehensive cancer centre for Calgary. We were pivotal in making this announcement happen and will work with the provincial government to see the centre become a reality. We understand the importance of having two incredible comprehensive cancer centres in both Edmonton and Calgary.

With your support, we can help accelerate change. You have told us you expect smart investments and you are impatient for results. To meet these expectations we have adopted a new model of investing, one that requires collaborative, team-based science and leads to improving outcomes for Albertans. Everything we do should have a clear line of sight to patients.



Simply put, we will invest in things that matter to Albertans:

- **earlier detection**
- **better prevention strategies**
- **improved treatment**
- **enhanced quality of life**

In the last fiscal year, we have invested **\$23.3 MILLION** in prevention, screening, research and enhanced care across this province. Our goal over the next five years is to invest a minimum of \$140 million while running a complementary campaign to raise \$200 million for the new Calgary cancer centre.

We are pleased to highlight just a few examples of how your dollars helped accelerate change.

In many projects, the Alberta Cancer Foundation has been a supporter for years; in others, we have recognized new innovative ideas and are excited to see them develop. In all of them, we will see change, progress and results that redefine the future of cancer in Alberta.

Detecting cancer earlier

Answering critical questions

Biobanks can transform the way researchers see diseases develop and thanks to an investment by Alberta Cancer Foundation donors, we are already seeing those results in this province. The Alberta Cancer Research Biorepository is a collection of high quality specimens—DNA, tumour cells, tissue and blood samples—that are used for research into new treatment for diseases. Imagine the power of thousands of these samples, allowing researchers to systematically identify gene profiles among similar tumour groups and find patterns and linkages that otherwise would be impossible. The collection is already paying off. Researchers at the Cross Cancer Institute used samples from the biobank to decode the complex genetic makeup of the deadliest form of breast cancer. Over the last five years, we have invested \$6.1 million into this transformative collection.



Our 2012/13 investment: \$2.4 MILLION

Tailoring treatment to genetic profiles

Not all cancers are built equally. Cancer can be as unique as your fingerprint and understanding the mutation at the molecular level provides treatment options that are customized for the unique genetic profile. The challenge is to identify and test smart combinations of targeted drugs capable of successfully treating people according to their genetic make up. The Alberta Cancer Foundation has invested in this type of precision cancer medicine for years. For example, thanks to the support of our donors, scientists in this province played a big role in testing a combination of treatments to learn that the breast cancer drug Herceptin only works on women whose tumours have a genetic profile called HER-2 positive. That knowledge changed standard practice in Alberta and improved the lives of many Albertans and women around the world. Today, researchers across the province continue to develop new drugs at greater speeds and use predictive biomarkers to detect tumours earlier, improving the chance of treatment success. We continue to support the exciting advancements in this field.



Our 2012/13 investment: \$605,000



Dr. Randall Johnson leads the Alberta Cancer Research Biorepository which helps investigators understand cancer better.



A research study examining the connection between exercise and cancer gave Alexandra Lapko an opportunity to improve her own health, while giving back to the community through research.

Defining better prevention strategies

Accelerating translation of new knowledge

Dr. Christine Friedenreich is a pioneer in the field of cancer and exercise. Long before the benefits of exercise became common knowledge, Dr. Friedenreich was investigating the influence of physical activity on cancer across the spectrum—from prevention to diagnosis to survivorship. Recently named the Weekend to End Women’s Cancers Breast Cancer endowed chair, Dr. Friedenreich is expanding the provincial breast cancer research programs in this province and accelerating the translation of new knowledge to the general population. Over the next five years, Dr. Friedenreich will build upon her previous findings from research studies that focus on the relationship between physical activity and breast cancer. Ultimately, her research will provide evidence on exactly what type, dose and timing in life is important for reducing breast cancer risk and improving rehabilitation, quality of life and survival after breast cancer. Alberta Cancer Foundation donors have been instrumental in Dr. Friedenreich’s research, investing \$3 million to the endowed chair, plus a \$250,000 establishment award over five years.



Our 2012/13 investment: \$200,000

Redefining tomorrow

The best approach to reducing the cancer burden is to prevent cancer from ever happening. To this end, the Alberta Cancer Foundation and its donors launched the innovative Tomorrow Project, a long-term study trying to learn why some people get cancers and others do not. The largest research study in Alberta, the Tomorrow Project is discovering more about the causes of cancer so that it may be prevented in the future. Because of work initiated in Alberta, this study is now taking place across the country and has enrolled 300,000 Canadians. Progress has already been made—Tomorrow Project samples have been used as controls for a cancer research study, finding six genes that may increase the risk of developing cancer. In the last five years alone, we have invested \$4.9 million to this visionary project.



Our 2012/13 investment: \$1.45 MILLION
(committed an additional \$1.45 million for 2013/14)

Improving treatment

Bringing the best and brightest minds to Alberta

If ovarian cancer is caught early, it is easy to treat. But in most cases it isn't detectable until later stages when the cure rate declines significantly. Dr. Lynne Postovit is hoping to change that. The Alberta Cancer Foundation partnered with the University of Alberta and the Royal Alexandra Hospital Foundation to recruit Dr. Postovit, one of the brightest minds in ovarian and breast cancer research, to Alberta. Dr. Postovit, who holds the new Sawin-Baldwin Chair in Ovarian Cancer, will focus on finding better biomarkers for ovarian cancer and gaining a better understanding of how advanced cancers are able to resist treatment. Her team will study how the disease can continue to grow even when it is being treated aggressively. The funding, provided by Alberta Cancer Foundation donors, will allow her team to do transformative research, with the ultimate goal of decreasing the number of women who die every year from ovarian cancers. This investment will be used to make breakthroughs that will improve health and decrease suffering for Albertans.



Our 2012/13 investment: \$200,000

Introducing innovation

Our donors have done it again. A few years ago, they invested \$235,000 to bring ocular brachtherapy—a new type of treatment for a rare type of eye cancer—to Alberta. This year, they helped launch breast brachtherapy in this province, another innovative treatment option that traditionally hasn't been available here. Brachtherapy, whether in the eye or breast, delivers a smaller, more targeted dose of radiation. This type of treatment can save most of the normal breast tissue, preserve the cosmetic appearance of the breast, and avoid the physical and emotional trauma of extensive breast removal surgery. A first for Alberta, the Permanent Breast Seed Implant Project involves placing very small radioactive seeds into the breast. Radiation is confined to the tumour area, limiting exposure and side-effects to other normal, healthy tissue. The total donor investment to bring both types of brachtherapy to this province is \$490,000.



Our 2012/13 investment: \$255,000



Dr. John Mackey leads the clinical trials program at the Cross Cancer Institute where scientists can now test the next big idea, thanks to an investment into an early stage clinical trials program.



Investigating novel treatments

Most discoveries start with a bright idea, so to ensure Alberta researchers can test their potential life-saving theory, our donors have helped fund a Pre-Phase 1 Clinical Trial unit. Thanks to a commitment from the Alberta Cancer Foundation of \$790,845, scientists can now see those most promising ideas advance to the laboratory where things can be tested, ideas are refined and new cancer treatments are developed. So far, this investment is already producing results. One of those ideas may have already produced a new class of anti-cancer drugs for lymphomas, but with implications on other cancers as well. This comprehensive unit is one of a kind in Canada and builds on an already successful provincial clinical trials program. Over the last five years our donors have invested a critical \$16 million into clinical research, helping setting Alberta apart from the rest of the country.



Our 2012/13 investment in clinical trials:
\$1.65 MILLION
(committed an additional \$850,000 for 2013/14)



Tom Baker Cancer Centre social worker Holly Minor says every patient benefits from having a care roadmap and being helped along the way.

Improving quality of life

Easing the journey

When someone hears the words, “you have cancer,” the priority should be on healing rather than worrying about affording the next mortgage payment, transportation costs or childcare fees. Yet, their lives are turned upside down. Sometimes they learn treatment will start immediately and they cannot return to work. If that same diagnosis requires a bone marrow transplant, patients have to spend at least three months in Calgary and months longer to recover. Our donors invest in the Alberta Cancer Foundation’s patient financial assistance program—more than \$3.3 million over the last five years—to ensure that patients can concentrate on healing instead of being concerned with making ends meet. This program supports qualified families—it was accessed more than 3348 times last year—when they need it during treatment, easing the journey for Albertans.



Our 2012/2013 investment: \$750,000

Providing comfort and care to Albertans

Palliative and end-of-life care is hard to talk about but it is important to support. In the last year, the Alberta Cancer Foundation invested in the development of a provincial strategy to give Albertans at the end of their lives with more options for care and improved co-ordination across the health-care sectors. This comprehensive program will provide standardized symptom assessment wherever palliative patients reside across the province—at home, in long-term care, supportive living, acute care or cancer care settings. Researchers say that palliative care that is integrated into treatment of cancer can improve quality of life and even increase survival if initiated early in the course of the disease. This investment complements the already established Alberta Cancer Foundation endowed chair in palliative care research, to make the final stages of the cancer journey as respectful and dignified as possible.



Our 2012/2013 investment: \$330,000



Tireless lung cancer advocate and Alberta Cancer Foundation supporter, Mavis Clark, says, "sometimes you can't change your own personal circumstances, so you focus on what you can change."



Redefining the future together

We are privileged to have invested **\$23.3 MILLION** in fiscal year 2012-13 on behalf of **200,000** donors, volunteers, participants and sponsors who are helping us define the future of cancer. **Here are some examples of how you did it:**



- **\$5.26 MILLION** in gifts from more than **438** individual and corporate philanthropists
- **\$5.65 MILLION** by thousands of Albertans who participated in more than **400** community events across the province
- **58** Albertans left a legacy for future generations through planned gifts and estate gifts totaling more than **\$3.2 MILLION**
- **\$1.3 MILLION** from the 13th annual Cash, Cars & More Lottery, bringing in a total of **\$23.5 MILLION** since 2000
- **\$1.18 MILLION** from more than **13,244** memorial gifts to honour loved ones lost to cancer
- **\$3.65 MILLION** by more than 31,000 donors through mail campaigns, online gifts and monthly contributions



- **2557** participants undressed to impress in the 6th annual Calgary and Edmonton Underwear Affairs. Runners and walkers bared all to raise more than **\$1.6 MILLION** for research impacting cancers “below the waist,”—prostate, colorectal, ovarian, cervical, testicular, bladder and uterine cancers.
- **200 kms** cycled in two days through southern Alberta by **1,854** participants, including nearly 175 Enbridge team riders, and along with nearly **50,000** individual donors raised **\$9 MILLION** in the Enbridge Ride to Conquer Cancer. Over four years, Alberta’s largest event generated a total of **\$33.5 MILLION**
- More than **400** movers and groovers, along with one Richard Simmons, shook and shimmied their way through six hours of exercise at Bust a Move for Breast Health in Calgary and Edmonton. This fitness extravaganza raised **\$600,000** for early-stage clinical trials research at the Cross Cancer Institute and invaluable breast cancer research at the Tom Baker Cancer Centre in Calgary.
- More than **800** participants, crew members and volunteers and more than **20,000** individual donors generated **\$1.8 MILLION** in our final Shoppers Drug Mart Weekend to End Women’s Cancers in 2012. We bid farewell to the Weekend, but are forever grateful for Albertans commitment to raise an incredible **\$44 MILLION** over eight years. These funds went towards innovative research and screening programs like two state-of-the-art digital mammography screening units that offer greater accessibility for more than **25,000** women in more than **100** rural Alberta communities each year.

Financial Highlights

2013



The Alberta Cancer Foundation has a stellar record of accountability and transparency and is committed to high performance that delivers results.

We are efficient and responsible stewards of our donors' dollars, and invest in high-quality research and treatment that will improve and save lives. Every fundraising program we undertake is carefully reviewed and no matter how we receive your dollars—from a will, to an event, to a monthly donation—we will put your money to the best possible use as we stand up to cancer.

Our audited financial statements demonstrate that in fiscal year 2012-2013:

- We invested \$23.3 million to research, care, prevention and screening
- Our total fundraising costs were 27 per cent
- Our administration costs were seven per cent

Fundraising and Net Investments Income

Fundraising revenue comes from donors supporting the Alberta Cancer Foundation in numerous ways: one-time gifts, legacy gifts, monthly commitments, hosting an event, participating in an event, direct mail donations and more. Investment income, or growth on investments donors have made in the past, ensure a gift has impact over a longer period of time (Graph 1 on the following page provides on the following page a breakdown of sources of revenue).

Fundraising Costs

The costs associated with donations vary depending on the method of giving. Direct donations that come to the Alberta Cancer Foundation without solicitation have few costs associated with them. Donations through an Alberta Cancer Foundation Challenge Event, such as the Enbridge Ride to Conquer Cancer or the Underwear Affair, have a higher portion that goes to the cost of inviting and supporting participants and donors. These events, which involve thousands of Albertans who may otherwise not have donated, raise transformational amounts of dollars that account for as much as one-third of the investment in cancer programs the Alberta Cancer Foundation makes each year.

Total Administration Expenses

The Alberta Cancer Foundation works hard to maximize efficiency while supporting all 17 of Alberta's cancer centres. Administration expenses of seven per cent include space and equipment, salaries for administrative staff and our investments in awareness and public engagement.

Lotteries

The Cash and Cars and More lottery is not charitable fundraising, but over 13 years has made it possible for the Alberta Cancer Foundation to invest a net \$11.1 million in progress toward a cancer-free future.

Use of Funds

See Graph 2 on the following page for a breakdown of the disbursements of funds.

2013 Fundraising & Investments

2013 Fundraising & Net Investment Income breakdown

Graph 1: Revenue from Fundraising and Net Investment Income in 2013 totaled \$40.2 million.



Special Events

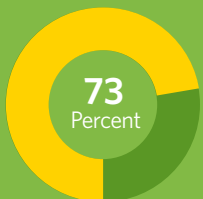


Individual Philanthropy



Net Investment Income

Graph 2: 2013 Use of Funds - \$23.3 million in research, prevention, enhanced care, endowment building



Research



Enhanced Care



Prevention & Screening



Endowment Building

Five-year Summary of Investments for the Future

(in \$millions)

Foundation fund balances represent resources on hand at our fiscal year end (March 31, 2013) held for future support and to sustain future operations. Total resources as of year-end were \$119.5M.

ENDOWMENTS provide support over a longer period of time. Alberta Cancer Foundation Endowments are a critical source of sustained support for research, helping to ensure top scientists choose to work and stay in Alberta.

RESTRICTED FUNDS have been designated for specific projects.

UNRESTRICTED FUNDS are those available for the area of greatest need.

CAPITAL ASSETS include equipment and furnishings for day-to-day operations of the Alberta Cancer Foundation.



Statement of revenue, expenses and fund balances

For the year ended March 31

	2013	2012	2011	2010	2009
	(in \$thousands)				
Fundraising and Investment Income					
Fundraising & Net Investment Income	40,234	37,771	38,565	30,687	27,297
Fundraising Costs	10,780	10,315	9,655	11,605	9,199
Net Fundraising & Investments	29,454	27,456	28,910	19,082	18,098
Fundraising costs/revenue	27%	27%	25%	38%	34%
Administration Expenses					
Operating Expenses	2,849	2,370	2,311	1,832	1,695
Awareness & Public Engagement	897	995	831	687	500
Total Administration Expenses	3,746	3,365	3,142	2,519	2,195
Administration Expenses / Revenues	7%	6%	6%	6%	6%
Awareness/ Public Engagement Expense Ratio	2%	3%	2%	2%	2%
Total Net Fundraising / Invest Revenue	25,708	24,091	25,768	16,563	15,903
% Net Fundraising to Total Revenue	64%	64%	67%	54%	58%

	2013	2012	2011	2010	2009
Other Revenues					
Lotteries, net	693	752	539	834	532
Grants Received / Returned Grants	153	495	16,237	0	0
Net Revenue before use of funds	26,554	25,338	42,544	17,397	16,435

Use of Funds					
Research	17,105	21,115	22,593	8,566	10,439
Prevention & Screening	646	2,460	936	850	3,500
Enhanced Care	4,825	3,971	2,905	1,771	2,448
Endowment	775	819	2,839	918	1,285
Total Funds Invested	23,351	28,365	29,273	12,105	17,672

Complete audited financial statements are available online at albertacancer.ca



Alberta Cancer FOUNDATION

Tom Baker Cancer Centre

Calgary

Cross Cancer Institute

Edmonton

Associate Cancer Centres

Central Alberta (Red Deer), Grande Prairie, Jack Ady Cancer Centre (Lethbridge), Margery E. Yuill Cancer Centre, (Medicine Hat)

Community Cancer Centres

Barrhead, Bonnyville, Bow Valley, Camrose, Drayton Valley, Drumheller, High River, Hinton, Lloydminster, Fort McMurray, Peace River

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