There have been numerous breakthroughs in the field of prostate cancer over the past 20 years, and Prostate Cancer Canada has developed a timeline to highlight Canadian contributions. Throughout the pages of this annual report, you will find featured breakthroughs and events spanning the spectrum of research, survivorship and support. We are honoured to share this collection with our Canadian supporters who have made this day possible.
# Contents

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A time for sober reflection

Prostate Cancer Canada’s 20 year milestone is a time for both solemn reflection and optimism.

Thanks to the ever-increasing engagement and generosity of individuals, families, communities, and corporations across Canada, we have come a long way in that time. Through your tireless dedication to research advancements, education, and support, we have played a primary role in seeing the number of deaths from prostate cancer drop by about 40% in just two decades. This decline in mortality represents significant progress for the 1 in 8 men who will be diagnosed in their lifetime.

In the process, we have made giant strides towards getting men to do something men have traditionally had difficulty doing – talking about their own health. This has been paramount because the more that men are willing to talk, the more likely they are to get tested and identify prostate cancer early enough to treat it effectively.

But this is not a time for celebration; much work remains to be done.

With the Canadian Task Force on Preventive Health Care publicly denouncing the PSA test and two provinces still refusing to cover its cost for screening, we must continue to advocate in favour of individually tailored PSA testing for early detection to ensure that any ground we have gained is built upon, not lost. We will also continue to promote active surveillance for low-risk disease. As we know from the many GPs, patients, and urological experts in our vast network, PSA testing might not be perfect, but still has a place in establishing risk with other tests being used to confirm or refute a diagnosis.
To that end, we will continue to invest in the most promising prostate cancer research. In fact, we are on the precipice of a number of discoveries that have the potential to complement or even replace the way we currently diagnose and treat the most common cancer in men. The ongoing donations of Canadian men, women, and businesses will enable us to validate these discoveries and move them from the lab to the clinic.

We thank you for your loyal support, and we look forward to entering a third decade of bringing greater hope and support to Canadians together.

Ted Nash  
Chair of the Board  

Rocco Rossi  
President & CEO
In the beginning...

1994

Ron Evason forms Prostate Cancer Foundation of Canada to support research into the cause, cure and prevention of prostate cancer.
This year, Prostate Cancer Canada invested millions in order to support a breadth of research that will have the greatest potential to improve prostate cancer diagnosis and treatment, as well as to better manage survivorship.
Profile: Resisting drug resistance

Dr. Paul Rennie of the Vancouver Prostate Centre and the University of British Columbia and his team are working to develop new compounds that potentially represent a whole new generation of drugs to deal with advanced cases of prostate cancer that are resistant to hormone therapy. These drugs could be used alone or in combination with current therapies to provide more effective and less toxic treatments of advanced prostate cancer.
Watch and Learn

Made possible by one of the first grants awarded by Prostate Cancer Canada, a study led by Drs. Richard Choo and Laurence Klotz from Sunnybrook Regional Cancer Centre and the University of Toronto. Results show how a ‘watchful waiting’ approach, later termed ‘active surveillance’, can be used to delay other treatments.
Movember Foundation Canada

Prostate Cancer Canada is proud and grateful to be one of the Movember Foundation’s men’s health partners. Having worked closely together on a number of research initiatives over the past few years, the Movember Foundation and Prostate Cancer Canada have forged a unique partnership geared towards raising money for, investing in, overseeing, and promoting the most promising prostate cancer research. Funds raised by Movember are awarded to researchers and their teams that have been selected by way of a rigorous peer review process run by Prostate Cancer Canada and includes experts in the field from around the world.

The Movember Foundation is a global charity raising funds and awareness for men’s health by challenging men to grow a moustache or to make a commitment to get active and MOVE, both of which are about real action for health and are done to spark conversation and raise vital funds and awareness. In 2014, 115,000 Canadian Mo Bros and Mo Sistas participated in Movember and together raised $23 million for men’s health in Canada.
Movember Canada: The Numbers

$10.7 million total funds donated to Prostate Cancer Canada by Movember Canada in 2014

116 Movember Foundation funded projects implemented by Prostate Cancer Canada
Profile: Movember Discovery Grants

As part of our ongoing strategic commitment to prostate cancer research, Prostate Cancer Canada (PCC) is proud to announce the recipients of the 2014 Movember Discovery Grants, awarded by PCC, funded by Movember. This program allows both junior investigators at the start of their research careers and more established investigators to pursue important new directions in prostate cancer research. Each recipient of the Movember Discovery Grant received up to $200,000 in funding over a two-year term.

This year 26 grant recipients have been funded, encompassing a varying range of projects that deal with the prevention, diagnosis, treatment and management of prostate cancer.
Congratulations!
To the recipients of the
Movember Discovery Grants
Support Programs

Given the incidence of prostate cancer in Canadian men and increasing survival rates, the message could not be clearer: support services are essential.

This growing need has been made clear over the past year with increased demand for and participation in our support resources and services. These include Expert Angle, a free webinar series covering a range of topics relating to prostate cancer, and our various online and print resources.

In addition, the prostate cancer information service (PCIS) that we launched late last year has become increasingly well known as a direct line to information specialists who will provide support and answer your prostate cancer questions by phone or email.

Learn more at prostatecancer.ca/ExpertAngle

25 Expert Angle Webinars were viewed by 909 live attendees and 3033 viewed the recorded webinars (attendance up 32% from 2013-2014)

390 PCIS enquiries

63% increase in demand for print resources
Profile: True NTH

In 2014-2015, work began on True NTH, an innovative new program that helps men living with prostate cancer get access to information to enhance quality of life, care and support including treatment information, lifestyle management, experiences shared with other prostate cancer survivors, and better access to healthcare professionals.

Funded by Movember, True NTH is a global collaboration launched in Canada, Australia, New Zealand, Ireland, the UK and the US that brings together a network of key leaders, decision makers, physicians, experts, survivors and caregivers.

In Canada, the True NTH network is developing interventions which consist in the following topic areas:

- Navigation Program (Peer-to-Peer support)
- Androgen Deprivation Therapy (ADT)
- Sexual Health & Rehabilitation
- Urinary and Bowel Function
- Lifestyle Management
- Palliative & End of Life Care
- Decision Support Aid
- Survivor Portal System
Sweat is Best

Resistance exercise reduces fatigue and improves quality of life in men on androgen deprivation therapy, according to research led by Dr. Roanne Segal of the Ottawa Regional Cancer Centre.
Profile: Sled Ride for Hope

The 10th annual Do it for Dads Sled Ride of Hope organized by the Prostate Extreme Team saw 55 sledders gather in Gravenhurst. Combined with the Rock the Snow Sled Raffle, these two winter-defying initiatives raised approximately $45,000 for Prostate Cancer Canada! A big, warm thank you to all the sponsors, organizers, participants and donors who not only make important fundraising events such as these happen, but make them so unique and memorable.
Volunteer Engagement

Volunteers with specific skills help us raise awareness, advocate effectively, support us at events and in our offices, fundraise, and strengthen the support we provide for those affected by the disease. We are incredibly fortunate to count on Canadians across the country who give of their time towards eliminating prostate cancer. Thank you PCC volunteers for your incredible contributions!

Numbers: 1,956 volunteers; 456 new volunteers; 85 new leadership volunteers; 13,000 volunteer hours (includes the adoption of a more rigorous recruitment process)

“This is the best volunteer opportunity that I have ever had. The staff know their trade, invested in my training for the role, and value my work here. I can easily recommend volunteering with PCC to my friends.”

- Greg B. (Businessman, Toronto)

Learn more about volunteering with Prostate Cancer Canada at prostatecancer.ca/volunteer
Like the classic automobiles that he loved to restore, prostate cancer crusader Percy Bedard’s legacy is one that restores the determination that each of us has a voice to make a difference for the 1 in 8 men affected by prostate cancer and their families.

During his time with advanced prostate cancer, Percy credited a boost in his quality of life to the drug Zytiga, describing how it made him feel so pain-free and invigorated that he could once again enjoy the things he used to love doing before his cancer had metastasized.

Access to the drug, however, was a hurdle for men in Percy’s condition. This was because the Ontario government had not approved coverage of the drug, making it too costly for a great many of those who needed it most.

For Percy, this was unacceptable. If there was a drug out there that helped put the living back in his life, it should be made available to all men who might benefit from it - no exceptions. To this end, he began a relentless grassroots campaign, including the circulation of petitions to the Ministry of Health in favour of Zytiga reimbursement at prostate cancer fundraising events, including Cruisin’ for a Cure Canada. The Prostate Cancer Canada Network Brampton Support Group took part in the campaign. Over the course of time, the pile of newspaper clippings documenting Percy’s advocacy efforts began to grow, and approval was granted by the Ministry of Health in the fall of 2012.
Dr. Robert Nam and team of the Sunnybrook Health Sciences Centre develop the Sunnybrook Prostate Cancer Risk Calculator, a tool that more accurately determines prostate cancer risk.
Profile: Rock the Road Raffle

Fundraising for prostate cancer awareness and research in 2014-2015 has resulted in the addition of two slick, custom made rides on Canadian roads thanks to the winners of both Rock the Road Raffles held during that timeframe.

In the first instance, the lucky ticket drawn was that of Garry Paley of Thunder Bay, the proud owner of a Corvette Stingray. In the second instance, Farook Mansoor of Scarborough, Ontario had his ticket drawn. Combined, both raffles raised a total of $412,000 for prostate cancer research.

In both cases, we wish to express our deepest gratitude to the Trillium Automobile Dealers Association (TADA) who donated the vehicles as gifts to the cause. We would also like to extend a big thank you to our official raffle media sponsor, the Toronto Sun.
Profile: Do it for Dads Walk Run

In its 12th consecutive year, the Do It For Dads Walk Run was yet again a big success on Father’s Day. Thanks to the enthusiastic participation of 3,300 participants in 9 cities across the country, this family-friendly event raised an estimated $700,000 for prostate cancer research, advocacy, education and awareness.

Integral to the success of this event has been the overwhelming generosity and support of national sponsors Safeway Canada and Fairmont Hotels. On behalf of everyone who took part, we cannot thank you enough for the positive influence you have had on this important cause.
Profile: Do it for Dads Step Up Challenge

The first annual Do it for Dads Step Up Challenge presented by Scotiabank took place in 2014. Not for the faint of heart, this event involved teams comprised of five participants from corporate communities in Vancouver, Calgary, and Toronto who took up the challenge to climb 5,000 feet worth of stairs in their respective downtown cores. In total, $723,000 was raised for the cause, proving that, together, no challenge is insurmountable.

Thanks to the support of building sponsor Oxford Properties, participants were able to take flight!
Events and Community Involvement

Whether it’s through community events, corporate partners, or individual donors, Prostate Cancer Canada couldn’t carry out our mission without the amazing support of Canadians across the country.

Whether you fall into one or all of these categories, we want to thank you. With your support, we are able to invest in more hope for the 1 in 8 men and their families living with prostate cancer.

Over 18,000 participants and donors supported Prostate Cancer Canada throughout all our events.

Over $4.1 Million raised throughout all our events in 2014-2015.
Events and Community Involvement
2014-2015 was a year that really established Prostate Cancer Canada’s western regional operations. Leadership Councils have been formed and activated in each western province which has resulted in significant capacity growth.

**Highlights include:**

Step Up Challenge: 44 corporate teams raised over $360,000 in Vancouver and Calgary.

The Building Trades of Alberta invested over $180,000 towards prostate cancer research efforts in the province.

Vancouver Pants Off for Prostate Cancer raised $18,000 in its inaugural year.

**British Columbia Leadership Council**

- **Donald McInnes, Chair**
  - Partner, Oxygen Capital

- **Lee Grimshaw**
  - BMOCP, Managing Director, Western Canada

- **Todd Ingledew**
  - President, Steve Nash Fitness World & Sports Club

- **Kirk LaPointe**
  - Publisher & Editor-in-Chief, Self-Counsel Press

**Dr. Peter Legge,**
- OBC, LL.D (HON), D. Tech.
- Chairman/CEO, Canada Wide Media Limited

**Andrew McLenan**
- Scotiabank, Director, Global Investment Banking

**Wally Oppal, QC**
- Lawyer/Mediator, Boughton Law Corporation

**Derek Senft**
- VP Pender West Capital Partners

**Kevin Shaw**
- VP, Mergers and Acquisitions, The Renaissance Group
Ian Smith  
VP, Transaction Advisory Services, Ernst & Young  

Norman Stowe  
Managing Partner, PACE Group  

John Winter  
President and CEO, BC Chamber of Commerce  

Prairies Leadership Council  
Robert Watson, Chair  
CEO Regulatory Authority Bermuda  

Cody Church  
Senior Managing Director, TriWest Capital Partners  

Mark Gardhouse  
President and CEO NorTerra  

Kevin Gregor  
Partner, Boyden  

Chris Hellman  
Owner, Mr. Lube  

Todd Klink  
VP Partners & Channels, Farm Credit Canada  

Sean Languedoc  
Werklund Ventures Ltd.  

Kent Maclntyre  
President Canadian Income Fund Group  

Joshua Matthews  
PWC Alberta Corporate Finance Leader  

Mike Rezansoff  
Southern Manager, Building Trades Alberta  

Robin Speer  
Dir., Government Relations, University of Calgary  

Neil Tidsbury  
President at Canadian Labour Relations Alberta  

Ian Todd  
Partner, Maple Leaf Strategies  

Alan Travis  
Associate Partner, Boyden  

Sam Whittaker  
Partner Ernst & Young LLP  

Don Wilson  
Managing Partner MLT Lawyers
Regional profile: Atlantic Canada

Over the course of 2014-2015, Prostate Cancer Canada Atlantic was busy doing what it does best: engaging communities across the region. Through a wide range of fundraising and educational initiatives we have increased prostate cancer funding and awareness.

**Highlights include:**

The Wake Up Call Atlantic Breakfast series grew to five locations in 2014. This event raised over $360,000 in support of the mission of Prostate Cancer Canada Atlantic and its local charitable partners.

Bare All for the Barre - men trying their hand and feet at barre class - raised over $15,000 in just three weeks.

The Maritime Energy Association raised more than $22,000 from its annual Closest to the Hole Golf Tournament and Project Lobster annual dinner.

Prostate Cancer Canada Atlantic Region’s Advisory Council (regional business leaders who provide advice and lend their expertise to the Atlantic Region):

**Fred MacGillivray (Chair)**
*Independent Business Consultant*

**Dr. David Bell MD**
*FRCPC - Professor of Urology Dalhousie University*

**Jim Copeland**
*TD Waterhouse, VP & Market Leader Private Client Group*
Valerie Corkum  
*Trade Centre Limited Sales Manager*

Mark Healy  
*President, AMEC Black & McDonald*

Paul Laberge  
*Senior Counsel, Special Projects, Emera Inc.*

David Lothian  
*Vice President, Nova International Ltd.*

Michael Lordon  
*RBC Regional VP Commercial & Financial Services*

Steve Murphy  
*CTV Atlantic News Anchor*

Jo-Anne Phillips  
*Co-owner, Jeramand Enterprises Ltd.*

Ken Power  
*TELUS VP Atlantic Canada*

Ron Profit, Q.C.  
*Partner at Cox & Palmer Charlottetown*

David Ritcey  
*Dalhousie University Medical Student*

Rustum Southwell  
*Retired CEO, Nova Scotia Black Business Initiative*

Andrew Faircloth joined the PCC Atlantic team for a project as part of the RBC National Mentoring Program. Special thanks to our friends at RBC for making PCC a part of this program.
Prostate Cancer Canada joins with prostate cancer support group network, including more than 75 support groups in all provinces, to support and advocate for thousands of men and their families across Canada who have been diagnosed and are living with prostate cancer.
Awareness Month
Throughout September, cities, regions and provinces across Canada declared the month Prostate Cancer Awareness Month, a time of year dedicated towards education through individual, community, and corporate engagement. From coast-to-coast, the most common male cancer was brought to the fore of public discourse in a number of ways, including formal municipal and provincial proclamations, and an online trend of photos wearing trendy blue socks.

67 total municipal (63) and provincial (4) proclamations spanning the country (double the amount from 2013)

560,000 online impressions from media, entertainment, sports, and political influencers

11,138,694 total digital impressions (113% increase from 2013)
Launch of CPC-GENE project led by Dr. Robert Bristow and team from Princess Margaret Hospital, funded by Prostate Cancer Canada, looking at a personalized genetic approach to prostate cancer to allow for more individual and tailored treatments.
Donor Recognition

Prostate Cancer Canada extends a thank you to our partners, supporters, individual and corporate donors. Your support allows us to do everything we can to prevent prostate cancer, save lives and support those— and their families— facing this disease. Your generosity funds vital research and support programs.

Thank you for your support.

CORPORATIONS AND FOUNDATIONS $5,000+

Altus Group
AMEC Black & McDonald
Amgen Canada Inc.
Astellas Pharma Canada, Inc.
Barberian’s Steak House
Bayer Inc.
Brandt Group of Companies
Bridging Finance Inc.
Budget Propane Corporation
Building Trades of Alberta Charitable Foundation
Canada’s Building Trades Unions (CBTU-SMCC)
Carpenters Local 27
Charles Norcliffe Baker & Thelma Scott Baker Foundation
Clarke Inc.
Clarus Securities

D.H. Gordon Foundation
Daytona Homes Master Builder
Dominion Voting Systems
Economical Insurance
Enbridge Gas Distribution
Endla and John Gilmour Foundation
Energy Atlantica
Evald Torokvei Foundation
EY
Flat Iron Building Group Inc.
Foresters
George and Mary Turnbull Family Foundation
Graham Group
Hospitals of Regina Foundation
Huron Oaks Squash Club
Janssen Inc.
Kinross Gold Corporation
Kirchner Group
KRG Children’s Charitable Foundation
La Fondation Blairmore
Leon’s Furniture Limited
Lounsbury Company Ltd.
Manitoba Hydro
Masonic Foundation of Ontario
Masters Insurance
Medavie Blue Cross
Micks Motorsports
Molycorp Minerals Canada ULC
Mr. Lube Foundation
Nesbitt-McMaster Foundation
NHL Foundation
Oxygen Capital Corp.
Patterson Law
PenEquity Realty Corporation
Peter & Joanne Brown Foundation
Prostate Cancer Foundation BC
RBC Foundation
Rogers Communication Inc.
Safeway Operations, Sobeys Inc.
Sanofi-Aventis Canada Inc.
Scotiabank
Silver Wheaton Corp.
Team TELUS Cares
Telus Corporation
The Bank of Nova Scotia
The Cadillac Fairview Corporation
Limited
The Frank H. Hori Charitable Foundation
The KPMG Foundation
The Maritimes Energy Association
The Roman Catholic Episcopal
Corporation of Ottawa
The Sam Sorbara Charitable Foundation
The Silent Auction Company
The Westaway Charitable Foundation
Tim and Brenda’s Place
TransAlta Corporation
Trillium Automobile Dealers Association
Velocity Trade
William J. Trotter & Associates
York Downs Pharmacy O/B San
Pharmacy Limited

COMMUNITY EVENTS $5,000+

“It’s In The Hole” for Prostate Cancer
Golf Tournament
2014 Moose and Goose Club
Black Tie Dinner
2014 Pants Off Event
2014 Pen Equity Realty Corporation
Charity Golf Tournament
2014 Survivors Golf Tournament
3rd Annual Simon Warder Memorial
Squash Tournament
Annual 680 News Father Daughter Ball
B&O Yorkville Run
Ballantrae Men’s Golf League event
Beer for a Cure
Blue Tie Ride
Bridge Carriers Golf Tournament
Chips for Charity
Close Shave for the Cure
Fosters Annual Golf Tournament
Garland Canada Golf Tournament
Maritime Energy Association
Project Lobster
Masters Insurance Golf Tournament
Mr. Lube Golf Tournament
One In Seven Musical Concert
Portugese Parish Of Ottawa Annual
Golf Tournament
Spark Power Play Challenge
St. Andrew’s East Charity Pro Am
   Golf Tournament
Step Up Challenge Toronto
Tim and Brenda’s Place Cruise for a Cure
Victoria District Masons Project No. 2521
Yorkville Exotic Car Show

INDIVIDUALS $1,000+

William Acton
Dr. Gregg Adams
William M. Argue
George Armoyan
Jim Armstrong
Ian Atkinson
John Baillie
David A. Bain
Lu Barbuto
Arthur and Elle Bargen
Robin Beamish
John R. Bedford
Ryan Beedie
Paul and Kathleen Beeston

Roland Bertin
Arif N. Bhalwani
Mark Bishop
Irwin Blank
Joseph Bodorkos
Danny Boudreau
Tim Bowman
Paul J. Braun
Michael Brisseau
Richard Brownscombe
Bruce and Sue Burnyeat
Spencer Burton
Audrey Cameron
Don Campbell
Steve Capelli
Tim W. Casgrain
William and Jessie Chalmers
Alex and Jennifer Cherubin
Jack Chisvin
James and Edna Claydon
J. B. and Georgia Colburn
Terrence and Maria Collier
Richard H. Cooper
Gerard Cormier

Philippe Cote
Clément J. Coulombe
Dr. Dana Cox
Cranston & Krozonouski
John A. and Mary Crocker
Joseph Crosby
Graeme Currie
Laurence S. Davis
Vincent Davoli
Graziano Delucchi
Charlie DiPasquale
Stan and Michelle Doel
Paul Douglas
Gus Dotsikas
D’Arcy Dumont
Joe C. Dwek
Graeme Eadie
Philip Epstein
Jim Estey
Jeffrey Feldberg
Rochelle Feldberg
Saul and Toby Feldberg and Family
Rick Feldman
Dr. Xiaolan Feng
Elizabeth Flowerdew
Dr. Yves Fradet, M.D.
Alvin Freeburn
Robert J. Fritch
Harvey and Leah Fruitman
Kenneth Gallagher
Sylvain Germain
Ricardo and Elizabeth Giammarino
Denis Giasson
Paul Gibbons
Robert and Deborah Gilchrist
Phil Gillin
Norman Graham
Gordon Grainger
Leslie Grant
Alan Greenberg
Deborah Gregor
Brian Goldstein
Blair Goranson
Martin Hammerli
Robert Harris
Stuart Hartley
Randy Hawkings
Shawn Hayman
Tim Hearn
David Hederson
Heather Henault
J. Lloyd Hudson
Ron Hulse
Richard Hurak
John R. and Lorna E. Ing
Lorne Jessop
Eric Johnson
Colleen Johnston
Dr. Tony Jones
William Jordanov
Derek Joseph
Rishi Kapur
James Kehoe
Tom Kierans
Kevin Kimsa
Earl Klapstein
Dave Kluthe
Thomas A. Knowlton
Rolf Kruse
Tyler Kyle
Jonathan Lansky
Brian Latham
Peter S. Leggat
David Leslie
Matt Levine
Dorothy Linder
Jerry Lipp
Marvin Lyseng
Stephen Macaulay
Eleanor Macdougall
Allan MacEwen
Kent MacIntyre
Ron Mackenzie
Martha Fisher & Ian MacVicar
John and Susan Mandrusiak
Afsana Mansoor
Dave Martin
Ronald and Marlene Masleck
Linita Mathew
David McBride
Kent McDuffie
Jim McKenny
Ken McKenzie
Lachlan McNair
Andrew McLennan
Captain Gary M. McLeod
William Trotter  
Randy Turner  
Edna Twentyman  
Ric H. and Sandy Valentyn  
Domenic Vincelli  
Rod P. Wacowich  
Newt Walker  
John Wallace  
Fred Walsh  
Daniel T. Walshe  
Michael Wan  
John H. Watson  
Stuart Waugh  
David Werklund  
Brad Whyte  
Michael R. Williams  
Francis Wood  
Thomas C. Wright  
Timothy A. J. and Sharon Wright  
Peter Yeung  
Jo Mark and Lynn Zurel

**ESTATES**

- Estate of Bernard Yardley  
- Estate of Earl Ralph McKeough  
- Estate of Ester Winnifred McDonald  
- Estate of George Koleszar  
- Estate of John Digby Roebuck  
- Estate of Myron Rusk  
- Estate of Willard Ivan Miller  
- Estate of William Cecil Graham  
- Estate of Xavier Hetzman

**2014/2015 BOARD MEMBERS**

- Edward Nash  
  Chair  
- Michael J. Gough  
  Vice Chair  
- Robert Watson  
  Vice Chair  
- David Woollcombe  
  Vice Chair

Sam Whittaker  
Secretary & Treasurer

Donald McInnes  
Past Chair

Dan Amadori  
Eileen Greene  
Jean-Marie Heimrath  
Kent MacIntyre  
Ian MacVicar  
Andrea Matheson  
George Mohasci  
Stephen Pike  
George Przybylowski  
Pradeep Sood  
Paul Villanti  
Christopher Wein
Donor Recognition: The Blue Tie Circle

The Blue Tie Circle is an alliance of community leaders and philanthropists dedicated to supporting the mission of Prostate Cancer Canada.

Membership in the Blue Tie Circle is awarded to those individuals who have made a commitment to help advance the important work underway by Prostate Cancer Canada by generating at least $10,000 through:

- Donated Funds to Prostate Cancer Canada
- Ticket and/or sponsorship sales to one or more Prostate Cancer Canada events
- Dollars raised personally through one of Prostate Cancer Canada’s event vehicles
- Developing, initiating and proactively driving a special event that was new to Prostate Cancer Canada
- Increasing donations to Prostate Cancer Canada
Blue Tie Circle Members

Mr. & Mrs. William Acton
Dan Amadori
David Baboneau
Chris Bacich
Robin Beamish
Dolly Betancourt
Mark Bettens
Arif N. Bhalwani
Mike Bishop
Bill Campbell
Cecil Clarke
Mr. & Mrs. James H. Claydon
Paul Collings
Bernard Collins
Valerie Corkum
Kevin Darling
Jim Dorsey
Graeme Eadie
Diane Eaton
Scott Estabrooks
Robyn Feldberg
Warren Fraleigh
Michael J. Gough
Eileen Greene
Kevin Gregor
Lee Grimshaw
Robert Harris
Jean-Marie Heimrath
Steve Hutton
Todd Ingledew
Archie Kirkwood
Rick Koshman
Jonathan Lansky
Ross Lysecki
Kent MacIntyre
Bruce MacKay
Ian MacVicar
Andrea Matheson
Kent McDuffie
Donald Mclnnes
Andrew McLenan
George Mohacsi
Roger Munshaw
Albert Murray
Edward Nash
Ron Netolitzky
Boris Novansky
Kenneth Odell
John Orr
Bob Owens
Derek Page
Steve Patterson
Michael Pereira
Matthew Picken
Stephen A. Pike
Henry Piworowicz
George Przybylowski
Mike Rezansoff
Rocco Rossi
David Routledge
Tim & Brenda Schmidt
Raj Sharma
Kevin Shaw
Peter Shippen
Peter Slan
Geoff Smith
Pradeep Sood
Robin Speers
Nil Stratton
Peter Tate
Alan Travis
Lillian Tummonds
George Turnbull
Megan Van Kessel
Brian Venerus
Daniel T. Walshe
Robert Watson
Christopher Wein
Sam Whittaker
Brad WhYTE
Steve Winter
David Woollcombe
Prostate Cancer Canada launches first dedicated prostate cancer phone and email helpline in collaboration with Canadian Cancer Society, providing multilingual prostate cancer information to patients, healthcare professionals and the general population.
Where Does Your Dollar Go?

For the year ended March 31, 2015, 82.2% of all expenditures were directed to programs and services related to education, awareness and support groups across the country, and funding research into the prevention, detection, treatment and cure of prostate cancer.

13.0% of all expenditures were directed to launching and implementing events and general fundraising campaigns with 4.8% spent on general & administration costs, including office and staff costs.
TOTAL EXPENDITURE
$26,856,000

- 82.2% TOTAL MISSION PROGRAMS
- RESEARCH: 69.4%
- GENERAL & ADMINISTRATION: 4.8%
- FUNDRAISING: 13%
- PUBLIC EDUCATION & AWARENESS, SUPPORT GROUPS & SURVIVORSHIP: 12.8%
**CONDENSED BALANCE SHEET**

as at March 31, 2015
(in thousands of dollars)

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td>59,135</td>
<td>67,150</td>
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<tr>
<td><strong>Capital Assets</strong></td>
<td>169</td>
<td>214</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td>59,304</td>
<td>67,364</td>
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<tr>
<td><strong>Current Liabilities (Note 2)</strong></td>
<td>21,354</td>
<td>20,587</td>
</tr>
<tr>
<td><strong>Long term Liabilities (Note 3)</strong></td>
<td>23,823</td>
<td>25,121</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td>14,127</td>
<td>21,656</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>59,304</td>
<td>67,364</td>
</tr>
</tbody>
</table>
## CONDENSED STATEMENT OF OPERATIONS & CHANGES IN NET ASSETS

**year ended March 31, 2015**

*(in thousands of dollars)*

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gross Revenue</strong></td>
<td>19,327</td>
<td>23,275</td>
</tr>
<tr>
<td><strong>Expenditure:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mission Investments</td>
<td>22,085</td>
<td>29,884</td>
</tr>
<tr>
<td>Fundraising</td>
<td>3,481</td>
<td>3,246</td>
</tr>
<tr>
<td>General and Administration</td>
<td>1,290</td>
<td>1,291</td>
</tr>
<tr>
<td><strong>Total Expenditure</strong></td>
<td>26,856</td>
<td>34,421</td>
</tr>
<tr>
<td><strong>Excess of (expenses over revenue)</strong> (Note 5)</td>
<td>(7,529)</td>
<td>(11,146)</td>
</tr>
<tr>
<td><strong>Net Assets at Start of Year</strong></td>
<td>21,656</td>
<td>32,802</td>
</tr>
<tr>
<td><strong>Net Assets at End of Year</strong></td>
<td>14,127</td>
<td>21,656</td>
</tr>
</tbody>
</table>

### NOTES TO CONDENSED FINANCIAL STATEMENTS

1. The condensed financial statements are derived from the financial statements audited by Deloitte LLP. Copies of the full audited financial statements are available on request.


3. Long term liabilities are comprised of research and survivorship grants and awards required to fund each program through its expected term to completion.

4. Includes investment in research, public education & awareness, and support groups & survivorship.

5. Mission investment in the year further decreased the Net Assets in line with the Board approved strategy.
Mortality Milestone

The number of deaths from prostate cancer dropped by about 40% since 1994.