

Countdown to GivingTuesday

Monday, December 2, 2024

Produced by Randall Anthony Communications. The Globe's Editorial Department was not involved.

Rising cancer rates in millennials

Philanthropy funds the next generation of cancer diagnostics, equipment and medicine



Rates of gastrointestinal cancers, particularly colorectal cancer, are rising among younger patients, says Dr. Faye Quereshy. SUPPLIED

Three of the scariest words are "You have cancer." And rightly so – cancer is the leading cause of death in Canada. However, there is reason for hope, thanks to world-leading cancer research at Princess Margaret Cancer Centre in Toronto. The five-year survival rate for all cancers combined in Canada has increased to 63 per cent today, from 55 per cent in the early 1990s. And yet, cancer rates are increasing in Canada due to a growing and aging population, with the rates of gastrointestinal cancers, particularly colorectal cancer, rising among younger patients.

In this Q&A, **Dr. Faye Quereshy**, Surgical Oncologist, Princess Margaret Cancer Centre, and Vice President Clinical, University Health Network, discusses rising cancer rates in millennials and the role philanthropy plays in advancing innovation.

What trends are you seeing in the rising rates of certain kinds of cancers among young people? Millennials have twice the risk of colorectal cancer, compared to those born in 1950. Colorectal cancer is now the leading cause of cancer death for men under the age of 50 and the second leading cause of cancer death for women. Younger people with colorectal cancer are also more likely to have advanced disease. Last year,

Whether it's a \$5 gift or a \$5-million gift, it's impactful at the level of our patients and advances science research, discovery education, and clinical care and experience.

Dr. Faye Quereshy
Surgical Oncologist, Princess Margaret Cancer Centre; Vice President Clinical, University Health Network

the American Cancer Society said rates of advanced disease have increased by about 3 per cent annually in people younger than 50.

Why are people presenting with advanced disease?

There are a number of reasons. Colon and rectal cancer are not often publicly talked about the way breast or skin cancer are. It's uncomfortable to talk about alterations in bowel habits, bleeding at the time of bowel movements, irregularities, weight loss or weight change, and appetite changes. Colorectal cancer remains a bit of a silent disease. People may experience innocuous symptoms for years before they hit a tipping point, then present with more advanced disease.

Could screening lower the colorectal cancer statistics?

Colorectal cancer is the only cancer where screening and prevention tools are combined. When we screen for breast cancer, we do mammography. When we screen for prostate cancer, we test a person's PSA levels. All of these tests are geared at early detection of malignancies. But they can't prevent cancer from occurring. If I do a colonoscopy and detect a polyp (adenoma) and remove it, that adenoma has been prevented from growing into a cancer eight to 10 years later.

As a surgeon, what have been most impactful advances over the last 20 years?

Our greatest advance over the last 20 years has been minimally invasive techniques in robotics. We are a leader in Canada, with our first fleet of surgical robots, funded through philanthropy. Today, we have two DaVinci robots – and we're the first North American site to have a Hugo Medtronic robot. Robotic surgeries mean greater precision, faster recoveries and fewer complications. We're really pushing the frontier of innovation from a technology perspective. As I look ahead, these kinds of technologies, augmented by CT scans, MRIs and artificial intelligence in the OR, will enable us to deliver even greater precision surgery.

Are there different ways that cancer impacts people when they're younger?

Yes. Younger adults with cancer are more likely to experience depression and anxiety than older adults with cancer. They worry about long-term side-effects of treatment, cancer recurrence, sexual health and fertility, employability after a cancer diagnosis. Of course, these concerns aren't unique to younger patients, but young adults with cancer have very different needs than older people. At The Princess Margaret, we

have a great Adolescent and Young Adult Oncology Program funded by philanthropy designed to address their needs.

How is Princess Margaret Cancer Centre supporting research?

We have been transforming standards of cancer care for over 70 years through our world-leading research. Some of our advances include the discovery of stem cells, which are the basis for bone marrow transplants, and the world's first lumpectomy combined with radiation as the standard of care for millions of people with breast cancer around the world. We're also a world leader in clinical trials.

What role does philanthropy play in supporting this work?

In a publicly funded health care system, our governments fund core cancer treatment and operations. But the next generation of cancer diagnostics, equipment and medicine are all funded through philanthropy. At The Princess Margaret, we have new cancer medicines, new blood tests for detecting cancer at its earlier stage before symptoms appear, and new tools in surgical robotics and new programs in cancer mental health that would not exist without philanthropy.

How does every gift help?

Just as it truly takes a village to provide care for our patients, it takes a village of supporters to advance care. We're not looking for a single solution to cure cancer, and many things will have to come together for us to build a world free from the fear of cancer. Similarly, it will require multiple people working collectively to move the needle on this. It's the collective effort that makes the impossible really possible. Whether it's a \$5 gift or a \$5-million gift, it's impactful at the level of our patients and advances science research, discovery education, and clinical care and experience.

Learn more: thepmcf.ca

ABOUT GIVINGTUESDAY

Created as a simple idea – a day that encourages people to do good – GivingTuesday has grown into the world's largest generosity movement with active participants in more than 80 countries.

GivingTuesday in Canada was launched by a group of partners including CanadaHelps.org and GIV3 in 2013 and has been an important start to the holiday giving season ever since.

"GivingTuesday is a critically important day for charities in Canada and around the world who see millions raised within the 24-hour

period, making a real impact on the charity sector's ability to help those in need," says Duke Chang, president and chief executive officer, CanadaHelps.org.

The impact is significant. Last year, on the [CanadaHelps](http://CanadaHelps.org) platform alone, more than \$13.6-million was raised to support thousands of charities across Canada, a 2 per cent increase from 2022.

Learn more: givingtuesday.ca

INSIDE

Start a new tradition **CGT3**

Funds for equipment, major projects **CGT3**

Matching gift campaigns **CGT4**

CHARITABLE SOCIETY RALLIES SUPPORT FOR PERFORMING ARTS COLLEGE

According to experts, now more than ever, the world needs the meaningful connections offered by the arts: reflecting society, challenging perceptions and inspiring transformation.

Michelle Chawla, director and CEO of the Canadian Council for the Arts, recently wrote: "The arts give Canadians a sense of belonging. The arts create experiences of shared joy, and they bring us together to talk about difficult topics that might otherwise divide us."

Driven by this vision and mission, the Canadian Heritage Arts Society (CHAS) strives to create inclusive creative experiences through its charitable work, holding community engagement and artistic training

at its heart.

Having weathered several difficult years, "there is still a precarity we need to address to ensure the benefits the arts bring to individuals, communities and society are maintained," says Erin Gavaghan, managing director of the Canadian College of Performing Arts (CCPA), a CHAS beneficiary. "The arts are essential in reflecting our shared humanity, [made] more urgent as we face increased conflict and divisiveness globally."

Funded and governed through CHAS, this unique independent college offers intensive, dynamic training that ensures future artists are equipped to bring creative connection to communities, "to help



With support from the Canadian Heritage Arts Society and its donors, the Canadian College of Performing Arts has provided voice, dance and acting training for 25 years, providing a crucial stream of performing arts talent, and contributing to the cultural fabric of communities across the nation. PETER POKORNY

strengthen our society at such a crucial time through art," says Ms. Gavaghan.

With 85 per cent of CCPA graduates working professionally or continuing studies, CCPA students not only attain the skills to build careers in the arts – they also contribute to a profession dedicated to preserving, celebrating and enriching Canada's cultural and social fabric.

"The arts have a significant impact on every Canadian, touching our lives in tangible and intangible ways," says Ms. Gavaghan.

Take the opportunity this GivingTuesday to help CHAS to continue to develop tomorrow's artists.

Learn more: ccpacanada.com



SET YOURSELF UP FOR

YEAR-END FUNDRAISING SUCCESS



Association of Fundraising Professionals
Association des professionnels en philanthropie

AFP offers unparalleled learning and networking opportunities to advance effective, ethical fundraising.
Learn more at afpglobal.org

The Princess
Margaret  UHN

“I am **Giving Proof** that giving to cancer research works.”

When David was diagnosed with stage 4 throat cancer, he was told he only had 1 month to live. He lost his voice and was admitted to palliative care. But his doctors at The Princess Margaret refused to give up hope and worked quickly to develop a breakthrough treatment plan. Harnessing David's own immune system, they were able to shrink his tumour by 95%, saving his voice and his life. Today, he's Giving Proof that your generosity truly makes a difference in the lives of cancer patients.

Tomorrow is Giving Tuesday, and donations to The Princess Margaret will be matched up to \$50,000. That means that every dollar will make **2x the impact** on life-saving cancer research.



Give cancer patients the gift of more tomorrows.

Donate at thepmcf.ca/GivingTuesday



David Lahey,
Cancer Survivor

Start a meaningful tradition to give back

#DisruptHunger campaign is an opportunity to fund school meals



Hunger and malnourishment are barriers to education in countries where parents can't afford nutritious meals for their children. Children Believe provides school meals to thousands of children to tackle hunger and other interconnected issues. CHILDREN BELIEVE

This holiday season, when the family gathers for a celebratory meal, consider starting a new tradition by supporting Children Believe, a charity that helps children around the world overcome barriers to education – like hunger and malnutrition – and become leaders in their communities.

"There's a lot of nostalgia around this time of year when families focus on their traditions. This year, we'd like to encourage people to start a new tradition and support an initiative that is impactful and that they can feel good about while enjoying all the positives that come with the holiday season," says Brett Tarver, director, strategic communi-

cations, Children Believe.

This GivingTuesday, the charity aims to raise \$100,000 to fund 1,209 kids for a year with 212,766 school meals through its #DisruptHunger campaign. An Impact Calculator on the website childrenbelieve.ca/ DisruptHunger shows donors how many meals their gift will buy. A \$20 gift provides 42 school meals, while donations of \$2,500 can feed an entire classroom of 30 kids for a school year.

"When you think about disruption, it's about change, and we suggest there's an opportunity to disrupt things for the better and add a meaningful tradition of giving back to families' seasonal calen-

dars," says Mr. Tarver.

The Ontario-based charity sees first-hand the effects of hunger. Malnourishment is chronic in places like Burkina Faso where Children Believe provides school meals to more than 3,100 children every year, says Mr. Tarver.

"Children fall asleep at their desks, because their energy levels are so low, they're listless, they can't help with chores at home. All they're thinking about is their hunger," he says.

Belinda Bennet, Children Believe's chief international programs officer, points out hunger and malnourishment are major barriers to education.

"In Burkina Faso, 45 per cent of the population is under 15 years of age and 32.9 per cent of children under five have stunted growth – that's why school meals are so important," says Dr. Bennet.

Data shows 630,000 children are acutely malnourished and 135,000 children are classified as severely malnourished in Burkina Faso, she adds.

For Dr. Bennet, whose own parents said their greatest gift to her was education, overseeing and giving direction to Children Believe's programs has a special meaning.

"I feel very deeply that education is a tool for liberation for children; it provides them with choices," she says, adding if children are not able to complete school, chances are they will fall into exploitative situations and the intergenerational cycle of poverty will not be broken.

Along with tackling hunger, the charity also focuses on a range of interconnected issues such as gender equality, emphasizing food for girls is as important as food for boys.

It's a challenge for families around the world. In Paraguay, Nahuel, 10, had big dreams, but sadly, his parents, like so many others in his community, couldn't afford a proper meal for a growing child. Thankfully he was one of 250 local children to receive school meals through Children Believe.

"Good food helps me to learn and get closer to my dreams. I want to be a soccer player so I can unite people, inspire others and bring joy to those who watch me play," he says.

When school meals are served, there is joy and laughter, says Dr. Bennet.

"This is one of the sights I most enjoy; the children often say thank you; they can feel the love from Canada; and I say thank you to all donors and share my appreciation for the generosity and kindness of Canadians," says Dr. Bennet.

Learn more: childrenbelieve.ca/disrupthunger

HIGH HOPES FOR TRIPLE MATCHING GIFT CAMPAIGN

Initiative will support major projects and funding new equipment

Trillium Health Partners Foundation (THPF) is dreaming big this GivingTuesday with the Ingle family triple matching gifts – received by December 4 – to help the foundation reach its \$85,000 goal to fund Trillium Health Partners' highest-priority needs.

Donating on GivingTuesday will help fund things like new equipment purchases, patient space upgrades, the latest in tools and technologies, and support large-scale projects like The Peter Gilgan Mississauga Hospital, says the foundation's president and CEO, Caroline Riseboro.

Donations directly impact the efficiency and quality of patient care that Trillium Health Partners (THP) teams can provide, says Ms. Riseboro.

"For example, equipment is 100 per cent funded by community support, and initiatives like GivingTuesday help to raise these funds to pay for life-saving upgrades like those made to our newly upgraded Cath Lab at Mississauga Hospital," she says, adding the new, state-of-the-art Cath Lab will enable over 1,600 procedures each year with leading-edge technology.

"Over the next 20 years, no other hospital in Canada will experience more demand for services than Trillium Health Partners, and donating in honour of GivingTuesday will help us to continue providing exceptional health care to our rapidly growing and aging community," says Ms. Riseboro.

With construction expected to start

in 2025, The Peter Gilgan Mississauga Hospital will be a full replacement of the current Mississauga Hospital. The new 22-storey, 2.8-million-square-foot hospital will include 950 beds, 23 operating rooms, a new and expanded emergency department, advanced diagnostic imaging facilities, and a new pharmacy and clinical laboratory.

Named for Peter Gilgan, a developer and philanthropist who gifted \$105-million to the project, the development continues to attract support from the community.

Recently, Mona and Ash Singh donated \$10-million to create a world-class wellness program for the hospital's staff, professional staff, learners and volunteers, as well as

patients, their families and the community.

Earlier this year, THP and THPF announced a gift from the Shah Family Foundation. In recognition, the purpose-built women's and children's hospital at The Peter Gilgan Mississauga Hospital will be named the Shah Family Hospital for Women and Children.

"The holiday season should be a time of joy, but it's often a time when folks require urgent health care. Your gift today means more patients get access to the life-saving or life-altering care they need during this time of year and beyond," says Ms. Riseboro.

Learn more: trilliumgiving.ca



A rendering (subject to change) of The Peter Gilgan Mississauga Hospital that will replace the current Mississauga Hospital. SUPPLIED



Last year Greater Vancouver Food Bank volunteers donated 50,000 hours of their time. SUPPLIED

RECOGNIZING COMMUNITIES' IMPACT

Volunteers play a key role in food distribution

On GivingTuesday, the Greater Vancouver Food Bank (GVFB) marks the day as an opportunity to thank its supporters – donors, volunteers and corporate partners – and recognize their impact on its work that involves distributing millions of pounds of food to people in need.

"GivingTuesday is a global movement of giving and doing good by your community. With our critical mission of providing healthy food to those in need, we have been fortunate to receive ongoing support from our communities all year round. Given the unwavering support, we use GivingTuesday as a time to thank our supporters and recognize their impact on our work," says Greg Douglas, GVFB's senior director of development.

Last year, GVFB distributed 8.9 million pounds of healthy food to people who rely on the charity's services. Fifty-three per cent of the food was allocated to direct distribution in four Metro Vancouver communities – Vancouver, Burnaby, New Westminster and the North Shore – while the balance was distributed through a network

of 150 agency partners that includes small community food banks and school nutrition programs.

But distributing the food – 68 per cent was fresh including protein, dairy and produce – would not be possible without the support of the charity's volunteers. Last year, volunteers donated 50,000 hours of their time – the equivalent of about 25 full-time staff. The average distribution day at the Vancouver warehouse requires up to 44 volunteers, with 22 volunteers requested per shift.

These volunteers play a key role in many areas of the operation, including as fresh food sorters who help with quality control and categorizing perishable fruit, vegetables and dairy donations; distribution volunteers who do front-line work providing food to clients; and warehouse support where volunteers are engaged in day-to-day operations processing food donations and palletizing orders.

Learn more: foodbank.bc.ca/ways-to-give

W/O limits

Together, we've made extraordinary changes in treatment and care to help people with cystic fibrosis live without limits. But we aren't done yet.

Thank you for helping all Canadians live W/O Limits. Your donation to Cystic Fibrosis Canada on GivingTuesday will be doubled!



cysticfibrosis.ca/give





From left: Donors to the ALS Society of British Columbia's GivingTuesday campaign will have their gifts matched (up to \$100,00); This year, the Ontario SPCA and Humane Society is partnering with Fetch Pet Insurance, which will match every donation made up to \$25,000; Drivers Gord and Babylon get the Feed Nova Scotia truck loaded. FROM LEFT, UNAIHUIZIPHOTOGRAPHY; WILPUNT VIA GETTY IMAGES; D. EDWARDS

Charities are working harder to raise the funds they need

Matching gift campaigns enable donors to stretch their dollars

For the 11th consecutive year, the number of Canadians making charitable donations has decreased according to the latest Giving Report published by CanadaHelps, Canada's largest online platform for donating and fundraising.

For many charities, this means they are having to work even harder to raise the funds they need to meet the increasing demand for their services.

This GivingTuesday, charities across Canada are hoping that initiatives launched earlier this year to find donors to match public donations will encourage Canadians to dip a little deeper into their pockets as the holiday season approaches.

For example, donations to the ALS Society of British Columbia will be matched by Vancouver-based Casa Mia Projects and other donors up to \$100,000.

In the lead-up to GivingTuesday, the ALS Society is dedicated to raising \$300,000 for the Robert R. Heinrich Equipment Loan Program. This program provides basic and essential assistive devices, including advanced technology such as robotic feeding devices, at no charge to individuals living with ALS and PLS in B.C. and Yukon, improving their quality of life and independence and reducing the financial burden.

“We have many donors who will reach out in the early fall inquiring about when our matching day campaign will take place because they want to ensure they donate on that day.”

Corrina Parent
Communications Manager,
Feed Nova Scotia

“It's important to select a project or initiative that lends itself to easily sharing the impact or results with your donors. You need to be able to demonstrate how their gift directly supported your organization's mission.”

Caitlin Nicholls
Director of Annual Giving,
Ontario SPCA

The premise of matching gifts is that every donation made by a supporter is doubled or more. Matches are often either capped at a certain amount or time period; both create urgency, which is critical to a matching challenge.

Feed Nova Scotia, whose mission is to partner to create systemic changes while responding to the immediate need for dignified, secure and just access to food, has been partnered with Sobeys Inc. for their GivingTuesday matching gift campaign since 2014.

“Charities can find partners to match donations by leveraging long-term partnerships with existing donors and presenting a matching gift campaign as another opportunity for them to get involved and support your organization,” says Corrina Parent, Feed Nova Scotia's communications manager.

She notes that GivingTuesday is a small percentage of the support Sobeys contributes to Feed Nova Scotia throughout the year.

“The success of our collaboration can be more significantly attributed to (Sobeys') sustained, year-round donations of both food and funds and commitment to supporting Nova Scotians experiencing food insecurity,” says Ms. Parent.

She adds that GivingTuesday campaigns are popular with donors because they feel that they can stretch their dollar and increase the

impact their donation will have on the cause they wish to support.

“We have many donors who will reach out in the early fall inquiring about when our matching day campaign will take place because they want to ensure they donate on that day,” she says.

This year, the Ontario SPCA and Humane Society is partnering with Fetch Pet Insurance, which will match every donation made up to \$25,000.

The success of a GivingTuesday matching campaign is clear, says Caitlin Nicholls, director of Annual Giving at the Ontario SPCA.

“In 2023, we did not have a matching gift for our GivingTuesday campaign and funds raised were 30 per cent lower than the year prior,” she says.

Ms. Nicholls adds that matching campaigns can also be successful beyond GivingTuesday.

“In spring of 2024, our partner Kijiji put forth a \$10,000 match that was used to match the first three months of giving for new monthly donors responding to our digital campaign. This resulted in 70 new donors with a five-year value of 10 times the match amount,” she says.

Her advice to other charities thinking about a matching donation initiative is to consider inviting a current annual donor to have their donation used as a matching gift.

“GivingTuesday is an opportunity time to try this approach if you are new to matching campaigns,” says Ms. Nicholls. “It's important to select a project or initiative that lends itself to easily sharing the impact or results with your donors. You need to be able to demonstrate how their gift directly supported your organization's mission.”

Feed Nova Scotia's Corrina Parent suggests working with a donor who wants to be a true partner with your organization, who shows up to support throughout the year and is truly invested in the success of the campaign and your organization.

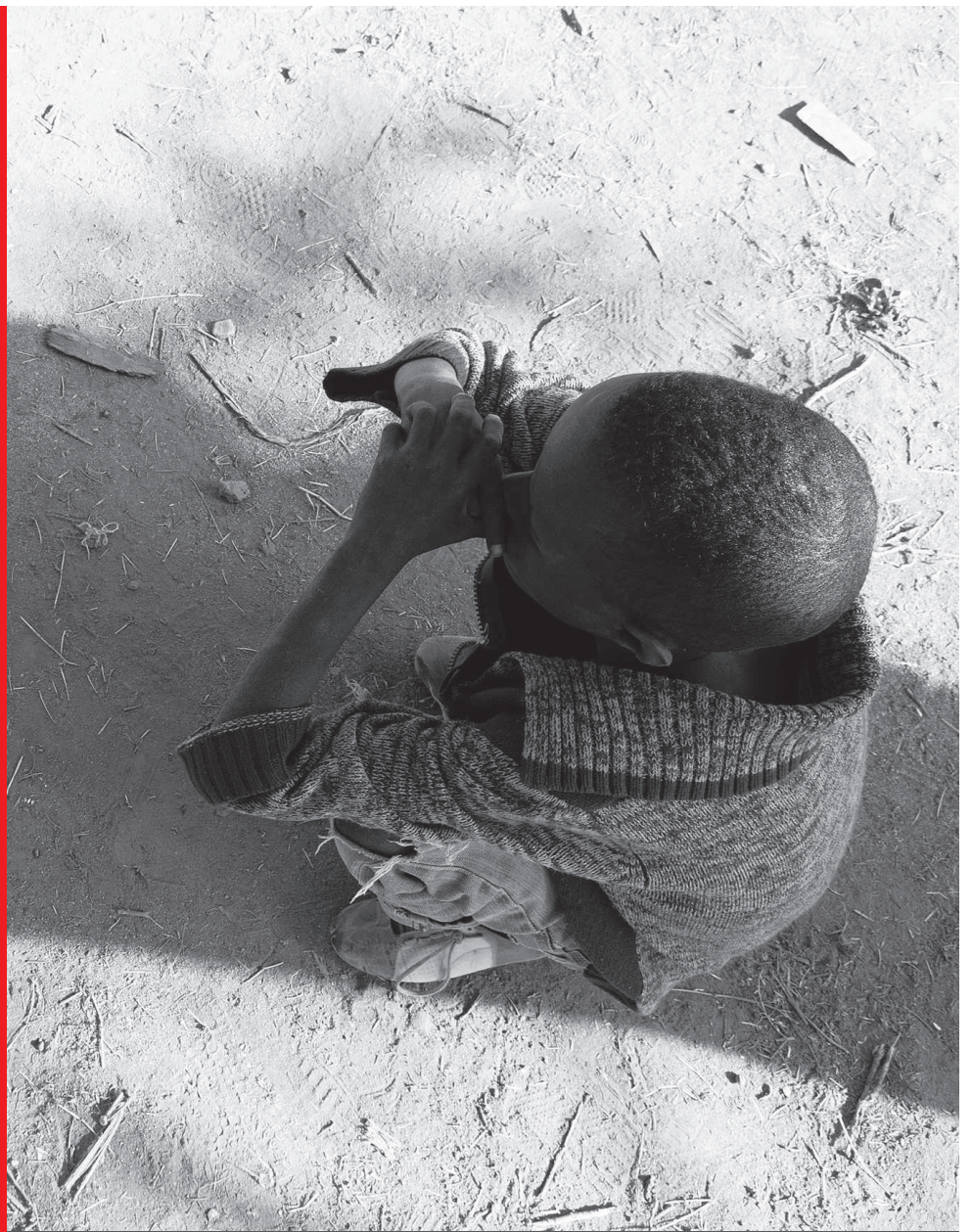
Reaching out to businesses that may have a policy of matching employees' donations is also an option to consider, says Ms. Nicholls.

“Many employers offer matching gift programs for their employees' charity of choice,” she says. “By reminding donors to check if this is something their employer does, you could increase your fundraising results – and the impact on your cause – even further.”

Learn more: alsbc.ca; feednovascotia.ca; ontariospca.ca



DISRUPT HUNGER WITH SCHOOL MEALS FOR KIDS.



Disrupt hunger this Giving Tuesday with Children Believe.

Help provide nourishing school lunches for kids struggling this holiday season.

Calculate your impact here:
www.childrenbelieve.ca/giving-tuesday