

NATIONAL PHILANTHROPY DAY



The social sector's impact in Canada and around the world

Friday, November 10, 2023

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GETTY IMAGES VIA MELITAS

Demand for services and a decrease in donations put pressure the social sector

National Philanthropy Day (NPD), which takes place on November 15 each year, celebrates giving of all kinds – donations, volunteering and charitable engagement. NPD is a day to highlight the accomplishments, large and small, that philanthropy makes to our society and our world. It celebrates charitable accomplishments and encourages all of us to strengthen and support our communities – around the corner or across the globe.

In 2012, Canada became the first country to officially recognize NPD. Almost every social cause over the past century has been driven by the charitable sector and the support generated by fundraisers who inspire donors around the world to give of their money and time.

The increasing demand for services from charities – combined with a decrease in donations, fewer volunteers and inflation – is putting



Rea Ganesh, vice president of philanthropy at Scarborough Health Network Foundation and chair-elect of AFP Canada, says inflation and an increasing need for social services are intensifying pressure on the sector. **SUPPLIED**

pressure on the sector's resources and staff at a time when fundraisers and the funds they generate are needed more than ever.

According to The Giving Report 2023 released by CanadaHelps, a charity advancing philanthropy through technology, 22 per cent

of Canadians expect to rely on charities this year to meet their basic needs, while more than 57 per cent of charities report they are having difficulties meeting the demand for their services.

See **COMMUNITIES** on page **AFP6**

ABOUT

The Association of Fundraising Professionals (AFP) represents more than 3,000 fundraisers and charities in Canada, and over 27,000 around the world, partnering with donors and volunteers to change the world through ethical and effective fundraising.

AFP helps its members raise more than \$100-billion annually for a wide variety of causes through advocacy, research, education, mentoring and the most rigorous code of ethics in the profession.

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HOW BUYING A 'FARM' SUPPORTS FOOD SECURITY

Gifts to benefit communities around the world

Go for the goat – or the chickens, a beehive or 10 rabbits. Heck, you can even buy a farm! These are just some of the options in the Primate's World Relief and Development Fund's (PWRDF) annual World of Gifts. The guide features opportunities for individuals and groups to fund a wide variety of gifts in support of their partners around the world – from \$25 for moringa seeds to \$615 for a "farm" that includes livestock, materials, tools and seeds – supporting nine food security projects in eight countries.

This year PWRDF, the Anglican Church of Canada's agency for

sustainable development and relief, has a donor who will match all gifts purchased through the World of Gifts up to \$110,000, doubling the impact of those donations, says Carolyn Cummins, the organization's director, Fundraising and Supporter Relations.

It's easy to see the impact that doubling a gift makes: In Malawi, \$120 gift buys three goats to improve food security and supplementary income to Partners In Health volunteer health workers – the matching donation boosts that number to six. And in South Sudan, \$25 will provide vegetable seeds to five families – matching the gift will impact 10 families.

The matching funds also apply to groups who decide to fundraise for big-ticket items, and PWRDF is encouraging families or community groups to pool their resources to



Water security has improved for the Mumo wa Wenda women's group in Kenya, where the country is facing its worst drought in 40 years. **SUPPLIED**

make a real impact in the lives of communities in need around the world. A \$2,500 gift will build a well with a handpump (\$3,000 builds a well with a solar-powered pump).

Deirdre Thornton, rector's warden at St. Alban's Anglican Church in Burnaby, B.C., says over the years the congregation has raised funds to build three wells in Kenya. This

year they are excited at the prospect of fundraising for one well and having a second built through the matching funds program.

"What is so wonderful about the gift of a well is that it's not just for one family, it impacts a whole community. It will also save women and girls from walking long distances to carry water back to their homes,"

says Ms. Thornton, adding that Kenya is experiencing its worst drought in 40 years.

Ms. Cummins says "buying the farm" is one of the more popular gifts for groups.

"We've had groups set up a toy farm with little play animals, and as they reach the goals, they add a farm animal or implement to the scene – that's really fun," she says.

Another group supported the purchase of birth kits for moms and new babies in Lesotho.

"Every time they raised \$25, they placed a diaper in a bassinet. When the bassinet was full, they made their donation through PWRDF and then gave the diapers to a local women's shelter," she says.

"We're dealing with a lot of serious issues in the world, but there's still a way to make [gifting] fun while you're raising money for something that's really important," adds Ms. Cummins.

Information: pwrdf.org

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Radical collaboration boosts battle against cancer

Researchers, clinicians and philanthropists unite to build a cancer case resource

Collaboration between research institutes and hospitals is critical in winning the battle against cancer, the leading cause of death in Canada, says Paul Alofs, a former president and CEO of The Princess Margaret Cancer Foundation and a member of the Terry Fox Foundation's (TFF) board of directors.

"We call our unique vision 'Radical Collaboration.' It takes collaboration to the highest level nationally to generate maximum impact and improve outcomes for all Canadians," he says.

The Marathon of Hope Cancer Centres Network (MOHCCN), the realization of the Terry Fox Research Institute's (TFRI) quest to close the gap between research and patient care, is uniquely positioned to spearhead the collaboration of the country's best and brightest cancer experts through the sharing of data and new technologies to advance precision cancer medicine.

Cancer experts globally agree that precision cancer medicine – therapies targeting the genetic and biological characteristics of each patient's cancer – is an enormous leap forward in the battle against the complex disease, says Mr. Alofs.

Precision cancer medicine requires access to data that can be analyzed using artificial intelligence tools and other technologies to determine the best treatment options for each patient.

That data is being gathered for Canada's largest and most complete cancer case resource, the MOHCCN Gold Cohort, which aims to assemble clinical and genomic data from 15,000 cancer patients from diverse backgrounds treated in hospitals across Canada.

"It will be the lifeblood and the most valuable asset for researchers as we move forward in the future of cancer care," says Mr. Alofs.

With nearly 40 per cent of Canadians facing a cancer diagnosis in their lifetime, supporting MOHCCN is one of the most important donor investment opportunities in cancer research today, he adds, noting that the initiative is being funded by the federal government with \$150-million over five years to be matched by donations from MOHCCN's partners and supporters.

Mr. Alofs says while support from the federal government is appreciated, MOHCCN, which currently involves over 30 member institutions spread from coast to coast, is now looking for organizations, institutes, foundations, corporations and individuals who can make sizable donations to step up.

"Collaborations of this size are



Above (left): Dr. Jeanette Boudreau received a Terry Fox New Investigator Award – a grant to support future leaders to develop careers in cancer research. She is the scientific director of the Beatrice Hunter Cancer Research Institute and an associate professor at Dalhousie University in Halifax. Right: Dr. David Knapp (Université de Montréal, IRIC) is a 2023 recipient of a Terry Fox New Investigator Award. **TERRY FOX RESEARCH INSTITUTE**

“Collaborations of this size are not easy to build in health care or in philanthropy, but there is one Canadian who can bring together researchers, clinicians and philanthropists like no other, and that is Terry Fox.

Paul Alofs

Former President and CEO of The Princess Margaret Cancer Foundation and a member of the Terry Fox Foundation's board of directors

not easy to build in health care or in philanthropy, but there is one Canadian who can bring together researchers, clinicians and philanthropists like no other, and that is Terry Fox," he says.

TFRI senior adviser Darrell Fox agrees that the strength of his older brother's legacy enables the MOHCCN to play a unique role in creating the Gold Cohort, a data resource that will use information from prior cancer patients to help determine how to personalize treatments for future cancer patients.

"When we first started this venture, that's what we were hearing from institutions, universities and hospitals. They felt that Terry Fox was someone who could bring Canadians together – that's what happened in 1980 when people rallied around the Marathon of Hope, and that's what we're doing now. We've gone beyond bringing people together. We're now bringing institutions together to tackle cancer," he says.

While Darrell Fox says fundraising can be competitive, that is not the case in the MOHCCN's drive to raise \$150-million.

"We're also bringing the fund-raisers together. That's what I'm very excited about: that instead of competing for dollars, we're working together to raise funds for MOHCCN," he says.

For Dr. André Veillette, executive director of the MOHCCN, this groundbreaking collaboration provides an opportunity for all patients in Canada to benefit from

our shared expertise and resources through precision-based oncology.

"By bringing together institutions across the country under a single vision, we are doing something that's never been done before, paving the way for the personalization of cancer treatments, which will help improve survival and quality of life for our patients," he says.

Information: marathonofhopecancercentres.ca

THE GARDINER MUSEUM PLANS A MAJOR TRANSFORMATION

Gift enables the ceramics museum to reimagine its ground floor space

The Gardiner Museum in Toronto, among the few museums in the world focused on ceramics, is set for a full-scale reimagining of its nearly 9,000-square-foot ground floor to include the construction of a new fully equipped makerspace, a community engagement centre and an Indigenous gallery space.

A \$9-million donation from The Radlett Foundation in honour of the late William B.G. Humphries, who established the foundation, is the catalyst for the \$14-million project. The donation reflects his lifelong commitment to the collection and presentation of ceramics, and his support of Indigenous communities through the arts.

The transformational gift is a once-in-a-generation opportunity to bring the museum's physical space in line with its mission to build community with clay, says Gabrielle Peacock, the Gardiner's executive director and CEO.

Miranda Disney, the Gardiner's chief development officer, notes the project is a chance to demonstrate to a broader public that the museum is a vibrant site of learning that transcends specialty classification to connect communities around a universal medium.

The museum has more than 5,000 objects from the Ancient Americas, Europe, Japan and China, as well as contemporary works with an emphasis on leading Canadian artists.

The Gardiner's Indigenous Advisory Circle (IAC), comprising Mary Anne Barkhouse, Kent Monkman, Andre Morrisseau, Duke Redbird, Tekaronhiákhkwa / Santee Smith, and Catherine Taomesre Tämmaro, is also providing guidance for the project.

Originally established in 2020 when the museum began the process of commissioning a permanent public artwork celebrating ongoing Indigenous presence on Turtle Island, the IAC has continued to work with the museum, helping to shape the ground floor project and guide the Gardiner forward in the spirit of reconciliation.

"The addition of a gallery space dedicated to Indigenous ceramics will introduce a vital and currently under-represented area of ceramics to the museum, as well as furthering our commitment toward reconciliation as an institution," says Dr. Sequoia Miller, the Gardiner's chief curator and deputy director.

The addition of a gallery of Indigenous ceramics at the centre of the museum embodies the Gardiner's commitment to working with communities to reflect and explore Indigenous cultural practices of the past and present, says artist Kent Monkman, a member of the Gardiner Board and the IAC.

Construction is expected to start in summer 2024, and the Gardiner is in the early stages of a fundraising campaign.

Information: gardinermuseum.on.ca



A donation from The Radlett Foundation was the catalyst to reimagine the ground floor at the Gardiner Museum in Toronto. This rendering shows one of the areas in the new design. **SUPPLIED**

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The winter can be harsh – especially for people already experiencing an emergency.

From those recovering from Canada's record-breaking wildfire season to the millions still living through the aftermath of the earthquakes in Türkiye and Syria, the winter snow, driving winds, and freezing temperatures can make life even harder. But your support will help bring hope and warmth despite the bitter cold.

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Visit redcross.ca
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of warmth this holiday.



Keeping hope alive

Holiday gift giving helps the Canadian Red Cross respond to emergencies at home and abroad

The Canadian Red Cross knows all too well how difficult it can be for people caught in a disaster to keep hope alive. Since 2020, the humanitarian organization has responded to over 230 medium and large-scale emergency events as it fulfills its mission to help communities in Canada and internationally in times of need, providing shelter, warmth, safety and the comfort in knowing that things will get better.

This year as Canadians consider their holiday gift giving, the Red Cross is appealing for support to enable it to keep responding at home and around the world.

Canadian Red Cross chief of emergencies Amy Avis has seen first-hand how the generosity of supporters and donors makes a difference for people impacted by emergencies in Canada – such as the wildfires across the country this year – and globally through ongoing work in response to growing disasters such as the earthquake that impacted Türkiye and Syria.

“We have many dedicated staff and volunteers across Canada that represent diverse populations and are responding to calls for help every day,” says Ms. Avis, adding that internationally the Red Cross is part of a global network enabling it to get access to areas – as well as the



Top: Homes along the coast in Burgeo, NL, destroyed by Hurricane Fiona. Above left: Relief efforts by the Red Cross Red Crescent to support people impacted by the 2022 floods in Pakistan. Above right: To support the response of the Libyan Red Crescent in the aftermath of the devastating floods that hit northeast Libya on September 10, the Turkish Red Crescent dispatched cargo planes from Türkiye, carrying search and research and medical teams along with their equipment and humanitarian aid supplies. TOP: MICHELLE-ANDRE GIROUARD/CANADIAN RED CROSS. ABOVE LEFT: TURKISH RED CRESCENT/FATH İŞCI. ABOVE RIGHT: TURKISH RED CRESCENT

assurances it requires – to ensure its funds and supports are going to those who need it most.

During the colder months ahead, the Red Cross will be focusing on issues such as safety and warmth.

“Warmth resonates with me on a couple levels – such as the work that we’re doing in coastal communities, and those affected by Hurricane Fiona, where we’re helping communities build warming shelters,” says Ms. Avis.

“These same structures and enhanced capacity will help during a hurricane or in another extreme event where people will need safety and shelter. It’s the story of community resilience, and that’s a critical story of hope that we all need. The feeling that you’re going to be okay and that you’re going to come out of the other side of any event,” she says.

“When Canadians give, they’re giving in recognition that they’re giving to their neighbours, and in recognition that it could be them one day. It truly is the gift of hope to say that the Canadian Red Cross is going to be with you and help along your journey to recovery,” she adds.

But emergencies don’t end when they are no longer in the headlines, she adds. The Red Cross remains in affected areas for months or years to

support recovery efforts.

Ms. Avis says the Canadian Red Cross only recently closed some of its case files for people impacted by the wildfire that swept through Fort McMurray in 2016 and notes the organization is continuing to provide support to those affected from five events that occurred over five years ago.

She reflects that we are still seeing these challenges in recent events. “Many people in Lytton [affected by a 2021 wildfire that destroyed much of the town] still haven’t been able to rebuild their homes.”

Ms. Avis says the Canadian Red Cross continues to support and work with those affected, and the organization will remain in the community until they can return home.

“We don’t leave until we are able to provide as much support as possible with the help of Canadians and to make sure that individuals have that sense of stability that a home brings.”

So this holiday season, donate to the Canadian Red Cross and make a difference in the lives of those people impacted by emergencies. Know that you are giving more than a gift; you are giving hope.

Information: redcross.ca

A MEANINGFUL TRIBUTE

Endowment gift boosts CNIB’s bursary program

The Joyce Family Foundation, a private family foundation created by the late Canadian businessman Ron Joyce, has made a landmark endowment gift of \$1.5-million to the Canadian National Institute for the Blind’s (CNIB) post-secondary bursaries program.

CNIB is a nonprofit organization that delivers programs and advocacy to empower people impacted by blindness to dismantle barriers to inclusion.

“The work we do to empower

people with sight loss across the country is only possible with the support of our incredible donors. This transformational endowment gift, the largest in CNIB’s history, will help youth who are blind or low vision for decades to come,” says CNIB president and CEO John Rafferty.

“With the launch of our new strategic plan – The Way Forward – one of our commitments is to ensure ‘Kids will Thrive,’ and our kids, along with their families, have the support

and resources they need – both inside and outside the classroom. We need to ensure all children who are blind or low vision can enjoy the same opportunities and quality of life as their sighted peers, and transform the way families seek and access support, while also advocating for equity and access in education and health care,” he says.

The foundation’s gift will create at least eight bursaries annually, each ranging from \$6,000 (college) to \$8,000 (university), and each bursary will be renewable for up to four years based on academic standing.

Ed Lumley, chair of the Joyce Family Foundation, says the foundation’s endowment gift is a



A young boy reading Braille, a system used by people who are visually impaired. GETTY IMAGES VIA WAVEBREAKMEDIA

meaningful tribute to the memory of its founder, Ron Joyce, the iconic entrepreneur who co-founded the Tim Hortons franchise.

“Ron was passionate about investing in the potential of young people and making a difference through the power of philanthropy,” says Mr. Lumley. “This endowment gift is an opportunity to support more students through many generations, and the board members know Ron would be incredibly proud of the impact it will create for students, for communities and for Canada’s future.”

Information: cnib.ca/kids

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Light a life

Ordinary, hard-working Canadians battle to make ends meet and find support from The Salvation Army

Army of Givers campaign needs help in addressing the growing need for food and shelter during tough economic times

Nancy and her husband, John, live in Dunnville, Ont., a small town about 45 minutes from Hamilton. On the face of it they seem to have it all together. They have careers, a home and their children are healthy and active. However, they are among the many families across Canada who are turning to The Salvation Army to help make ends meet.

The couple goes to The Salvation Army food bank in Dunnville, where they select items from the pantry and the table filled with fresh produce, bread, juices, bottled water and macaroni and cheese donated by stores in the community.

"I was just there, and I saw people from different age groups and all walks of life. The cost of food, gas, mortgage prices – it's hard to keep up," Nancy says.

"There are times we have to put off paying certain bills so we can have healthy foods for the kids."

Nancy is no stranger to The Salvation Army and the way it warmly wraps its arms around the people in Dunnville. Years ago, she arrived in the town with two little children after escaping an abusive marriage. Forced to accept welfare until she got a job, she learned about the food bank and the services they offered.

"It was my first experience going to a food bank and I was a little embarrassed at needing to ask for help. The stigma about using services like food banks still exists," Nancy says.

Much to her surprise, Nancy felt no judgment when she walked through the doors of The Salvation Army food bank in Dunnville for the first time.

"The people were so lovely. I instantly felt their warmth and care. They were so concerned about my kids and making sure they had enough food."

Nancy also welcomed the support of Salvation Army counsellors who were available to help her children overcome all the changes in their lives.

"They were getting used to new

Canadians are struggling

Of Canadians surveyed many are worried about food security and the current economic climate. Here's a look:



Economic pressures have put the squeeze on Canadians, with 52 per cent recently polled saying they were facing food security challenges. IMAGE COURTESY OF THE SALVATION ARMY

living arrangements and a new school. It was a lot for them and for me," Nancy recalls.

With time, Nancy settled into her life in Dunnville and married John. Together they welcomed two more children. When they were able to get by, they paid it forward.

"For a couple of years my husband and I were more secure, and we'd drop off boxes of food and sometimes money. We also had a

yard sale and donated proceeds to the food bank. We know what it's like to be in that situation."

Sadly, a growing number of Canadians are all too familiar with needing to ask for help with life's necessities.

"In November 2022, a new survey from The Salvation Army revealed that an increasing number of Canadians were pessimistic about the future," says Lt-Colonel

John Murray of The Salvation Army. "Alarming, more than half of Canadians polled (52 per cent) said they had faced food security challenges in the past year, and one in seven had encountered issues with housing security that included being late on paying their rent or missing a payment altogether."

As the country struggles to heal in the aftermath of a global pandemic, grocery prices have soared with double-digit increases for such staples as bakery and cereal products and baby food. Since April 2022, the Bank of Canada raised its key interest rate nine times to combat inflation, increasing borrowing costs from credit cards to mortgages.

The impact for many has been devastating. According to The Salvation Army survey, one in seven Canadians faced housing security challenges in the past year, with one in 10 people resorting to couch surfing as a last resort. One in three Canadians faced challenges managing limited resources in the past year, with 25 per cent of those surveyed saying they took on extra sources of income just to get by. Almost two-thirds of those who turned to food banks, community

kitchens, pantries and food hampers in the last year were first-time users.

As worry for what the future holds weighs on the hearts and minds of Canadians, The Salvation Army continues to be a vital service.

"We serve people on social assistance, Canadians living on a fixed income, seniors, children, newcomers to Canada, people who experience disabilities, and anyone else who needs a helping hand," Murray says.

"We're in 400 communities across the country, partnering with people who are struggling. Some of our direct interventions include providing meals and shelter. And our social and community service programs help to build sustainable skills and strengths."

After several years of managing on their own, Nancy and John have had to return to the Dunnville food bank – despite holding full-time jobs and making difficult choices about where and how they spend their hard-earned dollars.

"They helped us out at Christmas with staples to help prepare a meal, gift cards and toys for the children," Nancy says. "It's a huge relief to know we can make a Christmas for our family."

"I wish I was in a better financial position, but I don't feel any shame anymore. I know that when the day comes that we're better off, we'll continue to donate again," Nancy says.

"The Salvation Army does everything they can to help our community. They're amazing."

With Christmas just around the corner, The Salvation Army has launched its Army of Givers campaign.

Canadians who want to give hope and help to a family this Christmas are invited to: donate at SalvationArmy.ca; or call 1-800-SAL-ARMY (725-2769); or mail The Salvation Army, 2 Overlea Blvd., Toronto, Ont., M4H 1P4. For those interested in volunteer opportunities visit SalvationArmy.ca/volunteer.

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AN ARMY

SalvationArmy.ca
1-800-SAL-ARMY

USask expands mental health support for students

Donors boost funding for counsellors, group therapy delivery and peer-health programming



Top left: A discussion in the Student Wellness Centre at the University of Saskatchewan. Above: Students navigate the University of Saskatchewan from The Bowl, an area located in the heart of the campus. SUPPLIED

Studying for a dream career, cementing friendships and enjoying the fun and new experiences that define students' years at university can also come with tough times and mental health support can play a key role as students navigate through this major life transition.

Students at the University of Saskatchewan (USask) who may need additional support as they move through their academic careers will benefit from the impact of local philanthropists who have recognized the importance of mental health and made significant donations to enable the university to expand the Student Affairs Outreach and the Student Wellness Centre teams and increase programming.

The Gitzel family's gift of \$1-million to establish the Gitzel Family Fund for Mental Health, as part of USask's *Be What the World Needs* campaign, provides additional funding for counsellors, group therapy delivery and peer-health programming, says Jocelyn Orb, director of the Student Wellness Centre.

Ms. Orb says between 7,000 and 8,000 students a year access support from the centre for a range of mental health challenges from anxiety and depression to very complex mental illnesses.

"But most often the issue they're struggling with is the stress of a major life transition," says Ms. Orb, adding the centre's family physicians, nurse practitioners and psychiatry support manage most of the students' mental health concerns at the centre but can also facilitate rapid care at the nearest emergency room at Royal University Hospital.

Ms. Orb says the Gitzel family's donation is helping the Wellness Centre "fill the gap" between funding from the Ministry of Health for core health services and the university's own funding.

"The counselling team and much

“Donor support is so pivotal in helping students, because if we can provide that support while they're moving through their academic career, we're hopeful that with the new skills they have learned, they'll [graduate] and be successful.”

Tracy Spencer

Director, Student Affairs and Outreach, USask



“We appreciate the generosity of the people in Saskatchewan. It's such a wonderful community to be a part of and to feel like your work is being supported.”

Jocelyn Orb

Director of the Student Wellness Centre, USask



of the mental health supports come from the university, but as everyone knows, funding from government agencies has decreased over the years or stayed the same while demand has increased, so it's created a gap," she says.

With the money from the Gitzel Family Fund, the Wellness Centre has been able to hire more clinicians.

"That's what university students are asking for – support from professionals when they need it," adds Ms. Orb.

Considering the average age of university students – between 18 and 25 years old – these are important times in their lives, she says.

"If we can intervene and either increase their capacity to cope with stress, give them some tools that they can use later in their life, or actually intervene in a complex mental illness, it's often that time where we can really make a significant impact in the rest of a person's life. So, as much as we want to intervene to have students be successful academically, it's a really important time to protect their mental health lifelong," says Ms. Orb.

Support from philanthropists Ron and Jane Graham, the most generous alumni donors in the university's history, funds two student support and outreach coordinator positions in the College of Engineer-

ing and Huskie Athletics.

The two coordinators – social workers – who are embedded in the colleges, add a valuable component to the Student Affairs and Outreach team by increasing visibility and providing timely and accessible mental health assessment and therapy, says Tracy Spencer, director, Student Affairs and Outreach.

"The Grahams' support allows us to really increase our touch and capacity and provide meaningful connections with students and the supports they need," she says.

"This increased capacity allows us to work with more students to provide them with additional life and coping skills, not only to help them manage through university, but also as they progress in their careers," says Ms. Spencer. "We can do this and expand the services we offer students because of people like the Grahams who donate to our program."

The Grahams' funding also enabled Student Affairs and Outreach to host prevention workshops such as Mental Health First Aid that helps participants increase their knowledge of the signs, symptoms and risk factors of several mental health illnesses; and a suicide alertness training workshop, LivingWorks safeTALK.

"Donor support is so pivotal in helping students, because if we can provide that support while they're moving through their academic career, we're hopeful that with the new skills they have learned, they'll [graduate] and be successful," adds Ms. Spencer.

The Gitzel's family's gift has also encouraged another donor to contribute to mental health services at USask, says Ms. Orb. "We appreciate the generosity of the people in Saskatchewan. It's such a wonderful community to be a part of and to feel like your work is being supported."

Information: give.usask.ca

FROM PAGE 1

COMMUNITIES: STAFF AND VOLUNTEERS ARE STRUGGLING TO COPE

“Recent research has shown us that a majority of Canadian charities are seeing decreases in giving from all levels – individuals, corporations, government and foundations,” says Kyle Tiney, senior director, Annual and Legacy Giving with the Vancouver Symphony, and secretary of the AFP Foundation for Philanthropy – Canada board.

“Smaller charities are seeing even greater challenges where they do not have the resourcing to have comprehensive fundraising programs in place,” he adds.

Mr. Tiney says The Giving Report shows that the demand for charitable services has not decreased since the peak of the COVID-19 pandemic, and staff and volunteers in many charities are struggling to cope.

“For example, within the arts sector, we are seeing a continued struggle to make up the differential in slowed ticket sales following the pandemic,” he says. “With the increase in demand on social service charities and constraints to philanthropic giving, arts organizations are commonly seen as a ‘nice to have’ and are the first to be removed from one’s giving priorities despite the drastic impact the arts can have on improving mental health.”

Rea Ganesh, vice president of philanthropy at Scarborough Health Network Foundation and chair-elect of AFP Canada, says there is demand for charities to do more to offset the impact of rising inflation and the increasing need for social services.

“The charitable sector is being stretched. We are doing as much as we can to fundraise in a time of growing need, and that’s putting a big strain on us as we search for different opportunities and new ways to tell our stories,” she says.

A big part of the story the sector needs to tell is the role it plays in Canadian society, adds Ms. Ganesh.

“Although the charitable and nonprofit sector contributes over 8 per cent to Canada’s gross domestic product each year, people often don’t realize the value we bring to society,” she says. “Our sector plays a significant role economically, but also in terms of the support and services that we provide in communities across the country.”

However, National Philanthropy Day is an opportunity for the charitable sector to tell its story and highlight its value to not only individuals but also to the economy as a whole, says Mr. Tiney.

“As Canadians, we need to personally renew our commitment to supporting charities in Canada – small local charities, large national charities and everything in between,” he says. “With the charitable sector making up approximately 10 per cent of the full-time Canadian workforce and 22 per cent of Canadians relying on charities to meet their basic needs, fundraising continues

“As Canadians, we need to personally renew our commitment to supporting charities in Canada – small local charities, large national charities and everything in between.”

Kyle Tiney

Senior Director, Annual and Legacy Giving with the Vancouver Symphony, and Secretary of the AFP Foundation for Philanthropy – Canada board



to be the impact profession.”

AFP Canada is striving to amplify that impact by focusing on ensuring inclusion, diversity, equity and access within the sector, says Ms. Ganesh.

“We are making progress, but there’s still a long way to go,” she says. “Twenty years ago, when I started working in the charitable sector, I would walk into an AFP congress and there would be perhaps five people of colour in the room. That’s changed and the figure is now up to around 20 per cent, but we need more fundraisers that are people of colour coming into the industry, being interested in coming into the fundraising profession and getting involved.”

Ms. Ganesh says AFP has identified the need for more diversity in fundraising and is now spending more time and effort on how to integrate diverse fundraising across the profession.

Mr. Tiney says fundraisers continue to reconfirm their commitment to ensuring strong inclusion, diversity, equity and access policies and priorities within their respective charities.

“We make a commitment to continue to learn and unlearn, and we make a commitment to create inclusive, accountable spaces within the places we work,” he says.

AFP offers its members a range of courses and resources from diversity and inclusion to fundraising in challenging times, plus access to a library of webinars at afpglobal.org.

Canadians can support charities by going back to volunteering, recognizing the need for donations to fund capacity building, and being part of the change by advocating for their favourite causes to their elected representatives, says Duke Chang, president and CEO of CanadaHelps.

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A large Canadian flag is passed through a crowd on October 27, 1995. Thousands of Canadians streamed into Montreal to join Quebecers rallying for national unity three days before a referendum that could have propelled Quebec toward secession.
Photo credit: Ryan Remiorz/Canadian Press

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Learn more

Canuck Place is a guiding light for families facing the unimaginable

Every gift supports children with life-threatening illnesses

Angelina Premia was the centre of attention at all family gatherings – her infectious hugs and laughter lit up the room. Angelina loved her family. Despite her health challenges due to a rare genetic disorder, she was a true fighter through all the obstacles she had in life – and she did it with a smile.

When she passed away in 2021 due to chronic kidney disease associated with Oral-Facial-Digital Syndrome Type 1, she was on the Canuck Place Children's Hospice pediatric palliative care program. While her parents, Helen and Sam, and older sisters, Hannah and Sharon, struggled to come to terms with her final weeks and were devastated by her death, the care team from Canuck Place helped them cope.

"Having Canuck Place grief counselling available to our family has been a great asset," says Sharon. "There is no rule book for grief, and it presents uniquely to each of us. I think we've all made use of the counselling services, and it just helps to have someone walk you through one of the most difficult times in your life."

Angelina spent the last few weeks of her life at home with the support and guidance of the Canuck Place team.

"What started off as a check-in with the doctors turned into the unimaginable – us receiving her final diagnosis of kidney failure," says Hannah. "After approximately a week in the hospital, we had made our decision of pursuing palliative care, and the hospital referred us to the Canuck Place program."

The family did not know what to expect from a pediatric palliative care program, and having



Helen and Sam Premia share a photo of their daughter Angelina. With support from the Canuck Place pediatric palliative care program, the family was able to spend Angelina's last weeks at home. SUPPLIED

“Canuck Place is where humanity exists, and you realize how much good there is in the world. Where people you don't know or have never met stand by your side and walk alongside you as you do one of the hardest things in life: saying goodbye to a loved one.”

Sharon Premia

Angelina home and well cared for was the family's top priority. "But after talking with Canuck Place nurses and over multiple conversations, I was able to feel a little more at ease," says Hannah.

"We wanted to make sure she was comfortable, and the nurses and physicians from Canuck Place did exactly that," says Sharon. "They respected our wishes for her to be at home with the people she loved the most."

"From dietary and medication support for Angelina, to emotional support and in-home physical check-ins, Canuck Place was able to provide consistent around-the-clock care in the comfort of our home," says Hannah. "I knew

Canuck Place would be there to care for Angelina, but having their counselling and in-home support extend to all members of our family was something I wasn't expecting."

Helen Premia says the Canuck Place team was incredible. "Our Canuck Place nurses and nurse practitioners were Alison, Camara and Rachel. They helped us through Angelina's final days, particularly during the last two weeks when Angie's food intake reduced considerably, a time that was so unbearable for us as parents," she says.

Sam Premia says having someone to talk to when overwhelmed by grief was a great relief. "I am so thankful

to the Canuck Place grief and bereavement counsellors just for being there for us when we need it."

For Sharon, Canuck Place represents a place where you feel loved, supported and cared for in your darkest days.

"Canuck Place is where humanity exists, and you realize how much good there is in the world. Where people you don't know or have never met stand by your side and walk alongside you as you do one of the hardest things in life: saying goodbye to a loved one," she says.

Hannah says the support of donors to Canuck Place allowed her family and many others to receive hands-on care during one of the hardest moments in their lives.

"The generous financial contributions from donors directly supported our family by allowing us to spend our last few weeks with Angie while providing her with the necessary medical support and bringing her comfort and joy," she adds. "This would not have been possible without the generosity of the community, and for that I want to personally thank each and every individual who donated. This small action demonstrates incredible kindness towards our family."

You can support families like the Premias through Canuck Place's Light a Life. Every gift will support children with life-threatening illnesses and their families to live fully during the time they have left. With you, Canuck Place gives short lives the chance to shine. Light the way. Give today.

Information: canuckplace.org

MOVEMBER BOOSTS FUNDING FOR PROSTATE CANCER RESEARCH IN CANADA

Focused on translating laboratory findings into new treatments

Movember, a leading global men's health charity, will invest up to \$5.8-million in funding for researchers and organizations across Canada that qualify for one of four new global research grant programs aimed at reducing the number of men dying from prostate cancer and improving

quality of life for those living with the disease.

Globally, prostate cancer is the most common cancer in men over 45. In Canada, one in eight men will be diagnosed with prostate cancer in their lifetime, making it the most commonly diagnosed cancer in

Canadian men overall.

Since 2008, Movember has invested more than \$107-million in research focused on translating laboratory findings into new prostate cancer treatments.

Todd Minerson, Movember Canada country director, says the

organization listens to and consults with researchers, clinicians, health-care professionals and those with lived experience of prostate cancer to identify the greatest priorities for research, and gaps in treatment and care.

"At Movember, we are driven by impact," says Mr. Minerson. "Prostate cancer remains the number one priority issue with our community in Canada. These new grant opportunities were identified to provide significant impact in Canada and around the world."

The \$5.8-million earmarked for investment in Canada includes up to \$1.5-million for the Preventing Disease Progression in Prostate Cancer Program, a global program in which four Canadian research teams from the Princess Margaret Cancer Centre, Centre Hospitalier Universitaire de Québec, Cross Cancer Institute and the Odette Cancer Centre are participating.

Another \$2.1-million is available through the Health Equity Grants Initiative aimed at contributing to health equity, promoting the inclusion and improved outcomes of marginalized and traditionally under-represented populations of men

at risk of, or diagnosed and living with, prostate cancer.

Movember is also calling for expressions of interest for a grant of \$1.5-million through the Patient-Reported Outcome Measures (PROMs) Program focused on optimizing the monitoring and management of prostate cancer patients during and after their treatment.

Up to \$750,000 is also available for the Personalized Active Surveillance Program. Four Canadian research teams from Ontario's University Health Network, the University of Alberta, the Ontario Institute for Cancer Research and the University of Montreal will join a global initiative made up of 29 teams from around the world.

The program's aim is to develop a personalized and 'risk-adjusted' approach to active surveillance that will reduce unnecessary tests and treatments for those living with lowest-risk prostate cancer. The researchers will also consider potential disparities in access to good quality active surveillance.

Information: ca.movember.com

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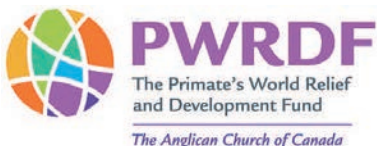


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Todd Minerson, Movember Canada country director, says the organization listened to and consulted researchers, clinicians and health-care professionals before investing \$5.4-million in funding for research. SUPPLIED

The gift that keeps on giving

Donors can see the impact of their philanthropy in their lifetime

"The gift that keeps on giving," is how Craig Hikida, Vancouver Foundation's vice president, Donor Services, describes the increasingly popular choice by philanthropists to establish a Donor Advised Fund (DAF) – a charitable endowment fund that enables donors to see the impact of their philanthropy during their lifetime.

Vancouver Foundation is one of the Canada's largest community foundations and grants about \$80-million to nearly 6,000 charities and nonprofits in British Columbia each year. Since it was founded in 1943, the foundation has granted more than \$1.5-billion to a range of charities and organizations that tackle community concerns ranging from access to childcare, environmental issues, arts and culture, animal welfare and addressing homelessness.

Mr. Hikida says traditionally the impact of philanthropy takes place after people's lifetime when gifts from estate plans and wills are distributed.

"By making a testamentary gift, people never get to see and appreciate the outcome of their gift," he says, but people who gift through a donor advised fund can see the difference their gift makes during their lifetime.

"Donors decide on the amount of money to place in the DAF. The money is held, invested and the income that is generated is granted out to the community – to the charities or causes the donor

wants to support – and they get to witness the impact of their gift," he explains.

"Most donor advised funds are held in perpetuity, so even after the donor's lifetime, that money still does good work in the community," says Mr. Hikida, adding the donor leaves well-documented instructions on the types of organizations and issues that they want to support on an ongoing basis.

"It is one gift that does continue to keep giving."

Mr. Hikida acknowledges it is difficult to anticipate the future needs of communities.

"We encourage donors, while they have donor advised funds, to support their favourite charities during their lifetime. After their lifetime, we hope they consider not the charity, but the cause that is important to them," he says. "We're talking about perpetuity, and we're not sure which organizations may still exist over time, but the cause will still be there, and the gift you make will continue to be relevant." However, DAFs are just one of

the ways to support community through Vancouver Foundation. Some donors opt to leave all the decision-making to the foundation while others want to see the gift spent over a specified number of years. In other cases, donors choose to endow a percentage of the gift and designate the balance to meet immediate needs.

Donors can gift cash or assets such as appreciated securities and life insurance to Vancouver Foundation. Donations to charity also offer the opportunities for tax savings.

Mr. Hikida notes that because Vancouver Foundation receives its

funds from community members, the community decides how to support the work of organizations in the province.

"We use a community engaged process where an organization can apply to us for a grant and we will ask community members, either volunteers or community advisers, to help us adjudicate those grants. The community decides what's important to community at that time," he says.

He cites accessible childcare as an example of that process – and how philanthropy changes lives and outcomes. About 14 years ago, the

foundation made a grant to Generation Squeeze, a nonprofit organization campaigning for \$10-a-day childcare. While he credits the leadership and work done by Generation Squeeze, he recalls at that time the foundation invested in an issue that was impacting the health of communities. The concept gained momentum, and in the 2021 and 2022 budgets, the federal government made substantial investments to make childcare more affordable.

Information:
vancouverfoundation.ca



Top: Craig Hikida, Vancouver Foundation's vice president, donor services, says people who gift through a donor advised fund can see the difference their gift makes during their lifetime. Above: Volunteers pack boxes of supplies to be distributed to those in need. SUPPLIED

PROMOTING THE BEST STANDARDS OF CARE

Call to include cancer care in emergency preparedness plans

Cancer Can't Wait, the Canadian Cancer Survivor Network's (CCSN) slogan to emphasize the disruption of cancer care during the COVID-19 pandemic, reflects the urgency of its campaign to call on all levels of government to include cancer care in their emergency preparedness plans, says Jackie Manthorne, the president and CEO of the public policy organization that works to improve patient access to care.

CCSN is a network of patients, survivors, friends, families, community partners and sponsors working together to promote the very best standard of care, support, follow-up and quality of life for cancer patients, caregivers and survivors.

Ms. Manthorne says governments need to do a better job of continuing cancer care during future pandemics and natural disasters, noting surveys conducted by Leger on behalf of CCSN found the disruption of care for cancer patients during the COVID-19 pandemic took a serious toll on people battling the disease.

CCSN is also urging governments to make good on their promise to protect firefighters from cancer.

"During COVID-19, we witnessed the interruption of cancer care

“... after the worst wildfire season in Canadian history, we're all witnessing the risk of structural and wildland firefighters developing cancers due to occupational exposure. It's critical to protect firefighters from developing cancer.”

Jackie Manthorne
President and CEO, Canadian Cancer Survivor Network



delivery to patients. Now, after the worst wildfire season in Canadian history, we're all witnessing the risk of structural and wildland firefighters developing cancers due to occupational exposure. It's critical to protect firefighters from developing cancer," says Ms. Manthorne.

As part of its mission, CCSN provides access to tools to make people aware of the decision-making processes that can result in positive change on issues that are critical to patient care, and to learn the latest information about cancer screening and treatment through a weekly webinar series that covers topics such as drug approval processes, the latest in cancer research, and how patients and caregivers can advocate for themselves.

In addition, the CCSN's virtual 10-module Science of Cancer course gives people an understanding of the disease and prepares course graduates to potentially have a seat at the table in peer review research panels and other committees dealing with health care and cancer care.

Information: survivornet.ca

The Princess Margaret UHN

The research we do today, saves lives tomorrow.

Support The Future of Cancer Breakthroughs.

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The important role of a robust journalism sector

Amplifying support for public broadcasting and the protection and promotion of Canadian voices



In this Q&A, **MARLA BOLTMAN**, executive director of FRIENDS, shares observations and insights on the organization and on its objective of defending strong and credible journalism as a means of sustaining a healthy democracy.



It's important to put public broadcasting and local news media on a path to long-term sustainability for future generations of Canadians, says Marla Boltman, executive director of FRIENDS. GETTY IMAGES VIA MICROGEN

Who is FRIENDS, and what is the organization aiming to achieve?

Originally founded in 1985 to combat significant budget cuts to the CBC, FRIENDS is a non-partisan citizens' movement that stands up for Canadian voices in Canadian media. From public broadcasting to news, entertainment, culture and online civil discourse, we work to protect and defend Canada's rich cultural sovereignty and the healthy democracy it sustains. We are a not-for-profit organization that receives no government funding or donations from political parties or CRTC-regulated entities.

At FRIENDS, we envision a media ecosystem that nurtures and promotes Canadian values and diverse storytelling. Through advocacy, research and engagement activities, FRIENDS helps to amplify support for public broadcasting and the protection and promotion of Canadian voices. Our goal is to help influence the environment in which cultural media policy is developed and implemented in order to protect Canadian storytelling for generations to come.

What is currently the biggest issue impacting Canadian news media?

Thanks in large part to the market dominance of the digital ad econo-

“Put simply, a thriving journalism sector underpins a strong civil society and a fully functioning democracy. That is why we must not only support public broadcasting and local news media today but also put them on a path to long-term sustainability for future generations of Canadians.”

my by foreign tech giants like Meta and Google, we are facing a crisis in the Canadian news sector, characterized by shuttered local news outlets and massive job losses right across the country. With the passing of the Online News Act, Google and Meta were finally meant to contribute real dollars to news creation and help bring about some relief to this crisis.

In response to the passing of this legislation, both Meta and Google threatened to block Canadians' access to news on their various platforms, with Meta making good on their threat this past summer. The gaping hole left by these news bans means that Canadians, and particularly young Canadians who largely get their news from social media, are being fed an increasingly steady diet of disinformation, hate and toxic content.

Why is it important to maintain a robust journalism sector and increase access to Canadian news?

Credible and reliable news allows us to embrace shared truths and agree on fundamental facts,

keeping us safe, informed and connected, especially in times of crisis. It investigates issues of local and national importance, while asking uncomfortable questions of those in power, and those with power.

Put simply, a thriving journalism sector underpins a strong civil society and a fully functioning democracy. That is why we must not only support public broadcasting and local news media today but also put them on a path to long-term sustainability for future generations of Canadians.

What is FRIENDS doing to impact policy around this matter?

From letter-writing campaigns and petitions to on-the-ground meetings with MPs and senators, FRIENDS is a constant presence in Ottawa. Backed by leading-edge policy and opinion research, we lobby the government, engage key stakeholders and mobilize citizens to take action on a wide range of issues affecting our journalism sector.

This past year, we worked closely with lawmakers as the Online News Act made its way through Parliament, advocating for strong

measures to defend Canadian news publishers both big and small. We will continue to consult with the government on the implementation of the law, while encouraging our political leaders to stand up to the ongoing bullying tactics of foreign tech giants.

How can Canada work on the international stage to promote journalism?

The disruption of the digital ad economy and its impact on news and journalism is a global crisis. The whole world is watching to see what kind of international precedent the Online News Act can set and what its effect will be.

Beyond that, Foreign Affairs Minister Mélanie Joly recently launched a UN declaration on tackling online disinformation and championing universal access to credible news. It was subsequently signed by 27 member countries, including the United States, the United Kingdom, Germany and Japan. This is exactly the kind of global leadership and collaboration that Canada can and should be pursuing.

How can philanthropy impact the work of FRIENDS, and what role does it have to play in the organization's mission?

Philanthropy plays an essential role in allowing us to stand up for Canadian voices. As a people-powered movement, FRIENDS depends on the generosity of passionate Canadians from coast to coast to coast, who support our campaigns from beginning to end. This involves signing petitions, sending letters and engaging with our political officials, volunteering at events, amplifying our messages on social media and, of course, making donations.

Information: friends.ca

CHANGING LIVES

Donor support helps The Kidney Foundation fund world-class research

It took a life-changing event for Sylvie Charbonneau, a member of the board of The Kidney Foundation, to realize just how important funding is to medical research and patient support.

Her son, Benoit, then in his mid-20s, was diagnosed with a de-

generative kidney disease and faced a future on dialysis before a kidney transplant.

“That’s when I realized just how much we would do to save our children’s lives,” she says. “Without a second thought, I offered up one of my kidneys and was accepted as

a donor. It helped him regain his health, good spirits and joie de vivre.”

The episode made Ms. Charbonneau realize the importance of medical research and support for patients.

“Conducting research requires

substantial funding that is all too often lacking,” she says. “Activities such as The Kidney Foundation’s annual Kidney Walk help raise funds for research, patients and their loved ones. In concrete terms, the money is used to change lives for the better. Without the research that has been carried out over the past 50 years, my son’s diagnosis would have been a death sentence.”

Award-winning Canadian actress Liz MacRae watched her mother’s health deteriorate due to kidney disease and became a passionate supporter of The Kidney Foundation, raising over \$167,000 for the organization.

“We all want our lives to have meaning. We all want to feel appreciated and loved. My mom’s life was all of that, and now I’m doing my best to follow her loving example,” says Ms. MacRae.

Caring for her mother during her illness was challenging.

“The closest centre that could handle all of mom’s medical needs was quite a distance away. That meant driving for several hours, three to five times a week, as well as sitting for hours in the dialysis clinic,” she says.

While her mother embraced the

changes in her life, there was little doubt that they affected her and all her loved ones, adds Ms. MacRae, who shares that her mother eventually passed away peacefully in her sleep.

“She left a legacy of love and giving back, and that’s what I’m doing my best to live up to every day,” says Ms. MacRae.

In honour of her mother, Ms. MacRae has left a gift in her will to The Kidney Foundation.

“I’m thrilled to be able to make the gift of a lifetime to The Kidney Foundation. A gift of substance. A gift of loving and caring for other people. The gift in my will, in honour of my mother, is one of the most meaningful things I’ve ever done in my life,” she says.

The Kidney Foundation supports research focused on improving outcomes for people living with kidney disease. Donor support has helped to build capacity for world-class kidney research. The foundation leverages additional research funding available from institutional partners to achieve an even greater impact for those living with kidney disease.

Information: kidney.ca

FOR CANCER SURVIVORS AND CAREGIVERS, COVID-19 STILL POSES A SERIOUS RISK

CCSN is working with policymakers across Canada to make sure cancer survivors have a seat at the table to make sure adequate cancer care continues during the COVID-19 pandemic.

The Canadian Cancer Survivor Network will work to ensure that:

Patients and survivors will easily access tools to understand decision making processes for positive change on issues critical to optimal patient care.

Patients and survivors will be supported to make a difference through working with others to take action on those issues.

Patients and survivors will obtain current knowledge about cancer treatment, options, and outcomes and be able to work together to end disparities in patient care and treatment.

A network of patients, survivors, friends, families, community partners and sponsors will work together taking action to promote the very best standard of care, support, follow up and quality of life for patients and survivors.



The **Canadian Cancer Survivor Network**, as the name implies, is a connecting place for cancer patients, survivors and caregivers to learn about the complexities of our healthcare system, connect with others to plan action, and act on those plans to promote better care and healthier survivorship.

613-898-1871

survivornet.ca



Donors enable The Kidney Foundation to fund medical research and support patients. GETTY IMAGES VIA SAENGURIYA13

Research is key to transforming cancer outcomes

Reaching the next level of cancer treatment could be Canada's gift to the world

Cancer is the greatest health care crisis facing humanity over the next 20 years, says Dr. Miyo Yamashita, president and CEO of The Princess Margaret Cancer Foundation in Toronto, noting the disease is Canada's leading cause of death, and the second leading cause of death globally, in a world that is already facing other crises as a result of war and natural disasters.

"We're at a very unique moment in history to truly transform cancer outcomes and the experience of cancer for patients. We must seize this opportunity, particularly in light of global geopolitical conflicts," she says. "We'll be incredibly remorseful as a global human community if, 10 years from now, we look back and say we failed to lean in."

As Canada's largest cancer charity, The Princess Margaret Cancer Foundation raises funds for Princess Margaret Cancer Centre, one of the world's top five cancer research centres.

Exclusively a cancer hospital where more than 18,000 patients

“
We're at a very unique moment in history to truly transform cancer outcomes and the experience of cancer for patients. We must seize this opportunity, particularly in light of global geopolitical conflicts.

Miyo Yamashita
President and CEO of The Princess Margaret Cancer Foundation



Left: With the support of philanthropy, internationally renowned radiation oncologist and clinician-scientist Dr. David Kirsch recently joined University Health Network as Head of the Radiation Medicine Program at the Princess Margaret Cancer Centre. Right: Dr. Miyo Yamashita, president and CEO of The Princess Margaret Cancer Foundation, believes this is a unique moment in history to truly transform cancer outcomes and the experience of cancer for patients. SUPPLIED



are treated every year, the Princess Margaret's research impacts and improves standards of cancer care across Canada and around the world.

The Princess Margaret relies on philanthropy to fund cutting-edge

technology to give the very best care to patients, fund the salaries of scientists, and provide funding for research and clinical trials that it otherwise couldn't do, says Dr. David Kirsch, an internationally renowned radiation oncologist and clinician-scientist recently appointed as head of the Radiation Medicine Program (RMP). He came from the U.S. this year with the support of philanthropy.

Dr. Yamashita points out that there have been significant advances in cancer treatments over the decades. Survival rates have increased from about 25 per cent in the 1940s to the average five-year net survival rate for all cancers of about 65 per cent in 2023, with some survival rates as high as 80 to 90 per cent depending on the type of cancer and the stage of the disease.

However, advances haven't been made across the board, and some cancers have the same survival rates they had decades ago, says Dr. Kirsch, emphasizing the need for more research and the corresponding need for philanthropy to drive that research.

"We need to do much better with cancer screening," he says. "There are new ways of detecting cancer in the blood.

Cancer cells can shed circulating tumour DNA that can be detected in the blood even before a cancer appears on an imaging scan. And we need to work on making surgery, radiation therapy and systemic therapy with targeted drugs including immunotherapy better. Improvements in each of these pillars of cancer therapy will lead to improved outcomes for our patients."

Dr. Yamashita says continuing to improve the patient experience for equity-seeking groups is also part of the challenge.

"If you come into any health-care setting in Ontario and don't have English or French as a first language, that's a challenge," she says. "We also see patients with socioeconomic conditions that put them at a disadvantage in the cancer world – impacts such as timing for appointments if they don't have flexibility with their jobs as an example, or if they can't afford parking."

Dr. Yamashita also anticipates a future with cancer vaccines, improvements in robotics in surgery, and a bigger role for "kinder, gentler more effective cancer treatments," that can take the place of toxic chemotherapy.

"Or it could be more personalized drugs, [such as] a prescription to treat your cancer based on the molecular profile of your tumour or to prevent a cancer based on inherited mutations in genes in the normal cells, such as the BRCA breast cancer genes that can lead to cancer," she says. "The really exciting thing is that it's all within our grasp with the right level of investment and support in philanthropy."

Reaching the next level of cancer treatment could be Canada's gift to the world, adds Dr. Yamashita.

"The diversity of our patient population means we are going to be able to study and learn a lot more about cancer than some of the world's other leading cancer centres," she says.

Information: [thepmcf.ca](https://www.thepmcf.ca)

GRANT ENABLES PLANNING FOR PROTON RADIATION THERAPY CENTRE

Plans to build Canada's first proton radiation therapy centre were boosted recently when the Ontario Ministry of Health announced a \$5-million planning grant to assess the feasibility and plan construction of the facility in downtown Toronto.

The initiative by the Proton Planning Group is a collaboration between Ontario Health–Cancer Care Ontario (OH-CCO), the Pediatric Oncology Group of Ontario (POGO), the Hospital for Sick Children (SickKids) and Princess Margaret Cancer Centre – University Health Network (PM-UHN), as well as UHN's Facilities Management – Planning, Redevelopment and Operations. This consortium recently submitted a proposal to the Ministry of Health to build a centre in Toronto for proton therapy and other charged particles.

Dr. David Kirsch, head of the Radiation Medicine Program at the Princess Margaret Cancer Centre, says proton therapy is particularly useful for some types of cancer; for example, pediatric cancers.

He says in addition to protons, there are other kinds of charged particles in the proposed centre, such as helium and carbon, that may be more effective at killing cancer cells.

"It'll take several years to build the proposed centre, and when the centre is fully functional we want a centre that will be state of the art," he adds.

"That requires having the vision about where the future opportunities are and making sure that when we're making such a big investment, we are able to offer our patients what we think will be the best treatment in the future."

Currently Ontario patients who would benefit from proton radiation therapy are sent to the United States for treatment.

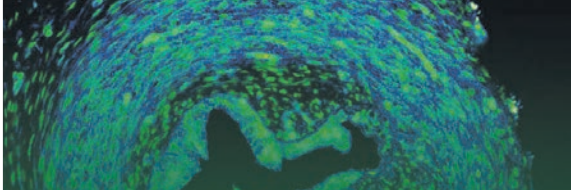
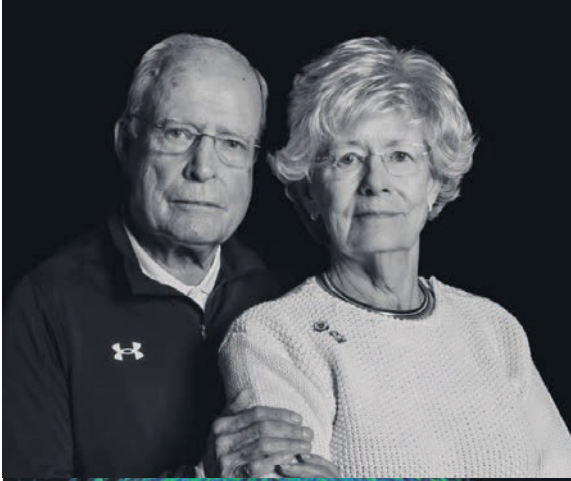
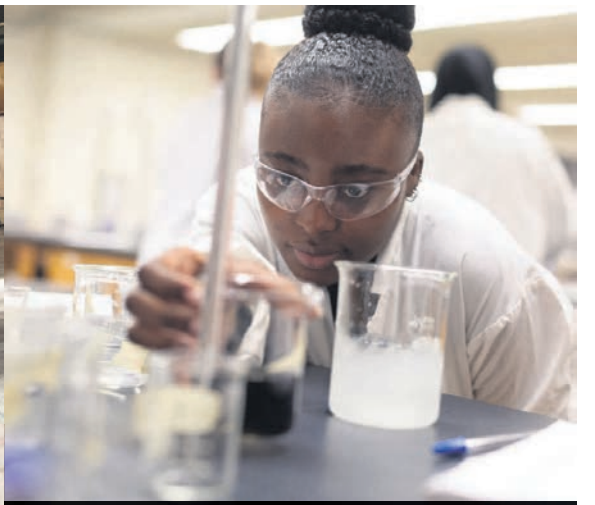
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