Saving and improving more lives
Prostate Cancer Impact Report
2019/20
Saving and improving lives

This report highlights some of the work of Prostate Cancer Canada (PCC) from April 1, 2019 to January 31, 2020. On February 1, 2020, PCC embarked upon a transformational amalgamation with the Canadian Cancer Society (CCS). Together, we remain determined to address prostate cancer needs across the country by improving prevention, detection and treatment of prostate cancer and enhancing the quality of life for all Canadians affected by the disease.

It is thanks to you, our dedicated donors, that we were able to accomplish so much in the 2019/20 year, including developing a strategic plan that set us on the path we are on today. You gave us a strong foundation for the changes we are now implementing in 2020. And it is also thanks to you that we will keep demonstrating to all Canadians that together, we can save and improve more lives.

Thank you for your continued support and commitment.

“I was 53 years old when I was diagnosed with advanced prostate cancer, and it can happen to anybody. Every man should talk to their doctor, get a simple blood test. It won’t tell you everything, but it’ll be a start.”

-Roy Lilly is an advocate for prostate cancer awareness and living with advanced prostate cancer himself
Every year, more than 23,300 Canadians are diagnosed with prostate cancer. With your support, we can better prevent prostate cancer, detect it early, improve treatments through research and advocate for policies to make healthy living easier. Together, we can save lives.

Improving understanding of early detection

In 2019, we asked Canadians about their knowledge of prostate cancer. The results were concerning: about 1 in 4 Canadian men surveyed over the age of 50 are not seeking early prostate cancer testing through the prostate-specific antigen (PSA) blood test. The survey, Men at risk: The prostate cancer testing gap, showed that while Canadian men over 50 know that early detection is important, they are not being tested.

The study provided a better understanding of prostate cancer awareness among Canadian men and reaffirmed our commitment to educate them about the importance of the PSA test—a commitment that continues today as part of our work as CCS.

With your help, we worked hard to reduce the number of people diagnosed with prostate cancer and make sure that more people survive.

In 2019, we invested $5.35 million in life-saving prostate cancer research supporting 53 research projects including 11 new grants focused on prevention, early detection, treatment and quality of life.

Knowing Black men of African or Caribbean ancestry have almost double the risk of developing prostate cancer compared to non-Black men, we developed a multidisciplinary advisory council to help us improve awareness of cancer risk and prostate cancer testing for early detection in the Black community.

We continued to call for equal access to PSA testing and for governments to address funding inconsistencies across provinces for these tests. In 2019, we advocated to the Ontario government to fund PSA testing for asymptomatic men when it is requested by a physician as the best method of early detection available.

Saving lives
Prostate cancer feeds on testosterone to grow. In the last 2 decades, scientists have developed drugs (called hormone therapy or androgen deprivation therapy) that can either stop the body from producing testosterone or block testosterone from reaching cancer cells. This cuts off the cancer’s supply of the fuel it uses to grow.

As a new generation of hormone therapy drugs became available, they were quickly viewed as game-changers in helping people live longer. But an important question remained unanswered: is there a particular order in which these new drugs should be given to most benefit patients?

That’s exactly what Drs. Kim Chi and Daniel Khalaf set out to answer. In a 2019 clinical trial funded by PCC and Movember, with additional funding coming from CCS, the researchers enrolled 202 Canadians who were recently diagnosed with prostate cancer that had spread and no longer responded to first-line hormone therapy. The researchers found an effective way to sequence drugs that helped doctors delay the cancer’s growth by an average of 4 months. Those extra months will give people with prostate cancer more time to spend with their loved ones while researchers continue to develop new treatments and find new ways to help them live longer, fuller lives.

Our donors are the reason we can support Canadians affected by prostate cancer. Last year, thanks to you, we:

- supported 91 community-based prostate cancer support groups across Canada
- hosted 11 webinars presented by expert researchers and health professionals, covering topics like caregiver support, clinical trials, prevention, physical activity, side effects, sexuality, hereditary prostate cancer and more
- provided evidence-based and easy-to-understand prostate cancer information, distributing more than 80,100 resources nationwide
- collected responses from political parties prior to the federal election about each party’s stance on issues impacting people with prostate cancer and posted them on our website to inform Canadians
We are a collective of people united by the same goals and together, we are creating life without prostate cancer through research, shared knowledge and partnerships. We couldn’t do what we do without you.

**Medicine Plaid Hat, Alberta: a community comes together**

Every June, Medicine Hat, Alberta – population 63,000 – transforms into Plaid Hat as part of our Plaid for Dad campaign. The city’s passion to change lives for men with prostate cancer and their families dates back to 2010, when a group of friends created a city-wide team for Movember.

“The team wasn’t just a small group of friends or relatives,” says Chris Hellman, founder of the Med-Hat Movember group. “It was a whole city team that anyone could join, regardless of how much they could raise.”

The team continued and grew until Chris looked for other opportunities to make a difference. “When Plaid for Dad started, I thought, ‘This is something that we can really get behind.’”

In 2016, Bob Will strengthened Medicine Hat’s participation in Plaid for Dad by spearheading a golf tournament that raised $30,000. It sold out in its first 2 years. ‘The tournament has grown exponentially – it’s crazy,’ says Bob. ‘It’s because it affects us all. I’m stunned by the support we get from the community.’

**Our strong and determined prostate cancer community came together to raise funds and awareness for the cause.**

Together with our partner Movember, we awarded $3.1 million in research grants and $812,000 in support and survivorship programs.

More than 2,600 volunteers in 75 communities gave us more than 15,000 hours of their time, helping us do so much more than we could on our own.

More than 12,000 people participated in Plaid for Dad in 63 locations and raised $1.97 million.

Battle of the BBQ brought 10 teams of celebrity grill masters and BBQ enthusiasts together to raise more than $200,000.

Step Up Challenge saw teams in 4 cities across Canada each climb 5,000 feet of stairs, raising more than $300,000.

Valued partners like the Trillium Automobile Dealers Association, the Toronto Star and the Canadian International AutoShow – along with thousands of Canadians who purchased tickets for the Rock the Road Raffle – helped us raise more than $600,000.

Hundreds of car enthusiasts came together for Cruisin’ for a Cure, raising more than $10,000 for education, awareness and survivorship programs.
Thank you

While this report focuses on the legacy work of Prostate Cancer Canada, it also reflects the unwavering commitment of donors, partners, staff and volunteers from coast to coast who care deeply about the prostate cancer cause. With your support, we charted a new path forward to benefit those affected by prostate cancer and we are deeply grateful.

Financial statements

The financial statements for the year running April 1, 2019 to January 31, 2020 (a condensed year due to PCC’s amalgamation with CCS), including the notes to the financial statements and the auditor’s report, are available at prostatecancer.ca.

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Thank you!