



BETTER CARE, BETTER TREATMENT, BETTER OUTCOMES.

In a year of great challenge, YOU gave hope and made a difference to cancer patients and their families. **THANK YOU!**

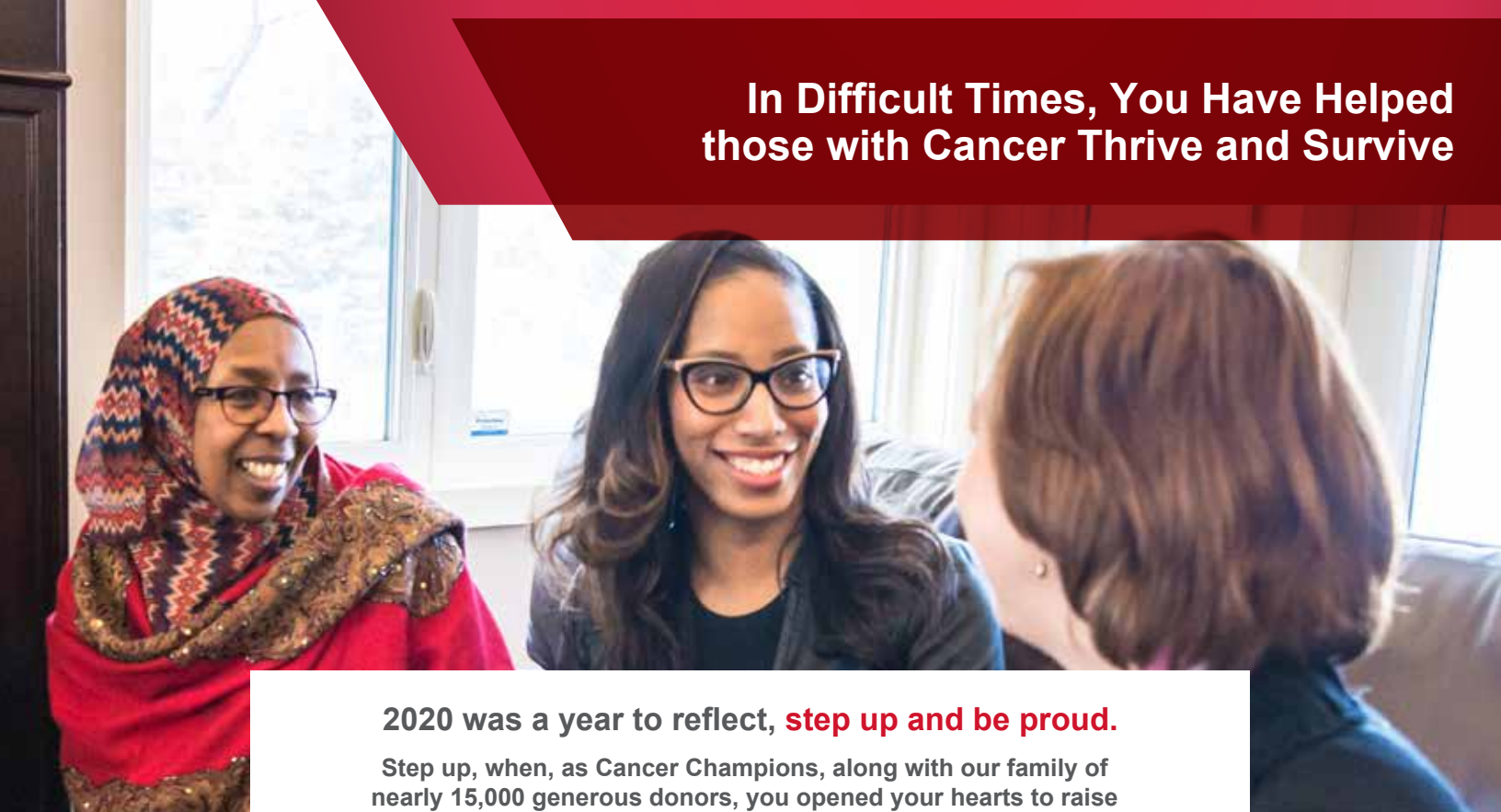
A Report to our Cancer Champions 2020



Ottawa Regional
**Cancer
Foundation**

**Fondation
du cancer**
de la région d'Ottawa

In Difficult Times, You Have Helped those with Cancer Thrive and Survive



2020 was a year to reflect, **step up and be proud.**

Step up, when, as Cancer Champions, along with our family of nearly 15,000 generous donors, you opened your hearts to raise

more than \$ 4,434,000*

Take pride, in that the Ottawa Regional Cancer Foundation marked its 25th year. What a difference you've made and will continue to make in the lives of thousands through your support of cancer research, clinical trials, and Cancer Coaching.

Take pride that every dollar you gave stayed in our community. From Arnprior to Kanata, Vanier, Orleans, Winchester and Clarence-Rockland, thank you for choosing to support local families facing cancer.

Take pride in your impact, delivered by your vision this year:

\$ 1 Million
to accelerate cutting-edge cancer
priorities at The Ottawa Hospital

RESEARCH
GRANTS

CLINICAL
TRIALS

ADVANCED
EQUIPMENT

PSYCHOSOCIAL
ONCOLOGY



COACHING SERVICES



PROVIDED

Families supported **375**

Virtual Coaching sessions delivered **1,051**

Referrals to community resources **1,052**

Programs re-designed for pandemic response **5**

Average number of new clients per month **21**

**Final audited numbers to follow later in 2021.*

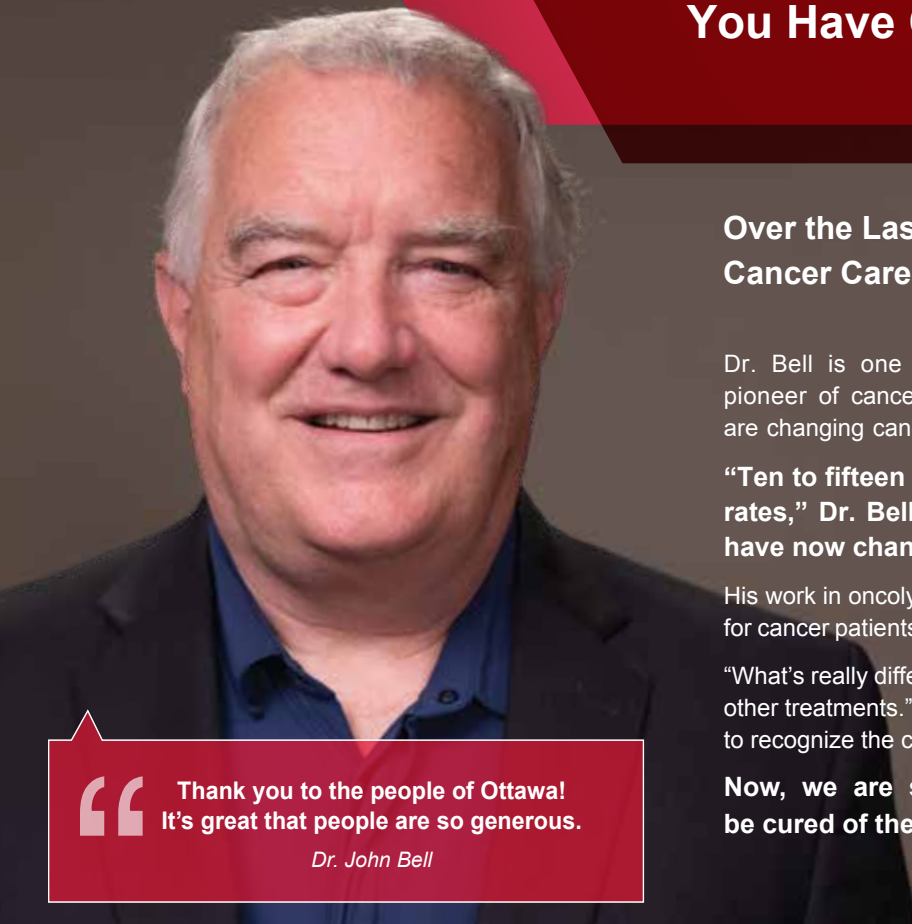


Hear the voices from the inspiring stories in these pages
on our **Community Against Cancer Podcast Series:**

www.ottawacancer.ca/podcast

LISTEN NOW!

You Have Changed Cancer Care Forever!



Over the Last 25 Years, Our Donors Have Revolutionized Cancer Care in Ottawa...

Dr. Bell is one of our community's leading cancer researchers. He is a pioneer of cancer immunotherapy and oncolytic viruses that, with your help, are changing cancer care as we know it.

"Ten to fifteen years ago, we started to see changes in survivorship rates," Dr. Bell says. "Those curves, which used to be very bleak, have now changed in really positive ways."

His work in oncolytic viruses and immunotherapy has resulted in better outcomes for cancer patients and contributes to the always-evolving research in cancer care.

"What's really different about immunotherapy is that it is much more selective than other treatments," Dr. Bell explains, "You are training the patient's immune system to recognize the cancer and kill it."

Now, we are seeing many patients live for much longer, if not be cured of their disease.



**Thank you to the people of Ottawa!
It's great that people are so generous.**

Dr. John Bell

... And Will Continue to Make Waves for Years to Come!

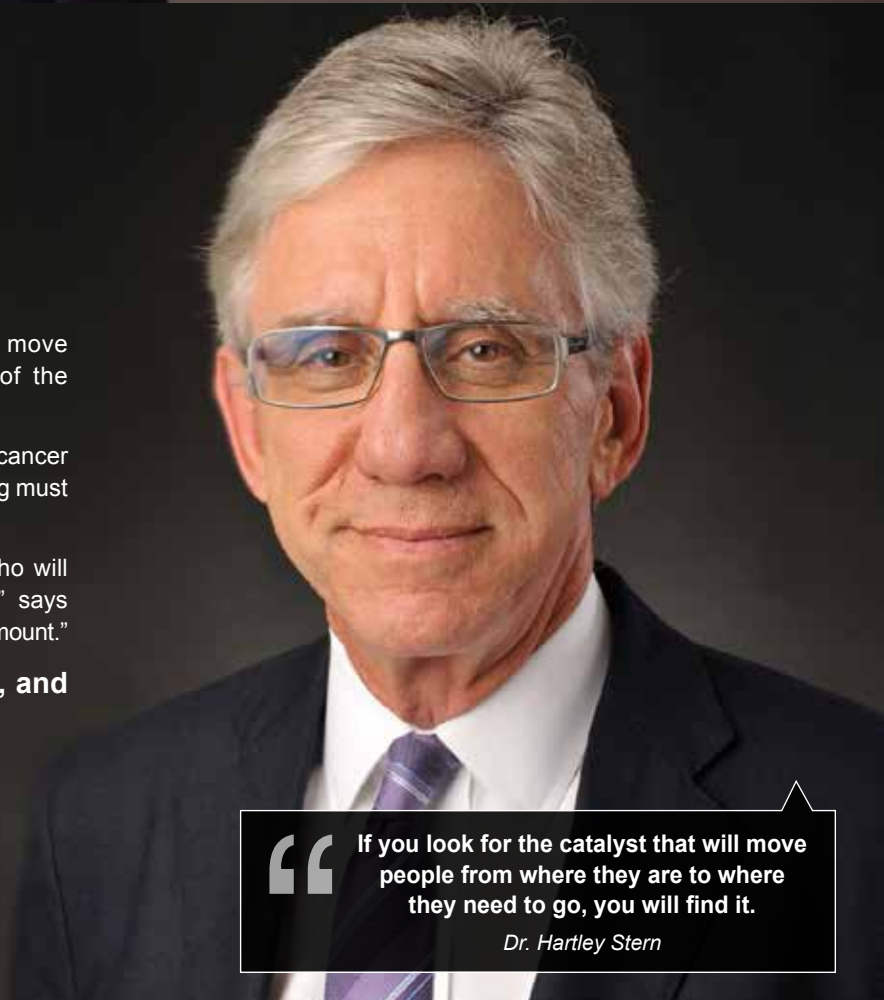
Dr. Hartley Stern's distinguished career has seen him move from Chief of Surgery at The Ottawa Hospital to the CEO of the Ottawa Regional Cancer Centre and the Jewish General Hospital.

Through the years, Dr. Stern has seen many breakthroughs in cancer research and cancer treating technology. Still, he believes one thing must come first:

"The fundamental interaction of a human being with another who will care for them is the most important and essential ingredient," says Dr. Stern. "The human element of trust, empathy and support is paramount."

As a Cancer Champion, it is YOUR trust, empathy, and care that have changed so many lives.

That is why we thank YOU!



If you look for the catalyst that will move people from where they are to where they need to go, you will find it.

Dr. Hartley Stern

The Gift of Empowerment, Thanks to You...



COVID-19 has had a huge impact on all of us, but it's been particularly hard for people with cancer.

Cancer Coach Patti Barrett-Robillard

When the pandemic hit, the isolation and hurdles lived by many facing cancer became worse with heightened hospital restrictions. In the first three weeks of the March lockdown, requests for help at the Cancer Foundation more than doubled.

But thanks to YOU, Cancer Coaches were there to meet this increased demand, connecting virtually with cancer patients and their caregivers using NexJ, a secure online platform supported by your generosity.

When Laurie Tresa was diagnosed with breast cancer, she needed to feel heard before moving forward.

Her first concern was losing her hair.

"That was a catastrophic event for me," she says. "A cancer diagnosis can take a while to feel real, but something like losing your hair is so tangible."

Then Laurie reached out to the Cancer Foundation for help.

"My Cancer Coach, Patti, met me right at the spot I was in. She helped me find new ways of looking good and still feel like myself."

Together, they explored headscarves online that Laurie could wear to express her creativity. "I started this trend, and eventually other women – those who did have hair – wanted to wear scarves like me!"

When her cancer metastasized, Laurie was deemed 'medically retired' without her say, a challenge for someone who was career-driven. She felt lost.

Patti gave her validation and helped her build an action plan.

Now Laurie has a new approach to productivity: "Coaching helped bring me back to reality," she says.

Going for a walk, resting, or reading a book are important things she can do to look after her health, and she now even provides peer-support to other women facing metastatic breast cancer.

THANK YOU for supporting Laurie's journey every step of the way!



Thank you to everyone who donates to Cancer Coaching and has the foresight to realize we need this support!

Laurie Tresa



LEGACY OF A CANCER CHAMPION

In a year like no other, our dedicated Cancer Champions continued to put local cancer care first. Champions like our Visionary donors. In fact, the Cancer Foundation received its largest bequest in 2020: **a legacy gift of \$2 Million.** These Visionaries leave an unparalleled legacy of care and hope for the future. We remain forever grateful.

...and the Gift of Hope – for Children, Too



With your support, Cancer Coach Melina Ladouceur has helped children coping with a cancer diagnosis in their family.

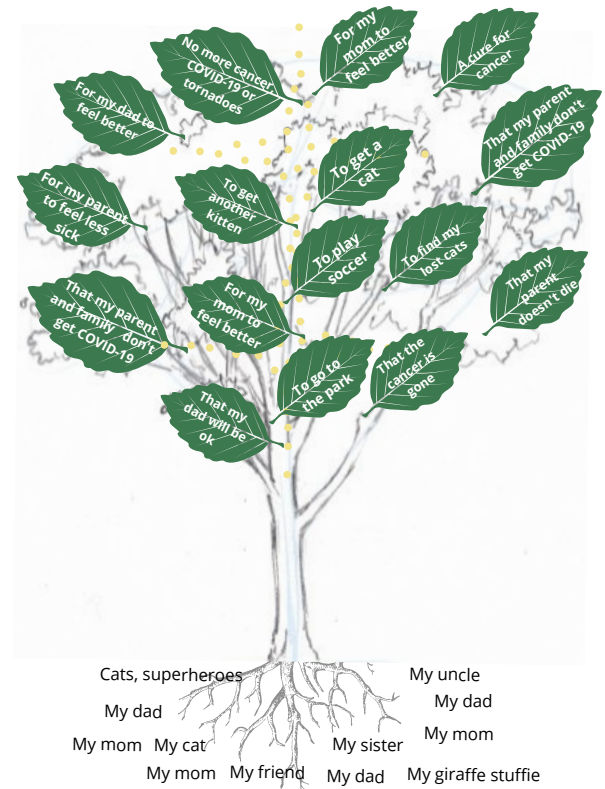
Children face many challenges when someone in their family has cancer. It can be overwhelming for such a young person, especially during a pandemic.

But through it all, they could count on YOU.

Your support of Cancer Coaching includes CLIMB®, a six-week support group for children to come together (all virtually this year) and work through their challenges with a Cancer Coach using art and conversation.

The children learn to better understand and recognize their feelings. They also build on coping strategies they already have and are introduced to new ones as well.

"We have talked about oak trees and how they can withstand hurricanes," says Melina, "that they are extremely strong and have deep root systems. I asked the kids what they hope for and who their heroes are, and together we made a Tree of Hope."



**The Tree of Hope:
the leaves are the children's hopes,
and the roots are their heroes.**

It is truly amazing that you have given such hope not only to cancer patients, but to their children as well.

Thank you for being their Champion.



CANCER CHAMPIONS
STEPPED UP IN REMARKABLE WAYS

2020 saw incredible generosity through the first virtual Cancer Champions Breakfast, the 25 x 25 Campaign, and the summer's Covid-19 Emergency Relief Campaign.

THANK YOU for making lasting change!

You are Saving the Lives of Loved Ones...



“Many of our patients and their families are immensely thankful when they find out the community has funded this.

Dr. John Sinclair

Brain cancer is difficult to treat, but your support in 2020 has been critical to helping local researchers, surgeons and oncologists build an arsenal of treatments to help those facing the disease.

“In many cases, surgery is the first step for someone with a brain tumour,” says Dr. John Sinclair, Director of Cerebrovascular Surgery and Director of Neurosurgical Oncology at The Ottawa Hospital. “The more tumour we can remove during surgery, the better the treatment outcome will be, and the more likely it is that chemotherapy or radiation will be effective.”

Thanks to you, Dr. Sinclair has given patients a brighter future: he’s treating more people in Ottawa with one of the most promising surgical techniques for brain tumours: Fluorescence Guided Surgery.

In the past, doctors relied on the standard white light of the operating room to find the edge of tumours.

“Fluorescence Guided Surgery has revolutionized our ability to see and remove more of a tumour,” explains Dr. Sinclair. “It makes it much easier to see which cells are cancerous, including those along the border of the tumour. They almost look like lava.”

THANK YOU for continuing to fund projects in local brain cancer research and care—your support is saving lives and giving patients hope.

**YOUR SUPPORT
IS WHAT ALLOWS
THIS INCREDIBLE TECHNIQUE
TO BE USED HERE
IN OTTAWA!**

Several hours before Fluorescence Guided Surgery, the patient is given an oral medication (5-aminolevulinic acid hydrochloride or 5-ALA) which concentrates in cancer cells and causes them to glow under the light of a special microscope.

A single dose of 5-ALA costs over \$2,000 with some patients requiring 2 doses. It is not covered by insurance or a larger drug funding program.

“There is no way we could be doing all this without the generosity of donors from the Cancer Foundation,” Dr. Sinclair says. “They’ve allowed us to buy this drug from Europe and have it here.



Yet is a powerful word. We can't cure all cancers yet, but we absolutely will.

Dr. Rebecca Auer

To hear Dr. Rebecca Auer speak about hope is inspiring.

As a surgical oncologist and Director of the Cancer Therapeutics program at The Ottawa Hospital Research Institute, she understands how challenging it is to treat cancer—yet she believes each day brings us closer to the answers we need.

“It's just a matter of time before cancer becomes a disease we can target and eradicate,” she says. “We can't give up the faith.”

Dr. Auer finds hope in the progress YOU have already helped researchers make, especially in areas like immunotherapy.

“The speed at which we've made discoveries in cancer immunotherapies is really incredible,” she says. “This approach aims to make you immune to your cancer just like you'd build immunity to a common virus.”

Dr. Auer explains, “the goal is to develop a toolbox of therapies that will identify how cancers move around the immune system and build a plan to outsmart them.”

She also finds hope in the people she meets through her work—be it the strength of her patients or from the generosity of donors like you.

“We take cancers that we previously thought were incurable, and see that some patients have become immune to them,” she says. “Just knowing this is possible has completely changed the landscape of cancer research.”

Thank you for supporting researchers like Dr. Auer in their incredible efforts to cure cancer!



Dr. Auer's spark of hope amid the COVID-19 pandemic

“2020 was one of the most challenging years we've ever faced,” says Dr. Auer, “but it's been quite powerful in transforming the way we work and bringing us together for the greater good.”

Dr. Auer works virtually with cancer centres around the world to discuss how to improve care and conduct research during the pandemic. She believes the global rush to find therapies and vaccines for COVID-19 will inspire and enable similar collaboration.

“Cancer will be the next pressing need,” Dr. Auer says, “and I believe we can use the same networks and strategies to tackle it.”

A portrait of Michael Maidment, a middle-aged man with short, graying hair and a beard, smiling. He is wearing a dark blue suit jacket over a light-colored, patterned button-down shirt. The background is dark and out of focus.

WE RISE BY LIFTING OTHERS

– Robert Ingersoll

A message of gratitude to YOU, our Cancer Champion:

On behalf of all the families in the greater Ottawa region who are facing cancer, I thank you for your passion and commitment to supporting breakthroughs in cancer research and for providing better treatments and supportive care to patients in meaningful ways.

As a new leader arriving in a year of adversity, I have witnessed how YOU have led the way when those living with cancer needed you most.

No one should have to go through cancer alone – and you have made it possible for people to face cancer with hope and confidence. Thank you for your kindness and generosity.

I look forward to working closely with you, our Champions, and I hope one day to meet in person. Until that time, I can be reached at 613-247-3527 ext. 223 and mmaidment@ottawacancer.ca

Sincerely,

A handwritten signature in white ink that reads "Michael".

Michael Maidment
President and Chief Executive Officer