



The Donor Difference

A publication of the Windsor & Essex County Cancer Centre Foundation • Summer 2013

What's New?

TEXT TO DONATE

The Foundation is excited to be able to offer another fast, secure way to donate to events and the It's In Your Jeans campaign. Texting "PEDAL", "PUSHCARS", or "JEANS" to 20222, will donate \$10, \$10 and \$20 respectively to Pedaling for a Purpose, Push'n Cars for a Cause, or the It's In Your Jeans campaign.

SEEDS4HOPE

Four research projects involving ten researchers from the University of Windsor and the Windsor Regional Cancer Centre, shared the \$294,000 awarded at a presentation held November 1st, 2012.

The 2013 competition is now closed, with applicants being notified of the results by mail by October 15th. The 2013 awards presentation will take place at the Cancer Centre on Wednesday, October 30th at 11:00am. *Cont'd Four Years After Launch, page 4.*

EVENTS

Our Foundation is privileged to partner with wonderful people in our community for fund raising events. We gratefully acknowledge our event partners, their dedicated volunteer committees, and those who support these events through their attendance, donation of prizes and sponsorships. *Cont'd Upcoming Events and What's Been Happening, page 2.*

IN YOUR JEANS UPDATE



The **It's In Your Jeans** campaign launched just a little over one year ago with a goal of raising \$4 million to fight prostate cancer locally, through the creation of a Men's Health Centre, and the purchase of state-of-the-art equipment, including advanced laboratory equipment and a da Vinci® surgical assisting robot. The new Program will serve men throughout the three counties of Essex, Kent and Lambton, which make up the Erie St. Clair Local Health Integration Network.

During a presentation held on April 4th, our Foundation unveiled two campaign milestones. Norma Brockenshire, Foundation President, and *Cont'd Campaign, page 2*

UPCOMING EVENTS

AUGUST

19

Frank Taylor Memorial Golf Tournament

Dominion Golf Course
\$90/person
www.franktayloremsgolf.com

SEPTEMBER

12

16th Annual Joe Hogan Memorial Golf Fun Day

Ambassador, Roseland & Sutton Creek golf courses
\$170/person
www.joehoganmemorial.com

SEPTEMBER

21

Push'n Cars for a Cause

Tecumseh Fire Hall to the Spitfire & Firkin
Push starts @ 11:00am
www.windsorcancerfoundation.org/kintera.org/pushncars

SEPTEMBER

07

Xanadu Health Club Golf Classic

Kingsville Golf & Country Club
\$150/person
www.xanaduhealthclub.com

SEPTEMBER

19

Imagine Cinemas Premiere Night

84 Talbot St. E., Leamington
7:00pm
**Invitation only event*

SEPTEMBER

27

Pints for Prostate

Walkerville Brewery
7:00pm
Tickets \$20
<http://donate.windsorcancerfoundation.org/pages/2013-pints-for-prostate>

SEPTEMBER

10

Western District EDA Charity Golf Tournament

Ambassador Golf Club
\$225/person
dens@enwin.com

SEPTEMBER

21

Durocher Charity Classic

Tilbury Golf Club
\$150/person
www.windsorcancerfoundation.org/13-durocher-charity-classic

What's Been Happening?

EVENTS - Fall 2012 through Summer 2103



An Evening of Song
Bend Over and Laugh
Bishop John T. Kidd Council 4924
Knights of Columbus Annual Fundraiser
Calabria Pizza Movember
Cancer Centre Bake Sale
Cancer Centre Recreation Assoc.
Donation
Devonshire Mall Father's Day
Awareness Booth



Durocher Charity Classic
Ferris Family Bowlathon
Football for a Cure
The Heart of Circus
15th Annual Joe Hogan Memorial Golf
Fun Day
Jog4Joe 4



Kingsville District High School
Walkathon
Ladies Day Expo
Longest Day of Golf
McGregor Music Festival
Miss Lizzy's Tea
Motorcycle Ride for Dad
Overdrive 145
Pints for Prostate
Randy Atkinson Memorial Golf
Tournament



Samantha Hann Haircut
Shoppers Drug Mart Tree of Life
Spring Garden in Bloom
Stoney Point Lion's Club Pork BBQ
Tatro Equipment Corporate Christmas
Party
Tenibac Holiday Celebration
Used Book Sale
Watercraft Ride for Dad
Windsor Essex Prostate Cancer Support
Group Charity Golf Tournament

Campaign cont'd

It's In Your Jeans Capital Campaign Update

\$1 million gift announced

Bob Copland, Foundation Secretary/Treasurer, announced receipt of a \$1 million anonymous donation, bringing the total donations raised to date to \$3.3 million. The campaign progress was revealed by uncovering a jeans-mounted mural in the lobby of Windsor Regional Hospital. Kay Douglas, President of Douglas Marketing Group, created the "It's In Your Jeans" campaign slogan and engaging wall display.

"We are thrilled with the community support to date... this additional and most generous anonymous gift is truly breathtaking."
- Norma Brockenshire

At the barometer and major gift unveiling Norma stated, "We are thrilled with the community support of \$2.2 million to date. But this additional and most generous anonymous gift is truly breathtaking. We are now within striking distance of reaching our goal."

We hope to reach our target by December. Prostate Cancer Awareness month is just around the corner in September, which will be another opportunity to

OMA Awards Bestowed

ONTARIO MEDICAL ASSOCIATION

Foundation Board President and Secretary / Treasurer receive prestigious awards

Foundation President, Norma Brockenshire, received the Ontario Medical Association's Centennial Award at a ceremony held in Toronto on May 4th. The award is given in recognition of achievements in service to the health and welfare of the people of Ontario.

Foundation Secretary/Treasurer, Bob Copland, will receive an Ontario Medical Association Community Service Award in December, at the Essex County Medical Society meeting and dinner. The award is given annually to a non-physician who has made a significant contribution to the health and welfare of the members of the Windsor Essex community.



Foundation President Norma Brockenshire receives OMA Centennial Award



call attention to the appeal.

Continued support needed

"We have received tremendous support for the campaign to date. But we need the community to continue to rally to reach our goal", stated Bob. "We will then be able to purchase the potentially life saving equipment."

The Regional Comprehensive Men's Health Program will enable men to obtain information, diagnosis, treatment and follow-up from an easy to follow pathway at the Men's Health Centre to be located at Windsor Regional Hospital. Wait time from cancer suspicion to treatment will be reduced from thirty

weeks on average to sixteen weeks through improved coordination of patient services. Community donations will also help purchase more efficient and more reliable diagnostic laboratory equipment which will be used for all cancer biopsies for both men and women.

The biggest capital investment will be the purchase of the da Vinci® Surgical Assisting Robot. According to local urologist Dr. Ronald Sorensen, "the da Vinci® system is the gold standard in minimally invasive prostate surgery. It provides excellent cancer control but with less trauma, less blood loss and infection risk, and faster recovery over other surgical techniques."

Nearly 50% of men in the area for whom surgery is the best treatment option have been traveling outside of the region to Hamilton and London, even to the United States, for prostate cancer surgery, including da Vinci® surgery. There are da Vinci® trained urologists in Windsor, but no machine. The Ontario Government has agreed to pay annual program operating expenses estimated

to be \$2.5 million.

Help reach our goal

There are many tax deductible ways you can help bring this campaign across the finish line including: personal donations, major gifts, through events, text to donate, and corporate gifts. We also invite prostate cancer survivors to share their stories, which can be done on the website at www.inyourjeans.ca. For more campaign information, please visit that website, or call 519-253-3191, Ext. 58634 or 58559.



da Vinci® robot - coming in 2014 with continued community support

The da Vinci® system provides excellent cancer control but with less trauma, less blood loss and infection risk, and faster recovery over other surgical techniques.

- Dr. Ronald Sorensen, Urologist



Seeds4Hope Four Years After Launch

Letter to Donors - Dr. Michael Dufresne, CCF Research Consultant & Seeds4Hope Administrator

\$1 MILLION IN FUNDING

The Windsor & Essex County Cancer Centre Foundation (CCF) committed to raising funds in support of local cancer research when it launched Seeds4Hope (S4H) in 2009. Thanks to the generosity of this community, CCF has achieved a major funding milestone - \$1,000,000 in grants awarded to 15 local research projects. The program's support from key members of the academic, research and health care communities speaks to the overwhelmingly positive impact your donor dollars are having in the fight against cancer through research. Moreover, the statistics and numbers associated with the S4H grants awarded since 2009 provide convincing evidence of the success and relevance of S4H. For example:

- 25 applications have been received, requesting a total of \$1,793,299. Of these, 15 "excellent" (based on rigorous, external peer review) applications were approved for S4H funding
- Applications span the entire spectrum of cancer care research including laboratory, pre-clinical, clinical, translational, psychosocial, engineering, development, and quality of life, and include a broad spectrum of cancer types
- 15 successful research projects reflect a total of 15 Principal Investigator and 17 Co-Investigator positions (locally based), and 23 Collaborator and 30 Highly Qualified Personnel positions (local, national and in the U.S.). Research sites include numerous departments at the University of Windsor, and at regional hospitals
- S4H considers applications from a broad spectrum of cancer care research areas; therefore, a large number of expert reviewers are required. The S4H reviewer data base contains 350

reviewers from Canada and abroad. Of these, 110 world renowned researchers from 33 different academic, health care and research organizations have served as reviewers.

IS RESEARCH MAKING A DIFFERENCE?

The Cancer Centre Foundation raises and uses donor dollars to fund numerous community-focused programs including patient assistance, purchase of diagnostic and treatment equipment, infrastructure, and research. Most of these programs request donations for existing products (e.g., state-of-the-art equipment) and have well-defined, essentially immediately demonstrable progress (e.g., dollars raised), success (e.g., purchase of equipment) and relevance (e.g., use on patients) end-points. These 'success' end points do not apply to research since research necessarily takes many years, deals with long-term potential rather than immediate guarantees, and involves many experiments performed over time by many different research groups before an ultimate goal is achieved. The contribution of each researcher or research group may not seem significant in itself, but each contribution provides a different, vital piece to the final research goal. Simply put, each of the research projects supported by S4H is a work in progress and its total success potential will be realized in its future application to benefit our children and grandchildren.

WHY IS S4H IMPORTANT TO CANCER CARE?

It is worth repeating that the statistics and media reports can paint a bleak picture and leave one with the perception that we are losing ground in the fight against cancer, and that the dollars we

put into cancer research are for naught. This perception is wrong, and buying into this negative myth will actually work against progress. The facts are clear. We are making progress in every area of cancer care. We are winning the fight against cancer – one battle at a time. And while I can't tell you when all the battles will be won, I can tell you that as long as research continues, it's only a matter of time. The Cancer Centre Foundation's Seeds4Hope program is fundamental to this imperative at the community level and beyond. This personal assessment of the value of S4H is supported by the letters of support I received from prominent members of the academic, research and health care communities. I would like to leave you with an excerpt from one of these letters: *"There is no question that research provides us with hope for a cure. By increasing the capacity of cancer research activities in our region through the Seeds4Hope grant program, we are moving ever closer to winning the battle against this dreaded disease. The activities of our researchers are shining a spotlight on cancer research right here in Windsor-Essex. I sincerely hope that the Seeds4Hope program can continue to play this important role of catalyzing cancer research in our region and supporting the best and brightest that we have right here at home. On behalf of my Faculty, I thank you and the Foundation for the vision and leadership that you have shown in the creation of the Seeds4Hope program. With this support, our researchers can truly "dare to dream".* (Dr. Marlys Koschinsky, Dean of Science, University of Windsor)

Thank you for your generosity. One hundred percent of every dollar you donate to Seeds4Hope stays in your community, funding local cancer research that can make dreams real.

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Windsor & Essex County
Cancer Centre Foundation

