• 11,032 connections were made with patients, families and health care professionals, empowering them as they fight this disease

• 17 research projects were invested in, bringing hope across Canada

• A formal presence was established in Quebec

• $2.72 million was raised

27 Canadians are diagnosed with a brain tumour every day.

The grey ribbon is a symbol of awareness for the brain tumour cause.
THANK YOU FROM LEADERSHIP

Your support changes lives

The impact of a brain tumour on a patient and their family is immense. It is only because of the generosity of donors that this burden can be lifted. From finding information through resources, relief through support, respite at events, and change through advocacy – it all happens because people like you give.

In 2014:
- A formal presence was established in Montreal, including support groups.
- Advocacy efforts took action on issues like equal access to drugs.
- The feasibility study for the Canadian Brain Tumour Registry is now complete.
- More pediatric brain tumour survivors were able to achieve their dreams through post-secondary education.

AND TOGETHER WE CONTINUE TO FIGHT THIS DISEASE.
- The survival rate for brain cancer patients hasn’t increased since the 1950s – we must accelerate this.
- We know a Canadian Brain Tumour Registry is possible – we need to make it happen.
- Together we can keep the best and brightest researchers focused on brain tumours.
- Through specialized programs, we can bring all patients and families hope.

Thank you for your generous gifts. Let’s put an end to brain tumours.

ADVOCACY AND AWARENESS

Increasing Awareness and Advocating for Change

Awareness efforts aim to educate, engage and inspire action while advocacy works to ensure important change is made for all brain tumour patients and families.

It makes absolutely no sense that the standard-of-care for brain cancer is not covered equally for all patients. People should not have to struggle to pay for medication they need – it’s such an unnecessary stressor, especially when you should be focused on getting well.

In 2014:
- 466,389 website visits connected the community, provided important information, and drove awareness about the disease, while advertising and media stories across the country helped reach even more Canadians.
- 198 stories were sent to government during October’s Brain Tumour Awareness Month. Families shared their experience and asked for government help in making change. Better access to drugs, counting every brain tumour, and the importance of increased funding for research were key issues.

Great effort was put into the need for equal access to drugs across Canada by joining the CanCertainty Coalition. This partnership is helping to make change on this critical issue. More than 700 volunteers gave of their time in 2014 to help patients and families affected by a brain tumour. In recognition of their extraordinary service, three volunteers were awarded the Volunteer of Distinction award: 
  - David Kelly of Fredericton, NB; 
  - Diane McAuley of London, ON; 
  - Siobhan Taylor of Edmonton, AB.

And for the first time, the Chair’s Award for Community Service was presented. Ross MacDougall received the inaugural award for his leadership with the annual Concert for the Cure in Halifax. This community event has raised $120,000 for brain tumour research since 2010. In 2015, the award will be renamed in honour of brain tumour advocate and fundraising leader David Kelly, from Fredericton, NB, who passed away in October 2014.

Unwavering Volunteers

LYNSEY FRANJAKIS, brain tumour survivor

SEAN TAGGART, Chair – Board of Directors

CARL CADOGAN, Chief Executive Officer

Lynsey Frangakis

Ross MacDougall

David Kelly
INFORMATION, EDUCATION AND SUPPORT

You Are Not Alone

Today, no matter where you live, you can connect with others on the brain tumour journey.

In 2014, new support groups were launched in Montreal, QC, in both English and French; a group began in St. John’s, NFLD; and Virtual Support Groups were also launched. And, Alberta pediatric patients and their families now have their own BrainWAVE program thanks to the support of the Edmonton Oilers Community Foundation, Edmonton Teachers Association and RBC Foundation.

In 2014:
• 589 people learned through education programs offered across Canada and online.
• 1,250 patients and families received information and support by email and phone.
• 272 activities offered support to patients, survivors and families – adults and pediatric, including new support groups and the BrainWAVE expansion to Alberta.
• 1,262 Health Care Professionals were reached with events across Canada.
• 7,675 informative resources were distributed to patients and families nationwide.

New! Supportive Care Advisory Group
Supporting patients and families facing a terminal brain tumour diagnosis is something we are committed to. In 2014, patients, caregivers and health care professionals came together to form the Supportive Care Advisory Group (SCAG). This group is identifying gaps in services for those living with a terminal diagnosis and developing programs to meet these needs. This new program has been supported entirely through a partnership with Hoffman-LaRoche Ltd.

Research advances our understanding of this complex disease by:
• Building capacity among the next generation of researchers.
• Contributing on an international scale to the global search for a cause and cure.
• Searching for better treatments with fewer impacts on the brain tumour patient.
• Improving quality of life for patients so they can live well today.

Research in research means ensuring there is scientific excellence and the ability to test new ideas in Canada. This is vital in the fight against brain tumours.

The workshops give me new things to take back to work and to my team. They also help us understand patients better.

CONSTANCE LAM, RN at Foothills Medical Centre Department of Neurosurgery

Virtual group attendance is definitely a good thing. Just talking to people who are going through the same thing I am made me feel like I was not alone. I do have support here but they have no idea how I feel. This was just something I always looked forward to doing… I live in an area which is not close to any type of in-person support.

LL, brain tumour survivor and Brain Tumour Virtual Support Group Member

Participating in the Supportive Care Advisory Group hits home for me, as I am a patient who may require supportive care in the future. I am a Grade IV GBM survivor, and have been for nearly 2 years. Being a part of the SCAG allows me to bring in my own experiences, in hopes that future patients will benefit.

DENIS RAYMOND, brain tumour survivor and Supportive Care Advisory Group member

I want everyone to know how far we’ve come. It’s understandable to think research is too slow, that looking for a cure is taking so long; but from a science perspective, it’s been a whirlwind of change. Even the past decade, with its advances in technology and information sharing, has transformed everything.

DR. LISA PORTER, Scientific Director, Windsor Cancer Research Group

The feasibility study into a Canadian Brain Tumour Registry is now complete. We are confident that a standardized system to gather brain tumour statistics is possible and a three-year plan for its development is now in progress. When established, this registry will help accelerate efforts to ensure equal access to drugs, treatments and services for all brain tumour patients. A report on the next steps for this exciting project is expected in 2015.

The Canadian Brain Tumour Registry is close…
In 2014, $2.72 million in generous donations was given to reach every Canadian affected by a brain tumour with support, information, education and research.

Where do the funds come from?

FUNDRAISING EVENTS: 67%
DONATIONS: 27%
RESEARCH AND PATIENT PROGRAMS: 18%
INVESTMENT INCOME AND OTHER REVENUE: 6%

Management expenses ensure the organization is run with transparency and integrity, and include the annual external audit of financials, receipting of donations, legal, and facility costs.

TOTAL EXPENSES IN 2014: $3.61 MILLION

NOTE: The difference in expenses versus revenue is accounted for largely by the five-year commitment to the matching Impact Grant program with the Canadian Cancer Society and Brain Canada.

Brain Tumour Foundation of Canada is a proud member of the Imagine Canada Ethical Code program. If you are interested in a detailed financial report, please contact Carl Cadogan, CEO, at ccadogan@braintumour.ca or 1-800-256-5106 ext. 222 or visit Braintumour.ca/Financials.

LEADERSHIP GIFTS

We gratefully acknowledge those donors who made gifts of $5,000 or more in 2014.

AAMA, Plastic Ltd.
Diane Cameron
Peter Caputi
Edmonton Oilers Community Foundation
Laura Haashein
Steve Hamilton
Hey! Wise Electric
Ian Hobbs & Kim Stakos
Makers Energy UKC

John Nichol Family Fund, a fund within London Community Foundation
Olympia Charitable Foundation
RCN Foundation
David Soggy
Seabrook Benefits and Financial
SickKids Hospital Foundation
The Jeff Davis Foundation
The Nazia Mambazi Brain Tumour Research Fellowship
The Tote Boomers Memorial Brain Tumour Foundation

CORPORATE AND FOUNDATION DONORS

Special gifts of $1,000 or more were received from the following corporations and foundations:

BMO employees Charitable Trust
A. Sayers Consulting Ltd.
Athabasca United
BFL-Bilton
CIBC Wealth & Banking Ltd
Edmonton Public Libraries
Energia Corporation
Shell Canada
Foundation of the Families of the Rodolpho
Sound Exhactor Studio Inc.
Rousselou
Spathys Resources Corp

Corporate sponsors:

Your Gifts Give Hope

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Sound Exhactor Studio Inc.
Rousselou
Spathys Resources Corp

Corporate sponsors:
2014 BOARD OF DIRECTORS

A volunteer Board of Directors guides the mission and vision of the organization and 100 per cent of this group supports the organization through their gifts of time and financial support.

EXECUTIVE COMMITTEE

Chair Sean Taggart
Acting Vice-Chair Marjory Buttrum
Treasurer Sarah Keels
Secretary Jane Arnott

In 2014 the governance model of the organization was expanded to include a new membership structure. This was implemented to ensure the vision of the organization remains connected to the needs of the Canadian brain tumour community. Starting in 2014, the Board of Directors chose 20 to 25 people to become Members of Brain Tumour Foundation of Canada (“Members”). Each Member will serve a five-year term (with a two-term maximum). Members at the end of 2014 were:

Barbara Armstrong
Jane Arnott
Denise Bilodeau
Marjoree Brazina
Catherine Bravo
Yaron Butterfield
Gilles Cayouette
Ron Craig
Chris Curry
Dr. Faith Davis
Pamela Del Maestro, Co-Founder
Dr. Rolando Del Maestro, Co-Founder
Perry Ferguson, Founding Director

Dr. Sharon Guger
Jane Hauser
Marianne E. Lee
David Lucy, Founding Director
Susan Marshall
Heather Mastromatti
Diane McAuley
Dr. Joseph Megyesi
Dan Motyka
Adam Nicholson
Melodie Northey
Dr. Kevin Petrecca

Kathy Pronga
Phyllis Retty
Dr. Brenda Sabo
Dr. Arjun Sahgal
Sara Shearkhani
Chris Sullivan
Hany Soliman
John Stevenson
Dr. Brian Thiessen
Jennifer Verhelle
Karen Vickers
Christopher Wynder

Since our founding in 1982, the determination to overcome brain tumours has brought together thousands of Canadians affected by this disease.

VISION:
To find the cause of and a cure for brain tumours while improving the quality of life for those affected.

MISSION:
To reach every person in Canada who is affected by a brain tumour through support, education, information and research.

VALUES:
These values inform everything that we do to create impact and meaning for the brain tumour community in Canada: Hope, Caring, Integrity, Accountability and Collaboration.