



The Campbell Family Institute  
AT THE PRINCESS MARGARET

### **The Impact of the Funds You Have Raised**

The Walkers, Crew, Volunteers, supporters and donors of WEBC throughout the years are extremely important to breast cancer work at The Princess Margaret. All funds raised for The Weekend to End Breast Cancer (WEBC) support Critical Areas such as:

#### **RESEARCH**

- A total of \$25.5 million to The Campbell Family Institute for Breast Cancer Research, led by Dr. Tak Mak, now with 10 Principal Investigators and over 130 staff;
- Over \$4.2 million to purchase cutting edge research equipment and support breast cancer research activities in the PMH research expansion at MaRS (Medical and Related Science);
- \$950,000 to the Walker Innovation Program, which supports researchers and new ideas that have the potential for advancing scientific knowledge of breast cancer;
- \$500,000 to support Dr. Norman Boyd's research into breast cancer prevention focusing on the understanding of mammographic density as a risk factor;
- \$3 million to support the first ever The Weekend to End Breast Cancer Chair in Breast Cancer Research, held by Dr. Tak Mak, a world renowned scientist;
- Funding to support Dr. Pamela Ohashi's research into T cell activation and tumor immunity, which could lead to more effective breast cancer treatment.

#### **CLINICAL ENHANCEMENTS**

- \$2 million to support an advanced Breast Cancer Tumour Bank and database maintenance at The Princess Margaret;
- \$3.4 million pledged to support a comprehensive breast imaging program and funds towards the purchase of a Breast MRI at PMH;
- Over \$2.5 million in funding to support critical clinical trials for The Princess Margaret breast cancer patients
- Almost \$2 million to support Dr. David McCready's pioneering Rapid Diagnosis pilot research study, featured on the front page of the Toronto Star in 2007;
- \$550,000 to support the clinical trial of intra-operative radiation therapy, led by Dr. David McCready and Dr. Anthony Fyles.
- A newly revamped and re-designed M. Lau Breast Centre that provides complete care for breast cancer patients

#### **SURVIVORSHIP**

- Over \$4.6 million in funding for the establishment and continued support of the first in-hospital comprehensive WEBC Survivorship Clinic and Program in Canada;
- Almost \$1 million in funding to provide reconstructive breast surgery for women who have had breast cancer. This funding is in addition to what the government provides, so that more women have the opportunity for reconstructive surgery.