

The Voice of Progress

Donor News from The Princess Margaret Hospital Foundation

www.pmhf.ca

Dedicate a dove and make a gift during Wings of Hope

The Wings of Hope celebration is a yearly tradition at Princess Margaret Hospital. Starting in early December, thousands of paper doves take flight in a magnificent display in the hospital's main atrium. The doves are dedicated in memory of loved ones lost and to honour and inspire hope in cancer patients, survivors, and the people who give them the courage to keep fighting.

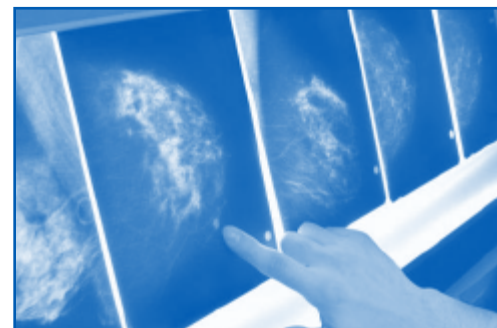


It's also an inspiring reminder of the ongoing need to support breakthrough research, compassionate care and exemplary teaching at Princess Margaret Hospital. To dedicate a dove and make a gift, please go to www.wingsofhope.ca and enter the code 8NWS9275 or call (416) 946-6560. Join us on December 12 at 11:30 am in the main floor atrium of the hospital (Murray Street entrance) for the Wings of Hope Dove Dedication Ceremony.

One stop treatment for breast cancer

Waiting days or weeks for a breast cancer diagnosis is extremely stressful. Princess Margaret Hospital is leading the way with its new concept for breast cancer care: one-day diagnosis. “The Rapid Diagnostic Breast Cancer Clinic” decreases waiting time between testing, diagnosis, and treatment. Women or men using the clinic are able to have a physical exam, undergo an imaging scan, obtain their pathology results and meet with a surgeon all in one day. The approach helps reduce the stress and anxiety for patients, especially when they have to wait days or weeks between appointments with family doctors, radiologists and oncologists.

Thanks to the Weekend to End Breast Cancer, Dr. David McCreedy, Gattuso Chair in Breast Surgical Oncology at PMH, received \$1 million to open the clinic as a pilot project in September 2006. Positive feedback has already led to the clinic increasing its hours of operation to two days each week.



The Rapid Diagnostic Breast Cancer Clinic means women or men can have a physical exam, undergo an imaging scan, obtain their pathology results and meet with a surgeon all in one day.

While other Ontario hospitals are also trying to speed up diagnostic wait times, Princess Margaret Hospital is one of the few with an express tissue processor machine, which helps the hospital offer one-day diagnoses. It's just one of many ways that support for research has a significant, immediate impact on patient care.

Research Breakthrough

New therapy option for head and neck cancer patients being studied

Ontario Cancer Institute (OCI) researcher, Dr. Lillian Siu, has found that combining the chemotherapeutic agent cisplatin with the oral drug erlotinib is effective in treating patients with recurrent or metastatic squamous cell carcinoma of the head and neck.

According to Dr. Siu, “the anti-tumour activity of this combination appears to be comparable to existent chemotherapy combinations, with a tolerable toxicity profile.” This means that patients will experience fewer side effects and an increased quality of life.

Dr. Siu and her team are continuing to study the value of their findings with the hope of predicting a more favourable outcome for head and neck cancer patients — just one more way that your support is helping cancer patients.



The Princess Margaret
Hospital Foundation

University Health Network

Dr. Frances Shepherd receives prestigious scientific award



Supporters of Princess Margaret Hospital are invited to join the community in congratulating Dr. Frances Shepherd who received the most esteemed Scientific Award from the International Association for the Study of Lung Cancer (IASLC) for her lifetime scientific contribution in thoracic malignancy research.

The award, presented in September at the 12th World Conference on Lung Cancer in Seoul, Korea, recognizes Dr. Shepherd's longstanding international leadership in the development and implementation of innovative therapies in

lung cancer. She is a leader in bringing together basic and clinical researchers and has built one of the world's foremost groups of translational researchers in lung cancer.

As Lung Group Leader, Dr. Shepherd has transformed lung cancer research and care at PMH and has created a leading, internationally recognized program. In addition to her contributions in Toronto, Dr. Shepherd is the current chair of the National Cancer Institute of Canada Clinical Trials Group Lung Cancer Committee. In 2006, Dr. Shepherd was recipient of the coveted O. Harold Warwick prize for her contributions to cancer control in Canada. As a supporter, your donations help advance research in programs led by Dr. Shepherd.

Revolutionary breast cancer treatment option provides surgery and radiation in one procedure

A randomized clinical trial is currently underway following the successful first surgery at PMH using the new Zeiss Intrabeam. The machine delivers a focused dose of radiation directly into the incision during surgery.

Once the tumour is removed, a probe attached to the intrabeam radiotherapy

machine is inserted into the area and the patient is treated while still under general anesthesia. The entire process takes less than an hour and is equivalent to 16 conventional radiation treatments over three weeks.

"The potential benefits to patients are huge," says Dr. David McCready,

Gattuso Chair in Breast Surgical Oncology at PMH. "Treating the specific area of cancer with this kind of precision protects the skin, heart and lungs from unnecessary radiation, minimizes the side effects, and saves the patient a lot of time."

Dr. David Jaffray ranked among Medical Imaging Industry Top 10 for the second year

The Medical Imaging Industry Top 10 honours professionals and facilities that put principle into action. For the second year, Dr. David Jaffray, Head of



Radiation Physics at PMH and holder of the Orey and Mary Fidani Family Chair in Radiation Physics, is ranked among the top 10 radiation oncologists/cancer researchers in North America.

Your support helps scientists like Dr. Jaffray achieve urgently-needed treatment breakthroughs, such as Image-Guided Therapeutics (GTx), which is helping improve outcomes for cancer patients at PMH.

OCI's Dr. Aaron Schimmer named one of Canada's Top 40 Under 40

Recognized as one of Canada's *Top 40 Under 40*, Dr. Aaron Schimmer is a scientist in the Division of Cancer Genomics and Proteomics at the Ontario Cancer Institute (OCI), the research arm of Princess Margaret Hospital.



The Journal of the National Cancer Institute has recently published Dr. Schimmer's research study showing that a protein known as FLIP may stop metastatic cancer cells from dying and could be a good target for drug development.

Your support of The Princess Margaret Hospital Foundation helps advance promising initiatives led by researchers like Dr. Schimmer.

Five great reasons to let us know you have included the Hospital in your Will

1. You will give us the opportunity to offer our personal thanks for choosing to make the fight to conquer cancer part of your own personal legacy!
2. You can receive our help to ensure your Will is worded correctly so your gift is used as you intend.
3. You may discover ways to save taxes or increase your income right now.
4. You'll set a good example: the more people support us, the easier it is to encourage others to do the same.
5. You can direct your gift to the research fund or area of patient care you would like to support.

For more information or to let us know about a legacy gift to The Princess Margaret Hospital Foundation, please contact Jill Nelson, Director of Planned Giving at (416) 946-6562. Thank you!

Dr. Mary Gospodarowicz talks about future plans for PMH

Dr. Mary Gospodarowicz, Medical Director of the Cancer Program at Princess Margaret Hospital (PMH) and University Health Network (UHN), recently sat



down with Foundation staff to discuss plans for the future. She explained, “Our major focus will be on new research efforts — for example, GTx, Drug Development and Translational Research.

“We are accelerating the deployment of the Guided Therapeutics (GTx) program. The implementation of imaging at the time of radiotherapy

is underway. We now need to implement functional imaging, rather than just anatomic imaging. The same is true for surgery and chemotherapy. We have the beginnings of this program, now we need to enhance it and accelerate its implementation.

“In the past few years, we have developed a vibrant drug development program. We want to increase the number of clinical trials and the number of patients engaged in trials.

Our goal is to always bring newer and more effective treatments to patients as quickly as possible.

“We are also pushing forward our translation of knowledge from the laboratory to the clinic. We want to

put everything that we know into practice and learn from every patient. If we know the outcome of patients who did well, and those who might not have done so well, we can learn more about the biology of cancer and find new therapeutic targets.

“In terms of our outreach and external programs, we not only want to improve the care of patients who come to PMH, but also our patients who leave the hospital and have follow-up care elsewhere as well as the patients who never come to see us. We want to disseminate the knowledge acquired here and raise the standard of care in the community and elsewhere.”

Support for cancer research is going strong!



A record-breaking \$17.3-million was raised through the Weekend to End Breast Cancer benefiting Princess Margaret Hospital, in September 2007. Thank you to all of the donors, event volunteers, sponsors, crew-captains, and above all, the 5,521 event participants for their commitment.

On the heels of this success, is **The Ride to Conquer Cancer**, a fun 200 km bike journey from Toronto to Niagara Falls over one weekend in June, 2008. This new initiative will raise funds for breakthrough cancer research. Visit www.conquercancer.ca or call (416) 815-RIDE (7433) for more information.

Giving the Gift of Stock

As the end of the year approaches, tax planning may be on your mind. Prudent planning and a charitable donation to Princess Margaret Hospital can help lower your taxes. And with the stock market doing well again, now is the time to give the gift of stock.

“Increasingly, we're seeing donors make gifts of stock as their annual donation to the hospital,” explains Paul Alofs, President & CEO of The Princess Margaret Hospital Foundation. “Last year, someone donated just one share. It was a small

gift, but they really wanted to support cancer research at Princess Margaret. Of course, we also saw some much larger gifts, and many of our donors were using stock gifts as a way of increasing their giving from their previous year.”

It's easy to give a gift of stock. First, evaluate your financial situation to ensure a gift of stock is the right way to support Princess Margaret Hospital at this time. Secondly, speak with a professional advisor (your lawyer, accountant, tax or investment advisor)

about the financial implications. Thirdly, contact the Foundation to obtain the necessary form and step-by-step instructions.

For complete details of our Gift of Stock program and to download an easy-to-understand brochure, visit www.giftofstock.ca. Please contact the Foundation today for help making a gift of stock. Contact Zak Bailey at (416) 946-2842 or zak.bailey@pmhf.ca or Elisa Williams at (416) 946-4501 ext. 4105 or elisa.williams@pmhf.ca.

Privacy Statement

The Princess Margaret Hospital Foundation is dedicated to supporting excellence in health care by raising funds for cancer research, patient care and education. We can only successfully fundraise with the support of our friends and community.

If as a supporter you wish to limit or alter the number and/or timing of the mailings you receive, please contact us at (416) 946-4501 ext. 3107 to discuss your preferences.

We value all of our supporters and are committed to working with each for their benefit and that of the hospital. **We do not trade, rent or sell the names of our valued supporters.**

Should you wish to be removed from our fundraising list(s) at any time, please contact us at (416) 946-2114 or email: list.removal@pmhf.ca.

Partners for Hope member Gwladys Tanner feels like part of the team at Princess Margaret Hospital

Gwladys Tanner is a long time supporter of Princess Margaret Hospital. A retired teacher, she began giving to the hospital in 1996 when not enough help was available for some of her friends and relatives suffering from cancer. Ms Tanner's own journey with cancer led her to join The Princess Margaret Hospital Foundation's monthly giving club, *Partners for Hope* this year. Today, her monthly donations support the compassion and care-giving of the entire medical staff at PMH, while helping advance groundbreaking research.

Ms Tanner was diagnosed with lung cancer in January 2007. After consultation with Dr. Frances Shepherd, surgery was performed by Dr. Shaf Keshavjee, Ontario Cancer Institute (OCI) researcher, and his team. (OCI is the research arm of Princess Margaret Hospital.) Ms Tanner then received 12 weeks of chemotherapy under Dr. Shepherd, with treatments ranging from 2 1/2 to 5 hours. Friends

reassured her that she couldn't be in better hands. Her confidence was further boosted by comments she heard about Dr. Shepherd, who has been internationally recognized for her work. (See article on Page 2.)

Ms Tanner also appreciated the team in the chemo-wing. Although many people entered feeling nervous, unsure of the procedure and unwell, she noticed that the staff made each person feel more comfortable and confident, talking with them until they were smiling or even laughing. "There was a real art to the way the team worked together to reassure and care for their patients."

Today Ms Tanner is still a patient at Princess Margaret Hospital. She feels that, as a member of *Partners for Hope*, she is part of a team working toward one goal ... to conquer cancer.

For more information about becoming a member of *Partners for Hope*, please call Lori Ann Horley at (416) 946-4501 ext. 3107.

Partners for Hope

When you join our monthly giving club, *Partners for Hope*, you become an important partner in the world-class cancer research and treatment programs at Princess Margaret Hospital.

Your gifts are put to work each and every month — helping to make significant research and treatment breakthroughs a reality.

Joining *Partners for Hope* is easy: you can sign up on our secure web site, or by phone or fax at the numbers listed below. Or, you can complete and return the reply form in this newsletter.

610 University Avenue, Toronto, ON M5G 2M9

Tel: (416) 946-6560 Fax: (416) 946-6563 Toll Free: 1-866-224-6560 www.pmf.ca

CHARITABLE ORGANIZATION NO. 88900 7597 RR0001

The Voice of Progress is published twice a year for friends and supporters of The Princess Margaret Hospital Foundation.



The Princess Margaret
Hospital Foundation
University Health Network

FALL/WINTER NEWSLETTER REPLY FORM

Yes, I will help support cancer research, patient care and education at Princess Margaret Hospital.

I've enclosed my gift of: \$35 \$50 \$100 \$250 Other \$ _____

Cheque (payable to The Princess Margaret Hospital Foundation) Visa MasterCard AmEx

Card No.: _____ Expiry Date: _____ / _____ Signature: _____

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