

The Voice of Progress

Cancer Research and Donor News from
The Princess Margaret Hospital Foundation

PMHF Hosts First-of-its-Kind Event in Support of Breast Cancer Research

For those looking to do something more in the fight against breast cancer, Princess Margaret Hospital is proud to present *The Weekend to End Breast Cancer*. More than a walk in the park, thousands of women and men will unite for one weekend, September 19-21, 2003, to walk 60 kilometres in support of breast cancer research.

Guaranteed to be a weekend of hope and celebration, participants will honour lives lost, celebrate survivors, and help raise crucial funds for breast cancer research. Each registrant will have the opportunity to receive coaching both to help them prepare for the walk itself and the fundraising component. The walk will wind through scenic trails on the outskirts of Toronto,

and participants will camp out together on the Saturday evening.

"This is the first event of its kind in Canada," said Neville Kirchmann, President & CEO of The Princess Margaret Hospital Foundation. "Millions of dollars have been raised for breast cancer research through similar events in dozens of cities across the United States. We are excited to be able to bring this unique event to Toronto."

Everyone has a different reason for wanting to get involved. Some participate for the physical challenge, others because breast cancer has affected them profoundly. Sandy Gerber, a mother of two young chil-



Thousands of women and men will unite to fight breast cancer this September.

dren, was having dinner with her sisters when conversation turned to the walk. Thoughts of their mother, a

breast cancer survivor, prompted them to take action and join the fight. As a personal and business coach, Sandy knows it's important to set your goals high – so she set hers at \$100,000. Thanks to the online community and assistance from the event organizers, she's well on her way.

"The emails make it so easy to fundraise. Within 24 hours of signing up, I had almost raised the entire minimum". Thanks to dedicated individuals like Sandy and her team, the event is expected to raise an incredible \$2-\$3 million for breast cancer research at Princess Margaret Hospital.

For more information about *The Weekend to End Breast Cancer* or to register as a participant, please visit www.endcancer.ca or call 416-815-WALK (9255) and prepare yourself for the experience of a lifetime.

Wings of Hope Appeal Soars Into the Record Books

The second annual *Wings of Hope* appeal once again proved that the sky is the limit when it comes to the generosity of the many donors and supporters of The Princess Margaret Hospital Foundation. Building on the successes of last year, the 2002 appeal saw almost twice as many doves as the year before, with the final count hovering around **8,000 doves**. Patients, staff and visitors alike were overwhelmed by the response, and the transformation of the Hospital atrium was truly breathtaking. As the appeal drew to a close, we were actually running out of places to hang doves!

But *Wings of Hope* broke records in other areas as well. When all was said and done, our supporters contributed **\$430,367** to cancer research, making this *the most successful Foundation mailing of all time*. Our heartfelt thanks go out to everyone who made a gift or returned a dove.

Our thanks as well to Mr. David Roberts for sharing the story of finding his wife Nancy's dove at last year's event. Mr. Roberts' story was the basis for our mailing this year, and is a constant reminder of why we are all working so hard to conquer cancer.

Only with the support of over 62,000 generous donors can Princess Margaret Hospital remain an internationally recognized institution, responsible for significant contributions to basic and clinical cancer research. Such breakthroughs would simply not be possible without the support of our committed donors.

Once again, please accept our thanks for your support of critical cancer research, and keep your eye out in November for the 2003 *Wings of Hope* appeal!



The Princess Margaret
Hospital Foundation

New Prostate Cancer Treatment Technique Being Tested at PMH

A Phase I Clinical Trial is underway at Princess Margaret Hospital to determine the effectiveness of photodynamic therapy (PDT) on prostate cancer patients. This revolutionary technique, practiced by our own world-renowned prostate specialist Dr. John Trachtenberg, utilizes a light-activated drug to destroy diseased tissue while leaving the surrounding healthy tissue intact.

Talented scientists at the Weizmann Institute of Science in Israel developed a plant-derived photosynthesizing drug named Tookad. Typically administered by intravenous injection, Tookad is completely harmless until com-

bined with the proper wavelength of near-infrared light. Once Tookad enters the body, it naturally migrates to the tumor and is only activated once it comes into contact with a specific dose of laser light. As the drug absorbs the light it begins to destroy **only the diseased cells** by cutting off the blood supply to the tumor. One of the most encouraging aspects of this new potential method of treatment is that it could virtually eliminate the need for radiation or surgery. Early results appear promising but trials are ongoing and more research is needed.

Comedy for a Cause

On Wednesday, May 7, 2003 almost 400 people are expected to attend the first ever *Laugh Lines* comedy fundraiser to be held at Yuk Yuk's in downtown Toronto. Generously sponsored by **Shoppers Drug Mart** and **AstraZeneca**, this evening of comedy will raise funds to help battle breast cancer.

Carla Collins and Judy Croon, co-hosts of the morning show on Mix 99.9FM in Toronto, will host this exciting event, along with a full cast of well-known professional female comedienne's including, Jessica Holmes, Martha Chaves, Micki Moore and Anna Gustafson to name a few. All proceeds from the event will be donated to Princess Margaret Hospital's M. Lau Breast Cancer Centre.

One in ten Canadian women diagnosed with breast cancer currently receives treatment at Princess Margaret Hospital. The Breast Centre contains a resource library, the latest technology in diagnostic imaging, a high risk/breast cancer prevention clinic, surgical oncology operating rooms, delivers chemotherapy and radiation therapy, and offers patients and their families a one-stop approach to diagnosis, treatment and support.

If you would like to reserve tickets, please call 416.946.4661.

We hope to see you there!

Monthly Giving a "Painless and Easy" Way to Make a Difference

Meet Jonathan Rebick, a 28-year-old labour relations consultant, new husband, and Partners for Hope member. Jonathan is one of more than 1,600 dedicated individuals who make a contribution each month to cancer research and other initiatives at The Princess Margaret Hospital Foundation.

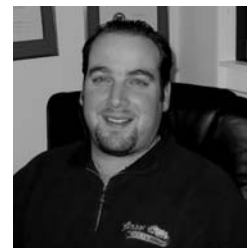
Jonathan began his monthly giving in July 2001 because he felt "it was important to do what [he] could to help in the fight against cancer". He was impressed with the work done by Princess Margaret Hospital, and decided that monthly giving was a "painless and easy" way to make a difference.

"Most people will notice a gift of a couple hundred dollars as a lump sum, but when spread over 12 months, the impact is less severe on your personal finances". This way, he notes, it is possible to contribute more over the course of the year than he would if he donated single gifts at varying times. But perhaps most importantly, giving monthly ensures that he does give, and doesn't "put off

supporting PMH and the work they do to fight cancer".

Recently cancer struck close to home for Jonathan when a friend was diagnosed with a brain tumor and underwent surgery and radiation treatment at PMH. When her friends decided to create the Brave Heart Foundation for a Cure (held at the PMHF), Jonathan sent us an email and asked that we double his monthly contribution and split it equally between Brave Heart and the Cancer Research Fund. As a result, Jonathan now contributes \$360 each year to Princess Margaret and is helping to make a difference each and every month. Thank you, Jonathan!

For information on how you can become a member of Partners for Hope, please tick the box on the reply coupon found on the back page or send an email to shannon.hickey@uhn.on.ca.



Jonathan recommends monthly giving

THE PRINCESS MARGARET HOSPITAL FOUNDATION ANNUAL GIVING TEAM

GENERAL INQUIRIES

Janice Gemmell 416.946.6560
Jennifer McCalmon 416.946.6560
Cathy Sinclair 416.946.6560

ANNUAL FUNDRAISING PROGRAMS

Shannon Hickey 416.946.6571
Suzanne Birkans 416.946.2842
Caroline Mulholland (on maternity leave)

With Ovarian Cancer, Time is Everything

If you ask Sandi Pniauskas what her most treasured possession is, she'll tell you it's time. Because when it comes to ovarian cancer, there just isn't enough of it.

When Sandi was diagnosed with ovarian cancer she knew that time wasn't on her side. She had seen the deadly toll this cancer has taken. She continues to suffer the loss, year after year, of close friends to ovarian cancer.

During her treatment, Sandi became a dedicated and passionate ovarian cancer advocate, organizing seminars and generating awareness. She is convinced that her survival is due to the dedication of the gynecologic oncologists at Princess Margaret Hospital, and that they are the reason she is alive today.

Princess Margaret Hospital is working diligently on research to determine the causes of ovarian cancer, but there is so much we still simply do not know. In an effort to further research and patient care in this area, The Princess Margaret Hospital Foundation has recently established two new ovarian cancer funds, one for research and the other for education and patient support. Together we can ensure that more money is focused on this deadly form of the disease.



*Ovarian cancer advocate
Sandi Pniauskas*

Here Are Five Things Sandi Wants You to Know About Ovarian Cancer:

1. In Canada, ovarian cancer affects 1 in 70 women.
2. Both early and advanced stage ovarian cancer produce non-specific symptoms. They can include abdominal/pelvic pain or bloating, gas, change in bowel habits, backaches or indigestion. If any of these symptoms persist or get worse, see your doctor.
3. Women with a family history of ovarian cancer have a greater risk.
4. There is no effective screening mechanism for ovarian cancer. If you have a family history of breast, ovarian or colorectal cancer, increased surveillance can make the difference.
5. Don't be afraid. If you are worried, talk to your doctor.

If you'd like to get involved with Sandi and her ovarian cancer activities feel free to contact her at sandipn@sympatico.ca.

Patient Web Pages Allow Family and Friends to Stay in Touch

A new initiative designed to help patients and their families keep in touch was launched in mid-March. Now Princess Margaret Hospital patients or family members can create their own "CarePage" on any computer with Internet access via TLContact.com – a website that allows people to post updates for family and friends concerned about a patient's progress.

Once their CarePage is designed, patients and their families can determine their desired level of security and send an email invitation to whomever they'd like to have access to their page. Visitors can send messages of support and check in for updates that the patient or their designate has posted. This service is fully funded by The Princess Margaret Hospital Foundation, with no cost to the patient or their site visitors.

The University Health Network (Princess Margaret Hospital, Toronto General Hospital and Toronto Western Hospital) is proud to be the first health care organization in Canada to offer this unique service to its patients.

For more information, please visit www.uhn.ca or www.TLContact.com

New Foundation Website Coming Soon!

In just a few short weeks we invite you to get online and surf our brand new website - www.pmhf-uhn.ca. It's your source for information on the Foundation and our programs, various research initiatives, and Princess Margaret Hospital in general. Peruse our online publications section for copies of our Annual Report and various newsletters. Make tribute or memorial gifts from the comfort of your home, quickly and easily. Find out how to establish an expendable fund. Get in touch with Foundation staff and get answers to your questions. You can even change your address online! Be sure to check us out near the end of April.

We hope you'll like what we've done!

Five Reasons to Create an Endowment

The endowment program at The Princess Margaret Hospital Foundation continues to grow because more and more of our friends recognize the benefits of creating their own endowment funds. Some prefer to launch their endowments now so they can see the results, others make arrangements to establish an endowment fund later on with estate assets, and some prefer to start an endowment now and add to it later through a bequest.

Why do our supporters choose to make endowment gifts? Here are five reasons you may wish to consider:

1. Durability

The idea of creating perpetual support makes sense to people who see a similarity between retirement funds and endowment provisions. They like the concept of a fund that is invested separately from other assets so the principal of the fund stays intact. Only the income (or a portion thereof) is used to support cancer research at Princess Margaret Hospital.

2. A Positive Legacy

When donors attach their names to an endowment fund, they create an enduring legacy that will outlive them and influence succeeding generations. Grandchildren, great-grandchildren, other family members and friends will be reminded of the person's values and commitments. Endowment funds can also be used to honour the lives of others who have made a significant impact on the donor and/or Princess Margaret Hospital.

3. Perpetuate Annual Gifts

Many donors see an endowment fund as a means to underwrite their own regular giving in support of the work of the Hospital. For example, an endowment fund of \$25,000 could create an annual "gift" of \$1,000 to support cancer research. It's a great way to keep giving generation after generation.

4. A Stronger Princess Margaret Hospital Foundation

Each year, the Foundation must sustain facilities, programs and personnel. Raising money for the "here and now" is always a priority. Annual payouts from endowment funds relieve some of this pressure and allows the board and executive team to plan more confidently for the future. An organization with a strong endowment is simply more stable financially.

5. Personal Satisfaction

There is something wonderfully fulfilling about doing something good that lasts; something that really makes a difference. Having your name on a fund that will benefit others for centuries is truly satisfying.

To learn more about our endowment program, please check the box on the reply coupon below and we will mail you our free brochure on endowments. Alternatively, feel free to call Adriana Pierik at (416) 946-6562.

SPRING NEWSLETTER REPLY FORM

Yes, I want to support life-saving cancer research and leading-edge patient care and education. Here is my gift of:

\$35 \$50 \$100 \$250 Other \$ _____

I prefer to contribute by:

Cheque (payable to The Princess Margaret Hospital Foundation) OR

Credit Card: VISA MasterCard AmEx

Card No.: _____ Expiry Date: _____ / _____

Signature: _____

E-mail: _____

Please send my newsletters by e-mail. I have included my e-mail address above.

Please send me information on becoming a member of Partners for Hope.

Please send me information on establishing an endowment fund.

Please complete the following information:

Mr. Mrs. Ms Other _____

First Name: _____ Last Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Tax receipts are issued for donations of \$15 or more, or upon request.

Please return this reply form today.

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Thank you for your support!

Charitable Organization No. 88900 7597 RR0001

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