

Annual Report 2019-2020



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Introduction

In this first Colorectal Cancer Canada (CCC) 2019-2020 Annual Report we are very proud to share a more in-depth look at our programs and their impact.

CCC is committed to preventing colorectal cancer, supporting and empowering colorectal cancer patients and their caregivers, and advancing our mission through public policy advocacy. This past year, through our programs, events, and fundraisers, we assisted and educated thousands of Canadians, bringing them the latest information on the most effective treatments to help all Canadians improve their health outcomes.

This report covers the 2020 fiscal year of our activities, ending June 30, with the most recent two years of audited financial information; 2017-2018 and 2018-2019. Despite the challenges imposed by the Covid-19 pandemic, we continue to engage our community, sustain and grow our efforts and demonstrate responsible governance. This annual report reflects our first step in communicating the impact of our programs and providing a baseline for future reports. We are now entering a more evaluative phase as an organization, as we gather momentum in the development and implementation of our programs, to ensure continued growth and sustained value in our work on behalf of colorectal cancer patients.

During the course of the past fiscal year, CCC underwent an extensive strategic review and planning process. In alignment with these strategies, this report provides a description of our core programs and activities, as well as outcomes and impacts. With this information, we will be able to further develop our information-gathering and reporting methodologies for future reports.

Additional information on our programs may be found in our individual program booklets, or on our website.

CCC IS DEDICATED TO INCREASING CANADIANS' AWARENESS AND UNDERSTANDING OF COLORECTAL CANCER, PROVIDING CRITICAL SUPPORT FOR PATIENTS AND THEIR FAMILIES AND ADVOCATING ON THEIR BEHALF.

CCC BELIEVES IN THE FUNDAMENTAL RIGHT OF PATIENTS TO HAVE EQUAL AND TIMELY ACCESS TO EFFECTIVE TREATMENTS TO IMPROVE THEIR HEALTH OUTCOMES.

CCC ADVOCATES FOR POPULATION-BASED COLORECTAL CANCER SCREENING PROGRAMS ACROSS CANADA AND PRIMARY PREVENTION THROUGH HEALTHY LIFESTYLES, INCLUDING REGULAR EXERCISE AND DIET.

Executive Summary

Notable successes of the last year include launching our signature prevention program Foods That Fight Cancer, offering preventative nutritional information as well as partnering with Nourish, to provide nutritional information for patients undergoing treatment.

During Young Survivors Week, this past June as part of our Never Too Young program, we addressed early-age onset of colorectal cancer and partnered with actor/director and CCC Ambassador Annette Reilly to produce her testimonial. Annette shared her experience as a young mother with colorectal cancer.

We launched our new website, colorectalcancer.ca, with a fresh look specifically developed to make more information accessible to patients and the public alike. It has been a great success and is making important patient information easier to find and share than ever before. We continue to review the site and add additional information; together with our social media we ensure patients receive the latest information in a timely manner.

With over 150 stops across Canada, we expanded The Giant Colon Tour to Northern Quebec this year. Our two 40-foot walk-through multimedia interactive exhibits help Canadians understand the anatomy of the colon and the importance of colorectal cancer screening. While Covid-19 forced the suspension of the program this past March, we were able to make it just under the wire to visit Northern Quebec's First Nations communities near Témiscamingue to ensure that they are well informed about colorectal cancer and how to prevent it through healthy lifestyles and timely screening.

While Colorectal Cancer Awareness Month was curtailed by Covid-19, we continue to make more Canadians aware of the importance of colorectal cancer screening through another of our cutting-edge advertising campaigns, "Give a Shit", to bring attention to the importance of preventing colorectal cancer. This tongue-in-cheek campaign, which is ongoing, provides Canadians an opportunity to show a loved one that they care about them by sending a luxury gift box encouraging them to get screened.

CCC plays a leading role with the National Colorectal Cancer Screening Network as part of the Canadian Partnership Against Cancer. CCC is proud to be one of the network's founding members and a leader in helping to advance screening across Canada while promoting all provincial and territorial colorectal cancer screening programs.

CCC is a leader in Canada and internationally with some of our other innovative programs. CCC advanced the development of our Patient Values and Preferences in Health Technology Assessment Project with the University of Calgary. This important research project, with a prestigious international steering committee, will be launching in six major cancer-care centres across Canada. Its goal is to better understand patient values and preferences in their cancer treatments, to measure these preferences, and to advocate for increased weight for their preferences so that they can be



included in cancer drug reimbursement decisions for colorectal cancer drugs in Canada. This will help ensure that the right cancer patients receive the right treatment at the right time.

We also advanced our Patient Group Pathways Model to Cancer Clinical Trials and the Canadian Cancer Clinical Trials Stakeholder Charter to better engage patients and patient groups in cancer clinical trials from ideation of the trial and throughout the trial continuum. The goal of this project is to increase recruitment and retention of patients in cancer clinical trials so that patients have access to more trials and benefit from new and innovative precision medicines in Canada.

CCC is also playing a key role in the development of frameworks that will allow for the integration of personalized healthcare in Canada and the development of Real World Evidence by collaborating with key stakeholders to advance the patient perspective in projects such as the Canadian Personalized Healthcare Innovation Network and the Cancer Research UK international colorectal microbiome research project "Optimisticc," with the goal of manipulating the microbiome to beat colorectal cancer.

While several of our events had to be suspended for public safety during March this year, the demand for support among cancer patients rose as the healthcare system and patient resources were refocused to deal with the pandemic. CCC is proud of our team that rolled up their sleeves and immediately adapted to the new reality brought on by Covid-19 to seek out patient input through our patient and caregiver survey to determine how their needs could be better addressed.

Our team worked non-stop to adapt our signature Push For Your Tush 5k/10k Walk/Run to a virtual format within days; not only to advance our mission and programs, but also to help develop new patient information and support options. Our online virtual event and fundraising are proving to be successful in bringing patients and caregivers together in the colorectal cancer community, leading patients and family members to adopt exercise through use of an online application. This not only helps overcome anxiety during the pandemic, but also helps raise important funds to support CCC's mission and our programs.

Strategy

The challenge we address: Colorectal cancer is among the deadliest cancers in Canada.

In 2020, it is expected to be the third most commonly diagnosed cancer in Canada and is the second-leading cause of cancer death. Despite being one of the most preventable forms of cancer, about 27,000 Canadians will be diagnosed with the disease this year, and 50 per cent of these individuals will be detected at an advanced stage of colorectal cancer (CRC).

Since 2011, CRC mortality rates have steadily declined and the five-year survival rate is about 65 per cent. However, it is estimated that approximately 9,700 Canadians will die from CRC in Canada this year alone. While the trend is positive, as more patients are surviving, the incidence of colorectal cancer is rising quickly among Canadians younger than 50, and for unknown reasons. Adults born circa 1990 have double the risk of getting colon cancer, and quadruple the risk of getting rectal cancer, than a person born in 1950. As patients continue to present at younger ages, the number of CRC survivors in Canada increases, and as new precision therapies are developed, the needs of colorectal cancer patients, survivors, and their caregivers continue to diversify. That is why CCC has developed and is implementing a plan to address early-age onset of colorectal cancer with our Never Too Young program.

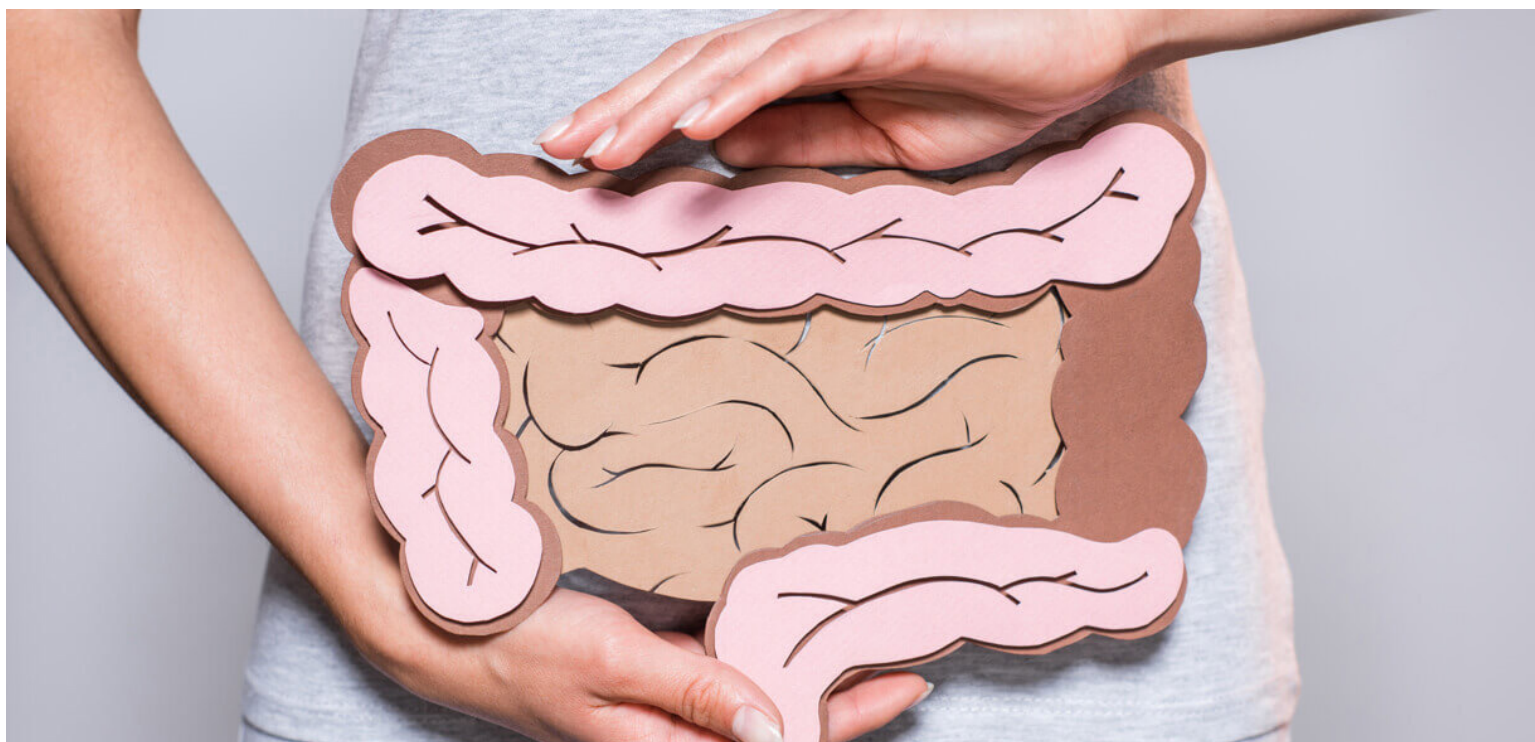
Colorectal Cancer Canada is poised to address a number of patient and caregiver concerns that lie outside of standard cancer care with empathy and lived experience. We are guided by three priorities:

- Increase awareness and education of colorectal cancer among Canadians, providing educational tools and opportunities to understand the risks, benefits, and impact of the disease.
- Support colorectal cancer patients and their caregivers through support groups, individual direct support, resource cultivation, and clinical developments.
- Advocate for and on behalf of colorectal cancer patients and caregivers in areas such as access to diagnostics, effective treatments and clinical trials, primary prevention including healthy lifestyles, and colorectal cancer screening.

Within these priorities, we execute specific strategies to meet different aspects of these larger goals. Our dynamic programming continues to be developed to respond to these strategies.

Our fundraising model is multi-pronged. We host major events such as the Push for Your Tush 5k/10k Walk/Run, bringing the colorectal cancer community together with donors and raising awareness in the community as well as with the public at large. We partner with industry stakeholders to fund specific projects designed to meet the needs of our patient community. This support is supplemented by individual donations from the community at large.

CCC is a national not-for-profit patient organization incorporated under the Canada Not For Profit Act. CCC was formed following an amalgamation of the Colorectal Cancer Association of Canada and Colon Cancer Canada in 2017, bringing together their combined experience in colorectal cancer education and advocacy since 1998. Our offices are located in Montreal and Toronto. We offer our programs and operate in both official languages.





Challenges

The advent of the Covid-19 pandemic presented the defining challenge of the year for CCC. As a result of the pandemic, and its social and economic impacts, we had to adapt nearly every aspect of our staffing, programming and funding. Programs, workshops, conferences, and support groups were cancelled or moved online, which required major effort from the team on short notice. Due to Covid-19, we cancelled our in-person fundraising events and moved our 12 national walk/runs Push For Your Tush online. The challenge was even more remarkable due to the fact that it hit during our March national awareness month, traditionally our key month for funding and increasing awareness of colorectal cancer and of our organization.

Our dynamic team rapidly adapted and we continued our programming and developed new resources notwithstanding these challenges. While donations decreased overall, we were also able to reduce costs and secure support from our key stakeholders and the public at large to support our Covid-19 Response Plan for Patients project and the continuation of other core programs.

We continue to work on improving the reporting of our results as this annual report can attest. In 2019, long-term strategic goals were set with clear metrics, and it is an ongoing effort to ensure that results data is collected and is accessible in line with these metrics. Our financial reporting is robust, audited, and in keeping with requirements for Canadian charities and we are now presenting our financial results on our website as well.

Following a 2019 internal review of our use of social media platforms, we initiated a plan with clear goals to increase the size of and engagement with our online communities to better serve our patients and caregivers. The current reality highlights the importance of this work in light of the significant shift towards online communications that the pandemic has made necessary; social media provides an increasingly important role for dissemination of lay information of colorectal cancer treatments and other matters of import including psychosocial support for patients and caregivers.

Goals

As developed in our 2019-2022 Strategic Plan, and in keeping with our structure of priorities, the following is an overview of our organizational goals.

- 1. Raise awareness of the disease and educate Canadians to prevent colorectal cancer.**
 - i. Implement public awareness campaigns and information sessions that educate Canadians about colorectal cancer,
 - ii. Educate on primary prevention and cancer risk reduction through the promotion of healthy lifestyles,
 - iii. Increase the participation of Canadians in population-based screening across the country.

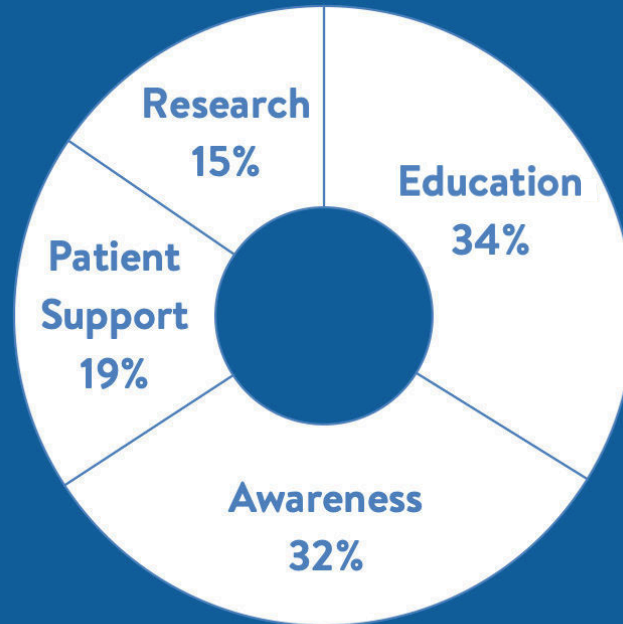
- 2. Promote the highest quality of treatment and care and provide patients with education, support, resources and access to networks of health professionals.**
 - i. Promote access to effective treatments and best practices to:
 - a) Advance patient values and preferences into healthcare decision-making to improve patients' experiences in their treatment and care,
 - b) Increase access to effective medications and treatments,
 - c) Promote awareness of and access to cancer clinical trials,
 - d) Participate in the collection of real world data to ensure the delivery of effective medication and contribute to the advancement of research,
 - e) Work with healthcare professionals to develop and promote quality standards of care and improve patient outcomes.
 - ii. Develop and provide education, research, resources and other useful tools to assist patients,
 - iii. Develop local communities of practice to connect healthcare professionals, patients and caregivers to improve patient care and outcomes,
 - iv. Promote and expand patient and caregiver support network,
 - v. Promote health policy that reflects our patients' values in the healthcare system as a whole.

- 3. Increase the national presence of CCC and foster a resilient and sustainable organization and national network of ambassadors and supporters to advocate on behalf of patients and caregivers.**
 - i. Develop the teams, leadership, operational systems, and infrastructure to support staff, volunteers, ambassadors, and Board performance,
 - ii. Implement (i) a comprehensive, integrated and diverse fund development program and (ii) complementary public awareness campaigns that build a diverse and loyal base of donors and supporters,
 - iii. Develop the Ambassador Program to drive program and service reach, public awareness of the disease, encourage event participation and increase the sustainability of CCC through fundraising,
 - iv. Share CCC's successes by developing, measuring and communicating key performance indicators and metrics to stakeholders and the public at large.

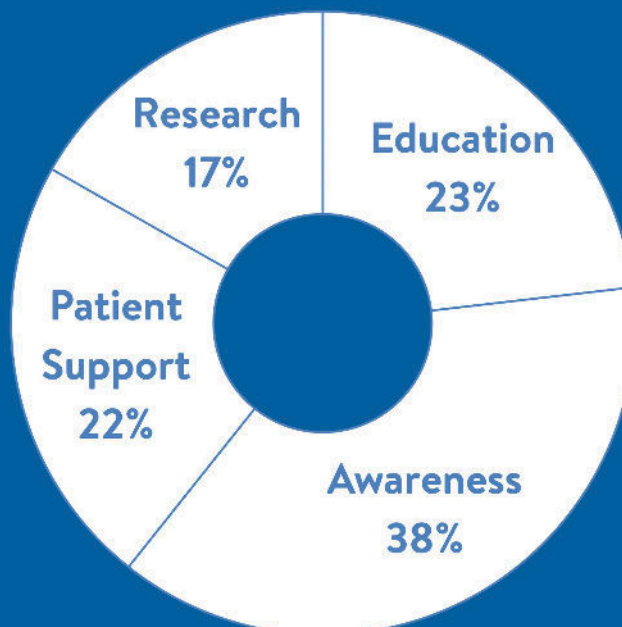
Programs

Our programs are structured around our three organizational priorities, and function within clear strategies to respond to these priorities. This approach ensures our programs are focused and efficient, and we are able to measure progress and adjust programming, as appropriate. As our approach is multi-pronged, some of our programs serve multiple purposes bringing together the patient community while at the same time addressing educational, awareness and support initiatives.

PROGRAM EXPENDITURE FY 2019 FY 2019 Program expenditures: \$1,376,145



PROGRAM EXPENDITURE FY 2018 FY 2018 Program expenditures: \$1,229,090

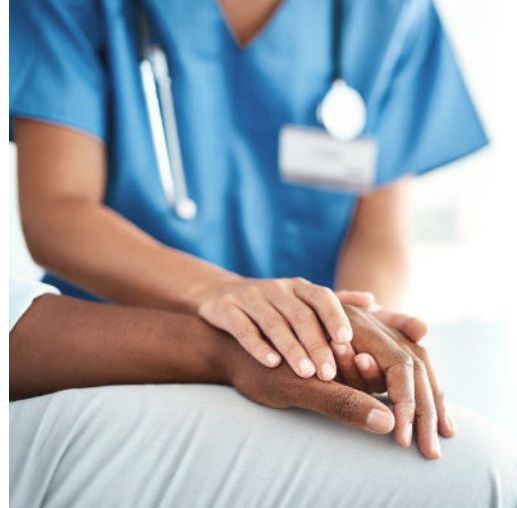
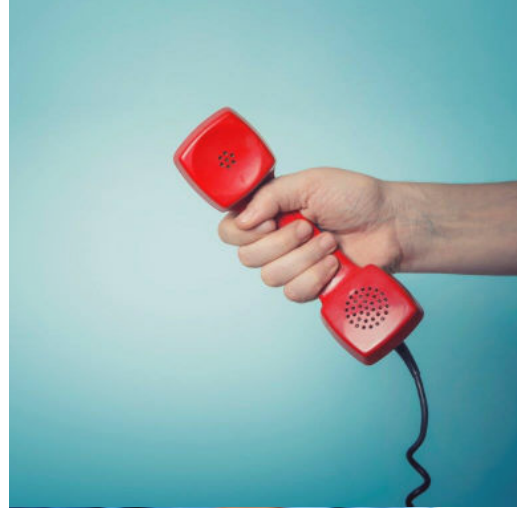


Figures may not align perfectly with the priority structure of this report due to the timing of the development of the Strategic Plan in 2019 and audited results are allocated in accordance with the prior year's structure. As such, expenditures on programs in patient education now fall under Patient Support in this program overview. Fundraising encapsulates the Push For Your Tush event which functions to raise awareness and provide the patient community an opportunity to meet and provide peer to peer support. Major expenditures such as website development are reflected in general awareness and are covered in all programs,

Strategy 1: Implement public awareness campaigns that educate Canadians about colorectal cancer.

Raising awareness and educating Canadians to prevent colorectal cancer is a core CCC initiative. Early detection through timely screening offers better patient outcomes. By increasing public knowledge and awareness of the disease, we can increase the likelihood that Canadians will be screened, and seek care earlier, if they suspect they have the symptoms. These programs primarily target asymptomatic Canadians who have not had and do not have colorectal cancer, and are preventive and educational in nature.

However, of late we have specifically targeted Canadians younger than 50, and their physicians, so that they become aware that while they do not comprise the majority of the colorectal cancer demographic, their symptoms should not be ignored given the rapid evolution of colorectal cancer in younger adults.



Goal 1: Enhanced Awareness and Education

The Giant Colon Tour

One of our most interactive community projects is The Giant Colon Tour that has been touring across Canada with hundreds of thousands of Canadians having passed through it and millions more seeing it in the media. CCC has two walk-through interactive multimedia inflatable colons. They can be deployed at events across the country either at proprietary CCC events or by invitation from other organizations and community stakeholders. The spectacle of the event is able to garner additional media attention to amplify the information.

At an astounding 40 feet in length and eight feet in height, The Giant Colon is a supersized bilingual exhibit for all ages that features all pathologies that may be found inside a human colorectum: ulcerative colitis, Crohn’s disease, hemorrhoids, diverticula, polyps of all kinds, rectal cancer and colon cancer. The exhibit is animated by video by Dr. Preventino, CCC’s animated puppet physician. Captured on five video displays, Dr. Preventino guides participants on the tour through the colon and provides healthy lifestyle tips to keep one’s colon healthy

and prevent colorectal cancer.

During and after the tour, volunteers and health professionals explain the pathologies of the colon and how to prevent colorectal cancer. Colorectal cancer information is available free of charge and partnerships are often made with provincial colorectal cancer screening programs to bring further attention to the CRC screening initiatives.

The program’s audience is broad and self-selecting, and aims to teach a lay audience about primary prevention including colorectal cancer screening and the adoption of a healthy lifestyle. In addition to individuals at average risk, the experience addresses screening for under-screened and never-screened populations and addresses the rising incidence of colorectal cancer among Indigenous and new immigrant populations.

Impact: Over 130 stops across Canada and more than 500,000 visitors to date. Increased motivation in visitors to practice preventative behaviour and learn more.

Tour Summary	FY 2019	FY 2020
Events	10	4
Participants	6,289	1,137
Indigenous Communities	1	2

Success Story:

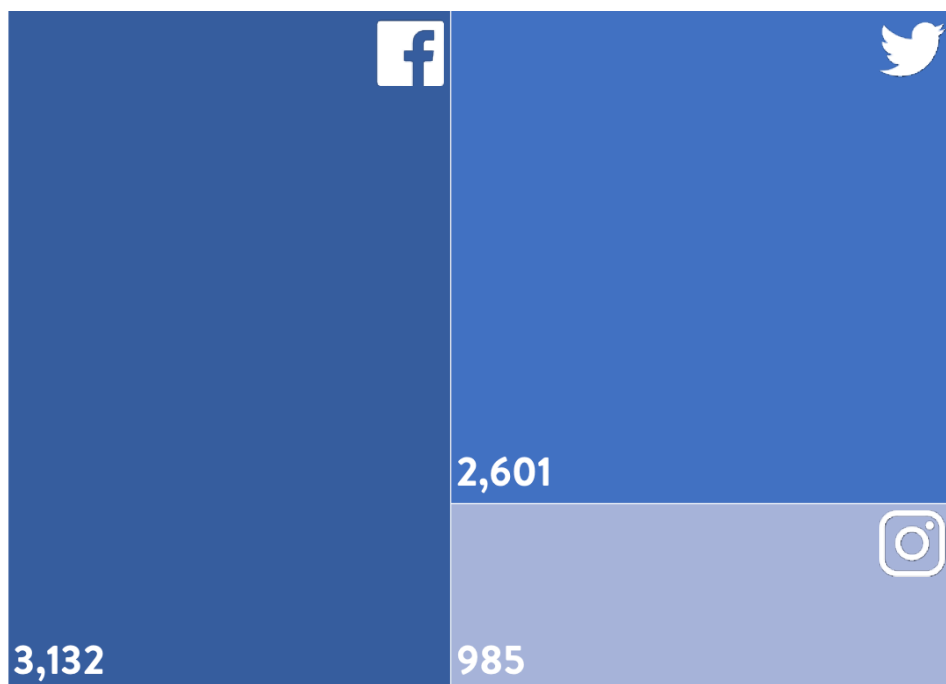
Partnerships with government agencies and health ministries such as Cancer Care Ontario and the Programme québécois de cancérologie enabled CCC to take The Giant Colon Tour to remote communities. CCC visited five communities in Northern Quebec between 2018-2019, most recently visiting Indigenous communities in the region of Témiscamingue.



Social Media

Our social media accounts cultivate our community and work toward advancing our major goals of spreading colorectal cancer awareness and education to the lay population. They also offer a foundation for patient support, community development, events, and fundraising activities. We share information on new treatments, provide patient testimonials, and engage the community at large during March Colorectal Awareness Month, and during Young Survivor’s Week in June where we address early-age onset of the disease. We encourage and actively participate in the sharing of patient and caregiver experiences with testimonials and resources within and among our community.

CCC continues to expand our social media capabilities and focus while working to increase engagement on our website across our strategic priorities. CCC also maintains a separate social media platform and website presence for the Foods That Fight Cancer program with the aim of extending the reach of our cancer prevention/healthy lifestyle efforts to a wider and more diverse community.



CCC SOCIAL MEDIA FOLLOWERS, JULY 2020

Information and Education Material

CCC has several ongoing programs that address this goal at different levels. We print and provide an assortment of educational materials to patients, physicians and cancer centres. Physicians can offer these to their patients, or patients can take these home for themselves. Patient materials are housed on the website for easy access for any wishing to download the information. Further, salient points of information are often represented on CCC’s various social media platforms.

Material Distributed	FY 2019	FY 2020
Colorectal Cancer & You	1,900	870
FTFC Recipe books	—	1,345
CCC Brochure	4,650	985
Understanding CRC	85	40
CCC Journal	—	50

Goal 1: Enhanced Awareness and Education

Strategy 2:

Educate on primary prevention and cancer risk reduction through the promotion of healthy lifestyles.



A SAMPLE RECIPE FROM OUR FTFC COOKBOOK

Foods That Fight Cancer (FTFC)

The likelihood of developing colorectal cancer, as with all cancers, is determined by a combination of genetic and environmental factors. However, research suggests that gastrointestinal cancers like colorectal cancer are highly susceptible to environmental factors and diet. This prevention-oriented program emphasizes the ways the average Canadian can reduce their risk of cancer by eliminating or reducing environmental risk factors and by adopting healthy lifestyles on an individual level.

CCC partnered with biochemist Dr. Richard Béliveau to establish the FTFC website and recipe book based on current research into the links between dietary habits and cancer risk. The recipe booklet and educational materials are available on the dedicated Foods That Fight Cancer website, as well as on CCC's website.

As part of this initiative, this past year CCC offered a series of free bilingual workshops in the fall of 2019 and early 2020, with our nutritionist and a team of chefs at the Montreal Jewish General Hospital (JGH) for participants to learn how to adopt healthy eating practices. These were a success, and more workshops were planned in other Montreal-area hospitals for spring 2020 and at public conferences but were suspended due to Covid-19. Cooking videos, Instagram recipes and other materials are available on the FTFC social media and website, and a webinar is planned for the fall of 2020. Further, we hope to resume our workshops later this year with the JGH.



Impact: Following the three workshop sessions at the JGH, participants evaluated that they had greatly improved their motivation to make concrete changes to their diet to reduce their risk of developing colorectal cancer. Surveys of the participants from before and after the workshop series demonstrated a 94 per cent increase in motivation.

15 participants in each of three workshop meetings, one per month over a period of three months.

26 easy and tasty recipes are available on the FTFC website and in print, with options for all diet types.

Since the launch of The Foods That Fight Cancer website, the Instagram account has attracted 10,600 followers, with 1,575 on the Facebook page.

Nutritional advice has been added as well for cancer patients undergoing treatment as part of the Nourish program. These brochures can be found on the FTFC website as well as the CCC site.

Strategy 3: Increase the participation of Canadians in population-based screening across Canada.

Screening Awareness Initiative: Give a Shit

The top rated “Give a Shit” (GAS) campaign in partnership with Ogilvy Advertising Montreal, combines awareness and information about the importance of colorectal cancer screening with fecal immunochemical tests (FIT) or fecal occult blood test (FOBT) for individuals of average risk between the ages of 50 and 74. Designed to maximize the potential of the campaign going viral on the web, and to solicit donations from the public, individuals can receive the GAS kit when donating \$25 or more to the campaign.

The GAS kit includes a luxury-style gift box containing a scented candle and a dummy FIT that can be given to a recipient of the donor’s choosing. Crafted with a tongue-in-cheek design, website, and accompanying social media video and emulating luxury brand aesthetics, the GAS kit functions as a lighthearted yet informative reminder to the recipient to get screened for colorectal cancer. GAS gift boxes are also sent to influencers to assist the social media awareness campaign.

The program rolled out at the end of February 2020 to coincide with March Colorectal Awareness Month. With the onset of the pandemic and the subsequent suspension of provincial colorectal cancer screening programs across Canada in favour of prioritizing the emergency public health response, we placed the program on hold. Plans are in development to relaunch the campaign in late fall, as the perfect holiday gift for a loved one.



Many thanks to Ogilvy Advertising Montreal for their in-kind donation for the creation of this campaign. The impact will be evaluated following the full rollout of the campaign. GAS has already been rated as one of the five top healthcare marketing campaigns by Williams Whittle Associates in Washington DC, USA.



Never Too Young

Never Too Young is CCC’s program to increase awareness and information about early-age onset of colorectal cancer and the rate of voluntary cancer testing among Canadians under 50 years of age and to expand support for young patients and their families touched by the disease. This is vital, as incidence among Canadians under 50 is rising significantly. Individuals born after 1990 have twice the risk of colon cancer and four times the risk of rectal cancer compared to people born around 1950.

Public awareness campaigns are centered on social media in conjunction with Colorectal Cancer Awareness Month in March and with special programming for Young Survivors Week in June to interact with young adults who may have experienced the disease or who face early signs and symptoms.

This program provides CCC with the opportunity to provide assistance and guidance to a younger community not traditionally associated with colorectal cancer. As well, this program aims to increase this younger population’s awareness of the disease and promotes engagement with CCC to help others touched by the disease, who may feel they have no one to relate to in their age category.

The program encourages testimonials and social engagement from young adults touched by the disease as an important means of relaying the message that colorectal cancer is preventable, treatable and beatable.

The Never Too Young program development plan will be initiated this year. The program plan commences with the issuance of a national survey on early-age onset to better address the needs of younger patients.

N2Y Facebook Reach	2020
Total Reach	11,180
Participants	1,104
Video Views	350
Likes	122
Comments	15
Shares	77

Success Story:

Annette Reilly, Canadian actor, director, and young colorectal cancer survivor known for her recent role on Netflix’s The Chilling Adventures of Sabrina, volunteered to record a video testimonial for us that we published for Young Survivor’s week.

Total views during the week: 671



Strategy 1: Promote access to effective treatments and best practices.

Patient support is at the heart of CCC's values and mission. Consequently, patients are honoured and survivors are celebrated at all CCC events. Patient support includes providing patients and their caregivers with educational materials and psychosocial resources. CCC includes patients and caregivers in our planning and ensures their voices are heard at all relevant levels of healthcare policy development. Ensuring that patients receive the most effective treatments to improve their outcomes is one of the hallmarks of the CCC mission.

The Patient Values Project (PVP)

The Patient Values Project is an ongoing research study to improve patient input to expert committees in Health Technology Assessment (HTA) in the cancer drug reimbursement decision making process. In Canada, decisions on the reimbursement of cancer drugs where patients and patient groups may provide input are made by expert committees both at the Pan Canadian Oncology Drug Review (pCODR) and in Quebec by the Institut national d'excellence en santé et services sociaux (INESSS).

Patient views are often deemed subjective by expert committees, and the concern is that patient input may be used only to add qualitative information if cost effectiveness is established by the evaluating expert committee. To avoid tokenism of the patient voice, CCC is researching alternative methodologies for evaluating patient preferences with the University of Calgary and an international steering committee with a view to establishing that patient preferences carry equal weight with other decision-making factors in the cancer drug

reimbursement process in Canada.

The goal of the PVP is to better define, measure and weight patient values and preferences for the purposes of drug funding and other healthcare decision making. Additional collateral benefits are to improve the methodology used by patient groups when providing input to pCODR and INESSS. As part of the first phase of this study, colorectal cancer patients' preferences will be surveyed and evaluated in six major cancer centres across the country in addition to a cohort of caregivers and the public at large. These cancer centres include: BC Cancer Agency in Vancouver, Tom Baker Cancer Centre in Calgary, Cancer Care Manitoba in Winnipeg, Sunnybrook Cancer Centre in Toronto, the Jewish General Hospital in Montreal and the QE II Hospital in Halifax.

The second phase of the study includes defining metrics around the preferences and values. During the third phase, the focus will be on advocating for increased weight of these values in the cancer drug reimbursement decision making process. Results of this study will be used by other cancer patient groups around the world engaged in Health Technology Assessment as part of Global Action for Cancer Patients (GACP) of which CCC is a founding member.

Global Action for Cancer Patients International partners include:

*Ovarian Cancer Canada,
Prevent Cancer Foundation, USA,
Lithuanian Cancer Patient Coalition,
Women Against Lung Cancer In Europe, Italy,
Association of Patients with Brain Tumours, Spain,
Instituto Oncoguia, Brasil,
Fundacion ACIAPO, Argentina,
ICANSERVE, Philippines,
Pan CAN, Japan,
Unicorn Foundation, Australia*

Impact: The study has garnered much support for CCC. Its impact can be measured in several ways including ensuring that CCC is part of the mainstream conversation in Canada and internationally in cancer drug reimbursement decision-making incorporating patient preferences. It has allowed CCC the opportunity to present at international meetings with organizations such as the International Society for Pharmacoeconomics and Outcomes Research (ISPOR) and Health Technology Assessment International (HTAi) with world experts in the field. It has also elevated CCC's profile as a leading voice advocating on behalf of colorectal cancer patients and indeed cancer patients in general. Each stage of the study will result in publications that will add to the impact of the work undertaken.

Goal 2: Expanded Patient Support



Increase access to effective precision medications via the Get Personal Campaign

CCC initiated the Get Personal Campaign to educate patients and inform health policy about molecular profiling/biomarker testing. Used with traditional diagnostics or Next Generation Sequencing (NGS), obtaining the molecular profile of a patient's tumour opens the door to personalized healthcare and precision medicines based on a patient's specific genetic profile. Given the rapid uptake of molecular profiling and next-generation sequencing, the Get Personal Campaign will serve as a driver for precision medicines in Canada. CCC has also taken a leading role in the newly formed NGS coalition in Canada to help further these goals.

As part of the Get Personal Campaign, CCC has created an expert advisory panel and national survey on molecular profiling in Canadian cancer centres to determine biomarker

testing practices. CCC intends to host a Personalized Medicines Conference and create a working group to inform biomarker testing and recommendations for cancer clinical trials. CCC will develop educational materials on the comprehensive array of health services and treatment options for metastatic cancer patients. CCC has developed a survey for metastatic colorectal cancer patients to examine their experiences regarding access to companion biomarker testing and treatment options. Planning is also in the works for a social media campaign to raise awareness on the importance of molecular profiling to emphasize the importance for newly diagnosed metastatic colorectal cancer patients. We are currently updating our website with information on molecular profiling, biomarkers and companion diagnostics.

Impact: Ongoing project development. Interest in this project aligned with the formation of the NGS coalition in Canada in which CCC is playing a leading role.

The Patient Group Pathways Model to Cancer Clinical Trials program and the Canadian Cancer Clinical Trials Stakeholder Charter

About two to six percent of cancer patients are currently enrolled in cancer clinical trials in Canada. Often, trials cannot be completed due to poor recruitment of patients. The reasons for this are varied and CCC has taken a leadership role to address this problem in Canada through our annual conference and our work in the adoption of the USA Duke Clinical Trials Transformation Initiative (CTTI). CCC has developed a Canadian patient group pathway model to cancer clinical trials based on the CTTI model (the Pathway Model).

To address the implementation of the Pathway Model and with a view of increasing patient centricity in clinical trials, increasing knowledge of and participation in clinical trials, CCC has led a working group to develop a charter for stakeholder adoption. The result, the Canadian Cancer Clinical Trials Stakeholder Charter, calls for inclusion of patient groups in cancer clinical trials throughout the clinical

trial continuum, setting out five key tenets as principles to guide clinical trial stakeholders when engaging patient groups in their trials.

Reasonable access to cancer clinical trials must be the standard of care for all Canadian patients regardless of their age, their location, or their income. Cancer patient groups can help inform cancer patients and caregivers about clinical trials and assist in the recruitment, retention, and support of patients in clinical trials. They may also assist in the collection of data both during and following cancer clinical trials to better inform Health Technology Assessment agencies of patient preferences, the effectiveness of cancer treatments and their side effects when making drug reimbursement recommendations.

CCC will hold its fourth clinical trials conference virtually in October 2020 with a focus on Clinical Trials of the Future in a world of precision medicines. CCC will also be publishing on the development of the Pathway Model and the Stakeholder Charter this coming year.

Impact: Recommendations on increasing public uptake were published in the medical journal *Current Oncology* in 2018, following the 2017 CCC Clinical Trials Conference.

Conference attendance 2017-2019: 218 people at three annual conferences from 53 organizations spanning the cancer care ecosystem in Canada, from research centres to patient groups to pharmaceutical companies.

Participate in the collection of real-world evidence to ensure the delivery of effective medication via the Real World Evidence project

Real World Evidence is an initiative in concert with the Patient Values and Clinical Trials Program to make the data used in evaluating viability of new and existing treatments more representative of the “real world” demographics of the public. CCC is investigating opportunities and methodologies to determine what role patient groups can play through the use of real world data (RWD) and real world evidence (RWE) in the development and execution of cancer clinical trials as well as in the post clinical trial and post marketing setting.

While randomized clinical trials (RCTs) are recognized as the gold standard for comparing efficacy of an intervention versus standard of care, concerns are growing about RCTs being resource-intensive and non-representative of most real-world settings. Patients enrolled in RCTs are typically younger, fitter, and have fewer comorbidities than real-world patients.

Per The International Society for Pharmacoeconomics and Health Outcomes Research (ISPOR), RWE is defined as the “collation and analysis of data for decision-making from data sources beyond conventional RCTs”. RCTs and RWE must be seen as synergistic and complementary. Increasingly, funders, such as the

pan-Canadian Oncology Drug Review (pCODR) and HTA bodies, view RWE as representing the true performance of drugs or interventions, with specific data obtained before and after drug launch.

Important changes in the gathering of information for the purpose of drug approval and reimbursement in the future include the collection of RWD/RWE. As such, with the overarching goal of understanding the importance of capturing RWD/RWE in Canada by cancer patient groups in the post-cancer clinical trial setting, CCC is researching the potential roles and ways patient groups can help to capture RWD/RWE for HTA.

Some of the questions CCC is attempting to answer include:

1. What are the potential sources of regulatory-grade RWD?
2. What role can patient groups play in obtaining RWD?
3. What kind of outcomes are the most important to patients?
4. What role do patient groups play in ensuring that RWD are accepted by decision makers?

Impact: Ongoing project. CCC has brought together leading Canadian stakeholders including patients, patient groups, industry, government and researchers and is helping to advance important projects in the field of RWE such as the Oncology Outcomes Program in Alberta and the Canadian Personalized Healthcare Innovation Network.

Goal 2: Expanded Patient Support

Strategy 2:

Provide information, education, research, resources and other tools to assist patients and their caregivers.

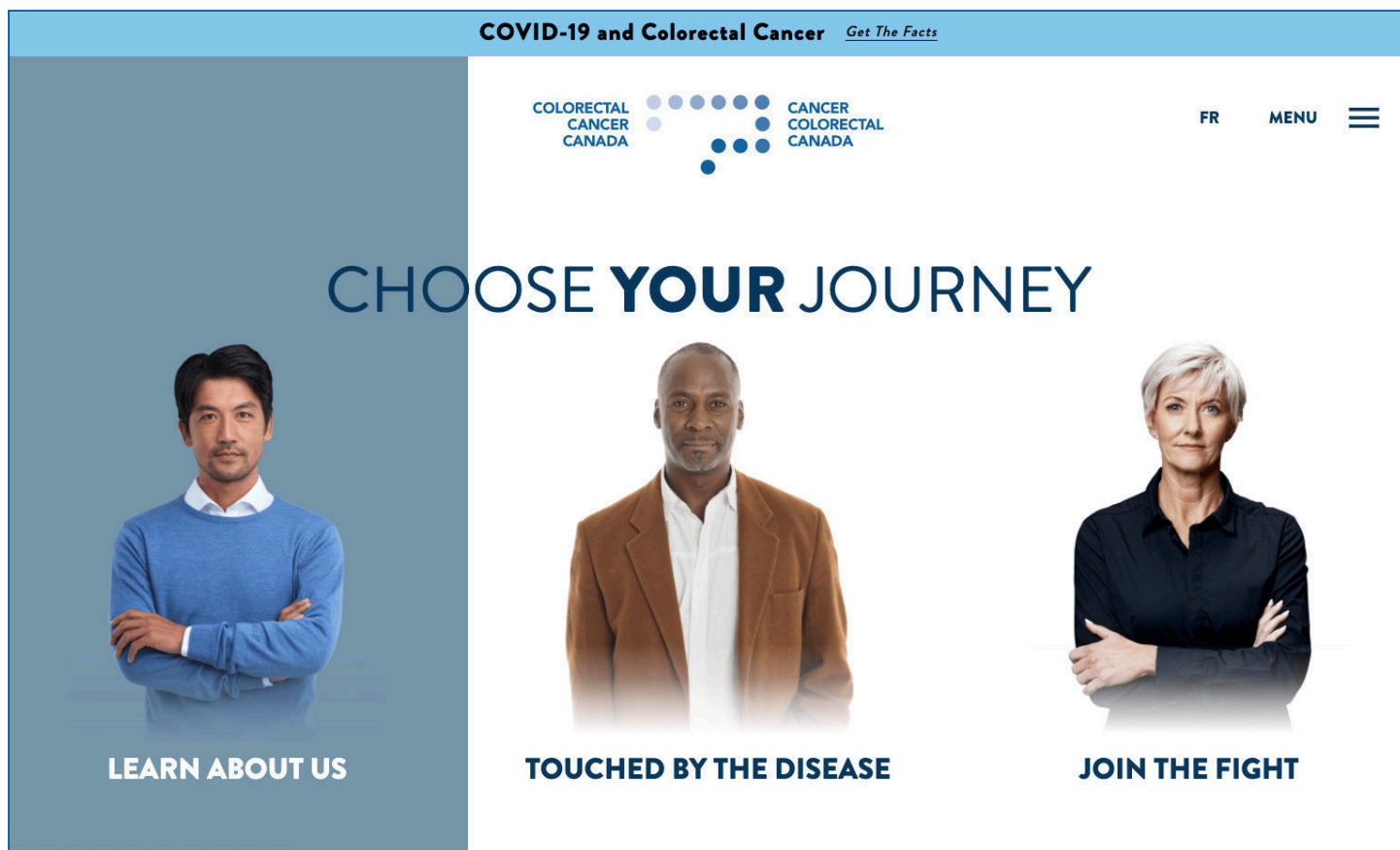
The needs of colorectal cancer patients, their family members and caregivers are diverse and vary between individuals and their situations. Depending upon the stage of their disease and where they are in their cancer journey, patients have needs and challenges with which they require assistance, information and support that they may not be able to receive as part of their ongoing cancer care. CCC offers a broad array of information to help inform and empower patients and their caregivers, providing them with additional opportunities to improve health outcomes.

CCC works to address gaps in cancer care, addressing the fears of patients and their caregivers so they can better understand what to expect in the course of their treatment. We're present to help patients learn about survivorship, palliative care, and meaningfully connect them to others touched by the disease. We help patients understand that they are not alone, offer links to both community resources and medical services (including support groups and accessing cancer clinical trials), help patients pursue second opinions and specialist referrals, and offer overall assistance in navigating the cancer care system.



MAJOR CHALLENGES FOR PATIENTS CAN INCLUDE:

- Navigating the health care system and making informed treatment decisions,
- Caregiver needs for information, practical help and emotional support,
- Living with a colostomy or ileostomy,
- Bowel problems, diarrhea,
- Constipation,
- Cancer-related distress,
- Pain,
- Fatigue,
- Skin issues and other treatment side effects,
- Changes in self-esteem,
- Relationships,
- Sexual functioning,
- Fertility,
- Nutrition during and after treatment,
- Financial help,
- Work,
- Transportation,
- Childcare,
- Impaired quality of life,
- Needs regarding future planning,
- Needs for legal information,
- Spiritual support,
- Information on complementary therapies,
- And palliative care.



OUR NEW WEBSITE HOMEPAGE

Tools and Resources to Assist Patients

The newly launched CCC website has been completely redesigned and is a dynamic source of information for patients, caregivers and family members, as well as supporters and donors to CCC. Materials to educate patients and caregivers regarding CRC treatment, disease management and support can be found on the site and are constantly being updated by CCC.

We launched this new website during May 2020 to make it easier to navigate, update, and display current information for patients and their caregivers. CCC publishes overviews of developments in cancer care in technical and lay terms, so that patients can better understand new treatment options and be empowered in their interactions with their healthcare professionals to better discuss treatments in accordance with their preferences. Our blogs include inspiring or supportive testimonials to help patients understand that they are not alone and to better define and explain treatment options.

CCC’s Colorectal Cancer Companion Journal is a unique tool specifically designed to help patients cope with their cancer and be mindful of their journey while undergoing treatment. To further assist patients, CCC maintains

CCC Site	FY 2018	FY 2019	FY 2020
Unique Users	11,506	62,413	70,921
Sessions	14,597	72,586	79,847
Page views	23,425	99,698	103,814

its own support groups and links patients with existing supports in their respective communities. Inspired by the current inability to physically meet during the pandemic, CCC is currently implementing virtual support groups facilitated by healthcare professionals and colorectal cancer peers. This innovative approach will permit patients wherever they are in Canada to participate in support groups and obtain information tailored to their needs. Nutritional information both for the prevention of colorectal cancer and while undergoing treatment is available either through the CCC website or on our sister website www.foodsthatfightcancer.ca

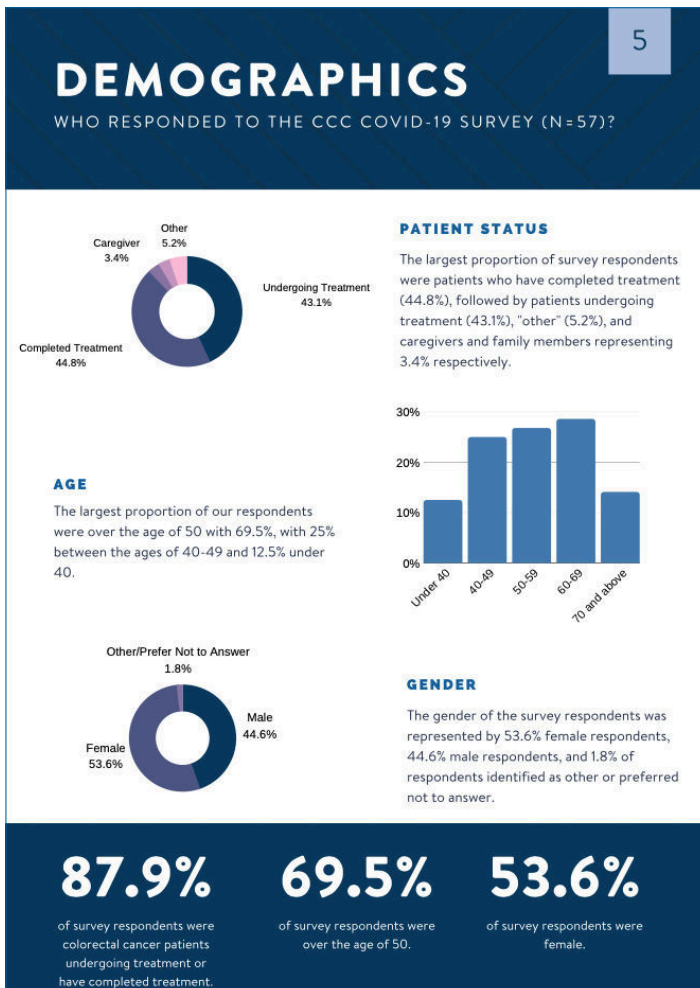
Goal 2: Expanded Patient Support

Nourish

CCC collaborated with Nourish, a publication offering information relating to nutrition and cancer, to provide nutritional advice to guide colorectal cancer patients with nutritional regimes that align with their cancer treatments. The guide, produced and published in 2020, offers vital nutritional tips for patients about what they can eat to feel better before, during, and after their colorectal cancer treatment. This information, which also targets caregivers, was developed with the advice of a team of physicians, dieticians, and chefs.

Impact: A total of 15,000 copies, 5,000 of each edition, were printed; split in English and French.

Through their website, Nourish has received orders for 3,000, 1,000 of each edition. Nourish dietician partners received a total of 1,000 copies for distribution.



THE FULL COVID-19 COLORECTAL CANCER PATIENT SURVEY RESULTS ARE AVAILABLE ON OUR WEBSITE

Covid-19

CCC developed an early response to better understand and address the needs of colorectal cancer patients and their caregivers. Due to the suspension of screening programs, closure of hospitals for elective or non-emergency surgeries, disruption of cancer treatments and clinical trials, we surveyed our patient community to better understand how we could help patients. Using insights gained from the national survey, CCC is implementing a program to support patients in accordance with the findings.

Impact: We quickly developed and shared our survey and collected valuable insights to guide our response to the pandemic. Paired with testimonies of lived experience, the aggregate data from this survey was shared with other patient groups aligned with similar issues, industry sponsors and widely on our social media.

In direct response to these results, CCC is currently developing national virtual patient support groups. Additionally, we intend to offer webinars to support patients and to engage with their questions and concerns.

CCC has developed a Covid-19 resource hub on our website to provide accessible pandemic information to patients.



Personal Support

Patients seeking support may call CCC’s toll free infoline or email us to receive information and receive counselling from our team whenever necessary.

“CCC has been invaluable to me throughout my battle with Cancer. They have been there to support, inform and guide me through many of the tough choices I’ve had to make. The team of doctors, surgeons, and health professionals that are involved with CCC truly care about what’s best and what they can do for you. I’ve made it a point to involve myself with them whenever I can to help spread awareness and assist others, just as they’ve done for me.”

Stephen, age 30
Colon Cancer Fighter

Direct Support	FY 2019	FY 2020
Patient Interactions	990	630

Events, Workshops, and Conferences

CCC is part of the larger cancer community in Canada and regularly presents at patient information sessions, workshops, and at cancer conferences. We thereby provide information and patient perspectives to patients, caregivers and healthcare professionals. We also provide input to health ministries, government agencies and industry.

CCC printed information for patients is shared in cancer centres throughout Canada and CCC regularly provides patient information at local events, workshops, fundraising events, corporate awareness days, hospital centres and fairs.

Workshops + Exhibitions	FY 2019	FY 2020
Hosted	4	3
# of Contacts	75	130
Attended	6	6
# of Contacts	500	500



Goal 2: Expanded Patient Support

Strategy 3:

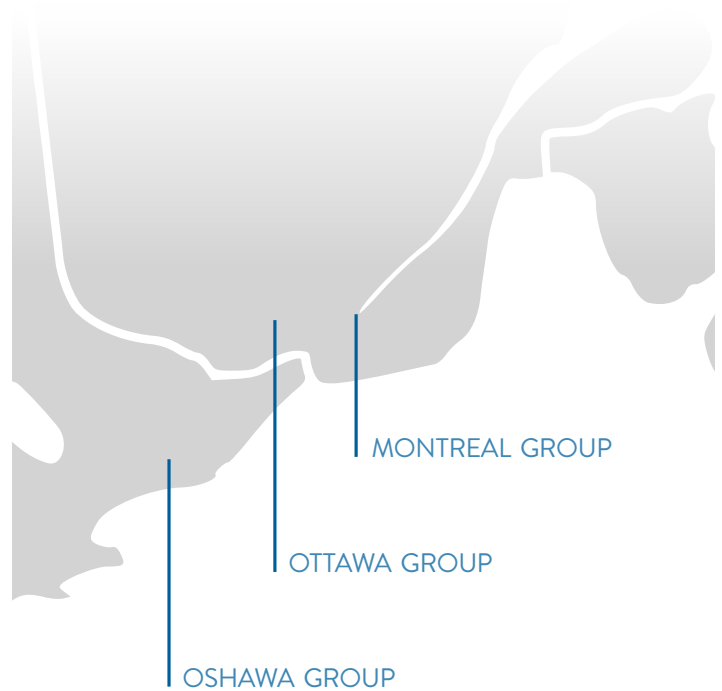
Promote and expand patient and caregiver support in local cancer and wellness centres.

Patient Support Groups

CCC has created and is associated with several CRC information/support groups in communities throughout Canada that provide information and support to patients and their families.

In many cases these groups are guided by cancer survivors—otherwise by healthcare professionals. These efforts pair with our network of survivors, facilitating and growing solidarity and peer support. These groups are hosted at cancer and wellness centres and are increasingly expanding online.

Impact: Patients and caregivers involved in CCC support groups report feeling empowered and well-supported throughout their journey and appreciate the opportunity to help those who find themselves newly diagnosed and in similar circumstances. Patient feedback has been very positive and continued growth is expected as we grow our virtual support groups nationally while at the same time expanding local opportunities at cancer centres. Virtual groups have started in Ottawa and Oshawa; CCC will continue to add virtual groups throughout the year, commencing in Kingston, Ontario.



	FY 2019	FY 2020
Patient Groups	4	3
Participants	681	321

“I have been forever changed by CCC’s help, knowledge and empathy. I plan to continue to embody the key messages of their support program in a variety of ways as I move forward, cancer free. I hope that you too can help CCC support other patients and their families as they are faced with cancer. Together we can make a difference! Thank you so much for caring and for your generosity.”

Kathy,
Colorectal Cancer Survivor



Strategy 4: Promoting health policy that reflects our patients' values in the healthcare system as a whole.

Health Policy

The impact that CCC has made and continues to make in Canadian health policy extends throughout the country and often serves as an example for other patient groups internationally. We have been a leader in helping to bring about population-based colorectal cancer screening programs nationally, as well as access to new and innovative cancer treatments with respect to drugs and devices to improve patient outcomes.

CCC regularly provides input to government agencies and industry as well as to other patient groups in the larger cancer community. CCC also regularly collaborates with healthcare professionals on many research projects and consensus guideline statements providing input, the patient perspective and translational research.

Impact: In 2020, CCC is represented as a member of the Board of Directors with four not-for-profit organizations, is a member of or advisor to 24 groups and organizations, and has participated in numerous research projects across Canada. CCC leadership in research, advice, translational research and advocacy have facilitated change and improvements in the Canadian healthcare system for cancer patients and continues to influence health policy and changes in clinical practice. Examples such as the development of the Clinical Trials Pathway Model for cancer patient groups and the development of the Canadian Clinical Trials Stakeholder Charter demonstrate this leadership role among cancer organizations, healthcare researchers and clinicians as well as among industry and government agencies.

CCC is making an impact beyond the patients we directly support by working towards systemic change as we advance toward personalized healthcare in Canada by collaborating with not-for-profit agencies, researchers and by collaborating with regulatory agencies. Strategically, our impact is maximized through our work in health policy on behalf of all Canadians. Some examples of CCC leadership and collaborative partnerships include:

- *Biomarking/molecular profiling - Get Personal Campaign and the Next Generation Sequencing Coalition*
- *Biosimilars- CCC collaboration with the Education Committee of the pan Canadian Oncology Biosimilars Initiative with Cancer Care Ontario (pCOBI)*
- *Drug reimbursement - CCC regularly provides input to CADTH (pCODR) and INESSS providing in-depth information to expert committees' evaluations of new cancer treatments for reimbursement*
- *Health policy in prevention - CCC was a founding member of and sits on the Canadian Partnership against Cancer's (CPAC) National Colorectal Cancer Screening Network (NCCSN)*
- *Access to data - Chairing panels and providing input on BIG Data and its utilization to improve the health of Canadians*
- *Quebec Government Panels (PQC) - CCC works with the Comité national des milieux communautaires en cancérologie to provide insights to the Quebec government Programme Québécois Cancérologie*
- *Real World Evidence policy guidelines providing insight on a Board level to the Canadian Personalized Healthcare Innovation Network (CPHIN)*
- *Clinical Trials Networks - Provides insight on the Board of Directors of clinical trial networks such as Exactis Innovation and the Consortium de recherche en oncologie clinique du Québec (Q-CROC) i and brings the patient perspective to the Terry Fox Marathon of Hope as a patient advisor on precision medicines as well as for BioCanRX*
- *Cancer Research Projects - Provides the patient perspective as collaborators and often as investigators in many Canadian Institutes of Health Research (CIHR) funded cancer research projects*
- *Health Technology Assessment - Provides insights on patient preferences and other patient perspectives to international health technology assessment bodies such as the International Society for Pharmacoeconomic and Outcomes Research (ISPOR) and Health Technology Assessment International (HTAi)*
- *Coalitions - CCC takes a leading role in various cancer group coalitions such as the Coalition Priorité cancer au Québec and CONECTed across Canada and internationally in the Global Action for Cancer Patients (GACP) and other global bowel cancer coalitions and alliances such as the US based GI Alliance*
- *Industry Panels - Provides patient group insights on Health Policy in Canada to Innovative Medicines Canada*

Goal 3: Impactful Advocacy and CCC Ambassadors



Strategy 1: Public Advocates.

CCC has achieved an enviable place as a partner organization and as a go-to organization in cancer patient advocacy in Canada. Credibility and sustainability have been the hallmarks of CCC, thereby making us an important resource for input in cancer care in Canada. However, CCC cannot achieve all of our goals and aspirations on behalf of colorectal cancer patients in Canada alone. We require engaged patient advocates to be involved in CCC to ensure that the organization advances our core mission as a cancer patient organization. Consequently, CCC has created and has begun to grow a national network of patient and caregiver, healthcare professional, and supporter-ambassadors to advocate on behalf of colorectal cancer patients across Canada so that we can maximize our impact.

CCC is developing a leadership team and infrastructure to support our Ambassadors and volunteers, starting with the Ambassadors for the Never Too Young Program such as Annette Reilly and Push For Your Tush Ambassadors.

The Ambassador Program aims to advocate the CCC core mission on behalf of patients and caregivers, drive program and service reach and encourage event participation and develop donorship to support these efforts.

As part of CCC's outreach, education, and advocacy efforts, CCC invites patients, caregivers, survivors and members of the community who have an interest in public policy advocacy to participate in communicating the core mission and vision of CCC on behalf of colorectal cancer patients.

Impact: In 2020, five high-profile ambassadors assisted with Push For Your Tush, including professional athletes, entrepreneurs and oncology experts: retired CFL player Lui Passaglia, Justin Howell of the CFL, young entrepreneur Vanessa Abissidan, radio host Sam Laprade, and renowned chemist and former chair of prevention in oncology Dr. Richard Béliveau. This year we also collaborated with actor Annette Reilly, who is an early-age onset survivor, to promote an awareness video she produced for young adults with colorectal cancer during Young Survivor's Week.

At the 2019 Push For Your Tush fundraiser and the Kick Ass Golf Tournament, 70 volunteers worked with us at events across the country in addition to 11 community volunteers. During 2020, 60 volunteer participant team captains helped to raise funds during the virtual PFYT 5k/10k Walk/Run.



DR. RICHARD BELIEVEAU, JUSTIN HOWELL, AND PFYT VOLUNTEERS

Strategy 2: Sharing CCC's successes by measuring and communicating key performance indicators and metrics to stakeholders.

Communication of Key Performance Indicators

CCC's 2019 Strategic Plan outlines key performance metrics (KPI) to measure progress towards CCC core mission goals. This report is a first step in communicating our KPIs, as it summarizes our progress in one place, shows us where we can do better, and provides CCC with the opportunity to share data in a contextualizing package while providing a template for future reporting.

By working with the best practices offered by organizations in the not-for-profit and charity reporting field, CCC can better communicate its performance and demonstrate the effectiveness of its programs on behalf of colorectal cancer patients and caregivers across Canada.

Priority 1

Awareness & Education

Raise awareness and educate Canadians to prevent colorectal cancer

- **We will** make Canadians aware of colorectal cancer and its impact on families and society as a whole, and educate the public on how to prevent it, treat it and beat it.
- **We will** inform patients about new and emerging screening techniques, diagnostics, biomarkers, treatments, clinical trials, medicine, devices and other innovations.
- **We will** utilize virtual learning tools, social media, web tools, and all other media forms in order to maximize our impact nationally.

Our Priorities & Strategies

A SAMPLE PAGE FROM A CCC STRATEGIC PLANNING DOCUMENT, IN WHICH WE ARE DEVELOPING AND EVALUATING OUR PRIORITIES AND MEASURING OUR PROGRESS

Goal 4: Fundraising

Strategy:

CCC has implemented a comprehensive, integrated and diverse fund development program and complementary public awareness campaigns that build a diverse base of donors and supporters.



Push for Your Tush (PFYT)

Push For Your Tush is the largest of our three survivor-focused fundraising and awareness events. Started in 1996 by CCC's co-founder Bonnie Schwartz, the event has raised \$6.1 million to date. Based around 5km and 10km walk/runs in 12 cities across the country, it provides an opportunity to show patients, survivors and their families in local communities that they are not alone. CCC offers a robust guide to participants for community fundraising, and the events themselves are heavily attended opportunities for CCC to share information and provide support.

Impact: In 2020, due to the Covid-19 pandemic, we adapted the annual PFYT walk/run to be an online fundraiser. Our participants have welcomed the change in format, making this a remarkable success; especially considering the speed with which the online event was planned in response to the national lockdown.



"I participate in PFYT and have since 2014. [...] I started because I had lost my youngest daughter, Kristina, to this terrible disease at the age of 41. [...]"

My favourite part of PFYT was always doing the walk along with family and others. This year because of the virtual walk, I had to find a route where I lived to map out a 5 km walk. With the pandemic, I found the walking was good for me and I began walking most days.

I started thinking a lot about those who have had colorectal cancer, and those dealing with it. If they can go through what they have to go through, the least I can do is walk for them and improve my own health."

Beverley, age 80
Brampton, Ontario

IN 2020, SO FAR

**255 PARTICIPANTS IN 60 TEAMS
WITH OVER 1,382 DONORS
HAVE RAISED OVER \$115,000**

IN 2018-2019

**960 PEOPLE PARTICIPATED
IN 108 TEAMS ACROSS 11 CITIES,
AND RAISED \$334,544**

IN 2017-2018

**1,475 PEOPLE PARTICIPATED
IN 10 CITIES,
AND RAISED \$402,908**



Kick Ass Golf Tournament

An annual fundraising event, the golf tournament takes place in Ontario and functions similarly to the traditional Push For Your Tush live event—it provides an opportunity for solidarity with cancer patients and a chance for patients, survivors, caregivers and allies to unite and be supported in a lively atmosphere while educating the public and raising funds.

Well-known and now-retired Toronto CTV news anchor Ken Shaw has been a supporter of CCC at the golf tournament and other events, adding his goodwill to that of CCC on behalf of our patient community.

With golfer's health and safety in mind we cancelled this summer's event due to Covid-19.



LEFT: PHOTO FROM THE 2019 KICK ASS GOLF TOURNAMENT
RIGHT: JOURNALIST AND CCC SUPPORTER KEN SHAW

2018-2019:
RAISED \$632,319,
ATTENDED BY 120

2017-2018:
RAISED \$752,105,
ATTENDED BY 125



Bowl'n for My Colon

Bowl'n for My Colon is a Toronto-local bowling awareness and fundraising event that supports CCC's early-age onset program, Never Too Young.

This year's event was cancelled due to the Covid-19 pandemic.

2018-2019:
RAISED \$218,967
WITH 250 PARTICIPANTS

Finances

At a glance, our revenue for the fiscal year ending June 30 2019 was \$2,337,837 and our expenses were \$2,309,508. This is an increase from 2018, which saw \$2,224,085 in revenue and \$2,196,927 in expenditures. For the full audited financial statements for 2018 and 2019, please refer to our website. The current fiscal year's financial information is not yet audited, but will also be available on our website once complete.

TOTAL EXPENDITURES BY ACTIVITIES FOR YEAR ENDED JUNE 30, 2019

	Total expenditures	Management and General	Programs*	Fundraising
Salaries & benefits	\$ 467,226	57,442	365,341	44,443
Rent	\$ 120,755	27,170	87,547	6,038
Office and general	\$ 179,964	67,227	107,086	5,651
Program materials	\$ 440,467		440,467	
Fundraising	\$ 719,165		102,191	616,974
Purchase services	\$ 324,016	50,503	273,513	
Professional fees	\$ 33,916	33,916		
Board & volunteer development	\$ 23,999	23,999		
Total expenses	\$ 2,309,508	\$ 260,257	\$ 1,376,145	\$ 673,106
% to the total expenditures	100%	11%	60%	29%

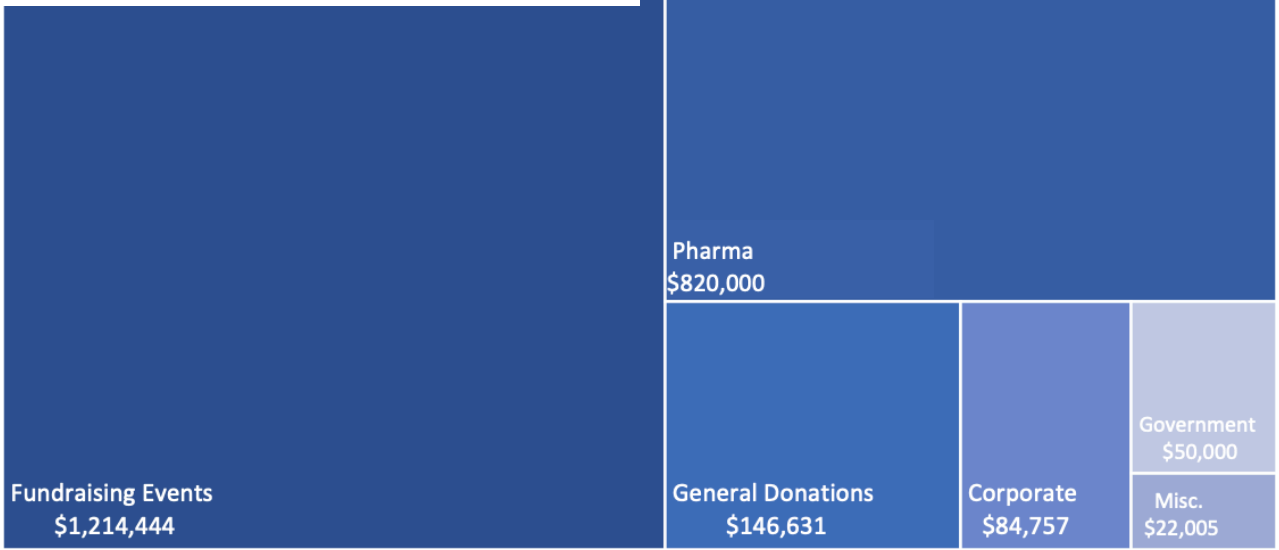
TOTAL EXPENDITURES BY ACTIVITIES FOR YEAR ENDED JUNE 30, 2018

	Total expenditures	Management and General	Programs*	Fundraising
Salaries & benefits	\$ 351,919	51,917	276,065	23,937
Rent	\$ 114,711	22,942	91,769	
Office and general	\$ 193,423	83,937	109,486	
Program materials	\$ 363,182		363,182	
Fundraising	\$ 794,947		115,075	679,872
Purchase services	\$ 317,033	43,520	273,513	
Professional fees	\$ 54,923	54,923		
Board & volunteer development	\$ 6,789	6,789		
Total expenses	\$ 2,196,927	\$ 264,028	\$ 1,229,090	\$ 703,809
% to the total expenditures	100%	12%	56%	32%

*Program expenditures include management and other CCC personnel directly involved in the development, planning and implementation of program activities.

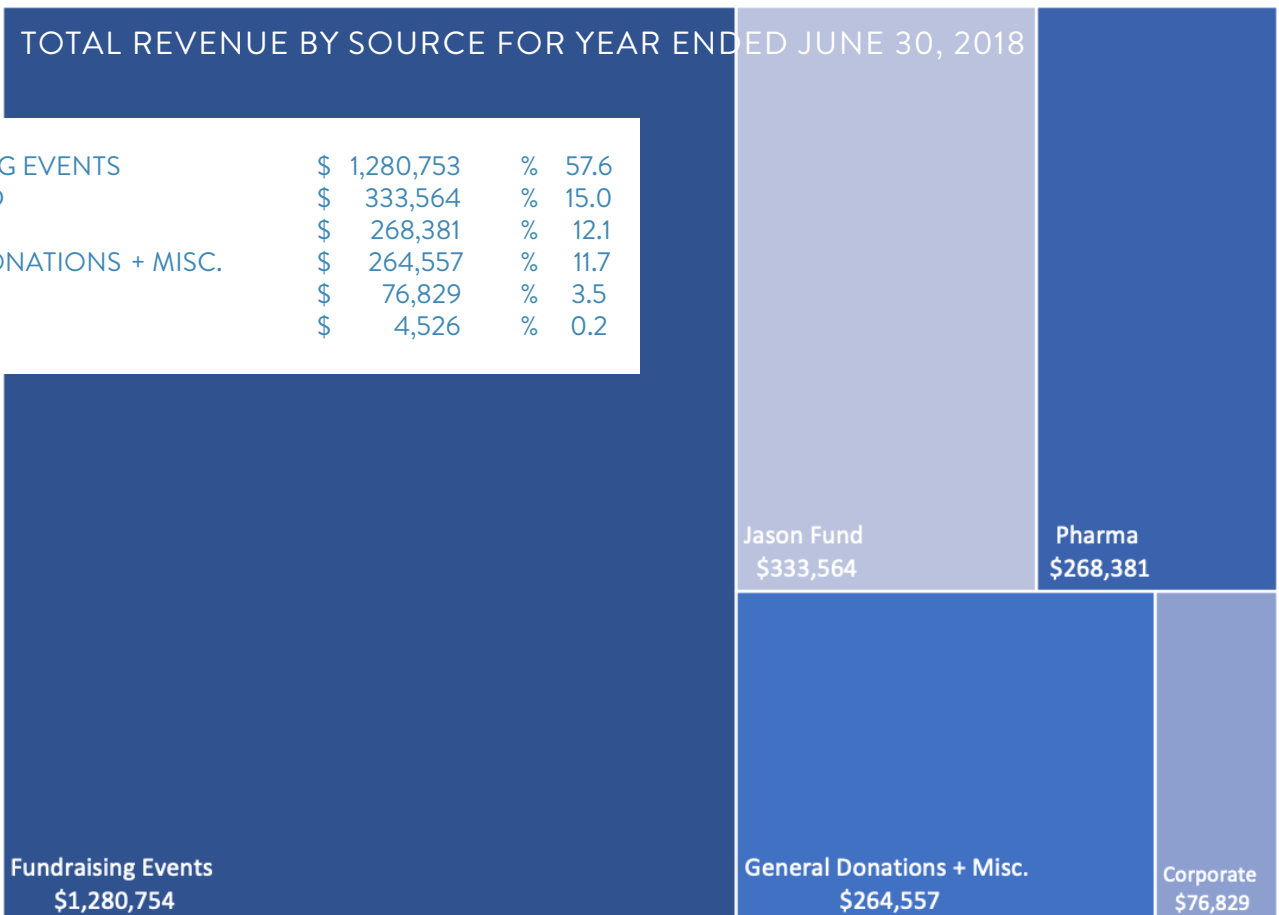
TOTAL REVENUE BY SOURCE FOR YEAR ENDED JUNE 30, 2019

FUNDRAISING EVENTS	\$ 1,214,444	% 51.9
PHARMA	\$ 820,000	% 35.1
GENERAL DONATIONS	\$ 146,630	% 6.3
CORPORATE	\$ 84,757	% 3.6
GOVERNMENT	\$ 50,000	% 2.1
MISC.	\$ 22,005	% 0.9



TOTAL REVENUE BY SOURCE FOR YEAR ENDED JUNE 30, 2018

FUNDRAISING EVENTS	\$ 1,280,753	% 57.6
JASON FUND	\$ 333,564	% 15.0
PHARMA	\$ 268,381	% 12.1
GENERAL DONATIONS + MISC.	\$ 264,557	% 11.7
CORPORATE	\$ 76,829	% 3.5
MISC.	\$ 4,526	% 0.2



Appendices

Board of Directors:

Colorectal Cancer Canada is led by a volunteer Board of Directors. Our board includes colorectal cancer survivors, caregivers and business professionals, lawyers, researchers and a communications expert. All members of our Board of Directors reside in Canada.

Barry D. Stein, President & CEO

Garry Sears, Secretary

Sarita Benchimol

Martin Gosselin

Melvin Mogil

Alan Peters

Ellen Walker-Matthews

Team:

Barry D. Stein, President & CEO

Bunnie Schwartz, Co-founder

Carole Brohman, Executive Director

Elle Doherty, Program Manager

Maria El Bizri, Program Manager

Iris Karry, Research Analyst

Frank Pitman, Patient and Volunteer Support

Louise Wardrop, Marketing Events Manager

Medical Advisory Board:

CCC is kept up to date with the latest medical advances in the diagnosis and treatment of colorectal cancer by an expert Medical Advisory Board. Our medical advisors also provide insight when developing programs and educational material and consensus statements and guidelines. Our advisors are:

Dr. Pierre Major – Medical Oncologist and Chair of CCC Medical Advisory Board, Hamilton Regional Cancer Centre, Hamilton, ON

Dr. David Armstrong – Gastroenterologist, McMaster University Medical Centre, Hamilton, ON

Dr. Shady Ashamalla – Surgical Oncologist, Sunnybrook Health Sciences Centre, Toronto, ON

Dr. Oliver Bathe – Surgical Oncologist, Arnie Charbonneau Cancer Institute, Calgary, AB

Dr. Gerald Batist – Medical Oncologist, Jewish General Hospital, Montreal, QC

Dr. Sylvie Bourque – Medical Oncologist, Fraser Valley Cancer Centre, Surrey, BC

Dr. Robin Boushey – Surgical Oncologist, The Ottawa Hospital Regional Cancer Centre, Ottawa, ON

Dr. Christine Brezden-Masley – Medical Oncologist, St. Michael's Hospital, Toronto, ON

Dr. Ron Bridges – Researcher, University of Calgary, Gastrointestinal Research Group, Calgary, AB

Dr. Margot Burnel – Medical Oncologist, Saint John Regional Hospital, Saint John, NB

Dr. Eric Chen – Medical Oncologist, Princess Margaret Cancer Centre, Toronto, ON

Dr. Zane Cohen – Director of Zane Cohen Centre for Digestive Diseases, Mount Sinai Hospital, Toronto, ON

Dr. Bruce Colwell – Medical Oncologist, QEII Health Sciences Centre, Halifax, NS

Dr. Christine Cripps – Medical Oncologist, The Ottawa Hospital Regional Cancer Centre, Ottawa, ON

Dr. Robert Dinniwell – Radiation Oncologist, Princess Margaret Cancer Centre, Toronto, ON

Dr. Sam Elfassy – Gastroenterologist, St. Joseph's Health Centre, Toronto, ON

Dr. Mary Jane Esplen – Psychosocial Oncologist, Princess Margaret Cancer Centre, Toronto, ON

Dr. Margaret Fitch – Clinical Epidemiologist, Sunnybrook Health Sciences Centre, Toronto, ON

Dr. William Foulkes – Geneticist, Jewish General Hospital, Montreal, QC

Dr. Steven Gallinger – Surgical Oncologist, Mount Sinai Hospital, Toronto, ON

Dr. Carman Giacomantonio – Surgical Oncologist, QEII Health Sciences Centre, Halifax, NS

Dr. Sharlene Gill – Medical Oncologist, BC Cancer Agency, Vancouver, BC

Dr. Duane Hartley – Physician, Charleswood Medical Clinic, Winnipeg, MB

Dr. Robert Hilsden – Researcher, Southern Alberta Cancer Research Institute, Calgary, AB

Dr. Paul Karanicolos – Surgical Oncologist, Sunnybrook Health Sciences Centre, Toronto, ON

Dr. Yoo Joung Ko – Medical Oncologist, Sunnybrook Health Sciences Centre, Toronto, ON

Dr. Monika Krzyzanowska – Medical Oncologist, Princess Margaret Cancer Centre, Toronto, ON

Dr. Calvin Law – Surgical Oncologist, Sunnybrook Health Sciences Centre, Toronto, ON

Dr. Becky Lee – Naturopathic Physician, Marsden Centre, Vaughn, ON

Dr. Sender Liberman – Surgical Oncologist, Montreal General Hospital, Montreal, QC

Dr. Eric Marsden – Naturopathic Physician, Marsden Clinic, Vaughn, ON

Ms. Celestina Martopullo – Psychosocial Oncologist, Tom Baker Cancer Centre, Calgary, AB

Dr. Andrea McCart – Surgical Oncologist, Mount Sinai Hospital, Toronto, ON

Dr. David Mulder – Thoracic Surgeon, Montreal General Hospital, Montreal, QC

Ms. Fiona O'Shea – Palliative Medicine Physician, Dr. H. Bliss Murphy Cancer Centre, St. John's, NL

Dr. Terry Phang – Surgical Oncologist, St. Paul's Hospital, Vancouver, BC

Dr. Geoff Porter – Surgical Oncologist, QEII Health Sciences Centre, Halifax, NS

Dr. Daniel Rayson – Medical Oncologist, QEII Health Sciences Centre, Halifax, NS

Dr. Carole Richard – Surgical Oncologist, CHUM-Hôpital Saint-Luc, Montreal, QC

Dr. Daryl Roitman – Medical Oncologist, North York General Hospital, Toronto, ON

Dr. Andrew Scarfe – Medical Oncologist, Cross Cancer Institute, Edmonton, AB

Dr. Lucas Sideris – Surgical Oncologist, Hôpital Maisonneuve-Rosemont, Montreal, QC

Dr. Andrew Smith – Surgical Oncologist, Sunnybrook Regional Cancer Centre, Toronto, ON

Dr. Jennifer Spratlin – Medical Oncologist, Cross Cancer Institute, Edmonton, AB

Dr. John Srigley – Pathologist, Credit Valley Hospital, Mississauga, ON

Dr. Deborah Terespolsky – Geneticist, Credit Valley Hospital, Mississauga, ON

Dr. Jean-Luc C. Urbain – Radiologist, Wake Forest University Baptist Medical Centre, Winston Salem, NC

Dr. Ramses Wassef – Surgeon, CHUM-Hôpital Saint-Luc, Montreal, QC

Dr. Clarence Wong – Gastroenterologist, Royal Alexandra Hospital, Edmonton, AB

Dr. Rebecca Wong – Radiation Oncologist, Princess Margaret Cancer Centre, Toronto, ON

Dr. Huiming Yang – Healthy Living and Medical Director, Screening, Alberta Health Services, Calgary, AB

Dr. Rami Younan – Surgical Oncologist, Hotel Dieu, Montreal, QC

Sponsors

We want to extend our deepest gratitude to our corporate and institutional partners for supporting our programs:

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Canadian Partnership Against Cancer Corporation

CIBC

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Eli Lilly Canada Inc.

Ferring Pharmaceuticals

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Innovative Medicines Canada

Janssen Inc.

Merck Canada Inc

Novartis Pharmaceuticals Canada Inc.

Pfizer Canada Inc.

Taiho Pharma Canada Inc.

Lastly, to all of our generous individual donors, to all who give during our fundraising events, to all who participate in our programs, and to all who love and care for a colorectal cancer patient:

THANK YOU!

Contact Us

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