



COLORECTAL
CANCER
CANADA

ANNUAL REPORT 2022

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Welcome to the 2022 Colorectal Cancer Canada annual impact report. This report highlights CCC's key activities between July 1, 2021 and June 30, 2022.

This is an exciting time for Colorectal Cancer Canada (CCC). Over the past year, we've seen how the resilient online and nontraditional work we developed as a response to the height of the COVID-19 pandemic has been able to bolster and diversify our traditional in-person programs and initiatives. We embraced hybrid events that make the community more accessible than ever before. We used digital conferences and videos as touchstones for larger in-person projects. We found how real and meaningful the connections fostered by online support can be, and we are building a more robust toolset than ever before to meet the needs of colorectal cancer (CRC) patients, survivors, caregivers, and more.

One example of this shift is our new Tush Talks series of informative webinars, where we offer insightful interviews on topics of interest to our communities with experts in the field, like advances in research or questions about recovery. Another is our Colorectal Cancer Community Conference, now in its second year, where we used an online conference as a platform to bring together groups who might never otherwise meet, educating and forming bonds across the CRC community. And, as we are finally able to return to in-person events, our signature Push For Your Tush 5k/10k Walk/Run retained its pandemic-era online component to be a new, hybrid event that offers the best of both worlds.

Further to this, the pandemic offered an opportunity to pause and evaluate how we are meeting our goals, leading to a suite of new initiatives and redesigned programs to satisfy the needs of Canadians today. We looked at returning to work after cancer with our new program Cope,

Thrive, Survive (a theme we've all embraced in our safe returns to the office). Our older documents were updated with the latest advances, as with our Colorectal Cancer and You guidebook. We are also tackling the cracks in the healthcare system that the response to Covid-19 revealed with the large-scale advocacy program, Ready for the Next Round, as well as our work on issues that touch all cancers.

This year, we were able to make advances on longer-term projects. Our longstanding work building a coalition of clinical trial stakeholders to increase the patient voice in the clinical trial continuum received a major step forward with the consolidated Patient-Centered Approach to Clinical Trials program, or PACT.

In early-age onset support, our Never Too Young program saw the release of an early age onset toolkit for navigating the disease as a young person, and a dedicated support group. In fact, using digital meeting spaces, our patient support groups are now able to become focused by theme, expanding the potential for community and connection, further supported by both a dedicated social worker and a registered nurse to assist and moderate.

Notably, in our public transparency efforts, we were granted five stars and an A-rating for the first time this year from Charity Intelligence Canada, demonstrating our transparency and impact to donors, supporters, and partners, as well as to those we serve.

In this document we offer a look back at what we've accomplished in supporting Canadians who have been touched by colorectal cancer. For a look forward into what projects and programming we have planned for the coming year, be sure to check out our 2023 Program Booklet on our website.

THE CHALLENGE WE ADDRESS

JOIN US IN FIGHTING THIS PREVENTABLE, TREATABLE, & BEATABLE CANCER.

Of common cancers, colorectal cancer is highly preventable and treatable, yet it is among the deadliest in Canada.

In 2022, colorectal cancer was the fourth most diagnosed cancer in Canada and was the second-leading cause of cancer death. While CRC is highly preventable, over 24,300 Canadians will be diagnosed with the disease this year, and due to late diagnosis more than 50 per cent of cases will be detected at advanced stages when cancer is harder to treat and cure.

While CRC mortality rates have been steadily declining since 2011, and the five-year survival rate is about 65 per cent, it is estimated that nevertheless approximately 9,400 Canadians will die from the disease this year. Further modeling by researchers indicates that the Covid-19 pandemic

has had and will continue to have a severe impact on CRC screening, diagnostics, treatment, care, and ultimately patient outcomes.

It's worth noting that a cancer diagnosis is as much a personal issue as a community and social issue. It is clearer than ever, after the Covid-19 pandemic, that how a disease applies strain on an individual's health, finances, and family is reflective of a disease's strain on society and economy. This goes both ways, where social factors influence personal factors, where social inequality and inequity in healthcare access and support can lead to worse patient outcomes. Our programs are evolving to meet this social element of disease through advocacy and a push toward health equity while maintaining our unwavering commitment to personal support.



CORE VALUE, STRATEGIC OBJECTIVES, GOALS

Colorectal Cancer Canada is the nation's not-for-profit patient advocacy association dedicated to colorectal cancer awareness and education, support for patients and their caregivers and advocacy on their behalf. We aspire to reduce the incidence and mortality of colorectal cancer in Canada while improving the quality of life of patients, their families and their caregivers.

For those already touched by the disease, our vision is that they receive the highest quality of care possible to obtain a cure or prolong their lives. We work to improve patient access to equal, timely, and effective treatment to improve their outcomes regardless of where they live in Canada.

CCC is composed of dedicated volunteers, members, management and is governed by a national Board of

Directors. An expert Medical Advisory Board, made up of top healthcare professionals in the field of colorectal cancer, counsels CCC regarding the latest medical advances in the prevention, diagnosis and treatment of the disease.

Funds for our programs are sourced broadly. Major sources include general donations and community-oriented events like the Push for Your Tush 5k/10k Walk/Run, which connect the colorectal cancer community with donors while raising awareness. Individual projects, conferences, and programs are funded through industry sponsorships and educational grants. CCC also works with researchers across Canada who are funded with grants from entities such as The Canadian Institutes of Health Research.

CCC is dedicated to increasing Canadians' awareness and education of colorectal cancer, providing critical support for patients and their families and advocating on their behalf.

CCC advocates for population-based colorectal cancer screening programs across Canada and primary prevention through healthy lifestyles, including regular exercise and diet.

CCC believes in the fundamental rights of patients to have equal and timely access to effective treatments to improve their health outcomes.

Strategic plan structure:

The material in this report follows the structure of our 2019-2022 strategic plan; programs and initiatives are framed as working towards accomplishing the following goals:

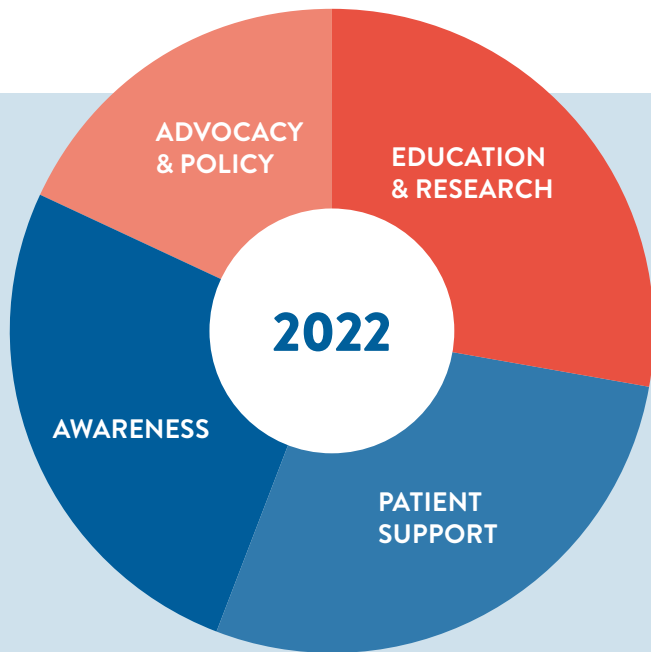
1. Raise awareness of the disease and educate Canadians to prevent colorectal cancer.
2. Promote access to effective treatments and care and provide patients with education, support, resources, and access to networks of health care professionals.
3. Increase the national presence of CCC and foster a resilient and sustainable organization and national network of ambassadors and supporters to advocate on behalf of patients and caregivers.



PROGRAMS

The graphs below indicate our funding allocation by organizational goal. These figures are drawn from financial reporting data for the 2022 fiscal year being July 1, 2021 to June 30, 2022.

We adjusted how we track spending to better reflect actual programming, ergo the different metrics between years.



Fiscal Year 2022 Program Expenditures

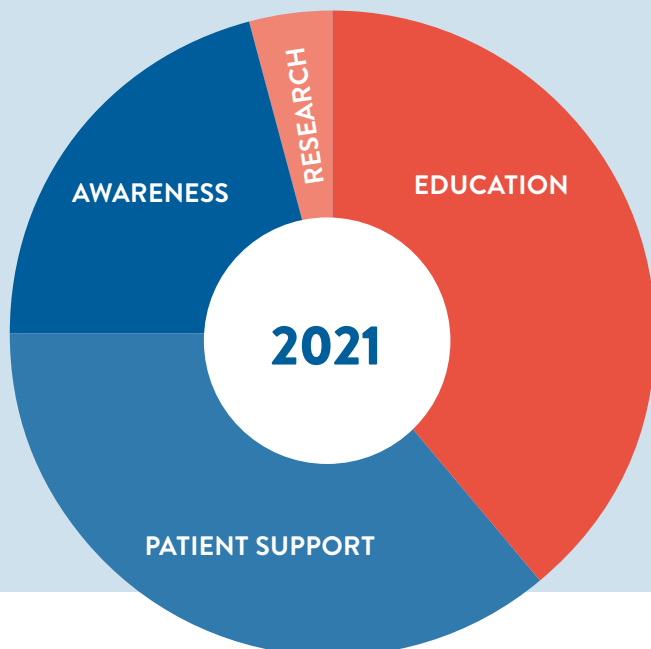
Total: \$ 1,692,375

Education and Research: 28%

Patient Support: 28%

Awareness: 26%

Advocacy and Policy: 18%



Fiscal Year 2021 Program Expenditures

Total: \$998,480

Education: 39%

Patient Support: 36%

Awareness: 21%

Research: 4%



We have been developing our ability to serve our community's needs digitally over the last few years. This was a natural adaptation to the exigencies of the pandemic, but has proven useful beyond that in the flexibility digital tools can offer.

Never Too Young

Reaching Canadians under the age of 50 is a major focus for CCC's awareness work. Colorectal cancer is eminently treatable if caught early, and the main risks for younger people are that the disease will go undiagnosed or misdiagnosed under the assumption they're too young for the disease. The project also seeks to reduce the isolation often felt by younger cancer patients.

***Impact:** We launched a new dedicated Early Age Onset Support Group to meet the needs of young cancer patients across Canada. We published the new N2Y Toolkit, created with the input of young patients, and developed a new survey for ongoing upkeep and research. We began the process of establishing dedicated early age onset clinics in hospitals across Canada.*



DID YOU KNOW?

- Colorectal cancer incidence and mortality rates are increasing for individuals below age 50 while decreasing in those over 50.
- Young people often are diagnosed at a later stage because they aren't sent for screening, and doctors don't necessarily suspect cancer at a young age.
- About 30% of young onset colorectal cancer cases develop in individuals with a family history of the disease or who have a genetic predisposition.
- People born after 1990 have 2x the risk of colon cancer and 4x the risk of rectal cancer compared to people born around 1950.

Digital Communication

Newsletter

With over 23,600 subscribers, CCC’s bilingual monthly e-newsletter has been an effective method of proactively sharing our resources, stories, and services with members of the colorectal cancer community across Canada.

Curated to connect current CCC programs and events with educational information and research, this tool is especially useful for reaching community members who may not be on social media or actively visiting the CCC website. It also provides an avenue to allow our audience to engage with themed and targeted material, using older content or information that might be missed or forgotten in other contexts.

Impact: Our newsletter now has almost 24,000 active subscribers, from 16,000 in 2021. Our newsletter has a high 41% read rate.

Social Media

Social media for CCC is a platform for educational information and expanded access to Canadians for our resources, projects, and fundraisers. The growth of these social media pages has demonstrably helped to connect and educate the colorectal cancer community. Notably, our Youtube page serves as an accessible archive for the conferences and talks attached to our other programs, like the Clinical Trials Conference or the Colorectal Cancer Community Conference, as well as a vector for publishing information in video form for any of our initiatives.

Impact: Followers across pages:

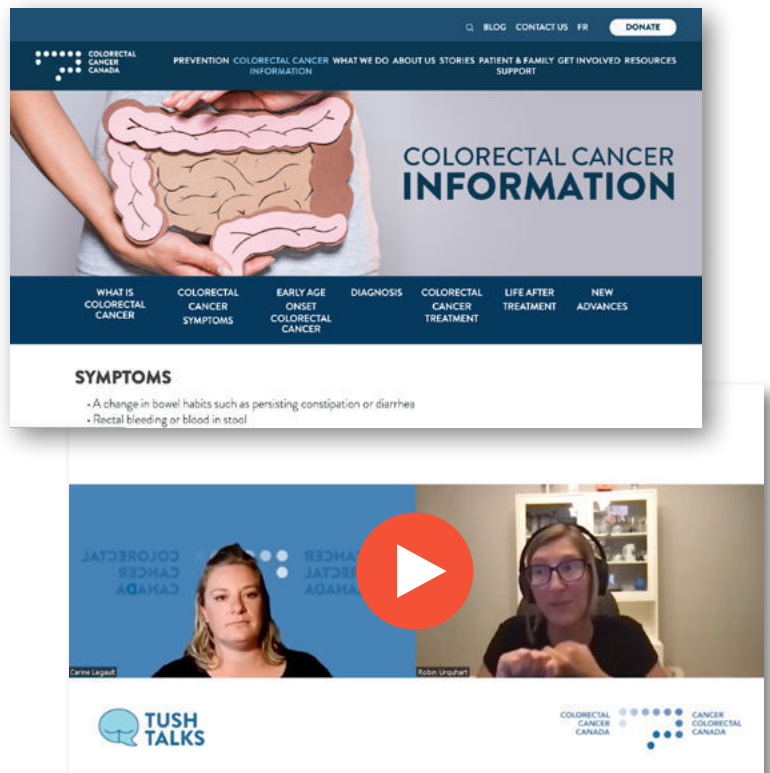
FACEBOOK '22:	5,393
FACEBOOK '21:	5,166
TWITTER '22:	3,059
TWITTER '21:	2,811
INSTA '22:	1,746
INSTA '21:	1,343

Website

The CCC website, colorectalcancercanada.com, continues to be a robust, dynamic source of information for patients and the public alike. Our website is a resource for documents, guides, and information on all our programs, as well as connections to external sources for help navigating all steps of the colorectal cancer patient journey.

We also use the site as an archive for cancer research updates on advances in colorectal cancer care, conference videos, and as a platform to share the stories and perspectives of patients, survivors, caregivers, and families.

Impact: With 73,200 unique visitors on our site vs. last year’s 64,320, our site saw a 14% increase.



Tush Talks

Tush Talks is a new web video series that we launched this March to provide practical information about colorectal cancer diagnosis, treatment, and survivorship. The series airs monthly, led by CCC’s patient support specialists, interviewing a range of guest speakers including surgical and medical oncologists, social workers, fertility specialists, and more. The videos are streamed live, are recorded for posterity, and are available in English and French.



My Symptoms Matter

Despite colorectal cancer’s rising threat to young Canadians, many family doctors aren’t familiar with its symptoms or its growing prevalence among the younger population. So, when patients present with CRC symptoms, doctors may not think to initiate screening, instead looking elsewhere and wasting precious time to identify and begin treating the disease. My Symptoms Matter is aimed at physicians to raise their awareness of this issue, and to consider screening for CRC for more patients. It also aims to give patients the tools to advocate for themselves when a doctor may dismiss their symptoms by assuming they’re too young for cancer, or for any other reason. Ergo the motto: don’t dismiss, detect.



Impact: *This year we established the program goals and prepared a patient survey, as well as a doctor survey for family physicians. Our toolkit is in development.*

Immunotherapy Awareness Program

Immunotherapy is a new cancer treatment where the natural immune defenses are taught to recognize, target, and destroy cancer cells. CCC is advocating for health policy changes, greater access for research and patient representation, and patient education to make this radically promising new treatment an option for more Canadians.



Impact: *We completed and released a patient and caregiver guide to immunotherapy for guiding patients through the approach of the new treatment and how to seek access, either through their doctor or through clinical trials. We also published an FAQ brochure on the common immunotherapy drug, Pembrolizumab (Keytruda®).*



Our Foods That Fight Cancer program is reorganizing to tackle cancer prevention beyond diet, but this year the FTFC Instagram page hit a milestone of 10,100 followers.



PATIENT SUPPORT

Support colorectal cancer patients and their caregivers through support groups, individual direct support, resource-sharing, information on clinical developments, reintegration into daily life post-cancer, and more.

Personalized Support

CCC offers high-impact individual support that makes a world of difference in a patient or caregiver's life. Professional CCC team members who have survived CRC offer an ear to patients and guide them and their caregivers through common issues, direct them to specific resources, help them make difficult decisions, and put them in touch with peers in individual contexts or group settings.

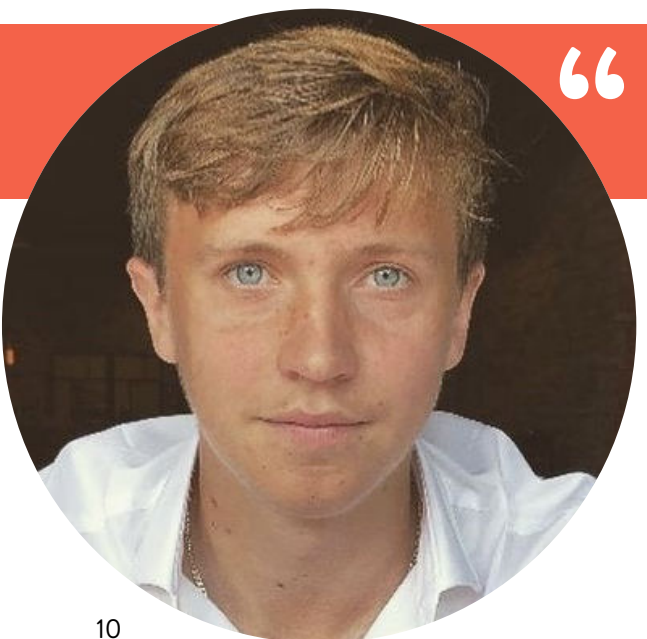
Separately, CCC support groups offer a safe and comforting space for patients to bond, cope, and discuss in an understanding forum. CCC's specialized groups, like those for early-age-onset patients are also a boon.

Impact: 188 patients and caregivers assisted with direct personalized help from our trained staff.

This year, we launched our first specialized support group online for Early Age Onset cancer patients and survivors, as well as our newly specialized caregiver group and in-treatment group.

We also adopted a state-of-the-art digital case management system to empower our ability to provide patients the support they need more effectively and efficiently.

- Four dedicated patient support groups
- Registered nurse and social worker **on staff**
- Volunteer survivor **"CCC Champion"** program in development
- Putting patients first**



“

Throughout my treatment I sometimes found it difficult to talk about certain topics with my friends and family. **What I loved about the EAO support group was that there was finally a group of people who could relate to what I was going through** and made it easier to feel more at ease with everything I was experiencing at the time.

-Haydn, CRC Survivor



Printed Patient Information Materials

We print and provide a variety of educational materials to patients, physicians and cancer centers. Patient materials are also housed on the website for easy access for people wishing to download the information. Our primary documents, which are in the process of being thoroughly updated and upgraded, are:

- Colorectal Cancer & You is a guidebook with clear, basic information on colorectal cancer, its diagnosis and treatment. Meant to help patients and caregivers make more informed decisions in managing their disease, it includes sections on colorectal cancer basics, living with cancer, treatment types, life after treatment, palliative care, immunotherapy, targeted therapies, and more.
- The Colorectal Cancer Companion Journal is a tool for patients, and now caregivers in our updated version, to track and take agency over their experience dealing with the disease. Informative and empowering, it follows the patient through their journey from diagnosis to remission, with prompts, exercises, encouragements, data logging sheets, and journaling space.

We also have specialized pamphlets and brochures explaining our diverse programs, such as information on treatment options for patients, or toolkits for early-age onset patients.

Impact: This year we developed and released a new **trifold brochure with key information on prevention and treatment in brief**, to be distributed at clinics and events. We also developed a caregiver-oriented journal.

In the past year, we distributed **over 4,000 physical documents to patients and organizations across all of our information materials.**

COLORECTAL CANCER CANADA PROGRAMS

FOODS THAT FIGHT CANCER
We educate Canadians about incorporating healthy, nutritional, and fun choices into their daily diets to reduce the risk of colorectal cancer.
www.foodsthatfightcancer.ca

SCREENING PROGRAMS
We increase awareness and advocate for colorectal cancer screening across Canada.

GET PERSONAL
We raise awareness and advocate for timely access to biomarker testing and effective treatments to ensure the most personalized treatment plan is developed.

NEVER TOO YOUNG
We raise awareness and enhance patient support around early age onset of colorectal cancer.

COPE THRIVE SURVIVE
We provide resources, information and advocate for patients and caregivers as they transition from active treatment into everyday life.

PATIENT VALUES PROJECT
We research patient preferences and values to ensure Canadian patients can provide essential input on the evaluation and reimbursement of cancer drugs by public agencies.

READY FOR THE NEXT ROUND
We find strategies to strengthen our health system resilience to respond to future shocks.

HOW YOU CAN HELP

DONATE
CCC relies on the generous support of the public and corporations to pursue our important life-saving work. You can help us fight colorectal cancer by making a donation via our website, email or by phone at the coordinates listed below.

VOLUNTEER
CCC depends on dedicated volunteers to help carry out our mission. Volunteer your expertise today and feel what it's like to make a difference. We need your input for our research, programs, outreach, events, and on how we can continue to improve our services.

NEWSLETTER
Do you want to keep up to date on the latest colorectal cancer news and initiatives of Colorectal Cancer Canada? Share your story and help inspire others. Subscribe to our newsletter, it's free!

Contact

MONTREAL
300-1350 Sherbrooke Street West,
Montreal, QC, H3G 1J1

TORONTO
605-4576 Yonge Street,
North York, ON, M2N 6N4
1-877-50-COLON (26566)
Info@colorectalcanadacancer.ca
www.colorectalcanadacancer.ca

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COLORECTAL CANCER

Colorectal Cancer & You

Fifth edition

A guide for people living with colorectal cancer

COLORECTAL CANCER CANADA

The information you need is at hand.
Visit Colorectal Cancer Canada at
www.colorectalcanadacancer.ca or call 1.877.50.COLON (26566)



Cope Thrive Survive

This new survivorship program helps colorectal cancer patients, survivors, and caregivers get their lives back on track after the disease, with emphasis on the shift from active treatment back to everyday life, especially in the world of work and employment. Return-to-work toolkits for patients, employers, and caregivers are available, with special guides for long-term care, sexuality, and fertility are on the way.

Impact: *This year we created patients, employers, caregivers toolkits; available now!*

To learn more about our programs, or to read the documents we create for our community, visit our website:

colorectalcancercanada.com

or join us on social media
@coloncanada

COMMON CONCERNS AMONG EMPLOYERS

- How do I accommodate them?
- How do I react to an employee breaking the news about their medical condition?
- What am I allowed to ask?
- Do I contact them during their time off?
- What if my employee dies?
- How should I keep my employees in the loop?
- What resources can I offer?

Try your best to be supportive and be their source of encouragement. Show concern and interest. It is not recommended to give them advice or share stories of people you know who have had this experience.

THINGS YOU CAN SAY:

- ☺ I'm sorry to hear about that, just know you are not alone in this.
- ☺ We are here to help.
- ☺ Let me know what I can do to help.
- ☺ Don't worry about work and focus on yourself. I'll take care of things at work.
- ☺ I'm here to talk about it anytime you want.
- ☺ You're strong and resilient; you're going to kick cancer's ass.

Get Personal

A pan-cancer initiative, Get Personal is a program to increase awareness of the new technology of biomarker testing for cancer identification and treatment. Tailoring treatments to patients' needs through their tumour's genomic makeup, determined by a kind of disease residue called biomarkers, offers more powerful options for extending life or curing the disease, and avoiding potentially less effective and more toxic treatments.

We have partnered with national and international cancer coalitions to raise awareness and access around comprehensive genomic profiling (CGP), with the aim of having equitable access for all patients in Canada to improve patient outcomes.

Impact: *This year in the Get Personal program we created videos, webinars, and presentations for patient education on personalized medicine themes, created a genomic testing info pamphlet for clinics, presented the findings of our medical landscape survey at industry research conferences including the leading Genetic Alliance Conference.*



Advocate on behalf of colorectal cancer and other cancer patients and caregivers in areas such as patient equity, access to diagnostics, effective treatments and clinical trials, cancer screening, indigenous outreach, and more.



Patient Values Project

The Patient Values Project is a partnership with the University of Calgary to increase the value of patient input in the evaluative process for the reimbursement of cancer drugs.

In Canada, the Health Technology Assessment (HTA) process determines what drugs are eligible for reimbursement. That process evaluates several factors, one of which is the patient experience, submittable by patient groups like CCC. Our experience with submitting patient experience to the expert committees of the Pan Canadian Oncology Drug Review (pCODR) and to the Institut national d'excellence en santé et services sociaux (INESSS) has shown us that there is room for improvement in how the patient experience is evaluated by these groups. In short, for us to raise the value of patient input, we need to make clear what patients value.

The project, then, is built around a survey in collaboration with BCCA in Vancouver, Tom Baker in Calgary, Cancer Care Manitoba in Winnipeg, Sunnybrook cancer center in Toronto, Jewish General Hospital in Montreal, and QEII in Halifax; together, we will study a wide swathe of patients and caregivers in order to create strong criteria for moving forward towards creating a reliable set of values to evaluate patient input, and make their voices heard.

Impact: After finishing our initial values survey, we are now recruiting for a new survey to examine changes over time and to advance the project with our partners.

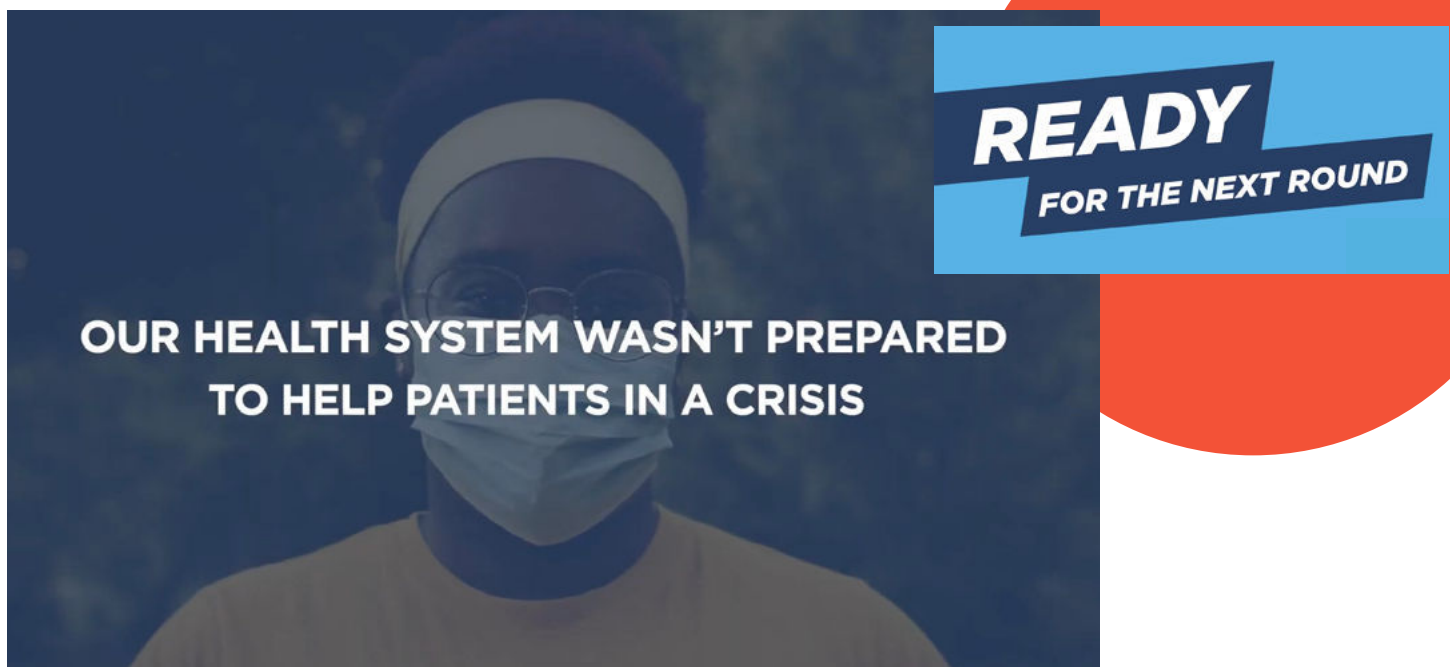
Health Equity

We have created two equity projects to counter differences in the healthcare options communities receive due to geographic, historic, economic, and cultural differences. The first focuses on increasing diversity, equity, and inclusion in cancer clinical trials, and the second promotes awareness among groups underrepresented in colorectal cancer screening to seek care.

Impact: Researched and developed a communications program for reaching Indigenous communities for cancer screening awareness.

Conducted a roundtable series with health equity stakeholder groups for clinical trial access. Conduced a physican survey and literature review, laying the foundation for further projects in equity.





Ready For The Next Round

The Covid-19 pandemic created fissures in the medical system, but it also revealed those that already existed. In cancer care, uninterrupted treatment in a timely manner is vital for positive outcomes, as any delays in testing or treatment can have massive knock-on effects later in the process. To ensure this continuity, and in response to these fissures, CCC developed the Ready for the Next Round campaign to advocate for greater resilience in the cancer care system, and to ensure that future crises do not interrupt essential care. We want to bolster care on all levels, from providing psychological support to medical professionals to policy changes on a national level

Impact: Over the course of the year, we held **five roundtables with thought leaders** in their fields on the theme of resilience with patients, physicians, researchers, and policymakers in order to compile a set of next steps for taking action. This gave us **an 8-point plan that we're now enacting for making changes on all levels of the healthcare system**. This plan was published in *Current Oncology*.

With the University of Calgary, we provided input for a CIHR grant for developing a dashboard for tracking colorectal cancer care times in a pilot project in Alberta to identify areas for increasing resilience.

Drug Reimbursement

This year, CCC submitted patient group input on a cancer drug under consideration by CADTH and INESSS for public reimbursement, as well as provided feedback in use cases on another which is advancing to an approval stage.

These bodies—pCODR for all provinces and Territories other than Quebec, and INESSS for Quebec—assess new oncology drugs and make funding recommendations after reviewing clinical evidence, cost-effectiveness, patient perspectives and adoption feasibility. CCC presented the patient perspective of why these drugs would be beneficial to receive reimbursement approval, as well as facilitating medical advisor input, resulting in greater access for Canadians.

Impact: We gathered and submitted patient input on the drug *Entrectinib*, a drug targeting solid tumors, which is now under deliberation.

Pembrolizumab, an immunotherapy drug for metastatic colorectal cancer that we provided input on in 2020, was approved this year—we were able to offer further suggestions for its use.

Patient-Centered Approach to Clinical Trials (PACT)

An evolution of our wide-ranging Patient Group Pathway Model To Accessing Cancer Clinical Trials And Real World Evidence project, the newly focused PACT continues the project of putting patients first in cancer clinical trials. After the publication of the Clinical Trials patient charter in Current Oncology, PACT exists to bring about its recommendations.

Clinical trials are a vital step in the development of new treatments for cancer patients, and an opportunity for patients to have access to certain treatments earlier than otherwise possible. Despite regular and recurring interest from patients, only between two and six percent of patients participate; low participation rates can sink trials, delaying approval of potentially life-saving drugs. PACT aims to close that gap on both sides by prioritizing patient needs in the process of developing and executing cancer clinical trials. Our next conference is in November of 2022

Impact: We published a new website dedicated to the combined organization: [PACTcanada.org](https://pactcanada.org).

We published the article “Principles of Successful Patient Involvement”, the outcome of years of efforts in research and community development, in the journal Cancer Research in September 2021.

We held our fifth annual Clinical Trials conference in November on the theme: Revolution, Innovation, and Transformation in Cancer Clinical Trials.



**Patient-Centred
Approach to
Clinical
Trials**

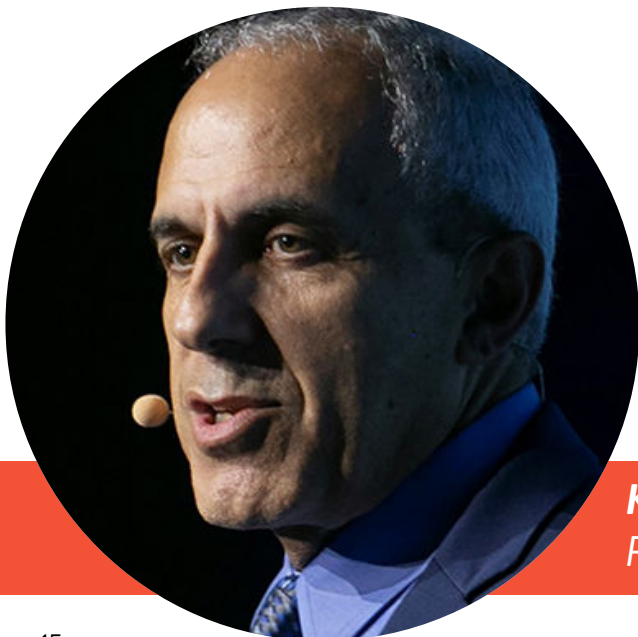
The Fifth annual CT conference in November 2021:

Revolution, Innovation, and Transformation in Cancer Clinical Trials

28 experts and stakeholders presented across disciplines and fields.

7 talks and panels over 2 days, from “Reimagining The Future Of Pharma” to “The Cancer Moonshot”.

Recordings available in English and French on Youtube and our website.



Keynote Speaker: Gregory Simon
Former President, Biden Cancer Initiative

EVENTS

Our events provide a space for members of the colorectal cancer community to meet, learn, and share. Some serve as fundraising and awareness tools for CCC, in addition to their community orientations. We've been able to adapt our events effectively to digital spaces, and are taking those lessons back into physical organizing. Further, we created and released a guide for third-party events to support our work.

Colorectal Cancer Community Conference

After the success of the first Colorectal Cancer Community Conference, we held our second edition of this now-annual event on the theme: Empowering the patient voice. Held virtually over two days in May, we were joined by over 200 registrants, all stakeholders in the colorectal cancer community, to speak, listen, share, and learn. Guests and speakers included patients, researchers, early age onset patients, caregivers, medical professionals, survivors, and industry representatives. All sessions were recorded and shared in English and in French, and are viewable on our Youtube page and website.

Impact: 9 individual conference sessions over 2 days with 33 speakers.

Over 200 registered attendees from across the country and across the CRC community.

Key themes:

- CRC post-treatment reality
- New advances in CRC treatments
- Self-advocacy
- Understanding treatment side effects
- The importance of clinical trials
- Coping with cancer & mental health
- Sexual health

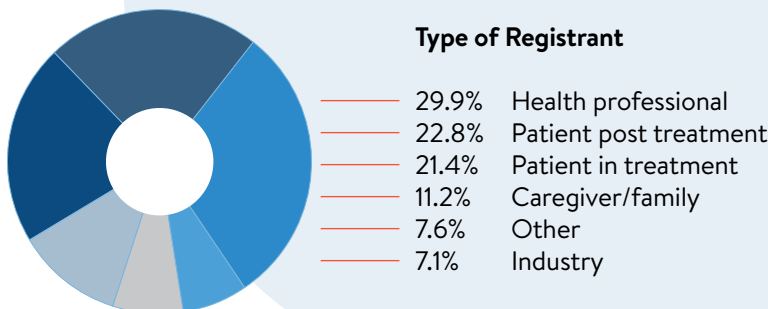
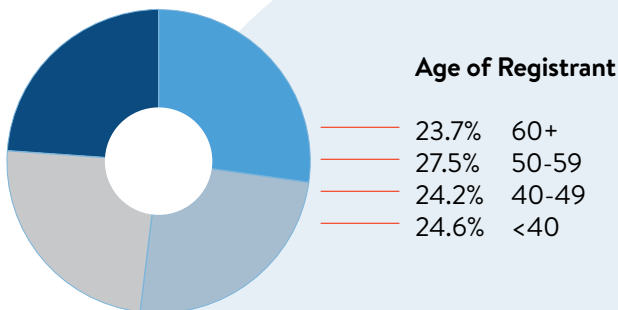


“I am so impressed with all that you are doing. [...] It’s wonderful that you are providing so many resources.”

-Attendee Testimonial

“A great range of topics with sensitive and helpful discussion. There was a real sense of a shared community.”

-Attendee Testimonial



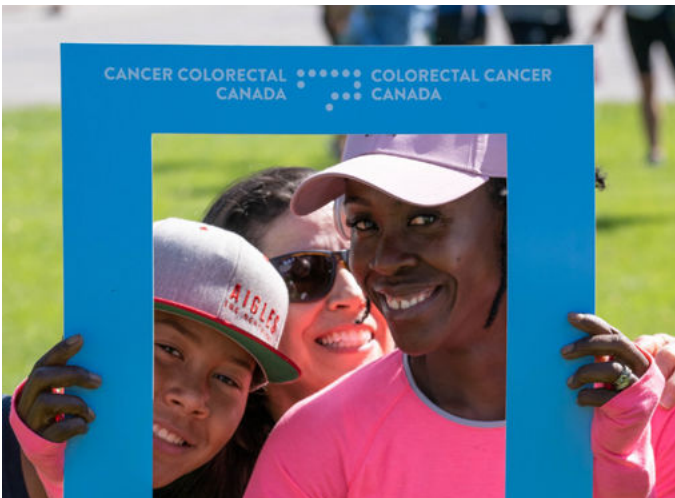
In a post-conference survey, 92% of participants were extremely or very satisfied with their experience.



Push For Your Tush

CCC's largest fundraiser by participation and dollars raised, Push For Your Tush 5km/10km Walk/Run is a friendly, celebratory, in-person event held across four Canadian cities in 2022 and the whole country online. It is an opportunity to show support for patients and caregivers within their communities, as well as to educate attendees and participants about colorectal cancer.

We finally returned to in-person events in 2022, deploying a hybrid style for PFYT that maximize the reach and accessibility of the event while facilitating in-person connection and inclusion. And fun!



Impact:

2022	2021
68 teams	43 teams
460 participants	226 participants
1,396 donors	1,568 donors
OVER \$166,000 RAISED	OVER \$140,000 RAISED



PFYT began in 1996, organized by CCC's co-founder *Bunnie Schwartz*. **To date, the event has raised over \$6.4 million** to support patient awareness and support programs.



At a glance, our revenue for the fiscal year ending June 2022 was \$ 1,719,778 and our expenses were \$ 1,692,375.

This is an increase from FY 2021, which saw revenues of \$ 1,273,476 and expenses of \$ 1,168,821.

Total Expenditure By Source For Year Ended June 20, 2022

	Total expenditures	Management and General	Programs	Fundraising
Salaries & benefits				
Rent	\$ 605,310	15,396	526,086	63,828
Office and general	\$ 116,824	15,943	100,881	0
program materials	\$ 113,406	68,463	44,943	0
Fundraising	\$ 382,262	0	382,262	0
Purchase services	\$ 81,698	0	0	81,698
Professional fees	\$ 349,327	48,457	300,870	0
Amortization	\$ 26,242	26,242	0	0
	\$ 17,306	17,306	0	0
Total expenses	\$ 1,692,375	\$ 191,807	\$ 1,355,042	\$ 145,526
% to the total expenditures	100%	11.0%	80.0%	9.0%

Total Revenue By Source For Year Ended June 20, 2022

Fundraising Events	\$ 378,711	22 %	Fundraising Events \$378,711
Pharma	\$ 1,066,307	62 %	
General Public	\$ 153,842	9 %	
Corporate	\$ 81,668	5 %	
Foundation	\$ 34,460	2 %	
Misc.	\$ 4,790	0.03 %	
TOTAL	\$ 1,719,778	100 %	
Pharma	\$1,066,307		Corporate \$81,668
			General Public \$153,842

CCC is a national not-for-profit patient organization incorporated under the Canada Not For Profit Act and is a registered charity with the Canada Revenue Agency, charitable registration #86657-2423-RR0001. The CCC head office is in Montreal. Our programs and services are available in both official languages.



BOARD OF DIRECTORS

Barry D. Stein, **President & CEO**

Garry Sears, **Secretary**

Sarita Benchimol

Martin Gosselin

Ellen Walker-Matthews

Melvin Mogil

Alan Peters

Vito Curalli

Elaine Gallagher

MEDICAL ADVISORY BOARD

The CCC Medical Advisory Board ensures our programs are in line with the best available science from development through to deployment, and serve as a vital connection between our patient oriented work and the medical community.

View our current board at:

www.colorectalcancercanada.com/about-us/staff-board-medical-advisory/

PARTNER ORGANIZATIONS

- Biomarking/molecular profiling - The Beat Cancer Coalition.
- Biosimilars- CCC collaboration with the Education Committee of the pan Canadian Oncology Biosimilars Initiative with Cancer Care Ontario (pCOBI) and with the Quebec Ministry of Health on Biosimilars (MSSS).
- Drug reimbursement - CCC regularly provides input to CADTH (pCODR) and INESSS providing the patient perspective to expert committees' evaluating new cancer treatments for reimbursement and well as treatment algorithms.
- Health policy in cancer prevention and screening - 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 – IQVIA advisory panels and providing input on BIG Data and other issues 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.
- Transforming Healthcare in Canada Providing insight on a Board level to the Canadian Personalized Healthcare Innovation Network (CPHIN) that visions a healthcare system enabled by data and innovation to improve health outcomes for Canadians.
- Participant in Canada Health 2030 Visioning the future of health care in Canada.
- Clinical Trials Networks - Provides insight on the Board of Directors of clinical trial networks such as Exactis Innovation.
- Consortium de recherche en oncologie clinique du Québec (Q-CROC) and brings the patient perspective to Quebec Clinical Trials and helped to create the Quebec CRC Community of Practice in Clinical Trials.
- Participates as a Patient advisor to the Terry Fox Marathon of Hope patient committee.
- Patient Stakeholder Group with 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) as part of its Patient and Citizen Involvement Group (PCIG)
- Coalitions - CCC takes a leading role in various cancer group coalitions such as the Coalition Priorité cancer au Québec in Quebec and CONECTed across Canada and internationally in the Global Action for Cancer Patients (GACP) and the Global Colon Cancer Association (GCCA) as well as the US based GI Alliance and partners with numerous other colorectal/bowel cancer associations internationally.
- Industry Panels - Provides patient group insights on Health Policy in Canada to Innovative Medicines Canada and other Industry Panels both in Canada and Globally.
- Resiliency in Healthcare Systems – Member of the Steering Committee of the Resilient HealthCare Coalition. (RHC)
- Canadian Health Research Forum (CHRF), founding member of representing cancer patients with multiple leading cancer research organizations and institutes to advance cancer research in Canada.
- Value Based HealthCare – Member of the Advisory Committee Meeting for VBHC Canada Colorectal Cancer Demonstration Project Initiative in Colorectal Cancer.
- Patient advisor to the International Grand Challenge CRC Research on the Microbiome (OPTIMISTIC.org) Cancer Research UK (CRUK).
- FT3 - from testing to targeted treatments
- RHC resiliency healthcare coalition
- Advisor to Catalyst clinical trial navigator program.



CONTACT US

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For more information, visit
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