



# PROGRAM BROCHURE

PARTNER OPPORTUNITIES

2026



COLORECTAL  
CANCER  
CANADA

# Thank You For Your Support In The Fight Against Colorectal Cancer

Every day at Colorectal Cancer Canada, we strive to help Canadians impacted by colorectal cancer: from individual patients, caregivers, and families, to whole communities. We bring people together, working to educate Canadians on colorectal cancer prevention, while working hard behind the scenes to pave the way for innovative new treatments, and most importantly connecting those who need it to the support they deserve.

We see this work as connecting the dots, seeing how disparate ideas can join together to make a difference in fighting colorectal cancer at all levels, be it a single moment in a single life, or a big change in government policies that dictate treatment options.

We are in the third year of a major strategic plan, meaning projects are now bearing fruit in new and exciting ways. You know about, and will read more about, our work in patient support, education, and advocacy. What we want to highlight is how our choices there are guided by deep research. Research we began years ago has reached publication in outlets like *The Patient* and *The Oncologist*, and at international conferences—and our ongoing research on personalized medicine, biomarkers, and precision medicine continues to break ground and bear dividends for our community. Other long-running initiatives are coming together, like our series of surveys on early-age-onset colorectal cancer, or our innovation roundtables. This is the the part where we get to turn research and data into concrete action for our community.

Action like our massive screening age campaign advocacy push to lower the national recommended age for colorectal cancer screening to 45, built on almost a decade of work in early-age-onset colorectal cancer research and support, and we could save thousands of lives with this change. Action like reaching out to underserved communities to hear their voices and serve their interests. Action like new programs to help children process and cope with family cancer diagnoses.

What makes CCC special is how we integrate support, advocacy, education, and research programs to help us support the colorectal cancer patient, their families, their caregivers, and their communities. Plus more and more of our work also connects with pan-cancer concerns, integrating with the work of the entire medical community to fight cancer.

This all depends on you. By supporting us and our programs, you have a hand in making real change for the better in this country. We're aiming for 60% colorectal cancer screening rates nationally among Canadians at average risk, aged 50-74. We're working towards addressing deep social and structural inequities in healthcare. We're at the cutting edge of developing new resources for patients, digital community organizing, clinical and social research, and even allocations of federal spending. Join us.

On behalf of the Canadians who reach out to us every day for help, and on behalf of the thousands of Canadians across the country who are fighting colorectal cancer, thank you for your generosity. Because of you, we can continue to show up for our community and make a difference, every single day.



**Barry D. Stein**

President & CEO



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## Who We Are

Colorectal Cancer Canada empowers and improves the lives of Canadians affected by colorectal cancer. We are a powerful voice for change across the continuum of care: educating, informing and increasing awareness of colorectal cancer—including prevention, diagnosis and treatment.

Our vision is a future where no Canadian dies of colorectal cancer and where those who are diagnosed receive the best care and support so they, their families, and their caregivers can live well.

**Help spread the word that colorectal cancer is preventable, treatable, and beatable!**

## INNOVATIONS

### Pan-Cancer Initiatives

Over the past few years, more of our efforts have been dedicated to initiatives that benefit colorectal cancer patients while also supporting the fight against cancer writ large. We have found success and impact for our community by seeking the connections that others might miss, whether it's by understanding the value of personalized medicine and advocating for its spread, or by working to address inefficiencies in the Health Technology Assessment process, or even bringing together experts for innovative conversations to chart the future of cancer care and prevention.

These pan-cancer projects are marked in this report with a seal, indicating their status as beneficial to our core demographics as well as to the broader cancer community.



### New Programs

We are always developing new programs to meet the needs of our community, whether old needs that have gone unaddressed, or new needs imposed by new situations or resources. This year in particular, we have advanced a suite of new programs that will launch in the coming year.

The new programs in this report are marked by a seal, indicating their status as developing efforts.



**This year, an estimated 25,200 Canadians will be diagnosed with colorectal cancer. 9,400 will die from the disease.**

## Digital Media

Our website, colorectalcancer.ca, is a hub of key information available for free to the public. Resources on prevention, care, community, and more are available for free to patients and to the public alike. Together with our growing social media presence and monthly newsletter, we ensure Canadians stay in the know with the latest and most reliable CRC information.

*Funding helps to create the high-impact material patients value and expect, and to increase their reach.*

### Website:

*We are continuing to populate and update our online resources, as well as implementing design and usability enhancements based on suggestions from our community. We have a wealth of information for patients, families, and caregivers, and want it to be as easy as possible to get the right answer for the right question. We're centralizing where information is kept on the site, while integrating more powerful back-end resources to study how our website is used so we can best meet patient needs.*

*In the last year, these changes led to a doubling of our user base, and we aim to build on that massive improvement.*

### Social Media:

*We continue to use social media to bring Canadians to our resources, and bring our resources to Canadians. We are decreasing our usage of X/Twitter as it loses alignment with our values and reallocating resources to higher-impact platforms where more of our community is, like TikTok. Growth continues to be strong across platforms where we're focusing.*

Our renewed, accessible website home page: one place for all our patient resources.

### Newsletter:

*CCC's bilingual monthly email newsletter directly shares our resources, stories, and services to almost 30,000 subscribers. This tool is especially valuable for reaching community members who may not be on social media or actively visiting the CCC website, while encouraging both of those practices. It also facilitates a more personal and engaged relationship with our readers, offering avenues to discover or revisit themed and targeted materials which might be missed on other platforms.*

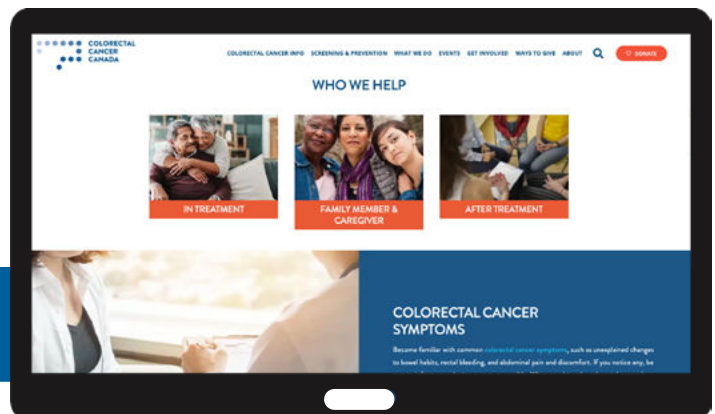


As summer fades and fall begins to set in, September brings with it both reflection and renewal. It's a time to settle into new routines while also turning our attention to important health conversations that impact so many in our community.

September at CCC is dedicated to raising awareness about metastatic colorectal cancer (mCRC). In addition to World Metastatic Colorectal Cancer Day on September 28th, we'll be sharing valuable content all month long on our social media channels. This is an opportunity to learn more about the most advanced form of colorectal cancer, its impact, and the latest advancements in treatment. Personalized medicine, including the use of biomarkers in therapy selection, is playing a crucial role in tailoring treatments to each tumor and potentially minimizing side effects.

We're also continuing to make strides with our Screen at 45 campaign, which highlights the importance of earlier screening in the fight against colorectal cancer. Together, with your support, we're raising awareness and advocating for changes that can save lives.

A sample of our newsletter.  
30,000 subscribers receive it monthly!



## Patient Materials

We provide a wide variety of educational material for patients, physicians and cancer centers. All of these documents are available in print and online in accessible digital formats. Program-specific resources are also available in print or digital form.

*Funding enables us to continue printing high-quality patient resources, as well as updating materials to follow best practices, and to develop programs to meet patient needs. In the coming year, primary materials being reviewed are:*

### **Colorectal Cancer Companion Journal:**

*We are finalizing an updated Colorectal Cancer Companion Journal. This document is a print and digital tool for patients to track and take agency over their cancer experience from diagnosis to post-treatment with exercises, encouragements, data logging sheets, and writing space.*

*The updates take a trauma-informed, psychosocial*

*approach that is less about medical information and more about personal experience to complement its updated partner document in the CRC+You guidebook, which is now more clinically oriented. Patients have consistently reported finding high value in this document.*

### **Trifold:**

*Our trifold brochure was a major success when we launched it a few years ago. The nifty document has the need-to-know basics on CRC, screening, treatment, and CCC's programs in the perfect packable format for distributing at events, or for handing out at doctor's offices and clinics. We're excited to be refreshing the information inside with the latest research, and adjusting the design for better accessibility, so that one of our widest-reaching documents can have an even bigger impact.*

**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](http://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!

**PREVENTABLE • TREATABLE • BEATABLE**

**COLORECTAL CANCER**

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COLORECTAL CANCER CANADA

The Trifold Brochure that we will be refreshing in the coming year with new information and research.

## Individual and Group Support

A little bit of help can make a world of difference in a patient or caregiver's life. CCC provides high-impact patient support through individual and group counselling with social worker support specialists to guide folks to the resources and assistance that they need.

Our support specialists also lead our five themed support groups, each a safe and comforting space to bond and cope with the daily realities of colorectal cancer. The groups are: an early-age-onset group for patients under 50 years old, a group for patients over 50 years old, a group for patients in treatment, a group for caregivers, and a dedicated French-language group.

*Funding would assist across all of our support goals this year, like growing the numbers of Canadians we're able to help, developing new programs, and getting those programs to the people who need them.*

*We're also reviewing our patient engagement workflows to help navigate across the many resources we offer, so that when a patient makes contact with us, we are sure to get them the key item they need, as quickly as possible. We're also undertaking a review of the patient experience in our support groups, particularly our French-language group; incorporating feedback from a prior survey.*

*We are exploring adding support groups for post-treatment survivorship, and for processing grief.*



**“Colorectal Cancer Canada is doing great things to support people like me when we need it, as we learn how to live with cancer. Thank you so much for this community, Colorectal Cancer Canada. I am forever grateful!”**

*Kathryn White  
CRC Survivor*



## Peer to Peer Support

This volunteer mentorship program is developed to build on an existing dynamic in the colorectal cancer community: peer-to-peer support. We offer community members psychosocial support training, which when paired with their direct lived experience of fighting colorectal cancer, become a formidable resource in assisting other CRC survivors and their caregivers. We launched a pilot this year, and funding will help to expand the program with more training, more volunteers, and more support for Canadians.



## Cope Thrive Survive



This survivorship-oriented program helps colorectal cancer survivors and their personal networks navigate the transition out of active treatment. We provide workshops, resources, and counselling to bridge the gap where medical support recedes and the experience of everyday life begins again.

*Funding supports the development and distribution of patient materials for the program.*

*We are expanding our successful Fear of Recurrence Workshop series, the first of its kind in Canada, addressing an overwhelmingly reported need from our community. We launched these workshops this year and will continue expanding them into the next year with an additional French-language workshop.*

*We are also facilitating access to our palliative care materials, ensuring they are up-to-date, and expanding the means in which that information can be found—including additional digital formats to meet patients where they're at.*

### Pilot workshop results:

93% said workshop helped develop coping skills for anxiety

93% reported increased confidence in dealing with anxiety

### CHAPTER 2: DATING & INTIMACY



#### BACK IN THE GAME?

A cancer diagnosis is a life-changing experience. Romantic relationships and sexual activity might get quickly overshadowed by a cancer diagnosis, treatment, and other related factors. After treatment, it is normal for you to get anxious and overwhelmed with new changes in body image and/or functions. You might find it challenging to communicate with a new partner about your medical condition and its effect on you sexually. Do not let fear and worry keep you from pursuing new relationships.

A sample of our Sexuality Toolkit for the Cope Thrive Survive program.



## Connecting Through Cancer: The Family Toolbox

As many as a quarter of Canadians diagnosed with cancer have children. This new digital suite of materials helps parents and caregivers navigate what it means for a child when their parent has cancer. Five online learning modules guide conversations and provide resources to help mitigate distress and foster connection at a time when every family member needs it most.

*Funding supports the dissemination of our existing educational modules, along with the development of the final modules that complete the series. We also plan to host live workshops using the modules and the work we've developed to help families, and creating downloadable versions for families to be able to access them when they need. This work will also extend to providing more print materials and resources of all kinds for families facing a cancer diagnosis.*

## Never Too Young

The Never Too Young program serves to increase awareness and offer information on early-age onset colorectal cancer. Colorectal cancer is eminently treatable if caught at an early stage, and the main risks for younger people are that the disease will go undiagnosed or misdiagnosed. Colorectal cancer incidence is rising at elevated rates among Canadians under 50, making this a crucial program for the future of CRC care.

*Funding will support several key initiatives in the program. We are advocating for the creation of dedicated early age onset (EAO) cancer clinics in Canada, based on academic work published in The Oncologist journal, developed from interviews with and examinations of existing EAO clinics at major hospitals in Canada and the United States. This important document contains 10 key findings on which the future of EAO CRC care in Canada can be built.*

*There is also our 3rd EAO survey, to release this year, which will add to our growing body of research that informs many programs with novel insights not available without this work. Our first landmark EAO surveys found vital information about mental health among young cancer patients; the upcoming survey will expand on that area, as well as adding qualitative analysis to the process. All of this work informs other programs as well.*

*We continue to expand our robust library of resources for EAO patients. Material to educate and assist patients on the financial impacts of CRC on younger patients is in development. We are engaging in more online communities to reach younger Canadians where they are with information, and awareness of our support for those who need it. We will continue to offer our dedicated EAO support group, and specialized EAO support for individuals.*



## The EAO Clinic Blueprint

-  1 Document the number of EOCRC patients in the institution
-  2 Determine program's structure (e.g, standalone or integrated in current service lines)
-  3 Define program's vision, mission, goals and objectives
-  4 Identify unmet needs of EOCRC patients
-  5 Secure funding for the program
-  6 Gather collaborators and supporters
-  7 Determine team structure, and skillset and resources required
-  8 Assemble the program team and appoint a program coordinator
-  9 Streamline patient care pathway from referral to follow-up
-  10 Create an awareness and marketing campaign with a focus on program launch



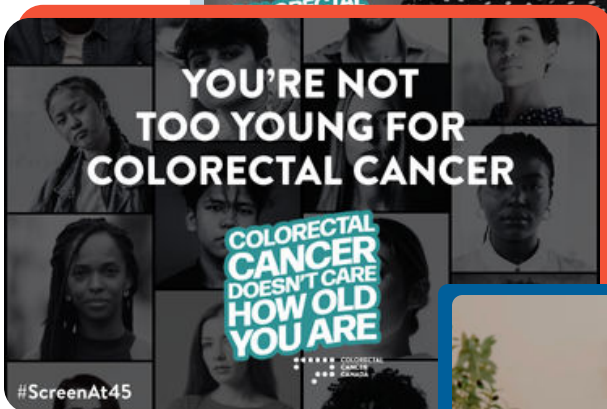
## DID YOU KNOW?

- 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.

## Colorectal Cancer Doesn't Care How Old You Are: Screen at 45

A major new program aligned with Never Too Young is our reduced screening age campaign. Combining advocacy and education, the goal of this project is to encourage provincial governments in Canada to lower the recommended screening age for CRC to 45, catching more of the cancer, earlier, and thereby saving thousands of lives.

*Funding will support the ongoing rollout of the campaign, creating media and materials to share with patients and with institutions, as well as engaging the public at large on this issue. We have a televised national ad campaign, and seek to increase traditional media presence to build support in the public for the initiative. We have already achieved meetings with provincial health ministers, and look forward to how the campaign will progress!*



Elements from our national campaign to lower the screening age, including a still from our national television spot.

## My Symptoms Matter

Family physicians often assume cancer symptoms indicate other diseases when displayed by younger-than-expected patients, despite colorectal cancer being a rising threat to young Canadians. This program combats this misconception by educating patients to this dynamic and alerting physicians to take the symptoms of cancer seriously, no matter the age. Don't dismiss, detect.

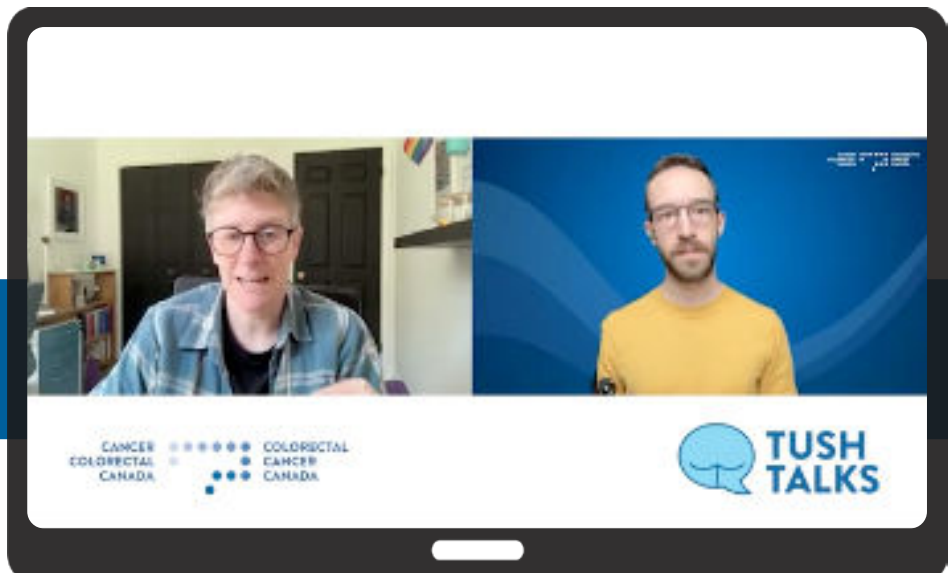
*Funding will support the rollout of our primary care physician survey. Following the publication of our completed patient and caregiver survey, we now have approval to distribute a survey to family physicians and primary care providers, using interviews and an online questionnaire. With the full picture of the issue, we will create doctor-oriented resources for the My Symptoms Matter toolkit to complement our existing symptom checklist and mythbuster. We aim to be able to host workshops for physicians and medical groups as official continuing education.*



## Tush Talks

Our video interview series, Tush Talks offer a platform for sharing expert information with patients. The perspectives we offer represent the many facets of the colorectal cancer experience, highlighting both lived experiences and expert knowledge, and are framed as accessible and approachable, with a conversational tone. We cover topics related to our other materials and themes that are of direct concern to our community.

*Funding supports both the production of new videos at high standards of professionalism, as well as the promotion and distribution of existing videos across platforms and audiences. We program the show to integrate and align with CCC's communication themes, enhancing the impact of other projects.*



## The Get Personal Campaign

A signature pan-cancer initiative, Get Personal serves to educate patients, facilitate access, and inform health policy about molecular profiling and biomarker testing. Biomarker testing can tailor treatments to a patient's needs via their tumour's genomic makeup. This enables use of personalized healthcare and precision medicines, powerful and novel tools in battling cancer. We are partnered with national and international cancer groups to promote this innovation, making it an option for more patients of all cancers, including CRC.

*Funding would support continued development and promotion of patient materials, as well as medically-oriented work like our international collaboration with From Testing to Targeted Treatments, also known as the FT3 organization.*

*Together, we developed a proof-of-concept for incorporating our educational resources on biomarker testing and personalized medicine into clinical practice. The pilot, aiming to support shared decision-making between patients and their physicians, ran at the Arthur J.E. Child Comprehensive Cancer Centre, and expanded to include patients diagnosed with colorectal, and other cancers. We aim to scale up the project to other academic hospitals and other types of cancer.*

*Funding also supports two ongoing and vital studies, each entering their third iteration: examining biomarker testing prevalence, and patient experiences and knowledge of biomarkers. Findings from these programs were recently published in Current Oncology. The third study in both research programs is in development and will launch in early 2026. The results will inform new educational resources and an advocacy campaign to improve awareness of and access to biomarker testing.*

## Pre-Budget Federal Submission

Every new federal budget has a period when groups across the country can advocate for budgetary allocations to what they feel are important or overlooked areas.

To complement our Get Personal campaign on biomarker testing and personalized medicine, we are submitting a pre-budget proposal to the Federal Government to advocate for funds to establish a national molecular profiling network.

This would reduce interprovincial disparities in access and implementation of biomarker testing for patients with colorectal cancer, and all cancers.

We plan to meet Members of Parliament and other government officials to discuss the recommendations from the proposal.



## Colorectal Cancer Awareness Month

March is Colorectal Cancer Awareness Month! Each year, we hold events, launch mini-campaigns, and share resources to spread the message about colorectal cancer prevention, screening and patient support. Funding increases the impact and reach of these initiatives, and is a time of maximum visibility for our organization.

*We are exploring producing a web video and television campaign to support awareness of colorectal cancer and CCC's work in March, as well as hosting a high-visibility public rally on Dress in Blue Day, Canada's day for awareness of colorectal cancer.*



## Cancer Malnutrition

Good nutrition and food habits are major factors in positive colorectal cancer outcomes—but for a host of reasons, once diagnosed, many CRC patients experience malnutrition in hospital and during treatment. CCC is excited to be developing a new program to counter this under-appreciated problem: Malnutrition in Colorectal Cancer. We are out to identify why this happens and develop solutions to address and mitigate this problem on individual and institutional levels. In a world awash with misinformation around both food and cancer, this program is poised to make a big difference for our community.

*Funding will support the foundations of the program. The first steps are complete, and now we are launching the three-part landscape survey that will provide the key information we will use to develop our resources and strategy. Longer term, we will integrate our findings with existing programs and tools.*



20% of patients deteriorate nutritionally while in hospital

Allard et al., 2015; Alard et al., 2016; Keller et al., 2017; Laur et al., 2018; McNicholl et al., 2018



### The Giant Colon Tour

The Giant Colon Tour is traveling 40 ft. inflatable interactive colon exhibit, offering a fun and novel educational experience that always starts conversations at events and in communities. The bilingual exhibit has traveled all over Canada and has been seen by over 500,000 visitors to date; our refreshed design is lighter, smaller, and able to reach more Canadians.

*Funding supports expanding the scope of The Giant Colon Tour, visiting both urban centers and more remote communities and underserved areas. Last year's tour saw 15 communities and thousands of guests in Québec. Expansion to Ontario and British Columbia is also planned.*



**PAN  
CANCER**

### Immunotherapy

Immunotherapy is a novel cancer treatment that trains the natural immune defenses to recognize, target, and destroy cancer cells. It is far more focused than radiation or chemotherapy, and with far fewer harmful side effects. CCC advocates to make this radically promising new treatment an option for more Canadians through health policy changes, greater access for research and patient representation, and patient education.

*Funding would support a refresh of our patient materials to bring them to the highest standard of approachability and accessibility. We are also exploring integrating immunotherapy with our other programs, especially Get Personal, and exploring a concrete pan-cancer approach for expanding the scope of our immunotherapy education.*

**NEW!**

### Health Belief Model Survey

The fecal immunochemical test (FIT) is an efficient and accurate at-home colorectal cancer screening method. Despite being fast, easy, and cost-effective, FIT usage remains below the national target of screening rates for those aged 50-74. We want to find out why the FIT is lagging in adoption, and do something about it. CCC's national goal is 60% by 2026, so let's get our butts in gear!

*Funding will support completion and analysis of the primary study, which is a broad survey of people above the age of 50 to determine the causes of low FIT adoption. This survey is our first to use the comprehensive behavioral change model: an analysis of decision-making that examines people's capability, opportunity, and motivation to engage in a given behavior. By structuring our survey with these priorities, it gives us directly actionable avenues for engaging our findings in new materials, or to adjust existing materials. We plan to expand this approach to other program surveys and community inquiries.*

## Envisioning The Future of Colorectal Cancer in Canada

Over the last ten years, we witnessed transformational changes to the entire landscape of colorectal cancer treatment and care. To prepare our programs for what the future might hold, we're hosting a roundtable series with prominent figures in the CRC community to try and predict the next decade of trends in cancer care and prevention.

*We have 5 of our 7 planned roundtables still to go, and support would go towards making them as impactful as possible, along with developing strong research conclusions from the program. Upcoming talks are on screening, and on data innovation. We invite our speakers and attendees to exercise the limits of their imagination and expertise. Funding will also support the publication of meeting reports, and a concluding manuscript for guiding our advocacy into the future.*

*The overall structure is as follows:*

### The Roundtables

- Cancer Treatments of the Future
- The Microbiome's Potential to Advance Cancer Care
- The Future of Prediction, Detection, and Screening
- Data-Driven Innovation for Global Precision Oncology
- Patients are Changing the Future of Cancer Care
- The Future of Psychosocial Oncology
- Revolutionizing Care with Cutting-Edge Technologies



## Equity, Diversity, Inclusion & Belonging

Healthcare access in Canada displays cultural, social, economic, and geographical inequities. We see the need for consistent, focused action to overcome barriers and reduce disparities in access and outcome. This is particularly true of cancer care, where we have two core projects in improving equity.

The first is to improve diversity, equity, and inclusion in cancer clinical trials to ensure new medicines are safe and will work for populations most likely to benefit from them. The second promotes the importance of colorectal cancer screening among racialized and marginalized communities currently underrepresented in screening rates.

*Funding would support the ongoing comprehensive review of our programs to ensure they meet organizational standards for*

*accessibility grounded in diversity, equity, and inclusion. This includes the language itself, as well as design and dissemination, to ensure our material reaches the people it needs to reach in the way it needs to reach them.*

*Funding also enables our engagement with community organizations to meet those goals as well as our clinical trials goals. After partnering with the South Asian Health Institute last year for community-specific trials engagement in British Columbia, we are developing a reproducible framework for how best to work with community groups nationwide. We will use this framework to collaborate with groups from the five main populations significantly underrepresented in Canadian clinical trials: Indigenous, Black, South Asian, LGBTQ2+, Rural, and Canadians living with Disabilities. We see this as a crucial, long-term initiative.*



In clinical studies, 82.3% of participants identified as white, 10.2% as Asian, and 2.3% as Black. The Canadian population is roughly 70% White, 20% Asian, and 4% Black.

This data from *The Oncologist* and national demographic surveys suggest that trial data thus vastly overrepresents white Canadians and vastly underrepresents Canadians of colour.

## PACT: Patient-Centered Approach to Clinical Trials

Although clinical trials are a key step in the development of new cancer treatments, as well as an opportunity for patients to gain early access to new treatment options, only a tiny proportion of cancer patients ever have the chance to participate. PACT aims to get patients in the door from the beginning, ensuring patient involvement in clinical trials through the entire process.

The result of years of research and organization, and guided by a multidisciplinary steering group, PACT places patient groups like CCC as an intermediary between clinical trial operators and patients. We ensure patient voices are heard, while advocating for patients through the process in a way that gives them the most benefit.

*Funding would support our PACT conference, which in its 9th year has become a landmark gathering place for stakeholders in the cancer clinical trials community.*

*We continue to reach out to patient groups to encourage them to join the “PACT” and collaborate on implementing best practices. On the patient level, funding would support our development and promotion of the Clinical Trials Navigator, a Canadian resource for finding clinical trials that are searching for patients, solving a major issue for patients and trial researchers alike.*



We will be hosting the 9th Annual Patient-Centered Approach to Clinical Trials Conference in Montreal in late October.

## The Patient Values Project



The Patient Values Project is an ongoing initiative in partnership with the University of Calgary to evaluate and increase the valuation of patient input through Health Technology Assessment: the process through which new oncology drugs are approved for public use. We want the voices of patients to not only be heard, but be prioritized in the HTA process.

*Funding supports our transition from the research stage to the application stages of the project. Research, which was phase 1, had success identifying a methodology for studying patient values, and we published papers in *The Patient* to that effect. Phase 2 will involve developing these findings with the scientific community and using them to identify key values in survey data, which will lead to phase 3, where we will incorporate that work into patient submissions for new drug approval at pCODR.*

*Eventually, our goal is that our international collaborators will all adopt the PVP Survey system to support their cancer patient populations.*



## HTA: Time to Patient Canadian Cancer Treatment Hackathons

Of peer nations, Canada has the slowest Health Technology Assessment (HTA) process. HTA is how new oncology drugs are approved for safe public use, and this delay keeps potentially life-saving options from Canadians who need them. Our Hackathons take inspiration from the tech world, where “hacking” events bring people together to find unexpected or breakthrough solutions, in this case with the aim of streamlining the drug approval process. Over the course of a rapid-fire day of sessions and workshops, experts and stakeholders iterate on and find solutions to problems aligned with the specific Hackathon theme.

*Funding will support our remaining planned Hackathons, and the publishing of solutions based on both partial and complete studies of Hackathon outcomes.*

*The next Hackathon will be our 10th, and this milestone event will examine Ontario’s accelerated access pilot project, and how it can be expanded to other provinces and territories. There will be a handful more over the course of the year, and then the focus will shift to studying the assembled information, publishing that work, and developing advocacy material from the results, for our use and for the use of our wide base of participants. We already presented the proceedings of the first six Hackathons at last year’s Canadian Drug Agency Symposium, and we aim to publish a paper based on those findings.*



## 10 SYMPTOMS OF COLORECTAL CANCER

KEEP AN EYE OUT FOR THESE SYMPTOMS:

- Unexplained changes in bowel habits (constipation, diarrhea, gas or bloating)
- Rectal bleeding or blood in or on the stool
- Changes in shape/size of stools
- The urge to have a bowel movement but nothing passes
- A feeling your rectum is not empty after a bowel movement
- Unexplained weight loss/ Loss of appetite
- Persistent abdominal pain
- Persistent fatigue / weakness
- Anemia
- Nausea or vomiting

WWW.SAVE-BUTTS.CA



## Save Butts Save Lives: Take The Pledge

The one thing Canadians can do today to reduce rates of colorectal cancer tomorrow is get screened, and the more they hear this, the better. Save Butts, Save Lives is an innovative program that builds on existing relationships within local institutions and organizations, encouraging them to publicly pledge to increase screening rates in their communities, with which we then assist. Combining advocacy and awareness, public and private, and leveraging already existing trust, this program is key for accomplishing our goal of reaching at least 60% colorectal cancer screening rates in the highest-risk groups, nationwide.

*Funding would support outreach to organizations, as well as generating and supporting the materials we share with them and their communities, especially in adapting our existing materials for institutional audiences.*

*After launching last year, and having solicited pledges from 55 organizations covering 124,000 individuals, we continue to expand and advance the program with outreach to new partners and new material.*

Take the Pledge  
at [save-butts.ca](http://save-butts.ca)



## Push For Your Tush Run/Walks

The Push For Your Tush 5km/10km Walk/Run is a nationwide and summerlong celebration of the colorectal cancer community, and CCC's largest fundraiser. Hosted in cities across the country and complemented by an ongoing online event, PFYT is a yearly opportunity to show support for patients and caregivers, as well as a platform to educate attendees and participants on themes of colorectal cancer prevention, treatment, survivorship, and research.

*Funding would support adding cities to the event and programming in each city, and is a major opportunity for highly visible sponsorship. Next year we are aiming for 18 cities across every province, building on what was an already record-setting turnout this past year.*

*We are also exploring expanding the live events to include exhibitors and post-run activities, and connecting them with our digital events, to further enhance this signature initiative to be a gathering point for celebrating patients and their communities.*

# PFYT HAS RAISED OVER \$6 MILLION TO FIGHT COLORECTAL CANCER



Above: Toronto; Below: Victoria; Left: Calgary



# IN 2025 1,299 PARTICIPANTS ON 162 TEAMS WITH 2,928 DONORS RAISED OVER \$340,000



## Events

### Colorectal Cancer Community Conference

This innovative digital conference is a yearly gathering of and for the colorectal cancer community. Each year's conference has a distinct theme around which guests and speakers share, listen, and learn. Participants include patients, survivors, medical professionals, researchers, caregivers, survivors, and industry representatives.

*On the continuing path toward the conference being a true community resource and gathering point, we are taking steps to increase the French-Canadian offerings and presence at the conference, working to increase volunteer presence and importance, as well as expanding our community-oriented outreach before, after, and throughout the year.*



### Community Connections

Building on the community spirit of the CCCC conference, we have branched out to create an affiliated initiative in CRC Connections. These bi-monthly, smaller-scale, online seminars are open to all, are aligned with and supporting existing programs, and offer a chance for the disparate elements of the CCC network to come together more regularly. Funding would enable greater reach for these events.



### Kick Ass Golf Tournament

The best place to kick colorectal cancer's butt is the lab. The second best... is on the green! Every year for the last 20 years, we've gathered in Markham, Ontario for a fun day of family-friendly competition and fantastic activities, including a virtual auction, raising funds and spirits to support our programs.

*Funding supports expanding the event to an additional venue in another city, and is an opportunity for visible sponsorship and community.*

### Sponsor Our Events

In our role as the leading Canadian colorectal cancer patient group, we bring together Canada's best and brightest to prevent, treat, and find a cure for colorectal cancer, all while caring for and advocating on behalf of patients and their communities. You can help by sponsoring and supporting our goals through public events. CCC will work with you to make the strongest impact and visibility for your contribution.

## CONTACT US

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