

ALBERTA CANCER FOUNDATION KEY MESSAGES

Alberta Cancer Foundation

- The Alberta Cancer Foundation is the official fundraising partner for every cancer center across the province, including the Cross Cancer Institute in Edmonton and the soon-to-open Arthur J.E. Child Comprehensive Cancer Centre in Calgary.
- As the fundraising partner for every cancer center in Alberta, we make life better for Albertans facing cancer by supporting world-class research and patient care, right here in our own backyard.
- Your donation to the Alberta Cancer Foundation ensures that every Albertan facing cancer has access to the support they need and the treatment they deserve, now and into the future. You enable us to capitalize on the latest treatment options available and drive the pace of innovation – rather than wait for it to come from someplace else.
- Together, we are building an unstoppable community of Albertans committed to improving outcomes for those diagnosed with cancer.
- Donations to the Alberta Cancer Foundation support patients whose cancer journey has put them in a financial bind, and others who have run out of all other treatment options and are turning to a clinical trial as a last resort, a last hope.
- The Foundation is so grateful to our donors. Their support helps to provide real-life returns for Albertans facing cancer.
- Together, we are creating more hope and more moments for Albertans facing cancer.
- The Alberta Cancer Foundation dedicated \$27 million to cancer research, treatment and care across the province last year alone.

GENERAL STATS

- Over the past 25 years, cancer mortality rates in Alberta have declined. According to Alberta Health Services, cancer mortality rates decreased by an average of 2.1 per cent per year from 2004 to 2014. This trend is attributed to advancements in cancer prevention, early detection and treatment strategies.
- 1 in 2 Albertans will hear the words, “You have cancer” in their lifetime.
- This year, 24,000 Albertans will face their own cancer diagnosis.
- In Alberta, males have a higher chance of dying from cancer (25 per cent) compared to females (20 per cent).



- The most commonly diagnosed cancers are breast, prostate, lung and colorectal.
- 24 per cent of all deaths in Alberta in 2019 were related to cancer.

MORE HOPE MOVEMENT

With one in two Albertans being diagnosed with cancer in their lifetime and one in five not surviving, we often hear, “How can I help?” The answer is simple: join the Alberta Cancer Foundation’s More Hope Movement.

- By donating to the More Hope Movement, you ensure that every Albertan facing cancer has access to the support they need and the very latest treatments, now and into the future.
- Your contributions enable us to capitalize on the latest treatment options and drive the pace of innovation.
- Together, we are building an unstoppable network of Albertans committed to creating more hope and better outcomes for those facing cancer across the province.
- Cancer can be an uncertain journey full of twists and turns, but hope is what carries us through the darkest moments. Hope for more time, for better treatments, for compassionate support.
- Your support of the More Hope Movement ensures Albertans have access to the best treatment and care close to home, as soon as it is available.
- More hope means more discoveries. More love. More breakthroughs. More moments for Albertans facing cancer.

Here’s how your support makes a difference:

Bringing life-saving treatments to Albertans sooner: Your support allows us to respond quickly to critical, time-sensitive opportunities, bringing the latest, most advanced treatments to Albertans and driving the pace of innovation.

Example: Supporting world-leading research and every cancer clinical trial in Alberta

Improving the cancer experience for more Albertans: Your contribution funds vital programs that reduce the financial burden of cancer and ensures Albertans can access the services they need at every stage of their journey.

Example: Supporting programs that enhance equitable care including our Patient Financial Assistance Program and Alberta Health Services’ Cancer Patient Navigation Program.

Uniting and empowering our community against cancer: Your donation builds and sustains a network of Albertans – from researchers to caregivers to donors – who want to make a transformative impact on cancer treatment and care.



Example: Attracting the best and the brightest in cancer research and care to Alberta's cancer centres

By supporting the More Hope Movement, you are making a promise that no one facing cancer will walk alone. You bring more light to dark days and ensure Albertans have access to the latest support and treatment, now and into the future.

Join the Alberta Cancer Foundation's More Hope Movement today.

PATIENT EXPERIENCE

Thanks to our donors, the Alberta Cancer Foundation funds programs that focus on patients' unique needs and reducing disparities in cancer treatment and care in underserved populations across Alberta.

Patient Financial Assistance Program:

- The challenges that come with a cancer diagnosis often extend beyond the medical treatment itself—such as navigating a complex health-care system and balancing the demands of day to day living during treatments.
- These challenges can increase for people with restricted income opportunities, no employee health insurance, and who live in other urban or rural communities across the province.
- For some, the financial burden of cancer can mean choosing between treatment and simply being able to pay their bills.
- The Alberta Cancer Foundation's Patient Financial Assistance Program offers support to eligible patients who have financial needs, addressing some of the direct costs of care, such as travel and accommodations for appointments and medications not covered by insurance. Patients may also use a portion of their funds towards other indirect expenses, such as groceries or utility bills.
- Last year, the Patient Financial Assistance Program provided financial support to hundreds of families in 135 communities across the province.

PATIENT NAVIGATION:

- The Provincial Patient Navigation Program employs registered nurses, or navigators, with specialized training in cancer care to assist eligible Albertans who have been diagnosed with cancer, and their families.
- Navigators work with patients to oversee transitions between multiple care providers, access resources and community support programs, and overcome potential barriers to care.



- The program promotes equality and accessibility in health care by focusing on people-centered support for three specific populations of Albertans living with cancer: People Living in Rural Areas, Adolescent and young adults, Indigenous peoples
- Since its inception, the Cancer Patient Navigation Program has helped well over 40,000 Albertans navigate their cancer journeys.
- These patients reported that the program's staff contributed to a sense of stability and security, ensured timely access to necessary information, coordinated additional community supports, and offered individualized care to meet specific areas of need.

GROUNDBREAKING RESEARCH/CLINICAL TRIALS

- Clinical trials are research studies that evaluate the safety and effectiveness of new medications and medical devices before they are adopted as standard of care.
- Clinical trials provide alternative treatment options for patients who've exhausted all other treatment options.
- Research and clinical trials lead to advancements that eventually become the standard of care for patients in the future. They lead to more moments and save lives.
- The Alberta Cancer Foundation supports every cancer-focused clinical trial in Alberta.
- Alberta is a leader in clinical trials in Canada. Here, in the last year alone, **890** patients were enrolled in clinical trials and **87** cancer-focused clinical trials received approval.
- Each clinical trial has the potential to help hundreds of thousands of patients through research discoveries.
- Clinical trial activity promotes higher job retention in Alberta and increases career satisfaction for physicians operating these clinical trials, attracting important collaborations with other universities and highly skilled clinicians.
- Albertans rely on accessible and reliable treatment that can meet the highest standards globally. Becoming a leader in cancer treatment places our province amongst the most qualified in the world, bringing more exposure and attraction to discoveries in cancer treatment right in our backyard.
- During 2022/23, Alberta Cancer Foundation invested \$2,778,230 into clinical trial activity, resulting in an additional \$24.5M in external clinical trial contracts from industry and academic sponsors.

