



# Cancer Care campaign update 2017

From left: London Health Sciences Foundation President & CEO John MacFarlane; Cancer Care Ontario President & CEO Dr. Michael Sherar; London Health Sciences Centre Vice President, Cancer Care and Corporate Strategy Neil Johnson; Gerald C. Baines Foundation Board Chair Kirk Baines; City-wide Chair/Chief of Oncology Dr. Glenn Bauman; and London Health Sciences Foundation Board Member Tony Dagnone.

## Taking a Bold Step in the Fight Against Cancer

A cancer diagnosis: it's a moment that can turn our lives upside down in an instant. For patients whose cancer went undetected just a few years ago – like that of a young father of two whose cancer spread unseen – there is new hope. At places like the Gerald C. Baines Centre for Translational Research, some of cancer's biggest puzzles are being confronted and new discoveries fast-tracked to continue to help patients receive earlier screening and treatment, allowing them to return to their families and lives.

The Baines Centre's expert team of researchers, clinicians and specialists is doing everything in its power to turn today's scientific discoveries into tomorrow's new treatments and breakthroughs in patient care...and with community support, the Baines Centre is getting a potential \$3-million-dollar boost.

On December 13, 2016, the Gerald C. Baines Foundation announced a \$1.5 million commitment in hopes of inspiring the public to join them in reaching the \$3 million needed to expand the capabilities of the Baines Centre.

Donations from the matching gift challenge will be used to acquire advanced equipment and software for an imaging lab in the Baines Centre, as well as fund new research positions and expand clinical trials.

The Baines Centre is a unique facility in Canada where cancer researchers and care providers work side by side to translate new findings in cancer imaging and treatment directly to patient care, removing the traditional separation between lab and clinic.

"Public support through donations helped create the Baines Centre, which opened in 2010 and has become a game changer for improved cancer treatments and better patient outcomes," says Kirk Baines, Chair, Gerald C. Baines Foundation. "We are asking for the public's help again to expand the potential of the centre even further."

To reach that goal, the Baines Foundation will donate one dollar for every dollar London Health Sciences Foundation (LHSF) receives towards translational cancer research by December 31, 2017. ■



# \$5.25 million Legacy Gift Offers New Hope for Ovarian Cancer Research



Mary and John Knight

John Knight, an economics professor who passed away in January 2016, invested \$5.25 million in LHSC with a gift from his estate – the largest estate gift ever donated to the hospital.

Mr. Knight's inspiration was his wife Mary, who passed away from ovarian cancer in 2008. But it was the innovative work of the Translational Ovarian Cancer Research team in understanding this disease – and how to potentially advance that knowledge into improved and new treatments – which led John to direct his estate gift to their work.

"John hoped his support of the program would lead to earlier screening and produce evidence-based treatment protocols to improve the future for those women who have their life path altered in confronting ovarian cancer," says close friend and estate executor Bob Merrifield.

The Translational Ovarian Cancer Research team formed in 2007, co-led by Dr. Gabriel DiMattia and Dr. Trevor Shepherd, who are both Senior Oncology Scientists at London Regional Cancer Program (LRCP).

They gathered one of the largest collections of primary ovarian cancer cells in the province, and unique research projects emerged from having local access to ovarian cancer tumour tissue. They also created a new model to study how cancer spreads, which has led to exciting discoveries on how to target this cancer with new and more-effective drug therapies.

"John Knight's generous gift and his belief in our program are truly inspirational," says Dr. DiMattia. "This funding will give our team further resources needed to accelerate and expand our research, collaborate worldwide and translate our findings into clinical trials that directly make a difference in patients' lives. ■



# Donors Invest in Crucial Cancer Research Technology



A small group of generous individuals donated \$200,000 towards a cutting-edge technology called the IncuCyte Zoom that is significantly improving the capabilities of the Translational Ovarian Cancer Research Team at LHSC.

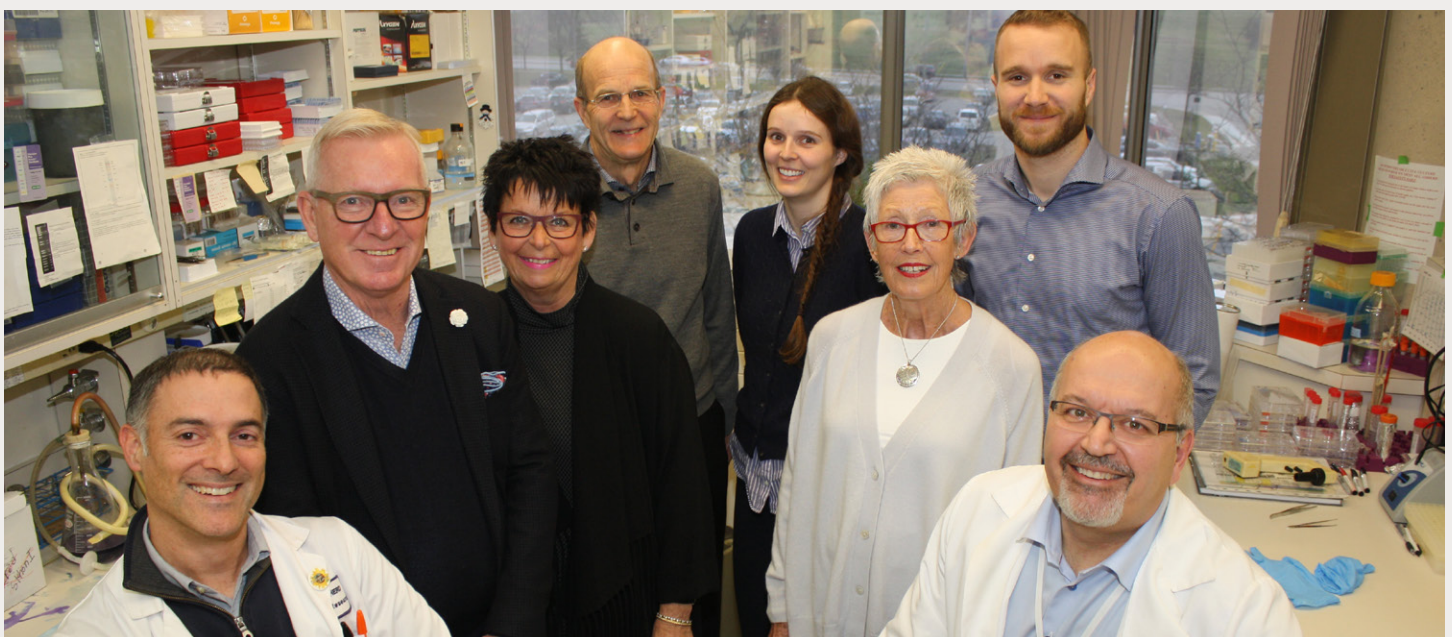
The IncuCyte Zoom is a machine that analyzes the growth of dozens of patients' cancer cells to create an accurate and real-time visual of tumour cell growth. It also monitors different treatment options on cancer cells, showing which ones are more effective at preventing growth.

Dr. Trevor Shepherd spoke about the need for such a precise and efficient piece of equipment last year at a London Run for Ovarian Cancer event and quickly found a lead donor in Gary Pooley and his family.

"We lost a wonderful mother and wife to ovarian cancer," says Gary. "The Translational Ovarian Cancer Research Team is doing leading-edge research that we believe will lead to a breakthrough in the battle against this insidious disease. We contributed to the purchase of the IncuCyte System to support the invaluable work they do."

Because of a lack of reliable early detection methods and poor therapeutic management, ovarian cancer causes more deaths than any other cancer of the female reproductive system – a statistic this new technology and research has the potential to change.

"A high-quality instrument like this seemed to be an unattainable dream item. The dream is now our reality," says Dr. Trevor Shepherd. ■



From left: Dr. Trevor Shepherd with the donors of the IncuCyte Zoom: Peter and Trudy Channer, Sheila Fletcher, Dr. Gabriel DiMattia; (back row) the Pooley Family (not pictured: Robert Freeland and George Monckton)

# Olympic rower. Entrepreneur. Husband. Father.

Now, add “cowboy” to Gord Henry’s resume, a term affectionately coined by LHSC physician Dr. Ian Chin-Yee.

Gord’s journey with LHSC began in February of 2013. He went to the emergency department one night after pain and illness made sleeping impossible. The staff took x-rays of his chest, revealing three sources of Gord’s pain: pneumonia, a partially collapsed lung and, most shockingly, a tumour the size of a tennis ball. They quickly treated the pneumonia and repaired his lung, and scheduled a biopsy to determine how to best treat the tumour. Following the biopsy, Gord had a frank but positive discussion with Dr. Chin-Yee about his diagnosis and treatment.

“He asked me when I wanted to start chemotherapy and I said ‘How about today?’” recalls Gord. “Dr. Chin-Yee laughed and said, ‘You’re a real cowboy.’”

After overcoming his greatest hurdle – telling his wife Linda and their three sons about his illness – Gord began chemotherapy and subsequent radiation, which successfully removed the tumour.

Now going on his fourth year cancer-free, Gord hopes others who are grappling with a cancer diagnosis

can receive the same great care he did. It’s why he gives back to LRCP, recently pledging \$10,000.

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“The outcomes from cancer are one of the few things in life that are getting better. So I know I can look back in five or 10 years from now and see how my donation helped.” - Gord Henry

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Gord can be found these days doing what he loves most: managing his boat-building company, Fluidesign, which he started in London nearly 20 years ago after a long and celebrated career in professional rowing. But he will always have a soft spot – with the scar to prove it – for the care he received. ■



Gord Henry

## Did You Know?

Did you know there were almost 180,000 patient visits and more than 6,500 new patients to LRCP last year? With expert care, many of these patients, like Gord Henry, receive treatment early in their diagnosis and become cancer survivors.

However, the current facility – completed in the late 1980s – does not meet the demands of a modern cancer centre in terms of patient flow, capacity, accessibility, comfort and privacy.

Philanthropic support through the Cancer Care Campaign has begun to transform the space, building a better way to treat cancer. Donor dollars will continue to fund this large-scale renovation, including a new Cancer Pharmacy and Chemotherapy Unit as well as new patient reception and waiting areas.

Your generous donations are supporting a state-of-the-art cancer centre built upon patient-centred care and leading-edge research. Thank you. ■



# Amgen Canada's Five-Year Investment in Cancer Care

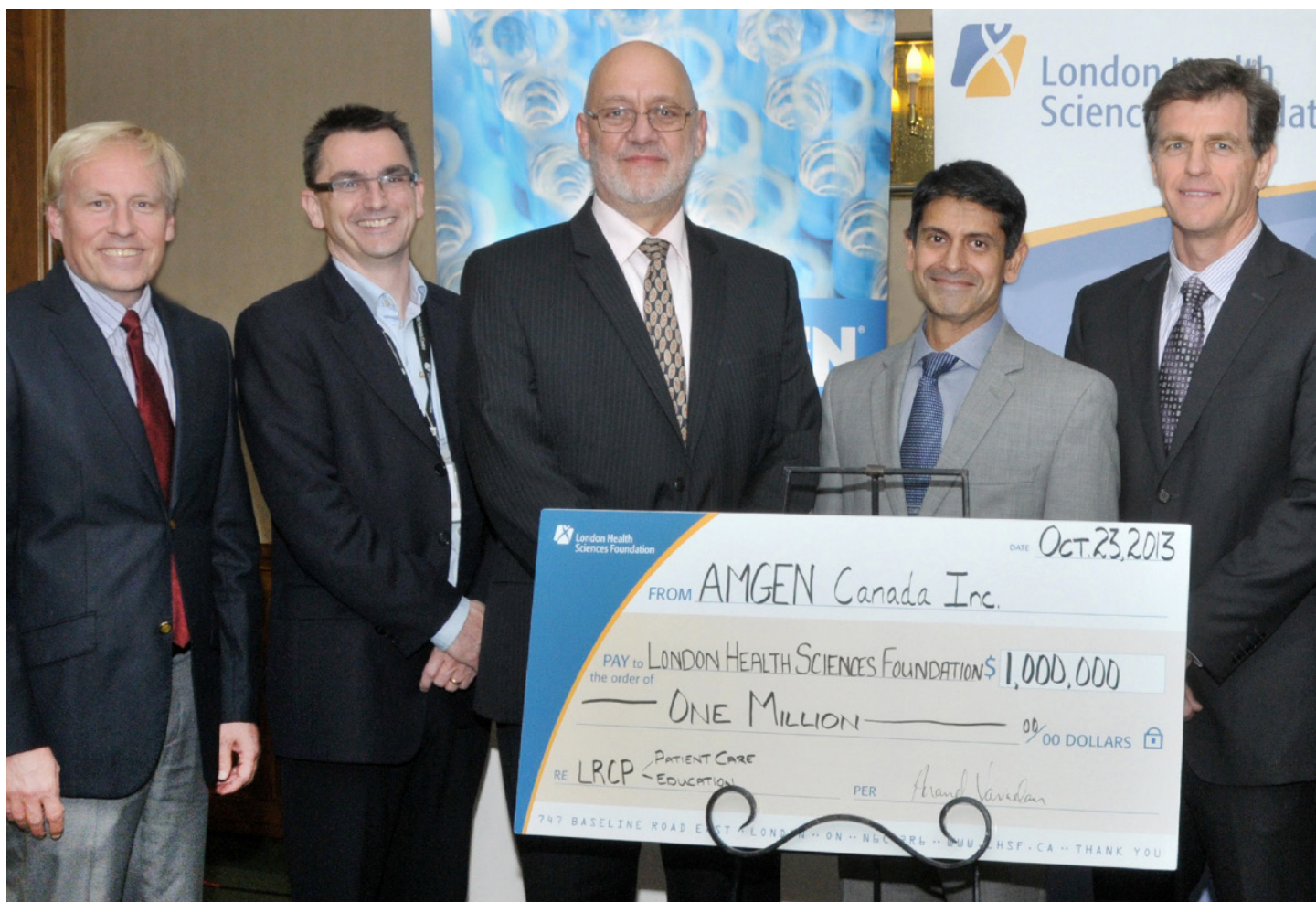
Biotechnology company Amgen Canada's \$1 million investment in cancer care has enabled LRCP to make great strides in research, education and patient care over the course of five years. Their support of the Academic Enhancement Fund has paid for many educational initiatives for LRCP staff. Their contributions have also supported a number of special projects that respond to immediate needs within LRCP, known as High Impact Patient Care Initiative Grants.

Some of the current projects funded by these grants include an awareness campaign to promote participation in clinical trials, which have been shown to improve

patient outcomes and advance cancer research, and the implementation of mindfulness programs to help patients manage their cancer-related anxiety. ■

"I'm very excited that through this project patients will have a better understanding of cancer-related anxiety. Opportunities for patients to discuss their fears will be increased because the entire health care team will be educated on the supports available."

- Kim Crawford, Regional Psychosocial Oncology Lead,  
South West Regional Cancer Program



Amgen Canada pledges \$1 million over five years in 2013. LRCP Chair/Chief of Medical Oncology Dr. Scott Ernst, LRCP Chair/Chief of Radiation Oncology Dr. Glenn Bauman, LHSC CEO Murray Glendining; Former Vice President & General Manager, Amgen Canada Inc. Anand Varadan; and Executive Director of Research and Development, Amgen Canada Inc. Dr. Clive Ward-Able.



# Thank You to the Hardie Family Foundation

*Reaching Their Goal, Helping Cancer Patients*



From left: Fred Lewis, Robert Hardie, Bob Pincombe, David Cook  
Seated from left: Anne Pincombe, Kathryn McAuley, Vicky Funston

One year ago, Bob Hardie and his Family Foundation issued a challenge to the rural areas north of London. For every dollar donated in support of LRCP's Patient Assistance Program, the Hardie Family Foundation would give another dollar – matching each gift until they reached their goal of \$100,000 raised – a challenge completed!

"I would like to thank the community for their support of this program," says Bob. "I am sure that the money will be put to good use assisting patients." ■

## Advocating for the LRCP Patient Assistance Program



"When you become ill, money is the last thing you want to think about. I'm just so grateful for that program for the help it provided, and I think more people need to be aware of it. I tell everyone I can about why they should support the program. Hopefully it will shed a little bit of sunshine into the lives of others who are receiving cancer treatment."

- Grateful patient Bonita Stevenson

## Taste of Italy

The fourth annual Taste of Italy wine pairing dinner at Dolcetto Restaurant was a great success, raising \$7,400 for the CIBC Access Cancer Therapies Now (ACT Now) Fund, part of the Patient Assistance Program. ■

Learn more about ACT Now events at [actnowforcancer.ca](http://actnowforcancer.ca)



From left: Dr. Ron Komar, Rob Brown, Twee Brown, Wendy Komar, Dr. Kylea Potvin, Dr. Frank Warsh

# Having a Voice Again

At age 43, Kathy Poirier was diagnosed with a rare form of head and neck cancer called adenoid cystic carcinoma. There are treatments to slow the progression of this cancer, but there is no cure.

Dr. Anthony Nichols knew he had a challenging procedure ahead – and, as he performed Kathy's surgery, he was relieved to learn the cancer hadn't spread as far as originally thought. The surgery, followed by a lengthy course of radiation therapy, not only saved, but also extended Kathy's life.



Claude and Kathy Poirier. Watch Kathy's incredible story at [lhsf.ca/cancercare](http://lhsf.ca/cancercare)



Dr. Anthony Nichols and Kathy Poirier

## Thankful for the Care She Received, Kathy Gives Back

Kathy Poirier launched the Head & Neck Above Cancer Charity walk in 2013 and now coordinates the event with Phoebe Murray, who lost her husband Richard to head and neck cancer. The five-kilometre walk raises funds for Head and Neck Cancer Research at LHSC and has raised more than \$70,000 since it began. ■

# Donors Driving Important Research into One of the Most Lethal Cancers

There is a rare type of thyroid cancer called anaplastic thyroid cancer that is both fast-acting and fatal – and has drawn the attention of head and neck cancer surgeon Dr. Anthony Nichols.

While most thyroid cancers – increasingly common among women – are readily cured, anaplastic thyroid cancer is one of the most lethal, with only 5 per cent of patients surviving long term. There is an urgent need to understand the biology of this cancer to find new treatments to improve patient outcomes.

Dr. Nichols has created the Anaplastic Thyroid Cancer Multi-Institutional Project, joining forces with institutions

from around the world to better understand – and fight against – lethal cancers. While the end goal is to raise \$1.69 million to bring together a team of scientists, research associates, students and state-of-the-art technology to tackle anaplastic thyroid cancer head on, the first, most urgent step is the genetic testing of 350 samples at a total cost of \$220,000.

Generous community support from London and surrounding areas, including a dedicated and passionate group in Woodstock, has already raised approximately \$84,000 towards that goal. Thank you! ■



## Small Dollars, Big Impact

Imagine having an idea that could dramatically change how cancer is treated? But you're faced with the challenge of getting that idea off the ground with little to no funding.

Enter the Catalyst Grants Program. The only program of its kind for cancer research in London, it provides seed or "leverage" funding that allows cancer researchers to get a project off the ground before securing larger grants from external sources. It is estimated that every \$1 in funding provided through the Catalyst Grants Program generates \$5 in further research funding.

"Cancer catalyst grants are the seed engine that drives innovative research ideas linking the clinic to the laboratory," says Dr. Gabriel DiMattia, coordinator of the Catalyst Grants Program. ■

## Coin Your Logo

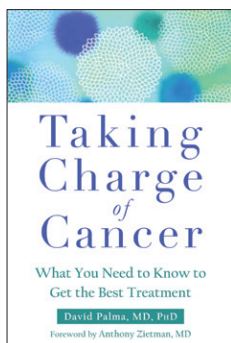


Participants logos in various stages of completion

Coin Your Logo for Cancer was a first-time event in 2016 that raised more than \$10,000 for LRCP's highest-priority needs. Businesses across London came armed with at least \$50 in coins which they used to create their logos in the parking lot of the Holiday Inn & Suites.

**See upcoming community events in support of cancer care at [lhsf.ca/community-events](http://lhsf.ca/community-events)** ■

## Helping Patients Get High Quality Cancer Care – and Supporting LHSC



Radiation Oncologist Dr. David Palma is an ardent advocate for cancer patients getting the high-quality care they deserve. His new book, *Taking Charge of Cancer: What You Need to Know to Get the Best Treatment*, is the first "how-to" manual that shows patients how to obtain and understand their medical records,

double-check their doctors' recommendations and ensure they are getting top-notch radiation, surgery or chemotherapy.

Dr. Palma is directing all royalties from his book to LHSF's Cancer Care Campaign. As a lead researcher at the Baines Centre, he sees firsthand how donations drive discoveries that improve cancer care.

"LHSF's fundraising efforts have made a major impact on cancer care and research, and this book will help them advance their goals a bit further," he says.

Dr. Palma's book is available for preorder on Amazon.com and will hit bookstore shelves July 1, 2017. More information can be found on his website: [qualitycancertreatment.com](http://qualitycancertreatment.com). ■

## We'd Be Happy to Hear from You!

Please contact us if you have any comments about this report, questions concerning your philanthropic goals or inquiries regarding the Cancer Care Campaign.

We'd be happy to hear from you!



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