

2020

Annual Report

Making a
Difference in
Challenging
Times



SUPPORTED
BY



MISSION

The mission of the Prostate Cancer Fight Foundation and the Ride For Dad is to raise funds to save men's lives by supporting prostate cancer research and raising public awareness of the disease.

Prostate cancer is the most commonly diagnosed men's cancer in Canada. It affects one in eight men, their families and loved ones. Successful treatment depends on early detection. In the longer term, research into improved diagnosis, treatment and prevention will further improve our capacity to deal with this disease.

Our goal as an organization is to spread awareness, and to fund research for prostate cancer, so that men can continue to be there for their families and friends for years to come. The parade of vehicles in the Ride For Dad grabs hold of the attention of the masses and the media on Ride Day. The research helps find hope for the future, and the awareness has the potential of saving men's lives today.

MESSAGE FROM THE BOARD OF DIRECTORS



This year we celebrated 20 years of fighting prostate cancer; unfortunately, it was in the shadow of the Global Pandemic.

Since 2000, our organization has been raising awareness of this disease and much needed funding for research. It was one man who fueled our passion—his name was Charlie Pester. He learned of his diagnosis too late and left behind a family and a community that loved him.

Charlie's legacy lives on though. We have been raising funds for the fight against prostate cancer right across Canada, through our motorcycle, snowmobile, watercraft and ATV events. These events, powered by over 10,000 participants and thousands of donors, along with our various other fundraisers, have enabled us to grant millions of dollars to innovative research and public awareness campaigns.

We are proud to give where we live to improve the lives of men and their communities.

We are also especially thankful to our volunteers, donors, sponsors and above all our participants! We are grateful to have the support of thousands of individuals who have contributed towards making a difference for millions of Canadians.

Sincerely,

A handwritten signature in black ink, appearing to read 'Garry Janz', written over a horizontal line.

Garry Janz, Director

WHO WE ARE

Our goal as an organization is to spread awareness and fund research for prostate cancer, so that men can continue to be there for their families and friends for years to come.

We mainly raise funds through large-scale one-day vehicle based fundraising events, the Ride For Dad, through sponsorships and through ongoing public fundraising throughout the year.

Ride For Dad events take place in more than 24 major cities across Canada. Our events have been taking place since the year 2000 and began with a motorcycle event. Now our events include snowmobiles, ATVs and personal watercraft! Since our first ride, more than 250,000 men, women and children have been involved in our fight against prostate cancer!

To date we have raised more than 36 million dollars to support prostate cancer research and raise public awareness!

1. Introduction

The Prostate Cancer Fight Foundation (PCFF) remains firmly committed to the fight against prostate cancer through public awareness, early detection advocacy, groundbreaking research funding, and direct support to those impacted. The year 2020 tested our resilience and creativity in unprecedented ways. Amid the Global Pandemic, our organization quickly adapted to ensure our mission continued—virtually, safely, and effectively.

2. The Impact of COVID-19

The onset of the pandemic forced us to reimagine how we operate. In-person events, rides, and gatherings were either canceled or transitioned to virtual formats. However, thanks to the dedication of our national team, volunteers, and supporters, we were able to sustain momentum and maintain strong engagement with our community across Canada.

3. Awareness and Outreach

Despite physical restrictions, PCFF found new ways to connect with the public and raise awareness:

Virtual Ride Events: Dozens of local Ride For Dad chapters across the country adapted by holding virtual rides—allowing participants to “Ride Alone Together” while observing safety protocols. These events kept our community connected and our mission visible.

Digital Engagement: Our social media platforms experienced a significant increase in engagement as we leaned into digital outreach to share stories, promote awareness, and build online communities.

4. Fundraising and Community Support

Though traditional fundraising events were significantly affected, our supporters responded with generosity and innovation:

Virtual Fundraisers: From online challenges to digital auctions, communities across the country rallied to raise more than \$28,000 in support of our cause.

Corporate Partnerships: We strengthened and grew relationships with corporate sponsors, some of whom provided matched donations, digital campaign support, and merchandise collaborations.

Online Merchandise: The online Ride For Dad store expanded, with merchandise sales contributing to both fundraising and awareness efforts.

5. Research Funding and Awareness Messaging

A core mandate of PCFF is supporting Canadian research that leads to better diagnosis and treatment of prostate cancer. However, due to the Pandemic, no grants were awarded.

Funding was fully directed to Local Awareness messaging. \$156,516 was allocated to media ad campaigns targeting men to “Get Checked”.

6. Financial Summary

PCFF remained financially stable despite disruptions, thanks to careful management and unwavering public support:

Total Revenue: \$384,064.00

Total Program Spending: \$533,984.00

Ongoing programs:

The Foundation promotes research, education & awareness of prostate cancer. It also provides funding to various prostate cancer researchers and funds various advertisements, pamphlets and other such items which are intended to promote the continuing education on prostate cancer awareness.

Revenue

Receipted donations \$312,071.00 (81.25%)

Non-receipted donations \$43,132.00 (11.23%)

Gifts from other registered charities \$0.00 (0.00%)

Government funding \$0.00 (0.00%)

All other revenue \$28,861.00 (7.51%)

Expenses

Charitable programs \$156,516.00 (29.31%)

Management and administration \$140,850.00 (26.38%)

Fundraising \$236,618.00 (44.31%)

Gifts to other registered charities and qualified donees \$0.00 (0.00%)

Other \$0.00 (0.00%)

Total revenue: \$384,064.00

Total expenses: \$533,984.00

7. Looking Ahead

Our vision for 2021 includes expanding hybrid (in-person and virtual) Ride For Dad events, enhancing our digital education platforms, and increasing our research funding efforts. We are also preparing to mark a significant milestone: the 25th anniversary of Ride For Dad in 2025, a testament to the strength and unity of this national movement.

8. Gratitude

We thank every chapter leader, rider, volunteer, sponsor, donor, and partner who stood by us in 2020. Your continued support in challenging times is a true reflection of the character and heart behind this organization.

9. Closing Remarks

Although 2020 was a difficult year for many, it reinforced the importance of our work and the dedication of our community. The fight against prostate cancer does not pause, and neither will we.

With your continued support, we will keep moving forward—stronger, smarter, and more united than ever.

PCFF

PROSTATE
CANCER
FIGHT
FOUNDATION

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