

*Fighting Prostate Cancer Through
Research & Awareness*

2021

Annual Report

PCFF

PROSTATE
CANCER
FIGHT
FOUNDATION

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 21 years of fighting prostate cancer; unfortunately, once again the Global Pandemic caused restrictions and cancellations of public events. But we forge on!

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 thousands of 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 25 major cities across Canada. Our events have been taking place in Canada 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 37 million dollars to support prostate cancer research and raise public awareness!

Executive Summary

Key Achievements in 2021

2021 was a year of resilience and adaptability for the Prostate Cancer Fight Foundation. Despite the challenges posed by the ongoing COVID-19 pandemic, we continued our mission to raise awareness and funds for prostate cancer research, support services, and education. Our community, volunteers, and sponsors showed unwavering support, enabling us to continue the fight and expand our reach.

The Prostate Cancer Fight Foundation is dedicated to raising funds and awareness for prostate cancer research, providing support for those affected, and promoting early detection and education about the disease. We strive to make a meaningful impact by mobilizing communities across the country through our events and campaigns.

1. Fundraising Initiatives

- Despite the limitations of in-person gatherings due to the pandemic, we successfully transitioned several of our key fundraising events to virtual or hybrid formats.
- The “Ride for Dad” initiative, our flagship event, was held with a combination of smaller, localized rides and virtual participation, resulting in over \$900,000.00 raised.
- Corporate Partnerships: We strengthened partnerships with our corporate sponsors, which helped us maintain steady funding despite the challenging economic climate.

2. Awareness Campaigns

- We launched our Annual Awareness Campaigns, aimed at encouraging men to get regular check-ups. Over \$320,000.00 was allocated in 2021 to various media outreach.

3. Research Funding and Support Programs

- Our research grants program distributed \$91,600.00 to cutting-edge projects focusing on early detection, treatment options, and patient care improvements.

Financial Overview

The Prostate Cancer Fight Foundation maintained a strong financial position in 2021, thanks to the continued support of our donors, sponsors, and community fundraisers. Here is a summary of our financials:

Reporting period ending: 2021-07-31

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 \$833,259.00 (84.07%)
Non-receipted donations \$140,054.00 (14.13%)
Gifts from other registered charities \$0.00 (0.00%)
Government funding \$0.00 (0.00%)
All other revenue \$17,811.00 (1.80%)

Total revenue: \$991,124.00

Expenses

Charitable programs \$321,517.00 (43.26%)
Management and administration \$174,389.00 (23.46%)
Fundraising \$155,743.00 (20.95%)
Gifts to other registered charities and qualified donees \$91,600.00 (12.32%)
Other \$0.00 (0.00%)

Total expenses: \$743,249.00

List Of Grants Awarded

Grant Receiving Organization	Source Chapter	Research Funding	2021
CancerCare Manitoba	Manitoba	\$91,600.00	

Challenges Faced

The COVID-19 pandemic continued to pose challenges, particularly in organizing large-scale, in-person events. However, our adaptability allowed us to pivot to virtual and hybrid formats, ensuring continued engagement with our supporters. We also faced rising operational costs and worked diligently to manage expenses while still delivering impactful programs and services.

Looking Ahead

As we move forward into 2022, we are committed to expanding our reach and impact. We plan to:

- Introduce new hybrid event models to adapt to changing health guidelines and increase accessibility.
- Strengthen our educational campaigns, focusing on reaching underserved communities with higher risks of prostate cancer.

Acknowledgments

We extend our deepest gratitude to our volunteers, sponsors, and supporters who made 2021 a success. Your dedication and generosity ensure that we continue our fight against prostate cancer and support those affected by the disease. Together, we are making a difference.

Conclusion

Despite the challenges of 2021, the Prostate Cancer Fight Foundation emerged stronger, thanks to the resilience and adaptability of our community. We look forward to building on our successes in 2022, with renewed commitment and vigor to fight prostate cancer and save lives.

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