



2022

Annual Report

Advancing the Fight
Against Prostate Cancer



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 22 years of fighting prostate cancer. Our organization survived the ravages of the Global Pandemic and shoulders on, raising awareness of this disease and generating 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 rally style 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'. The signature is stylized and fluid.

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 39 million dollars to support prostate cancer research and raise public awareness!

INTRODUCTION

The Prostate Cancer Fight Foundation (PCFF) is proud to present its annual report for 2022, highlighting our key achievements, events, partnerships, and progress made in the fight against prostate cancer. Our mission remains to increase awareness, promote early detection, and provide support for those affected by prostate cancer. We are grateful for the continued support from our sponsors, volunteers, and participants, which has enabled us to make a significant impact throughout the year.

KEY HIGHLIGHTS OF 2022

1. Fundraising and Events

- Our signature event, the **“Ride for Dad”** motorcycle campaign, continued to be a resounding success across Canada. In 2022, we organized rides in over 25 cities, attracting over 5 thousand riders and thousands of supporters.
- Through these events, we raised over **\$1.8 million**, which will be directly used for prostate cancer research and awareness programs.
- Additionally, we introduced virtual and hybrid events to reach more supporters and accommodate different preferences, ensuring everyone had the opportunity to participate.

2. Research Funding

- In 2022, PCFF funded **11 new research projects** across various universities, foundations and medical centers in Canada. These projects focus on early detection, advanced treatments, and quality-of-life improvements for prostate cancer patients.
- We also provided ongoing support for **five continuing research initiatives** from previous years, ensuring long-term progress and innovation in prostate cancer care.

3. Awareness Campaigns

- PCFF launched national awareness campaigns encouraging men aged 40 and above to get regular prostate exams and have open conversations with their doctors and families. The campaign reached millions of **people** through social media, television, and radio advertisements.
- We also collaborated with Community Partners to host **Prostate Cancer Awareness Month** in September, bringing together experts and survivors to share their stories and promote awareness.

FINANCIAL OVERVIEW

In 2022, the Prostate Cancer Fight Foundation maintained its commitment to financial transparency and accountability. Below is a summary of our financials:

Reporting period ending: 2022-07-31

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

Received donations \$1,530,149.00 (81.06%)
Non-receipted donations \$334,569.00 (17.72%)
Gifts from other registered charities \$0.00 (0.00%)
Government funding \$0.00 (0.00%)
All other revenue \$22,848.00 (1.21%)

Total revenue: \$1,887,566.00

Expenses

Charitable programs \$320,542.00 (32.21%)
Management and administration \$194,157.00 (19.51%)
Fundraising \$247,902.00 (24.91%)
Gifts to other registered charities and qualified donees \$232,612.00 (23.37%)
Other \$0.00 (0.00%)

Total expenses: \$995,213.00

We ended the year with a positive balance, allowing us to plan for more expansive programs in the coming years.

List of Research Grants Awarded

| Grant Receiving Organization | Source Chapter | Research Funding | 2022 |
|--|-------------------------|------------------|------|
| University Health Network | Huronia | \$12,112.00 | |
| Grand River Hospital Foundation | Grand River | \$25,000.00 | |
| Bliss Murphy Foundation | Avalon | \$8,000.00 | |
| University of Alberta | Edmonton | \$20,000.00 | |
| College of Medicine - University of Saskatchewan | Saskatoon/Swift Current | \$30,000.00 | |
| Prostate Cancer Centre - Calgary | Calgary/Rural Alberta | \$15,000.00 | |
| Ottawa Hospital Research Institute | Ottawa | \$30,000.00 | |
| University of Alberta | Yukon | \$40,000.00 | |
| Sunnybrook Health Sciences Centre | Huronia | \$7,500.00 | |
| Ottawa Hospital Foundation | Ottawa | \$30,000.00 | |
| Brock University | Niagara | \$15,000.00 | |

Looking Ahead

As we move into 2023, The PCFF remains dedicated to expanding its reach, increasing awareness, and supporting innovative research. We aim to increase our fundraising efforts to fund more research projects, improve survivor support services, and strengthen partnerships to bring our message to a broader audience. We are also excited to continue growing our signature events, including the “Ride for Dad,” and to explore new ways to engage with our community.

Acknowledgments

The Prostate Cancer Fight Foundation would like to express its gratitude to our sponsors, donors, volunteers, healthcare professionals, and partners who have contributed to our mission in 2022. We also want to recognize the survivors and their families for their courage and resilience, which continue to inspire our efforts.

Together, we are making a difference in the fight against prostate cancer. Thank you for your unwavering support.

Conclusion

2022 was a year of growth and progress for the Prostate Cancer Fight Foundation. With the continued support of our community, we are confident that we can achieve even greater milestones in the coming years as we work towards our vision of a world without prostate cancer.

PCFF

**PROSTATE
CANCER
FIGHT
FOUNDATION**

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