



2023

Annual Report

Continuing our Fight Against Prostate Cancer

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 23 years of fighting prostate cancer. 2023 was a pivotal year for the Prostate Cancer Fight Foundation as we regained our momentum and returned to pre-pandemic revenues. We continued our mission to raise awareness, fund research, and support men and their families affected by prostate cancer. As we approach our 25th anniversary, we are proud of the strides we have made in improving the lives of those affected by this disease.

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', 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 26 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 41 million dollars to support prostate cancer research and raise public awareness

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 2023, we organized rides/events in 26 cities, attracting over **six thousand riders** and thousands of supporters.
- Through these events, we raised over **\$2.5 million dollars**, which will be directly used for prostate cancer research and awareness programs

2. Expansion of Awareness Programs

- In 2023, we expanded our awareness programs, through innovative Media Campaigns reaching **hundreds of communities across the country**. Our goal was to provide information on early detection, screening options, and the importance of men’s health.



3. Research Funding and Initiatives

- We funded **14 major research projects** in 2023, focused on developing advanced treatment options and improving early detection methods. Our partnerships with top medical institutions and universities have allowed us to support cutting-edge research aimed at saving lives and enhancing the quality of care for prostate cancer patients.

Financial overview

The Prostate Cancer Fight Foundation’s financial performance in 2023 remained strong, thanks to the generosity of our donors, sponsors, and volunteers.

Reporting period ending: 2023-07-31

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 \$1,512,439.00 (65.09%)
Non-receipted donations \$692,619.00 (29.81%)
Gifts from other registered charities \$15,369.00 (0.66%)
Government funding \$0.00 (0.00%)
All other revenue \$103,205.00 (4.44%)

Total revenue: \$2,323,632.00

Expenses

Charitable programs \$462,035.00 (20.22%)
Management and administration \$184,862.00 (8.09%)
Fundraising \$356,807.00 (15.61%)
Gifts to other registered charities and qualified donees \$1,281,774.00 (56.08%)
Grants made to non qualified donees (grantees) \$0.00 (0.00%)
Other \$0.00 (0.00%)

Total expenses: \$2,285,478.00

The foundation continues to prioritize the efficient allocation of resources, ensuring that the majority of our funds directly benefit research initiatives, and awareness campaigns.

The foundation continues to prioritize the efficient allocation of resources, ensuring that the majority of our funds directly benefit research initiatives, and awareness campaigns.

Grants Issued in 2023

Grant Receiving Organization	Source Chapter	Research Funding	2023
Grand River Hospital Foundation	Grand River	\$100,000.00	
Bliss Murphy Foundation	Avalon	\$70,000.00	
University of Alberta	YK/Edmonton/Fort McMurray/ Lakeland//Red Deer	\$300,000.00	
College of Medicine - University of Saskatchewan	Saskatoon/Swift Current	\$100,000.00	
Prostate Cancer Centre - Calgary	Calgary	\$40,000.00	
Ottawa Hospital Research Institute	Ottawa	\$200,000.00	
Sunnybrook Health Sciences Centre	Durham/Huronia	\$115,000.00	
Brock University	Niagara	\$37,000.00	
Atlantic Cancer Research Institute	Moncton	\$12,000.00	
BC Cancer Foundation	Okanagan	\$100,000.00	
CRCHUM/Institut du Cancer de Montreal	Montreal	\$30,000.00	
London Regional Cancer Program, LHSC	London	\$33,000.00	
University Hospital Kingston Foundation	Kingston	\$60,000.00	
University of Manitoba	Manitoba	\$101,554.00	

Looking Ahead

As we approach our 25th anniversary in 2025, we are excited about the future of the foundation.

Our plans for 2024 include:

- Expanding the scope of our ride events, with the aim to significantly increase participation and fundraising efforts.
- Enhancing our digital outreach to reach younger audiences and promote early screening awareness.
- Increasing our funding for research, with a focus on new technologies and therapies.

Gratitude and Appreciation

We extend our deepest gratitude to our supporters, partners, volunteers, and staff who have dedicated their time, resources, and passion to our cause. Together, we continue to build a future where prostate cancer no longer poses a life-threatening risk.



**One day, she may
ask you to walk her
down the aisle.**

Make sure you are
there to say yes.



PCFF

PROSTATE
CANCER
FIGHT
FOUNDATION

www.pcff.ca

**ARE BLACK MEN
AT A HIGHER
RISK FOR
DEVELOPING
PROSTATE CANCER?**



Powered by



MOTORRAD

**PROSTATE CANCER
DOESN'T TAKE A BREAK
OVER THE HOLIDAYS.
NEITHER DOES OUR
FIGHT AGAINST
PROSTATE
CANCER.**

PCFF

PROSTATE
CANCER
FIGHT
FOUNDATION

SUPPORTED
BY



**1 IN 8 MEN
WILL DEVELOP
PROSTATE
CANCER
IN THEIR LIFETIME.**



Powered by



MOTORRAD

**THE
FIGHT**

AGAINST PROSTATE CANCER

Scotiabank

In Support of

PCFF

PROSTATE
CANCER
FIGHT
FOUNDATION

Donate Now **PCFF.ca**



PCFF

PROSTATE
CANCER
FIGHT
FOUNDATION

SUPPORTED
BY

