

2024 | Annual Report



Fighting Prostate Cancer from Coast to Coast to Coast

PCFF

PROSTATE
CANCER
FIGHT
FOUNDATION

SUPPORTED
BY



Mission

The mission of the Prostate Cancer Fight Foundation (PCFF) and the Ride For Dad (RFD) 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 24 years of fighting prostate cancer. 2024 was an exciting and eventful year for the Prostate Cancer Fight Foundation. 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 of the Ride For Dad as the event arm in support of the PCFF, 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', with a stylized flourish at the end.

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, hundreds of thousands of men, women and children have been involved in our fight against prostate cancer! To date we have raised more than **43 million dollars** to support prostate cancer research and raise public awareness!

Our Board of Directors:

Lynn Norton, Chair
Butler Management Group

David O'Malley, Vice Chair
Creative Director and President
Aerographics Creative Services

Garry Janz, Director
President, Ride For Dad

Byron Smith, Director
Chief of Operations - National Ride Captain/
Operations Officer

PCFF NATIONAL MEDICAL ADVISORY BOARD

The PCFF National Medical Advisory Board reviews all research applications and awards grants if they reflect sound science, innovation, uniqueness and have been peer reviewed.

Medical Advisory Board Members



Dr. Michele Ardolino

Scientist, Cancer Therapeutics Program - Ottawa Hospital Research Institute /Assistant Professor, Department of Biochemistry, Microbiology and Immunology - University of Ottawa. Michele Ardolino was born and raised in Rome, Italy, where he also obtained his PhD in Immunological Sciences. Michele then moved to Berkeley, California, to train with David Raulet, a renowned leader in the cancer immunology field. In 2016, Michele joined the Ottawa Hospital Research Institute as a Scientist, and the University of Ottawa as an Assistant Professor. The Ardolino lab is interested in determining how tumors evade the immune response and design novel immunotherapies to harness the power of the immune system against cancer.



Dr. John Lewis

Frank and Carla Sojonky Chair in Prostate Cancer Research at University of Alberta, Associate Professor, Department of Oncology - University of Alberta The Lewis lab utilizes real-time intravital imaging of the tumour microenvironment to learn about the critical steps of cancer progression. We are investigating novel nanoparticles that are being developed for the early detection of prostate cancer, drug delivery, and the in vivo study of tumour cell invasion and metastasis. Connecting these intimately related projects is an integrated research platform that we've developed for long term time-lapse intravital imaging of human cancer progression.

Medical Advisory Board Members, *continued*



Dr. Juanita M. Crook

Dr. Crook is Professor of Radiation Oncology at the University of British Columbia, British Columbia Cancer Agency, Center for the Southern Interior, Kelowna, Canada. Dr. Crook is an internationally recognized leader in Prostate Brachytherapy.



Dr. Kenneth Kao

Professor of Oncology, Memorial University of Newfoundland
Dr Kao is an expert in Cell Regulation, Oncogenes and Tumor suppressor genes.



Dr. Hans Chung

Affiliate Scientist -Radiation Oncologist -Sunnybrook Health Sciences Centre
Dr Chung's field of expertise is in Prostate Brachytherapy, Stereotactic Body Radiotherapy for Olig Metastases and Liver Metastases.

Introduction

2024 marked a year of growth, collaboration, and impactful outreach for the Prostate Cancer Fight Foundation (PCFF). As we approach the 25th anniversary of the Ride For Dad in support of the PCFF in 2025, we reflect on our accomplishments and look ahead with renewed determination to continue our mission of raising awareness, supporting research, and empowering communities in the fight against prostate cancer.

Key Achievements

1. National Events and Fundraising Initiatives



- **Annual Motorcycle Ride Campaign:** The PCFF's signature motorcycle ride campaign, The Ride For Dad, led by our National Ride Captain, Byron Smith, successfully united riders and communities across the nation. We organized rides/events in 26 cities plus 2 Community Fundraisers, attracting over **5,800 riders** and thousands of supporters. This year's campaign not only expanded its reach but also exceeded our fundraising targets, raising over **\$2.4 million** for prostate cancer research and awareness programs. This, despite uncertain political and economic conditions.



- **2024 Summit in Montreal:** The annual summit, held in Montreal, brought together a diverse group of stakeholders, including healthcare professionals, survivors, researchers, and advocates. The event featured keynote speakers, panel discussions, and workshops aimed at sharing the latest developments in prostate cancer research and treatment combined with charitable fundraising strategies. The summit provided an invaluable platform for collaboration and innovation.

2. Research and Advocacy

- **Research Grants:** This year, the PCFF awarded \$838,314 dollars in grants to support groundbreaking research initiatives across Canada. These funds are instrumental in advancing early detection methods, developing new treatment options, and improving the quality of life for those affected by prostate cancer.
- **Advocacy Efforts:** The Prostate Cancer Fight Foundation continued to advocate for better healthcare policies and access to treatment. We partnered with key stakeholders to launch awareness campaigns, encouraging early screening and emphasizing the importance of education in the fight against prostate cancer.
- **Awareness** This past year (2024), the Prostate Cancer Fight Foundation's awareness campaigns made a powerful impact across Canada giving back over \$642,000 Dollars. The creative elements of the campaign reinforced the life-saving message: Get the Test. Live the Rest! This campaign was featured through a strategic mix of digital advertising, television commercials, radio commercials, testimonial style on-line stories, billboards and community engagement shows, just to note a few. Our goal was to amplify the urgency and importance of early detection. Various media partners were used within Ride For Dad communities in Canada from coast to coast.
- Our own social media platforms continued to play an integral role in 2024 along with the social media support of our National Ambassador, Jason McCoy (Canadian Country Music Hall of Famer, lead musician for the Road Hammers and radio personality).
- These combined efforts reached millions of Canadians, breaking through stigma and encouraging men to take proactive steps for their health. By delivering consistent, clear messaging across multiple platforms, our campaigns helped shift public attitudes and sparked crucial conversations. Our ultimate goal was to call men to action, starting with a simple PSA (Prostate-Specific Antigen) blood test.
- As heard at many events, "The Ride For Dad saved my life". This powerful statement means that they got tested and are now a prostate cancer survivor. This can be attributed in part to the critical awareness messaging shared from prostate cancer awareness funds from the Prostate Cancer Fight Foundation.



Social Media



Community Engagement

Financial Overview

In 2024, the Prostate Cancer Fight Foundation maintained its commitment to financial transparency and accountability. In 2024, we extended our year end to October 31 from July 31 to incorporate Events that moved to Fall dates. Below is a summary of our financials:

Reporting period ending: 2024-10-31

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 \$1,583,900.00 (65.87%)
Non-receipted donations \$658,903.00 (26.16%)
Gifts from other registered charities \$14,119.00 (0.59%)
Government funding \$0.00 (0.00%)
All other revenue \$147,437.00 (6.13%)

Total revenue: \$2,404,359.00

Expenses

Charitable programs \$642,745.00 (21.04%)
Management and administration \$242,305.00 (10.5%)
Fundraising \$579,274.00 (25.16%)
Gifts to other registered charities and qualified donees \$838,314.00 (36.41%)
Other \$0.00 (0.00%)

Total expenses: \$2,302,638.00

List Of Grants Approved

Grant Receiving Organization	Source Chapter	Research Funding	2024
Memorial University of Newfoundland	Avalon	\$20,000.00	
Grand River Hospital Foundation	Grand River	\$50,000.00	
University of Manitoba	Manitoba	\$116,600.00	
CRCHUM/Institut du Cancer de Montreal	Montreal	\$30,000.00	
Ottawa Hospital Foundation	Ottawa	\$120,000.00	
Brock University	Niagara	\$60,000.00	
BC Cancer Foundation	Okanagan	\$80,000.00	
University Hospital Kingston Foundation	Kingston	\$35,000.00	
University of Windsor	Windsor	\$30,000.00	
Governors of the University of Alberta	Edmonton/Yukon/Red Deer/ Lakeland/Fort McMurray	\$170,000.00	
Prostate Cancer Centre - Calgary	Calgary/Red Deer/ Rural Alberta	\$45,000.00	
Sunnybrook Health Sciences Centre	Durham/Huron	\$40,000.00	
College of Medicine - University of Saskatchewan	Saskatoon/Swift Current	\$70,000.00	

Looking Ahead to 2025: Our 25th Anniversary of the Ride For Dad in Support of the PCFF



As we approach our milestone 25th Anniversary, we are excited to announce a series of special events and initiatives to commemorate our journey and reaffirm our commitment to the fight against prostate cancer. We plan to expand our fundraising efforts, enhance our community programs, and continue to be a leading voice in prostate cancer advocacy.

Conclusion

The success of 2024 was made possible by the dedication of our staff, volunteers, donors, and partners. Together, we have made significant strides, and we will remain steadfast in our mission looking forward to another impactful year in 2025.

RIDE WORRY FREE

A simple blood test could lead to early detection of prostate cancer.



Powered by
 BMW
MOTORRAD

Edmonton ride:
Saturday, June 8th
RideForDad.ca

Digital Awareness

PLAY WORRY FREE

A simple blood test could lead to early detection of prostate cancer before it's too late.



Powered by
 BMW
MOTORRAD

SAVE THE DATE Saturday, June 8th.
Yukon Motorcycle Ride For Dad
To registration or make a donation to the fight
against prostate cancer visit www.RideForDad.ca

Digital Awareness

LIVE WORRY FREE

A blood test could lead to the detection of prostate cancer.

Sat. June 15th Avalon Ride For Dad
RideForDad.ca



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 BMW
MOTORRAD

Billboard Awareness

LIVE WORRY FREE

A simple blood test could lead to early detection of prostate cancer before it's too late.



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New Start/Wrap-up Locations!

Come be a part of an emotional parade around the Ottawa Hospital Cancer Centre and CHEO, the Ottawa Hospital Foundation, and the Ottawa Hospital Research Institute as we fight prostate cancer together with the Ottawa community. See you at the Canadian Tire Centre (home of our Ottawa Senators) for an incredible wrap-up!

Join the Ottawa Motorcycle Ride For Dad in the fight against prostate cancer on Sat., June 1st.

Register, Raise and Ride at RIDEFORDAD.CA

Newspaper Awareness



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