



STRENGTH & COURAGE

BLADDER
CANCER
CANADA



CANCER
DE LA VESSIE
CANADA

2021ANNUAL REPORT

MESSAGE FROM THE CHAIR



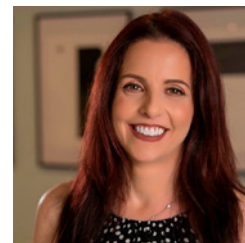
*Muscle-invasive bladder cancer survivor,
diagnosed at age 49*

As Bladder Cancer Canada chair, muscle-invasive bladder cancer survivor, neo-bladder owner and former ER/ICU nurse, Bladder Cancer Canada helped me when I needed it most. I can now help support patients and members of the bladder cancer community.

As the COVID-19 pandemic endured in 2021, so too did BCC's resolve and commitment to patients and families impacted by bladder cancer. As a 100% virtual organization since its inception in 2009, we capitalized on our existing technology infrastructure. We learned new ways to reach patients, volunteers, donors, industry partners, and our growing medical and research community – "Zooming" all the way!

We continually monitored patients' evolving needs, especially with the ongoing challenges to the healthcare system, and reassessed our short- and long-term strategic priorities, making sure the organization was nimble for change and focused on the most impactful initiatives to deliver patient support, increase awareness and advance research.

The results of our efforts can be seen throughout this Annual Report. We experienced noticeable growth in several areas, such as increased website traffic and newsletter subscribers (in English and French), donations from fundraising campaigns, and extra likes and views across all social media platforms. The month of May was especially exciting. Not only did we help raise awareness across the globe with other bladder cancer patient organizations, but we also welcomed our new Executive Director – Michelle Colero, who jumped in with both feet, bringing fresh eyes and a wealth of not-for-profit experience. Our medical and research community remained active, hosting the first virtual Bladder Cancer Forum, bringing thought leaders together to collectively explore opportunities to improve patients' treatment options and quality of life. Last September, our annual national awareness and fundraising walk, Canada Walks for Bladder Cancer, outperformed our expectations. Thanks to our amazing and growing bladder cancer community, we raised over \$580,000 (just shy of our \$600,000 goal)! This will go a long way in supporting our mission.



All that said, there is much more to do, with opportunities and challenges ahead. We are fortunate and grateful to have so many dedicated and passionate people in our midst. Thank you to our volunteers, donors, staff, medical advisory and research boards, industry sponsors, volunteer Board of Directors, and of course, our founders. Our work together is critical to achieving our vision – a world in which bladder cancer is just a memory.

Michele Zielinski
Survivor and Chair
Bladder Cancer Canada

BOARD

Michele Zielinski
Chair

Ferg Devins
Director and Past Chair

Tony Cornacchia
Vice Chair

Robert Purves
Treasurer

Ken Bagshaw
Director

Dorothy Barrett
Director

Dale Boidman
Director

Kate Everett
Director

Valerie MacLeod
Director

Elliott Rivkin
Director

Randy Smith
Director

David Guttman
Honorary Board member
and Co-founder

Jack Moon
Honorary Board member
and Co-founder

For full bios of our Board
of Directors, please visit
our website [here](#).

STAFF

Tawny Barratt
Director of Communications

Theresa Blondin
Manager of Volunteers
and Community Programs

Shasa Boshoff
National Fundraising Manager

Keilani Carroll
Director, Finance and
Administration

Michelle Colero
Executive Director

VISION

Creating a world where bladder cancer is just a memory
through patient support, awareness and research.

MISSION

The three pillars of our mission are:

PATIENT SUPPORT

Help bladder cancer patients and their support teams
address the day-to-day issues of this disease

AWARENESS

Increase awareness of bladder cancer among the general
public and medical community

RESEARCH

Fund research which pursues the diagnosis, treatment and
elimination of bladder cancer

CORE VALUES

- Engaged
- Supportive
- Proactive

More information on our mission, vision and organizational goals
can be found in our strategic plan [here](#).



**World Bladder
Cancer Patient
COALITION**

We are proud members of the
World Bladder Cancer Patient
Coalition (WBCPC).

For more information on the work
that the WBCPC is doing around the
world for bladder cancer awareness,
please visit their website [here](#).

Supporting patients and their caregivers has always been the top priority of Bladder Cancer Canada, and always will be. It's why our co-founders David Guttman and Jack Moon started Bladder Cancer Canada in the first place – so patients wouldn't be alone. **Their story is [here](#).**

Throughout this report, you will meet a few of the patients that Bladder Cancer Canada has helped over the years. Their strength, courage and braveness inspires the team at Bladder Cancer Canada daily – and we could not do it without them.

WHAT WE DO

I was diagnosed with rhabdomyosarcoma at 16 months which resulted in having my bladder removed when I was 2.5 years old. My parents were so scared, but Bladder Cancer Canada helped them over the years, to better understand the removal of my bladder and life afterwards. They were a sounding board for my parents when no one else could understand what they were going through.

MATTEO

Muscle-invasive bladder cancer and rhabdomyosarcoma survivor, diagnosed at age 16 months



If you use our Discussion Forum, then Steve Smith's face will look familiar to you. Steve was diagnosed with bladder cancer in 2018 and saw an article in his local paper written by our Hamilton Support Group Facilitator that caught his attention. Steve joined a Support Group meeting the next month, and still attends the meetings today. Through the Support Group, Steve gained knowledge and felt

empowered to help others and became a One2One Peer Support Volunteer. "I hope that sharing my knowledge with others will help them in their own personal journey," says Steve. Recently, Steve took on another volunteer role, helping to moderate our Discussion Forum. It is because of volunteers like Steve that we can provide invaluable support to bladder cancer patients.

WHO WE HELP

By joining a support group, I have learned many little but important bits of information that have helped me in my journey and that I can pass on to others.



PATIENT SUPPORT

Most of our programs and services are offered in both English and French and include the following:

- [Online discussion forum](#)
- [One2One peer support](#)
- [Support groups](#)
- [Patient meetings and webinars](#)
- [Downloadable digital resources](#)

Click on any of the above to learn more.



FERG

Non-muscle-invasive bladder cancer survivor,
diagnosed at age 54

As past chair, Ferg Devins has worked alongside other board members to create awareness across the country for the **5th most common cancer** in Canada, and one of the **most recurring** types of cancer. Through various digital and print media partnerships, advertising for Bladder Cancer Canada is seen prominently on billboards, transit shelters, subways, and in hospitals, doctors' offices, restaurants, rest rooms and shopping malls across Canada.

“

Bladder Cancer Canada gave me a platform to spread awareness about the importance of detecting bladder cancer early - before it can become fatal. I've become a dedicated spokesperson, spreading awareness messaging coast to coast to coast.

”

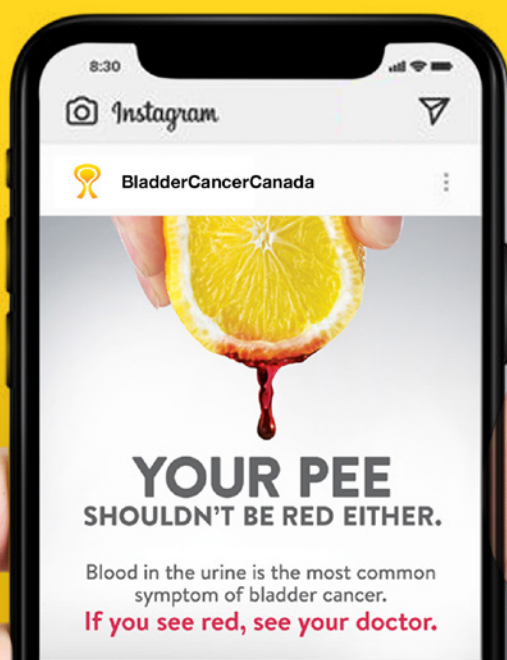
AWARENESS PSA CAMPAIGN

“ I remember that ad with the lemon and red drop when I started to have symptoms. I had seen it in a food court I went to a few years before. It was the reason I took my earliest symptom seriously.

– Tim ”

\$91,328 SPEND
\$4.9M RETAIL VALUE

Click [here](#) to see our impactful *See Red See Your Doctor* video ad in Toronto's busy Dundas Square



CANADA WALKS FOR BLADDER CANCER RAISES \$581,139

Participants from across Canada rallied together for our second virtual walk as the impact of COVID-19 continued around the world. Together, they contributed to the success of Canada Walks for Bladder Cancer, raising \$581,139. For the 11th annual walk, we remained mindful of local restrictions and encouraged everyone to walk in their neighborhoods and close to home. The *Walk Where You Are* format saw 488 participants and 75 teams coming together virtually to raise awareness for bladder cancer, support patients and their caregivers, and help fund innovative research.

Find more information and register for this year's walk at bccwalk.ca

AWARENESS VIRTUAL WALK



I downloaded all the patient guidebooks off the Bladder Cancer Canada website. They helped me better understand the various stages of my bladder cancer diagnosis - from non-muscle invasive to muscle-invasive, and finally, the removal of my bladder. As a result, I knew what questions to ask my urologist.



ANGELA

Muscle-invasive bladder cancer survivor,
diagnosed at age 38
2021 Walk Team



CANADA WALKS
for **BLADDER CANCER**

Presented by **FERRING**
PHARMACEUTICALS

NATIONAL SPONSORS:



RESEARCH

In 2021, BCC funded \$235,000 in research grants. This brings the total funds we've provided to bladder cancer research (since 2012) to \$2,841,055.

Canadian Bladder Cancer Research Network (CBCRN)

The CBCRN was established as a joint initiative with Bladder Cancer Canada to advance the science and knowledge of bladder cancer, to promote research and provide training to improve prevention, treatment, and outcomes for patients. This network builds the capacity for clinical and translational research and fosters collaboration among bladder cancer researchers, including opportunities for patients and caregivers to engage in the research process. The knowledge generated is then disseminated throughout the broader bladder cancer community. The Medical Advisory and Research board members for Bladder Cancer Canada are highly engaged in these collaborations. Work is currently underway to create the needed infrastructure to support CBCRN in achieving its mission.



CBCIS was founded by Bladder Cancer Canada and is a rich repository that collects anonymized information about bladder cancer patients across 14 health centres in Canada. The goal is to use the data to better understand treatment patterns and outcomes to improve the management of bladder cancer patients in Canada and beyond. Continuous improvements include expanding the number of sites, increasing data collection and ensuring quality. Since 2015, CBCIS has enrolled approximately 6,500 patients. Questions are being posed to test the data, and plans are underway to submit a first publication based on the CBCIS results. Thank you to our generous sponsors that support this important initiative.



TONY
*Metastatic bladder cancer survivor,
diagnosed at age 45*

Bladder Cancer Canada helped me better understand my treatment options for metastatic bladder cancer and helped me understand how to advocate for the clinical trial that would save my life.

Medical Advisory and Research Boards

Our Medical Advisory and Research Boards consist of 29 medical professionals from across Canada, specializing in medical and radiation oncology, and urology. They advise BCC not only on evolving scientific and medical matters but also help raise awareness and facilitate BCC support opportunities for patients.

To see a full list of members and their bios, please visit our website [here](#).



Dr. Srikala Sridhar
*Vice Chair,
Bladder Cancer Canada
Medical Advisory Board*

Bladder Cancer Canada helps get the message out to our bladder cancer community about new advancements in bladder cancer treatments and care. Funds from the organization also help support the work of top urologists in Canada with new developments and Phase II clinical trials – creating better outcomes and saving lives.



VOLUNTEERS

Volunteers are the lifeblood of Bladder Cancer Canada. Through the contribution of their unique talents, skills and knowledge, we are able to raise awareness, provide support and fund innovative research. It is through the support and generosity of our volunteers that we continue to grow and thrive.

Françoise Samure has been volunteering with us since 2017. As a One2One Peer Support Volunteer, Françoise helps other bladder cancer patients by validating and normalizing their anxieties and fears. She feels being able to listen to others gives meaning to everything she experienced in her own cancer journey.



I am very grateful to be able to make a difference in the lives of all these women. It gives me wings!

How to Volunteer

Almost 200 volunteers donated their time and skillsets to our organization in 2021. Join us today and help support Canadians and their families affected by bladder cancer. Whether you're looking to volunteer for a few hours per month, or want to get involved in a greater way, we have the right role for you.

For more information on volunteering, visit our [website](#).



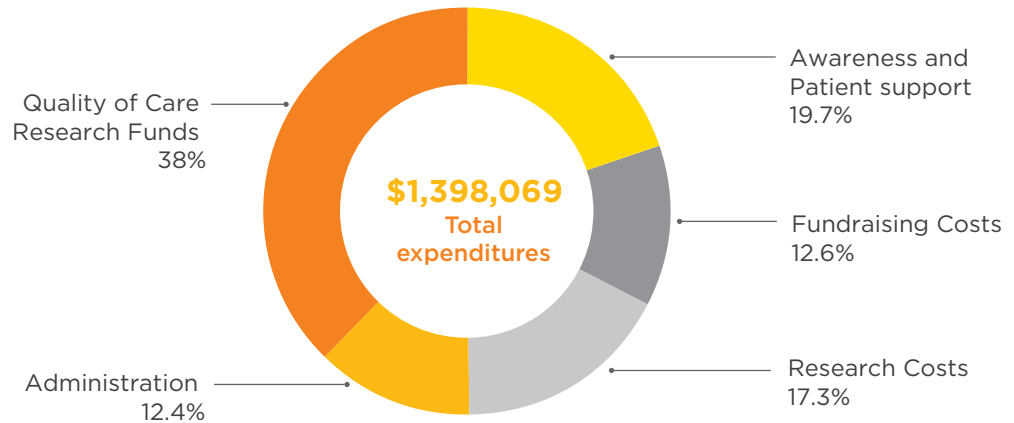
ALEX
Non-muscle-invasive bladder cancer (PUNLMP) survivor, diagnosed at age 53

Bladder Cancer Canada gave me the opportunity to help others also diagnosed with bladder cancer. Diagnosed with a low-grade form of bladder cancer (papillary urothelial neoplasm of low malignant potential), hearing the stories of other patients with more serious types of bladder cancers and aggressive treatments gave me the courage and energy to fight.

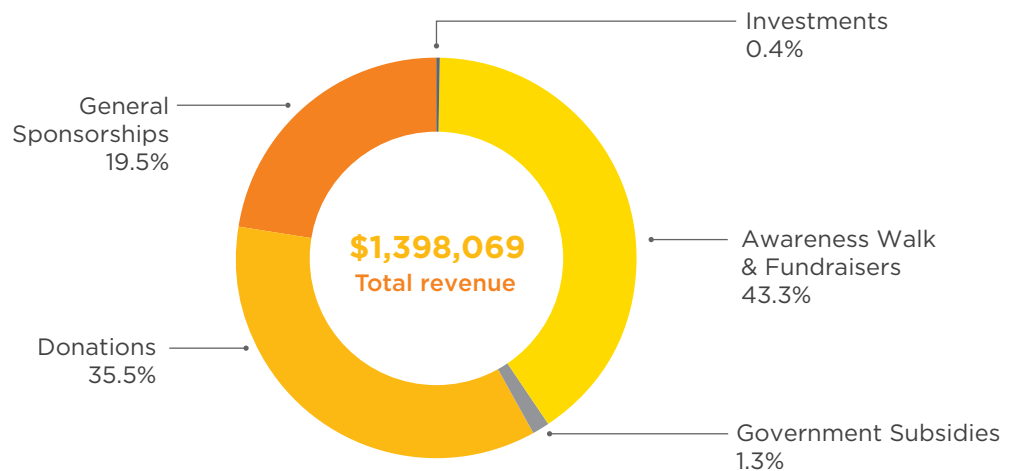
FINANCIALS

Our audited 2021 financial statements are available on our website [here](#).

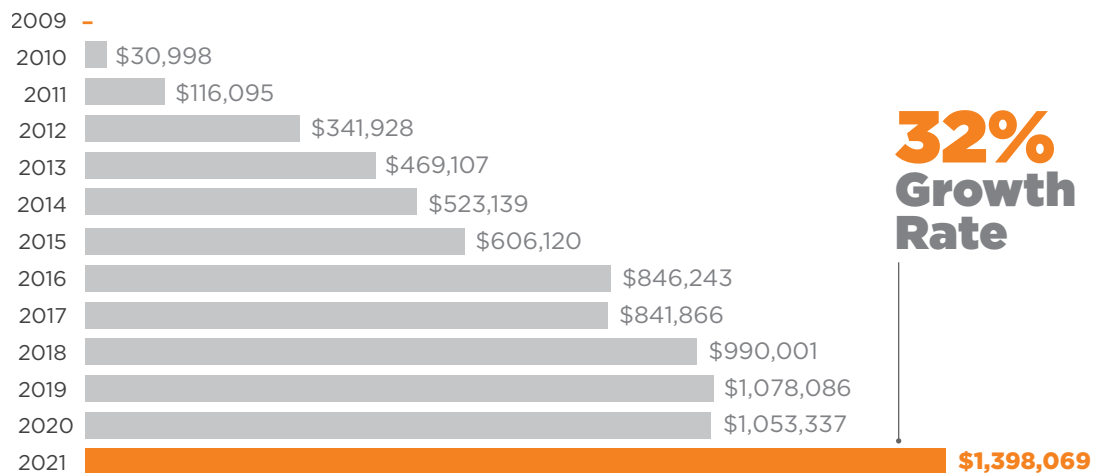
Where we invest



Where our funds come from



Revenue growth



SNAPSHOT

See how your support has helped thousands of Canadians living with a bladder cancer diagnosis.

OUTREACH



140,782

Website Visitors

↑ **45%**



10,752

Total Newsletter Subscribers

New Newsletter Subscribers from the Medical Community ↑ **42%**

FUNDRAISING



Participants

488

Awareness Walk

Teams

75

↑ **29%**



\$581,139

Walk Funds Raised

↑ **33%**



\$108,027

Donations from all donors
(Canada Helps)

↑ **25%**

SOCIAL MEDIA & AWARENESS



2,345

Facebook Likes

↑ **24%**



116,852

YouTube Views

↑ **5.3%**



722

LinkedIn followers

↑ **60%**



881

Instagram followers

↑ **97%**



2,683

Twitter followers

↑ **5%**



PUBLIC AWARENESS CAMPAIGN

\$91,328

Spend

\$4.8M

Retail Value



194

Volunteers

Bladder Cancer Canada helped me understand that I could get a second opinion when my bladder was being threatened.

VALERIE

Non-muscle-invasive bladder cancer survivor, diagnosed at age 50



THANK YOU TO OUR GENEROUS DONORS & SUPPORTERS

In 2021, BCC's donors, sponsors and partners made a powerful impact on bladder cancer patient support, awareness, and research across Canada.

It is only because of the generous contributions of individual donors and corporate sponsors that our work is made possible.

We are deeply grateful for your commitment and recognize your role in our achievements this past year.

Thank you for believing in our vision to create a world where bladder cancer is just a memory.

SPONSORS



Bristol-Myers Squibb



DIGITAL / MEDIA / PRINT PARTNERS



Pour voir la version française de ce rapport, veuillez cliquer [ici](#).

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