

# WE ARE STRONGER TOGETHER.



**Angela Pelletier**

Muscle-invasive  
bladder cancer survivor,  
diagnosed at age 38

**Partnership  
Opportunities  
2023-2024**



[bladdercancercanada.org](http://bladdercancercanada.org)

Bladder Cancer Canada was founded in 2009, and today is the only registered national charity dedicated to serving the unique needs of bladder cancer patients and their families, friends and caregivers.

Each year, an estimated **12,500 people** will be newly diagnosed with bladder cancer, not including those **80,000+ Canadians** that live with a diagnosis.

If discovered early, bladder cancer **can be treated.**

**We need to increase awareness of bladder cancer and fund life-saving research while providing support to those living with bladder cancer.**

## KNOW THE FACTS BLADDER CANCER:

HAS THE  
**HIGHEST  
RECURRING  
RATE**

IS THE  
**MOST  
EXPENSIVE  
CANCER TO  
TREAT**

RECEIVES  
**LITTLE  
CANCER  
RESEARCH  
FUNDING**

IS THE  
**5TH MOST  
COMMON  
CANCER IN  
CANADA**

## WHO WE ARE

- A 12-member volunteer Board of Directors,
- Medical Advisory and Research Boards with top specialists from across Canada in the fields of urology and oncology,
- A lean team of dedicated staff working within a 100% virtual environment, and
- Over two hundred committed volunteers in all parts of Canada.

MEDICAL ADVISORY AND RESEARCH BOARD



## OUR MISSION

Bladder Cancer Canada (BCC) is a national charity organized to:

- **Support patients and address the day-to-day issues of this disease,**
- **Increase awareness of bladder cancer among the public and medical community, and**
- **Fund research to pursue the diagnosis, treatment, and elimination of bladder cancer.**

**Our vision is to  
create a world  
where bladder  
cancer is just  
a memory.**

# WISH LIST

## Partnership Opportunities

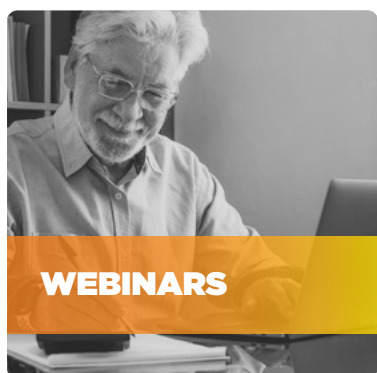
The next 2 years will be tough. Ongoing financial struggles and COVID delays have left patients without treatment, and increased wait times have resulted in more patients being diagnosed with advanced bladder cancer.

As the only national organization dedicated to bladder cancer, we are seeing more patients seeking support at a younger and younger age. Also, historically found in men, more women are being diagnosed.

What's the benefit to you and your organization? Tax credits, increase national visibility, boost employee morale and appeal to new customers, just to name a few.

Any delays in diagnosis starts a ripple effect; when treatment is delayed, the chances of the cancer spreading and becoming metastatic is much greater.

**Your support will help patients to live beyond their diagnosis.**



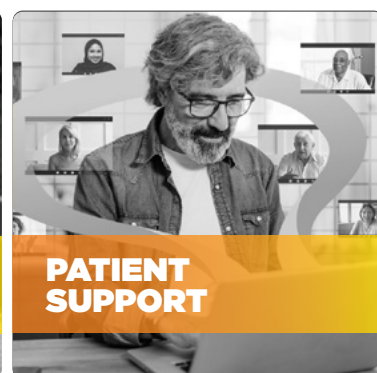
**WEBINARS**



**DISCUSSION FORUM**



**CAREGIVER SUPPORT**



**PATIENT SUPPORT**



**FRENCH PROGRAMMING**



**CLINICAL TRIALS**



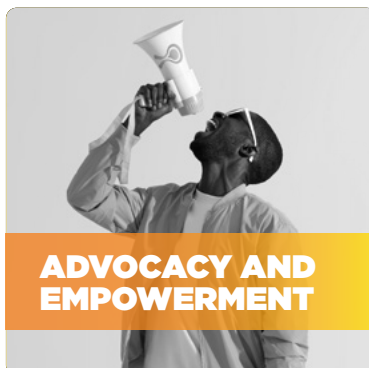
**OUTREACH TO GPS**



**HEALTH & WELLNESS**



**ACCESS TO INFORMATION**



**ADVOCACY AND EMPOWERMENT**



**CANADA WALKS FOR BLADDER CANCER**





## LIVE AND RECORDED **WEBINARS**

Bladder Cancer Canada has been conducting FREE patient information webinars since 2018.

With increased uptake and dependency on virtual networking platforms, we will continue to host live and recorded webinars on topics of interest and innovative research.

Topics include: navigating Canada's healthcare system, drug approval and reimbursement process, fundamentals of advocacy, BCG, bladder cancer basics, clinical trials, and new treatments for bladder cancer.

### **GOALS & OBJECTIVES**

- Empower patients and families with information
- Provide an opportunity for participants to ask questions
- Build a growing base of supportive resources for patients and caregivers
- Reach people in remote and underserved parts of Canada
- Provide webinars in English and in French
- 10 webinars/year

### **TARGET AUDIENCE**

- Bladder cancer patients, caregivers, and health care professionals

PER WEBINAR:  
**\$9,500**

# ONLINE DISCUSSION FORUM



**ALEX HUANG**  
Volunteer Moderator  
Modérateur bénévole

**STEVE SMITH**  
Volunteer Moderator  
Modérateur bénévole

**SUSAN NGUYEN**  
Forum Participant  
Participant au forum

Patients are just one click away from support through our online Discussion Forum. Here patients, bladder cancer survivors, and caregivers can post questions and share experiences, with the option to maintain a confidential identity while online. The BCC Discussion Forum is moderated by three expert bladder cancer survivors who volunteer to ensure patient questions are answered and help coordinate access to additional resources.

As with most technology, regular updates are required, and the Forum needs a fresh, new look to attract new and younger participants.

## GOALS & OBJECTIVES

- Empower patients and families with information
- Provide an opportunity for participants to ask questions
- Build a growing base of supportive resources for patients and caregivers
- Reach people in remote and underserved parts of Canada
- Increase access to patient and caregiver support across Canada

## TARGET AUDIENCE

Patients and caregivers, family and friends of bladder cancer patients.

YEARLY COST:  
**\$10,000**





# CAREGIVER SUPPORT

A caregiver plays an important role supporting a bladder cancer patient. They have a unique perspective and provide physical, emotional, psychological, and practical care – often daily. Caregivers may also be providing support to the family as they cope with the bladder cancer diagnosis of a loved one.

The caregiver and patient are on the journey together and at times, difficult conversations are needed to discuss end-of-life decisions and legal issues. We plan to provide opportunities for caregivers to support each other and will produce various resources, ensuring they feel supported and consider their own self-care during this difficult time.

## GOALS & OBJECTIVES

- Increase caregivers' understanding of the diagnosis, staging and treatment of bladder cancer
- Create a community for caregivers and establish a Caregiver Support Group
- Deliver a Caregiver Guidebook in English and French
- Provide Caregiver Training Webinars such as learning new skills, how to navigate the health and social systems and self-care

## TARGET AUDIENCE

Caregivers and family of bladder cancer patients.

YEARLY COST:

# \$15,000

# PATIENT SUPPORT PROGRAMMING



## SUPPORT GROUPS

Bladder Cancer Canada hosts numerous local in-person, virtual, and hybrid peer-led support groups. New technology has enabled an increase in participation across larger geographic areas.

Support Groups include:

- **Women's Support Group**
- **Caregivers Support Group**
- **Community-based Support Groups**



## ONE2ONE PEER SUPPORT

Our highly trained Peer Support Volunteers provide one-to-one support to patients and caregivers by phone or virtual and inperson meetings.

Patients are matched with one or several Peer Support Volunteers that can speak to their more individualized needs from the perspective of someone who has “been there” and survived.

## GOALS & OBJECTIVES

- Increase access to patient and caregiver support across Canada
- Provide support to patients in a variety of formats to accommodate the different ways in which patients feel comfortable engaging with the material

## TARGET AUDIENCE

Bladder cancer patients and their caregivers.

YEARLY COST:

**\$20,000**



# FRENCH PROGRAMMING



As the only national organization with a focus on bladder cancer, we provide programs in both official languages.

Our new Quebec Program Coordinator is increasing support to meet the unique needs of our bilingual community.

## GOALS & OBJECTIVES

- Establish a Francophone Focus Group to identify existing gaps in programs
- Create a stronger community and recruit Patient Support Volunteers
- Grow the monthly Support Group for the French-speaking community
- Build a growing base of French/English language support resources
- Increase programming opportunities for the Francophone community

## TARGET AUDIENCE

Francophone community across Canada.

YEARLY COST:

# \$20,000

# NAVIGATING CLINICAL TRIALS



Currently, Bladder Cancer Canada maintains a webpage dedicated to general Clinical Trials and information with links to relevant trial sites in Canada (including a Quebec-specific site).

Patients are interested in learning more about active clinical trials and treatment options, especially when conventional treatments fail. They have expressed concern about being limited by local medical knowledge and seek to inform themselves on various options.

We would like to support patients in their learning and decision-making about participating in clinical trial opportunities that may be available to them as part of their bladder cancer journey, i.e., optimized search capabilities, 'active' trials, and new developments.



**THANKS TO CLINICAL TRIALS, THERE ARE NEW DISCOVERIES IN OUR UNDERSTANDING OF BLADDER CANCER. WITH IMMUNOTHERAPY, WE FINALLY HAVE A NEW TREATMENT OPTION TO OFFER PATIENTS...THE FUTURE LOOKS BRIGHT.**



**Peter C. Black**  
MD, FRCSC, Chair  
Medical Advisory &  
Research Board,  
Bladder Cancer Canada

## GOALS & OBJECTIVES

- Empower patients to be active participants in their bladder cancer treatment
- Increase patients' knowledge and confidence to ask about other treatment options, specifically clinical trials
- Increase patients' informed participation in clinical trials

## TARGET AUDIENCE

Patients and caregivers interested in clinical trials and considering treatment options.

YEARLY COST:

**\$25,000**



WISH LIST MAIN MENU

# OUTREACH TO GENERAL PRACTITIONERS



Since our inception in 2009, we have heard from patients that experienced delays in diagnosis of their bladder cancer – for women, many were initially diagnosed with a Urinary Tract Infection (UTI). Because bladder cancer is perceived as an old persons’ disease, many younger patients also experienced delays in diagnosis as they did not match the expected profile.

Any delays in diagnosis starts a ripple effect; when treatment is delayed, the chances of the cancer spreading and becoming metastatic is much greater.

## GOALS & OBJECTIVES

- Be a resource for physicians and save them time
- Provide print and digital material, including diagnosis sheets for Non-muscle-invasive and Muscle-invasive Bladder Cancers

## TARGET AUDIENCE

General/Family Practitioners

YEARLY COST:

**\$30,000\***

\*Includes shipping costs to reach 6,000 Health Care Professionals





# HEALTH & WELLNESS INITIATIVE

As we continue to adapt and respond to our changing environment, many of our bladder cancer patients have found it challenging to prioritize self-care.

Each patient's experience with bladder cancer is different. Our new Health and Wellness Initiative will guide patients and caregivers towards healthy habits to attain better physical and mental health.

The primary tools we will implement include topics such as:

- Diet
- Exercise
- Mental Health
- Coping Mechanisms

This new initiative will be tailored to meet the unique needs of bladder cancer patients across Canada, supporting patients to live beyond their bladder cancer diagnosis.

## GOALS & OBJECTIVES

- Empower patients and families with information
- Provide an opportunity for participants to ask questions
- Build a growing base of supportive resources for patients and caregivers
- Reach people in remote and underserved parts of Canada
- Health & Wellness Guidebook

## TARGET AUDIENCE

Patients and caregivers, family and friends of bladder cancer patients.

YEARLY COST:

**\$30,000**

# ACCESS TO INFORMATION



Bladder cancer is the 5th most common cancer in Canada with close to 12,500 new cases every year. Caught early, the prognosis is excellent for most people. Caught late, it can be a life-altering or life-ending disease.

The primary symptom of bladder cancer is blood in the urine, often overlooked or misdiagnosed as an urinary tract infection (UTI).

A general lack of awareness could put peoples' lives at risk and would be addressed with our enhanced programming, including:

**Translation** - Already available in French and English, our guidebooks will be made available to a wider audience by offering them in Chinese, Hindi, Spanish, and Punjabi.

**Social Media** - Developing a robust social media program will extend our reach and allow us to connect with a younger demographic.

**See Red Campaign** - A campaign running across multiple platforms is critical to reaching as many Canadians as possible to ensure they are aware of the most common sign of bladder cancer - blood in the urine.

## GOALS & OBJECTIVES

- Empower patients to be active participants in their bladder cancer treatment
- Increase patients' knowledge and confidence to ask about other treatment options, specifically clinical trials
- Provide information and create awareness about bladder cancer using various digital formats that are appealing to all age demographics, with a special focus on a younger population

## TARGET AUDIENCE

Patients and caregivers, family, and friends of bladder cancer patients.

YEARLY COST:

**\$40,000**

# ADVOCACY & EMPOWERMENT



With new advances in the management and treatment of bladder cancer on the horizon, it's more important than ever for our community to stay connected and informed on these developments – and to ensure that all patients and families affected by the disease have their voices heard.

Hosted by leaders in the sector, we will offer webinars to empower patients' to advocate for themselves while maneuvering through the complicated healthcare landscape

## GOALS & OBJECTIVES

- Increase patients' understanding of the diagnosis, staging and treatment of bladder cancer
- Empower patients, caregivers and families to be active participants in their own bladder cancer journeys
- Increase understanding of the Canadian government and health system

## TARGET AUDIENCE

Bladder cancer patients, caregivers and health care professionals.

YEARLY COST:

**\$40,000**





# CANADA WALKS for BLADDER CANCER

SEPTEMBER 23 & 24 2023



Each year, Bladder Cancer Canada hosts a nationwide walk which accounts for ~60% of our revenue base. Last year's walk raised **over \$520,000!**

In 2022, participants were thrilled to return to in person walking events and we had over 700 participants join us at 17 walks across Canada.

With Corus/Global as our longstanding media sponsor, there was significant national exposure for corporate sponsors with a host of other benefits.

Corporate Sponsorship packages are available for review and can be customized.



WISH LIST MAIN MENU

**NATIONAL AND COMMUNITY  
SPONSORSHIP PACKAGES  
AVAILABLE NOW.**



# THE TIME TO HELP IS NOW.



**If you are interested in any of the projects above or a customized project that better fits with your priorities or budget, please contact us today.**

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**Your support  
will help  
patients live  
beyond a  
bladder cancer  
diagnosis.**

[bladdercancercanada.org](http://bladdercancercanada.org)