



PUTTING PATIENTS FIRST



MESSAGE FROM THE CHAIR AND EXECUTIVE DIRECTOR



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 Executive Director, I have the pleasure of speaking to patients across the country, and listening to their stories. It's incredibly heartwarming to hear the impact that Bladder Cancer Canada's support services and resources have on the lives of those facing bladder cancer.

The 2022 year was one of change and growth for Bladder Cancer Canada. Moving on from the immediate challenges presented by COVID-19, our nimble staff team and dedicated volunteers were able to overcome hurdles and continue to provide exceptional support and resources for patients and families facing bladder cancer. With thanks to our resilient community, we continued to advance Bladder Cancer Canada's mission: to support bladder cancer patients and the broader bladder cancer community; to increase awareness and education and to fund and promote research.

While the past few years with COVID prevented hosting in-person programming and events, 2022 opened the door for us to gradually introduce opportunities for connection and engagement through both in-person and enhanced online formats. Our One2One Peer Support Program and support groups around the country, were offered both in person and online; our patient-monitored online Discussion Forum allowed bladder cancer patients and caregivers to connect 24/7; and through online, interactive and recorded educational webinars we continued to bring new and relevant information to our community. Moreover, our key patient resources, such as our comprehensive guidebooks in English and French, continued to be available both digitally and in hardcopy through the Bladder Cancer Canada website. Most notably, 2022 was also the first year since 2019, that we could come together in-person to participate as a truly national community, with sites across the country, in support of our annual *Canada Walks for Bladder Cancer*.

Working closely with our Medical Advisory Board, clinicians and researchers, and other partners across the country, we continue to make significant strides in support of bladder cancer research. The Canadian Bladder Cancer Information System (CBCIS), a first-of-its-kind national bladder cancer database is supported by major care centers across Canada and continues to grow. The Canadian Bladder Cancer Research Network Steering Committee met for the first time in 2022 and started to develop mechanisms to review and leverage funding for research proposals. BCC's matching grants with the Canadian Urological Association also made \$200,000 available for bladder cancer research. All of these initiatives continue to inform ways to enhance quality of care, patient treatment standards and outcomes.

As we look to the coming year, we are excited about the opportunities ahead, and are working hard to expand our programs and resources, and continue to promote awareness and research to improve the quality of life and outcomes for our bladder cancer community. We are forever grateful for the incredible support we continue to receive from our wonderful volunteers, donors, staff, Medical Advisory Board, industry sponsors, our volunteer Board of Directors, and our founders. From all of us here at Bladder Cancer Canada, we extend a sincere and heartfelt "Thank you!"

Michele Zielinski
Volunteer Board of Directors Chair

Michelle Colero
Executive Director

BOARD

Michele Zielinski
Chair

Tony Cornacchia
Vice Chair

Glen Mund
Treasurer

Ken Bagshaw
Director

Morgan Bello
Director

Dale Boidman
Director

Angela Dosis
Director

Valerie MacLeod
Director

Randy Smith
Director

Robert Purves
Director

Dr. Peter Black MD, FRCSC
Medical Advisory Board
Representative

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

Michelle Colero
Executive Director

Theresa Blondin
National Volunteer &
Program Manager

Shasa Boshoff
National Development Manager

Cassandra Schooley
Communications Specialist

Emmalene Rae
Executive Assistant

Oliver Sutherns
Web Developer

THROUGH PATIENT SUPPORT, AWARENESS AND RESEARCH, OUR VISION IS TO CREATE A WORLD WHERE BLADDER CANCER IS JUST A MEMORY.

OUR MISSION

- Patient Support and Education
- Raise Awareness about Bladder Cancer and Bladder Cancer Canada
- Fund and Promote Research

OUR CORE VALUES

- Act with respect, compassion, and integrity in everything we do
- Focus on people first and make a meaningful difference in the lives of others
- Create connections and build relationships
- Value and develop our employees and volunteers
- Be proactive with a bias for action
- Champion diversity and inclusion
- Challenge ourselves and embrace failure and new ideas



**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](#).

WHAT WE DO AND WHY WE DO IT

Putting patients first and providing support from diagnosis, treatment and beyond 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. As the first and only Canadian patient advocacy organization dedicated to bladder cancer issues, Bladder Cancer Canada is proud to provide patients, their caregivers and families with the support and resources to help navigate a bladder cancer diagnosis.

Throughout this report, you will meet a few of the patients that Bladder Cancer Canada has helped over the years. Their strength, courage and bravery inspires the team at Bladder Cancer Canada daily.

HOW WE SUPPORT PATIENTS

RESOURCES

Our informative resources include five patient guidebooks, brochures and doctor diagnostic tear sheets.



ONLINE DISCUSSION FORUM

Everyone is welcome to register for this free service and post questions as well as share their experience. Available 24/7.



ONE2ONE PEER SUPPORT

Specially trained volunteers, who have also been affected by bladder cancer, offer unique perspectives and understanding to help patients and their caregivers.



SUPPORT GROUPS

Welcoming and non-judgmental platforms in which bladder cancer patients and caregivers can share their worries, challenges and questions with others who have been through a bladder cancer diagnosis.



MEETINGS & WEBINARS

Educational sessions open to bladder cancer patients, caregivers and the medical community to help facilitate the best possible outcome and quality of life for all.





When I first saw the drop of blood in my urine, it didn't seem like a big deal. And I probably would have ignored it. Except that I remembered a poster I had seen in a bus shelter - a drop of blood being squeezed from a lemon. The message was simple - See Red, See Your Doctor. I did see my doctor, and fortunately for me he didn't hesitate to order an ultrasound immediately. Yes, it was bladder cancer. And it was an aggressive form. But fast action prevented it from spreading into the muscle layer. Almost five years later, I am cancer free and my bladder is intact!

Gordon Green
Hamilton, ON Co-Walk Lead & Bladder Cancer Survivor

AWARENESS

The team at Bladder Cancer Canada, alongside our media partners, have worked 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, restrooms and shopping malls across Canada. Our hope is to increase awareness of bladder cancer, so that patients are able to detect symptoms and get treatment earlier.



\$160,352
MEDIA SPEND

\$4,065,510
RETAIL VALUE



CANADA WALKS for BLADDER CANCER

IN 2022, 738 PARTICIPANTS LACED UP THEIR SNEAKERS AND RAISED OVER \$500,00 FOR BLADDER CANCER PATIENTS

We were thrilled to see so many patients and teams from across Canada rally together at the 17 in-person walking events for the first time since COVID-19. Together, on September 24 & 25, we built a stronger community and increased awareness of bladder cancer.

The funds raised from the 12th annual Canada Walks for Bladder Cancer ensure more Canadians receive support and information and innovative bladder cancer research continues.

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

The walk provided me with the connections and support I was looking for. I decided to get involved and support people the way I had been supported in my journey.



Courtney Slopek
Calgary, AB Walk Co-chair & Bladder Cancer Survivor

NATIONAL SPONSORS



Ironstone Product Development



RESEARCH

In 2022, Bladder Cancer Canada funded \$100,000 in research grants. This brings the total funds we've provided to bladder cancer research (since 2012) to \$2.9 million.

Joint Grants

Every year Bladder Cancer Canada and the Canadian Urological Association match funds to support seed funding for a number of new projects. Congratulations to the awardees who received 5 grants, totaling over \$200,000. Of those grants, one was awarded to an early warning system for recurrence and progression for nonmuscle invasive bladder cancer, another to providing an alternative for BCG unresponsive patients and a grant awarded to provide a decision aid for patients with muscle invasive bladder cancer.

New Grant Stream

Thanks to the generous support of the Pfizer-EMD Alliance, two grants were awarded totaling \$176,400.

One grant was awarded to Dr. Ho and the team at Richmond Hospital: "Implementing a Digital Patient-reported Outcome Framework to Support Whole Person Care for English and Chinese-Speaking Bladder Cancer Patients".

The second grant was awarded to

Doctors Karim and Alimohamed from Alberta Health Services: "Urgent Immune Related Adverse Event Management Clinic". This type of granting process was new to Bladder Cancer Canada and the success of the pilot has confirmed another grant for 2023.

New Treatment Options Approved by Health Canada

Thanks to the support of our amazing patients and Medical Advisory Board, we participated in the approval process for: Bavencio - a new immunotherapy treatment; Opdivo - which may prevent a relapse in patients with MIBC; and Padcev - a new treatment option for advanced or metastatic bladder cancer patients.

CBCIS

During 2022 the Canadian Bladder Cancer Information System (CBCIS) continued its path to becoming a robust dataset capturing real-world Canadian data at the 14 academic institutions involved. An additional 839 patients were enrolled during the year, which contributed to a total enrollment of over 7,000

patients. The CBCIS team has also reached a milestone of its' first publication led by Dr. Kulkarni's team; Obesity and Complication Risk From Radical Cystectomy: Identifying a Body Mass Index Threshold within the Journal of Urology. There continues to be a number of additional CBCIS projects in the works that range from the feasibility to full project phase, that will help address gaps in the Canadian landscape.

Medical Advisory Board

Our Medical Advisory Board consists of medical professionals from across Canada, specializing in medical and radiation oncology, and urology. They advise Bladder Cancer Canada not only on evolving scientific and medical matters, but also help raise awareness and facilitate support opportunities for patients.

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



The Candian Bladder Cancer Research Network established in 2020, was instrumental in bringing together the entire bladder cancer research community in Canada. This network initiated several new collaborations between basic and clinical researchers. At the 4th Annual Canadian Bladder Cancer Forum meeting held in Kingston, Ontario, several researchers in this network gathered to exchange ideas, present the progress made through collaborative research and identify the current needs to advance research in bladder cancer.

Dr. Madhuri Koti

DVM, MVSc, PhD, Associate Professor



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.

Jacques Spilka has been a volunteer with Bladder Cancer Canada for 12 years. He fortunately found a support group only five days after his diagnosis, which helped him “face the future rather than dread it.”



I really enjoy being a peer support volunteer for BCC. It is a very enriching experience that benefits me as much as it benefits the people that I get to help.

Derek Ryan joined the Bladder Cancer Canada team in late 2021 as a part of the Dalhousie Bladder Cancer Awareness Society. He is passionate about advocating and providing support for patients and their families. Derek has elevated his leadership skills in his volunteer role, planning very successful educational and fundraising events within his school. Derek was the recipient of our “2022 New Volunteer of the Year” Award, as a result of his hard work and dedication.



I am passionate about healthcare access and knowledge translation; thus, I am happy to dedicate my time to volunteering. The values and mission of BCC inspire me and I am humbled to have the ability to contribute to the cause.

How to Volunteer

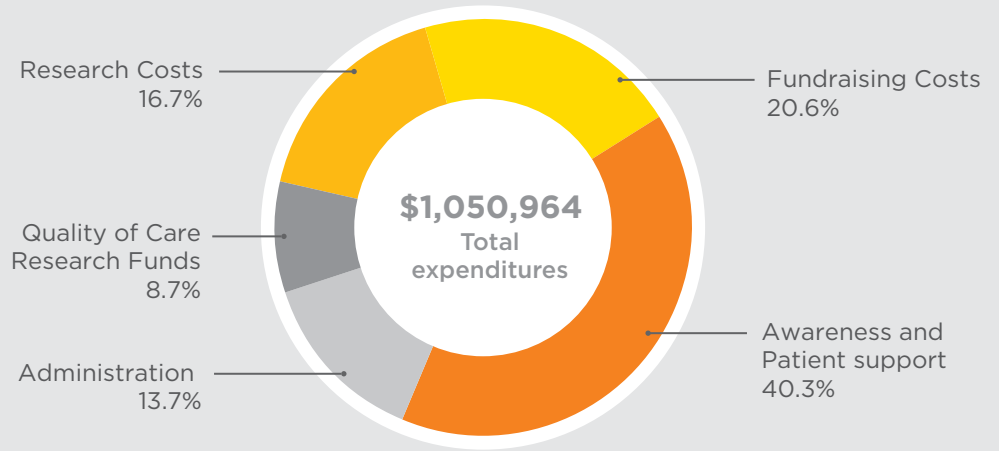
In 2022, over 275 volunteers donated their time and skillsets to our organization. Join us today and help support Canadians and their families affected by bladder cancer. Whether you’re looking to volunteer for a few hours per month, or want to get involved in a larger capacity, we can help find the right role for you!

To learn more about joining the BCC volunteer team, visit our [website](#).

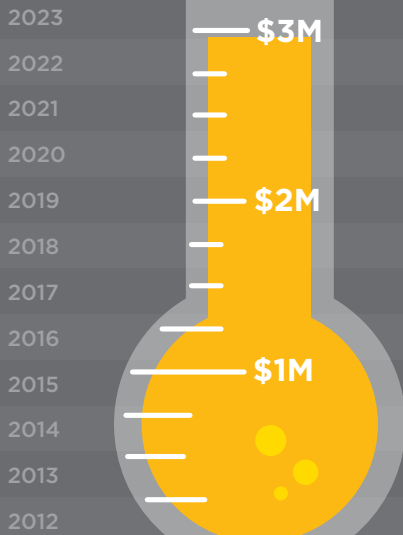
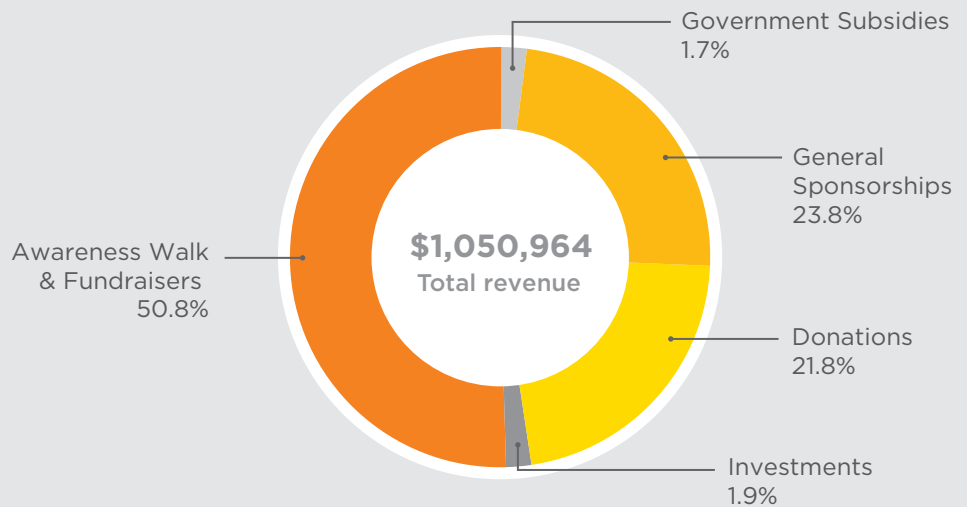
FINANCIALS

Our audited 2022 financial statements are available on our website [here](#).

Where we invest



Where our funds come from



In 2022, Bladder Cancer Canada provided **\$100,000 in research grants** bringing our total contribution to bladder cancer research since 2012 to **\$2.9 million**

SNAPSHOT

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

OUTREACH



107,515
Website Visitors



12,728
Total Newsletter Subscribers

FUNDRAISING



CANADA WALKS FOR BLADDER CANCER

738
Participants

99
Teams

17
Locations

\$522,325
Walk Funds Raised

DONATIONS FROM ALL DONORS

\$242,904

SOCIAL MEDIA & AWARENESS



2,353

Facebook Likes



8,728

YouTube Views



999

LinkedIn followers



1,044

Instagram followers



2,694

Twitter followers

PUBLIC AWARENESS CAMPAIGN

\$160,352

Spend

\$4,065,510

Retail Value

VOLUNTEERS

278

Volunteers

WEBINARS & EDUCATIONAL SESSIONS

10

Support Groups
(3 new in 2022)

48

One2One
Volunteers

2,341

Discussion
Forum Users

18

Number of webinars
hosted in 2022
(11 EN and 7 FR)

243

Highest attendance
at a webinar

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

Valerie MacLeod

Non-muscle-invasive bladder cancer survivor



THANK YOU

TO OUR GENEROUS DONORS & SUPPORTERS

In 2022, Bladder Cancer Canada'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



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

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