In this year’s annual report, we introduce you to Nikki Perrell, whose cancer journey is featured on pages 11 and 12. From her diagnosis to celebrating her end of treatment, Nikki’s positive attitude is a source of hope and inspiration.

PHOTO BELOW:
Nikki Perrell at the launch of the Dr. H. Bliss Murphy Cancer Care Foundation’s provincial Lat Hope Ring Program on the date of her last chemotherapy treatment in May 2015.

PHOTO ON RIGHT:
Nikki with her daughter, “Becks”, and husband, Chris, this summer.
“Thank you for helping myself and my wife during this difficult time. Your generosity has helped immensely to ease some of the financial burden that being away from home to receive cancer treatment has caused. We are truly grateful to the Patient and Family Support Fund. Because of this gift, we were able to concentrate on my recovery with less stress and worry. Thank you again.” - Stanley and Elia Ralph

Over 400 families who heard the words “You have cancer” last year also faced the unexpected financial difficulties that can accompany a cancer diagnosis. Thanks to your donations, our Patient and Family Support Fund was there to help them.

Our Report to Our Donors is focused on how your donations are making a difference to cancer patients and their families in Newfoundland and Labrador.

We encourage you to read the update on Nikki Parrell, the cancer patient who helped unveil and ring the province’s first Bell of Hope with the Let Hope Ring Program. The Let Hope Ring Program has expanded to include Bells of Hope at every Chemotherapy delivery location in the province this year, thanks to Newfoundland Power.

Thanks to your gifts, the ground-breaking breast cancer photography exhibit, One Out of Nine, which features all Newfoundland women, toured across the province. The Foundation hosted opening night reception events and a week-long public exhibit in Conner Brook, Gander and Labrador City.

The Brachytherapy Program at the Dr. H. Bliss Murphy Cancer Centre also received a boost this year of new equipment thanks to your support. Read how Dr. Teri Stuckless and her team can utilize the new equipment to offer targeted radiation therapy techniques, specifically for cancers of the prostate, cervix and uterus.

We have a lot of passion for the work we do at the Dr. H. Bliss Murphy Cancer Care Foundation, and so much of it comes directly from you, our donors. In this light, our fundraising and administrative expenses – the costs associated with running the Foundation – are managed carefully by our Board of Directors. Our goal is to provide our donors with measurable and impactful results for entrusting your donation to Cancer Care.

Thank you for your support!

Gary Smith, Chairman

Lynette Hillier, Executive Director
The Patient and Family Support Fund (PFSF) was established in 2003 to assist cancer patients and their families who experience financial distress as a result of their cancer diagnosis. Many patients across the province must travel to receive chemotherapy or radiation treatment, incurring significant expenses living away from their homes or having to commute daily. The PFSF assists patients and their families with these costs.

Below is a snapshot of how the PFSF has helped cancer patients in Newfoundland and Labrador over the past five years.

### Amount Distributed from the PFSF

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>$123,913</td>
</tr>
<tr>
<td>2012</td>
<td>$138,200</td>
</tr>
<tr>
<td>2013</td>
<td>$146,000</td>
</tr>
<tr>
<td>2014</td>
<td>$138,905</td>
</tr>
<tr>
<td>2015</td>
<td>$137,586</td>
</tr>
</tbody>
</table>

### # of Cancer Patients/Families Assisted

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>461</td>
</tr>
<tr>
<td>2012</td>
<td>560</td>
</tr>
<tr>
<td>2013</td>
<td>415</td>
</tr>
<tr>
<td>2014</td>
<td>402</td>
</tr>
<tr>
<td>2015</td>
<td>402</td>
</tr>
</tbody>
</table>

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### Here are a few ways we've helped cancer patients in the past year through the Patient and Family Support Fund:

- **$123,988** given to help patients deal with expenses of daily life.
- **$9,675** in grocery gift cards to cancer patients and their families.
- **$3,925** worth of gas cards to offset the cost of traveling for treatment.
- **1.7 Million** Aeroplan Miles to book flights needed for cancer treatment.

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I would like to take this time to thank the donors for their generosity and would like to say it was a blessing and it helped reduce some of the stress of going through cancer treatment.

It’s nice to know that there are wonderful, considerate and supportive organizations like you. Nobody is ever ready or prepared to face or to hear that dreaded word “cancer,” but having people like you who are so caring and giving lessens the hurt, pain and frustrations. Times like these we need all the support that we can get. Thank you so much for caring and for your kindness. I sincerely appreciate it.

Without the kindness of others - we would not have so much hope. Thanks for all of the support.
In Our COMMUNITY

LET HOPE RING

The Let Hope Ring program was officially unveiled at the Dr. H. Bliss Murphy Cancer Centre in St. John’s in May 2015. Through the support of Newfoundland Power’s The Power of Life Project, Bells of Hope have been installed at cancer treatment facilities across the province this year.

The Bell of Hope provides cancer patients and their families with the opportunity to ring the Bell of Hope in celebration of personal milestones along their cancer journey. The ringing of these bells not only symbolizes hope for cancer patients and their families, but also gives them the opportunity to share their hope with others.

Photos (top to bottom):
Newfoundland Power’s President and CEO, Gary Smith, is joined by cancer survivors to unveil the Bell of Hope at the Chemotherapy Unit in St. John’s.
Nikki Perrelli unveils the first Bell of Hope at the Dr. H. Bliss Murphy Cancer Centre.
Cancer Survivors unveil the Bell of Hope in the Chemotherapy Unit in St. John’s.
A large group of cancer survivors join oncology nurses, Linda Ryan, left, Labrador City in the Chemotherapy Unit to celebrate the arrival of the Bell of Hope.

INVESTING IN CANCER CARE

With many thanks to our donors, the Brachytherapy Program at the Dr. H. Bliss Murphy Cancer Centre received a boost this year and Dr. Teri Stuckless, along with her team in Cancer Care, will enhance this treatment technique with an investment of new equipment.

Brachytherapy makes it possible to treat a cancer safely with a higher dose of radiation than can be given with external beam radiation therapy. It is an essential component of radiotherapy for cancers of the prostate, cervix and uterus. It allows our radiation oncologists to treat cancers with a very high dose of radiation while still protecting the patient’s normal tissues from permanent damage - thus improving the chances of cure.

With an investment of $75,000 from the Dr. H. Bliss Murphy Cancer Care Foundation, new cervix cancer brachytherapy applicators, a new endocavity transducer and a new abdominal transducer were purchased to enhance our standard of high quality treatment so that the cancer patients of Newfoundland and Labrador receive precise and accurate brachytherapy. A true testament that your support of cancer care has a direct impact on the treatment and care of cancer patients in Newfoundland and Labrador. For that, we sincerely thank you.

Dr. Teri Stuckless
Radiation Oncologist
ONE OUT OF NINE

BREAST CANCER EXHIBIT PROVINCIAL TOUR

The Dr. H. Bliss Murphy Cancer Care Foundation funded the provincial tour of the One Out of Nine Exhibit to Corner Brook, Gander and Labrador City.

Each piece in the collection features a breast cancer survivor from Newfoundland and Labrador. The exhibit creates a welcoming space where others can see different perspectives on the physical and emotional impacts of cancer.

Each person’s cancer journey is different. This exhibit was created to show that where there are scars there can also be healing.

Our thanks to Sondra Browne, the visionary behind the One Out of Nine Exhibit, and Malin Eriström the talented photographer and artist of the show.

Photo: The One Out of Nine exhibit on display in Gander, NL, courtesy of Malin Eriström.
Every day, 300 cancer patients walk through the doors of the Dr. H. Bliss Murphy Cancer Centre in St. John's. Here is the story of one.

In November 2014, at the age of 35, Nikki Parrell’s life changed. She was diagnosed with triple negative breast cancer. With the unwavering love and support of her husband, Chris, daughter, “Becks” and a large circle of family and friends, Nikki faced her diagnosis head on. Her goal: to come out even healthier and stronger than before.

Nikki’s treatment plan at the Dr. H. Bliss Murphy Cancer Centre included six rounds of chemotherapy and 24 rounds of radiation treatment. Administered by the caring and compassionate cancer care team at the Dr. H. Bliss Murphy Cancer Centre, Nikki credits the first class treatment and care she received with giving her the inspiration and determination to help her along her journey.

Nikki was the first cancer patient to ring the Bell of Hope during the official launch of the “Let Hope Ring” program in Newfoundland and Labrador. She was filled with hope for the future as she walked out the doors of the Cancer Centre upon completing her chemotherapy. She knew that she still had to complete her radiation, but felt confident that the strength and resolve that had brought her this far would continue through the next phase of her cancer journey.

She did just that. On May 12, 2016, Nikki celebrated her biggest milestone – being declared cancer free!

It is through the support of our donors that we can continue to provide the best cancer treatment equipment and care in our province – and to provide each and every cancer patient a way to celebrate their milestones – both big and small – along their journey. Cancer patients want nothing more than to treat their cancers, and to get back to their lives and their families - Nikki Parrell has done just that.

Photo: Nikki Parrell, Cancer Survivor with her husband Chris and daughter “Becks” at Bowerseng Park, St. John’s, NL.
## Year Ended March 31, 2016

### REVENUE

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Annual Fund</td>
<td>1,390,572</td>
<td>965,369</td>
</tr>
<tr>
<td>Sparkles of Hope - bracelet sales</td>
<td>102,468</td>
<td>-</td>
</tr>
<tr>
<td>Memorial Programs</td>
<td>86,232</td>
<td>88,238</td>
</tr>
<tr>
<td>Bust A Move revenue</td>
<td>81,499</td>
<td>672</td>
</tr>
<tr>
<td>Investment Income</td>
<td>44,314</td>
<td>57,658</td>
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<tr>
<td>Gifts in Kind</td>
<td>12,864</td>
<td>16,607</td>
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<tr>
<td>TrueBeam Campaign</td>
<td>10,000</td>
<td>57,257</td>
</tr>
<tr>
<td>Hope Ball revenue</td>
<td>5,000</td>
<td>553,859</td>
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<tr>
<td><strong>Total</strong></td>
<td>1,732,959</td>
<td>1,759,660</td>
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### EXPENDITURES

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<tr>
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<th>2016</th>
<th>2015</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Administrative and Management</td>
<td>469,016</td>
<td>392,511</td>
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<tr>
<td>Charitable Programs</td>
<td>34,257</td>
<td>117,064</td>
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<tr>
<td>Fundraising Costs</td>
<td>267,818</td>
<td>447,825</td>
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<tr>
<td>Disbursements</td>
<td>748,823</td>
<td>601,020</td>
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<tr>
<td><strong>Total</strong></td>
<td>1,519,916</td>
<td>1,558,620</td>
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</table>

**Excess of revenue over expenditures**

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>213,043</td>
<td>201,040</td>
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</table>

* For a full copy of the Foundation’s Audited Financial Statement, please visit [www.cancerrefoundation.nl.ca](http://www.cancerrefoundation.nl.ca).

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### The Donor’s Bill of Rights

The Dr. H. Bliss Murphy Cancer Care Foundation subscribes to the following donor bill of rights from the Association of Fundraising Professionals (www.afpnet.org):

**Donors Have The Right:**

1. To be informed of the organization’s mission, the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
2. To be informed of the identity of those serving on the organization’s governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
3. To have access to the organization’s most recent financial statements.
4. To be assured their gifts will be used for the purposes for which they were given.
5. To receive appropriate acknowledgment and recognition.
6. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
7. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
8. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
9. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

The Donor Bill of Rights was created by the Association of Fundraising Professionals (AFP), the Association for Health Care Philanthropy (AHP), the Council for Advancement and Support of Education (CASE), and the Giving Institute. Leading Consultants to Non-Profits. It has been endorsed by numerous organizations.

### Our Mission

The Dr. H. Bliss Murphy Cancer Care Foundation raises funds to enhance treatment and supportive care programs for cancer patients, to fund local cancer research initiatives and to provide continuing education opportunities for staff of the Dr. H. Bliss Murphy Cancer Centre and affiliated cancer programs in Newfoundland and Labrador.
Meet Our Team
STAFF & BOARD

Pictured Above: Jennifer Yetman, Development Officer; Lynette Hillier, Executive Director; Jamie Schwartz, Director; Danielle Poirier, Development Assistant; Tammy Earle, Director; Andrea Stack, Director; Victoria Belbin, Director; Gary Smith, Chairman of the Board; Scott Way, Director.

Missing From Photo: Directors - Brent Janie, Rob Jesso, Kim Keating, Janet March, Gary Reardon, Steve Winter and Beth McGrath.

Pictured Above: Gilbert Bennett, Director; Matthew Galgay, Director; Deborah McNiven, Financial Administrator; Susan Collins, Director; Alan Iwasski, Director; Emily Geary, Development Officer; Dr. Paula Pye, Director; Roxanne Greeley, Development & Donor Relations Coordinator.

Missing From Photo: Ex-Officio - Katherine Chubbs and Robert Andrews.
Lynette Hillier, Executive Director
Email: lynette.hillier@easternhealth.ca
Phone: (709) 777-7590  Twitter: @Cancercarefdn

Jennifer Yelman, Development Officer
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Phone: (709) 777-8994  Twitter: @JYelman

Emily Geary, Development Officer
Email: emily.geary@easternhealth.ca
Phone: (709) 777-8861

Deborah McNiven, Financial Administrator
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Phone: (709) 777-8707

Rowanne Greeley, Development and Donor Relations Coordinator
Email: rowanne.greeley@easternhealth.ca
Phone: (709) 777-7908

Danielle Poirier, Development Assistant
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Phone: (709) 777-7458

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Photo Credit: Photo on front cover by Paul Daly Photography.