

John MacFarlane, President & CEO, London Health Sciences Foundation, Archie Verspeeten, Ron Verspeeten, Mark Verspeeten (left to right)

## Reaching Goal Provides Boost to Innovative Cancer Research

In April, thanks to an outpouring of generosity from the community and \$1.5 million from the Gerald C. Baines Foundation, the Gerald C. Baines Centre for Translational Research's \$3 million fundraising goal was completed.

Opened in 2010, the Baines Centre began as a physical space to encourage collaboration between behind-the-scenes scientists and frontline clinicians. Once it successfully proved that this type of collaboration helps patients, generates new clinical trials and attracts bigger grants leading to further research, the Baines Foundation put forth \$1.5 million and challenged the community to match the amount.

This new funding will allow the centre to bring in a new Imaging Scientist to help clinical research collaborators like Dr. Stephen Welch conduct translational imaging research and build off of the proven success of the research group currently based in the Baines Imaging Laboratories. The centre will also recruit a Translational Research Project Manager to manage clinical trials, go after grants and acquire imaging laboratory software and hardware.

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These additional resources will give the Baines Centre a greater capacity to explore new ideas in patient care and create new clinical trials. It will also give the existing team members at the Baines Centre new collaborators and help facilitate even more innovative and ground-breaking research.

A substantial part of the funding came from Archie Verspeeten and his family, who are all too familiar with cancer, as his late wife Irene and two of their sons fought the disease. Back in 2008, Irene helped support the

building of the Baines Centre and now, in Irene's honour, Archie has recently given \$500,000 to help the Baines Centre take the next step.

"The success of the Baines Challenge is incredibly inspiring," says LHSC Chair/Chief, Oncology Dr. Glenn Bauman. "It will allow the Baines Centre to bring together a collaborative group of scientists and clinicians who will advance cancer care together." ■

## A Perfect Day in Support of LRCP

It was a beautiful summer day on July 2, 2016 when Laura and Mark Vieira said "I do" in front of family, friends and their two-year-old daughter, Isla – but two very important people were missing.

Shortly before their engagement, Laura's father, Dan, was diagnosed with kidney cancer at the age of 66. Sadly, in February of 2015, after two years of battling the disease, her father passed away. Unfortunately, for this couple, it wouldn't be their only loss that year.

In April 22, 2014, the day Laura and Mark's daughter Isla was born, Mark's mother Josie was diagnosed with breast cancer. Josie, who had battled kidney disease 14 years prior, was in remission when doctors delivered her the news.

"During her last year, she really cherished every moment and, you know, we had great times together. We still have some amazing videos of her and Isla dancing around the house together," Mark says.

In October, just eight months after Laura's father passed, Mark's mother also lost her battle to cancer at the age of 57. Although their parents did not live to see their wedding day, Laura and Mark chose to honour them with a donation to LRCP.

"We feel like everyone has been impacted by cancer in one way or another and our parents were such giving people. It was important for us to do something in honour of our parents," Mark says.

On their wedding day, instead of favours, the Vieiras placed a card at each of their guest's seats letting them know of the donation that had been made on their behalf.

"We knew our money was well spent in that way, and we knew where it was going. We saw firsthand that the hospital always needs more things...to build on what it already is and continue to provide better care and help more people going through that situation," Laura says. ■



Laura and Mark Vieira

# Local Businesses and Families Provide Support for Patients in Need

According to McCormick Canada, the tradition of their Charity Day (C-Day) dates back to the Great Depression, a time when many people suffered the effects of a terrible economy. During those years, McCormick divisions were able to carry on and all the employees considered themselves fortunate to have secure jobs.

Part of the tradition of C-Day is that employees work on a Saturday and their wages are donated to charities selected by the employees, and these wages are matched by the company. McCormick Canada is proud of their C-Day tradition as an expression of their commitment to the betterment of the communities in which they operate.

Brenda Fleming, LRCP; David Massel, on behalf of the Massel-Cruikshank Patient Assistance Fund; Lori Ann Horley, Manager, Annual Giving, LHSF; Linda Grover, McCormick Canada; John MacFarlane, President & CEO, LHSF; Betty Williams, McCormick Employee; and Kim Crawford, LRCP (left to right)

Prior to 2017, C-Day had supported LHSC three times with proceeds benefitting Cancer Care, Cardiac Care and Women's Care. To mark the 50th anniversary of Charity Day at McCormick Canada, their 2017 donation of \$63,505 went to support the Massel-Cruikshank and Gene Goodreau Patient Assistance Funds, part of the LRCP Patient Assistance Program. ■



Dr. Kylea Potvin

Imagine being a cancer patient and not having enough money to pay for the drugs you need. Enter CIBC ACT Now (Access Cancer Therapies Now), a fund created by medical oncologist Dr. Kylea Potvin to ensure that patients are able to receive the best possible treatment, regardless of financial barriers. ACT

Now is one of the three funds that make up the LRCP Patient Assistance Program – and was the one that inspired the Charabin family to give.

“We feel it is important to donate to ACT Now, as the fund covers cancer treatments not covered by the Ontario Health Insurance Plan (OHIP), which otherwise patients may not be able to afford. It provides families a fighting chance,” Jackie Charabin says.

Inspired by Dr. Potvin's passion and dedication after

learning more about her work at ACT Now fundraising events, the Charabins donated \$500,000 to help patients and families in need through ACT Now.

“We feel every family has been impacted by cancer in one capacity or another, and being that it is such a prevalent disease, we wanted to support ACT Now,” Andrew Charabin says.

“There are no words adequate to describe my gratitude for the extraordinary generosity of the Charabin family. A gift of this magnitude not only helps the people in our community with immediate needs, it allows us to support our community for months and years to come. Their kindness will allow more patients precious time with their loved ones and immeasurably better quality of life,” Dr. Potvin says.

In the last six months, nearly 30 patients in need have been approved for over \$360,000 from ACT Now. ■

# Book Helping Patients in More Ways Than One



Dr. David Palma signing a copy of his book for LHSF's Pam Taylor, Director, Major Giving

A Radiation Oncologist at LRCP, Dr. David Palma's book, *Taking Charge of Cancer: What You Need to Know to Get the Best Treatment*, was the first "how-to" manual that showed patients how to obtain and understand

their medical records, double-check their doctors' recommendations and ensure they are getting top-notch radiation, surgery or chemotherapy.

Released July 1st, 2017, the book gives patients the specific tools, guidelines and information they need to take charge of their care plan. Since its release, the book has sold more than 5,000 copies and become a national Globe and Mail bestseller, which benefits both the patients who read the book as well as all cancer patients, as Dr. Palma is directing all royalties from his book to support cancer research at the Gerald C. Baines Centre for Translational Cancer Research. ■

**Dr. Palma's book is available on Amazon.com and in Chapters and Indigo. More information can be found on his website: [qualitycancertreatment.com](http://qualitycancertreatment.com)**

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## Canusa's Second \$100,000 Gift Continues to Support Better Patient Outcomes

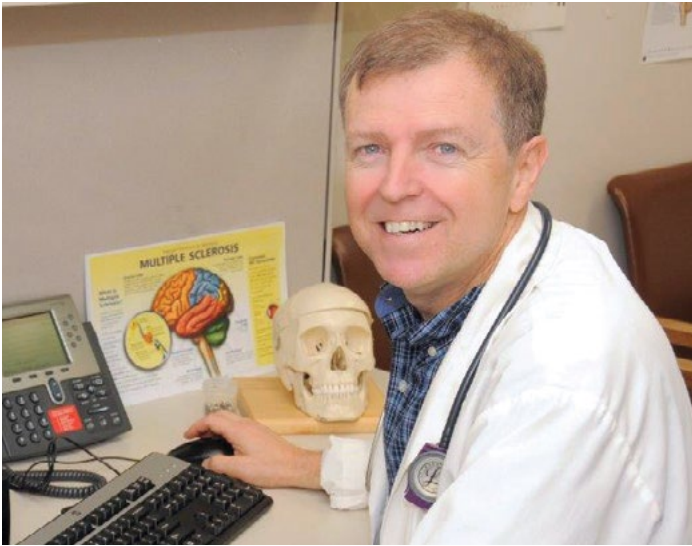


Canusa Automotive Warehousing Inc.'s (Canusa) Steve Drake, John Jones, Ivor Jones, and Christine Regier are joined by London Health Sciences Foundation's Pam Taylor

"When we visited Dr. Joe Chin's labs, we learned that prostate cancer statistically will affect one-in-six males in their lifetime, so we figured we found a cause that would be meaningful to our employees and our customers.

Our support of the world-class research that Dr. Chin and his team are conducting will benefit people from all backgrounds. We will continue to support Dr. Chin's groundbreaking research in the hope of better patient outcomes," Canusa's Steve Drake says. ■

# World-renowned Physician-Scientist Supports Next-Generation Lung Cancer Research



Dr. Marcelo Kremenchtzky

During his 20-year career at LHSC, Dr. Marcelo Kremenchtzky has become one of Canada's leading experts in multiple sclerosis (MS). As Chapman Chair in Clinical MS Research at LHSC, Dr. Kremenchtzky has served thousands of patients and their families, trained countless physicians and researchers, and conducted research that is respected the world over – but now, he is also relying on the care of one of his colleagues at LHSC to be able to continue his work.

Despite being a lifetime non-smoker with no family history of cancer and no symptoms worse than a nagging cough, Dr. Kremenchtzky was diagnosed with non-small cell lung cancer in 2015. Since LHSC is an acute care teaching hospital caring for the most medically complex and critically ill patients in the region, Dr. Kremenchtzky didn't have to look too far to find someone to treat him and allow him to continue helping his patients.

Dr. Kremenchtzky was referred to Dr. Mark Vincent, a medical oncologist at LRCP who specializes in rare tumours. Dr. Vincent started targeted therapy in an effort to give Dr. Kremenchtzky a treatment that blocks the growth and spread of cancer while offering the best quality of life possible. While traditional therapies like chemotherapy affect all cells and often have more severe side effects, targeted therapy drugs for aggressive cancers like Dr. Kremenchtzky's specifically target cells that help cancer grow.

With treatment from Dr. Vincent, Dr. Kremenchtzky's tumour shrunk from 5 cm to virtually invisible, with none of the changes to his outward appearance most people have come to expect from patients dealing with cancer. It is only because he wants to help raise awareness of lung cancers in non-smokers – and support the work of Dr. Vincent – that Dr. Kremenchtzky is sharing his story broadly.

Thanks to his targeted therapy, Dr. Kremenchtzky was not only able to get back to serving patients and families with MS in his clinic at LHSC, he was also able to get back to as normal a life as possible with his wife Danine and his then two-year-old twins – though his cancer certainly gave him a new perspective.

"Having cancer helped me rethink my priorities and focus on what's important in life," Dr. Kremenchtzky says. "Targeted treatment has allowed me to stay involved in all aspects of my life... I can be the father, be the doctor, be the researcher I've always been, but I'm also a patient now for the first time in my life."

It is through his experiences as both a patient and as a physician and scientist that Dr. Kremenchtzky and Danine decided to make a gift of \$500,000 to support the ongoing research of Dr. Vincent. The goal of their gift was not only to raise awareness and remove stigma regarding lung cancer in non-smokers but also to help improve patient outcomes. ■

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"I embrace the idea of helping others in any way you can and teaching our children to be generous regardless of what they have and to always share and help others. With this gift, we are hoping to help science produce more miracles and to leave a legacy for the next generation of patients and their families so they too can have more time and better quality of life together." – Dr. Kremenchtzky

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# Hardie Family Foundation Doubles Support for Patients



From left: Fred Lewis, Robert Hardie, Bob Pincombe, David Cook Seated from left: Anne Pincombe, Kathryn McAuley, Vicky Funston

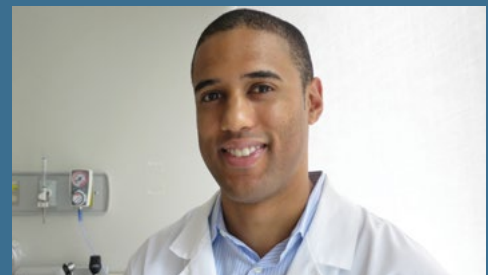
The challenges faced by cancer patients are something Robert Hardie is well aware of, having spent years as a prostate cancer researcher at LHSC.

This past holiday season, Robert and his Hardie Family Foundation joined with London Health Sciences Foundation to inspire community support for the LRCP Patient Assistance Program.

The Hardie Family Foundation donated \$25,000 to match all gifts to the LRCP Patient Assistance Program,

which offers assistance to patients in need through the CIBC Access Cancer Therapies Now (ACT Now) Fund, the Gene Goodreau Patient Assistance Fund, and the Massel-Cruikshank Breast Cancer Patient Assistance Fund. Together, these funds make a notable difference in the lives of cancer patients, reducing stress and anxiety, and allowing them to focus their energy on healing. ■

**DID YOU KNOW?** With donor support, Dr. Anthony Nichols and our Head and Neck Research Program have been able to start and lead an international group called the Global Anaplastic Thyroid Cancer Initiative. Led by Dr. Nichols, this group hopes to find treatments for one of the most lethal cancers: Anaplastic thyroid cancer. Less than 5 per cent of these patients survive and their group aims to find ways to extend and provide better quality of life. They have recently submitted a publication on their findings and are the first in the world on this scale. ■



Dr. Anthony Nichols

# Donor Support puts Breast Cancer Research at the Forefront

The Pamela Greenaway-Kohlmeier Translational Breast Cancer Research Unit (TBCRU) was created in 1998 through a partnership between the Breast Cancer Society of Canada (BCSC) and LRCP. The unit joins scientists and physicians together to translate research findings into improvements in the diagnosis, treatment and prevention of breast cancer – bringing breakthroughs in the lab to the patient’s bedside as quickly as possible.

Thanks to the continuing support of donors from the community as well as the generous, ongoing support of the BCSC – which has donated over \$10 million to the TBCRU – the research unit has made some notable, recent achievements:

## STUDYING THE SPREAD OF BREAST CANCER WITH DR. ALISON ALLAN



Dr. Alison Allan

One of the major focuses of Dr. Allan’s lab is the development of blood-based biomarkers to track breast cancer metastasis. Dr. Allan is a Canadian leader in the area of circulating tumor cell (CTC) – a cancer cell that detaches from the primary tumor and travels to other parts of the body – analysis

and technology development. She recently established a partnership with Janssen Oncology and Lab Services at LHSC to translate her CTC expertise and CellSearch® instrumentation into the clinical lab setting in order to make CTC analysis available to breast cancer patients and clinicians in London and throughout Canada. As a result, LHSC is the first academic hospital in the country to offer this test to patients for the detection of breast cancer metastasis.

## THE INNOVATIVE, PATIENT-CENTRED WORK OF DR. EVA TURLEY



Dr. Eva Turley

Dr. Turley’s work focuses on the molecular mechanisms of cell migration and metastatic spread of breast cancer. Her lab was the first to clone a receptor for hyaluronan (a receptor that’s overexpressed and associated with poor cancer outcomes) called RHAMM. She is currently exploring targeting the interactions between hyaluronan and RHAMM as a therapeutic strategy for breast cancer treatment. Work in the Turley lab is heavily focused on translating basic research findings to the clinic to benefit breast cancer patients. ■

# 13-year-old Boy Rallies Restaurants to Support Cancer Care

Ashton Lefteris started his Coins for Cancer fundraiser after his mom Jennifer was diagnosed with breast cancer two years ago and began treatment at LRCP under the care of Dr. Kylea Potvin and Dr. Muriel Brackstone. He has already raised more than \$2,000 and is expanding his fundraising efforts with future plans for book sales, garage sales, neighbourhood walks and other creative endeavours. ■



Ashton Lefteris

Watch Ashton’s amazing video at [www.lhsf.ca/ashton](http://www.lhsf.ca/ashton)

# Coin Your Logo Helps Fund Local Cancer Care

Coin Your Logo is a fun, team-building and networking event where teams recreate their company's logo or artwork with coins and sidewalk chalk, with all proceeds supporting London Regional Cancer Program.

Coin Your Logo was named the Ontario Restaurant Hotel & Motel Association's Event of the Year in 2017 and raised over \$9,000 in its first year in 2016 and nearly \$12,000 in 2017. ■

**New for 2018, Coin Your Logo will take place at the Covent Garden Market on Friday, June 22. For more information, please visit [www.lhsf.ca/coinyourlogo](http://www.lhsf.ca/coinyourlogo)**



Coin Your Logo



Dash 4 Dad supporters

## Dash 4 Dad Drives Donations

Dash 4 Dad 2017 was a huge success with over 370 registrants and many more family members who attended to show their support. The event raised over \$63,000 to support Prostate Cancer research at LRCP.

The Dash 4 Dad committee was also honoured with Donor of Distinction Societies recognition from London Health Sciences Foundation for surpassing the \$1 million raised mark in their history. ■

**The date for the next event is Sunday, June 17, 2018 and more information and registration can be found at [www.lhsf.ca/dash4dad](http://www.lhsf.ca/dash4dad)**

## We'd Be Happy to Hear from You!

Please contact us if you have any comments about this report, questions concerning your philanthropic goals or inquiries regarding Cancer Care at LHSC. We'd be happy to hear from you!



**Pam Taylor**  
*Director, Major Giving*  
Tel 519.685.8721  
[pamela.taylor@lhsf.ca](mailto:pamela.taylor@lhsf.ca)



747 Base Line Road East  
London, ON N6C 2R6  
Tel 519.685.8409  
[foundation@lhsf.ca](mailto:foundation@lhsf.ca)  
[www.lhsf.ca](http://www.lhsf.ca)

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