



Friends
FOUNDATION

PROJECT CANCER SUPPORT

ANNUAL CAMPAIGN 2023-2024

Helping people
live better
with cancer





“ You have cancer. ”

THE NEED.

Every week, 95 New Brunswickers learn that they have cancer.

In 2022, NB had about 5,000 cancer cases diagnosed. Every hour, 26 Canadians are expected to be diagnosed with cancer,¹ and two in five Canadians will hear these words in their lifetime.¹ More than 200,000 Canadians are expected to be diagnosed with cancer annually.²

As our province ages, we can expect cancer rates in our province to increase. Thankfully, due to advances in diagnosis and treatment, more people are living longer with cancer. But for two-thirds, the effects of cancer and its treatments can be life limiting for years post-diagnosis.⁷

We all know the importance of cancer research and medical treatment. But for those living with cancer, the steps to recovery, the mindset of living well, the hope of living longer with cancer, and the ability to live final years and days with incurable cancer all require help beyond the medical.

We're fortunate to have world-class medical resources to treat cancer in our province, **but people living with cancer need so much more.** Cancer patients and their families often have difficulty finding the emotional, social and practical support they so urgently require.

We invite you to support us so we can roll out free **Cancer Support Programs** to support people living with any type of cancer, at any point on their journey, as well as their caregivers and families. Along with a broad spectrum of evidence informed programs, we will offer vital information, community, connection, and tools to help people live their best lives with non-medical supports.

OUR DELIVERY PARTNERS

The Friends Foundation recently collaborated and partnered with Wellspring* (Canada's leader in evidence-based Cancer Support Programs), to ensure no one faces cancer alone. By uniting our organizations, we will better utilize resources, strengthen our programming, capitalize on efficiencies and band together to amplify our mission to provide vital services to those living with cancer in southeast New Brunswick. We look forward to partnering with other organizations on the implementation of this program.

* Wellspring has established and developed, and continues to develop, a supportive care program which is designed to meet the mental health, rehabilitative, emotional and educational needs of people who have cancer, and the related needs of their family members and close caregivers

THIS IS WHERE OUR DONORS COME IN

The need is greater than ever. As we plan for the burgeoning demand for these support services in the coming years, **we need to raise over \$1.1 Million to fund this important initiative.** We invite you to give to our Project Cancer Support campaign to ensure no one faces cancer alone.

YOUR GIFT WILL IMPACT NON-MEDICAL CANCER CARE NOW.

Complimentary Cancer Support Programs will positively affect quality of life for people living with cancer, their caregivers, and their families.

Our programs will also:



Reduce the isolation often experienced by those living with cancer through a warm and welcoming supportive community.



Provide a comprehensive range of evidence-based programs, services, and other resources that address the non-medical, but vitally important other needs of cancer patients, their caregivers, and families, and the community.



Ease debilitating physical symptoms like pain and fatigue.



Reduce emotional distress for patients, their children, and their families.



Lower the chances that cancer will return.



Improve health outcomes in many cases.



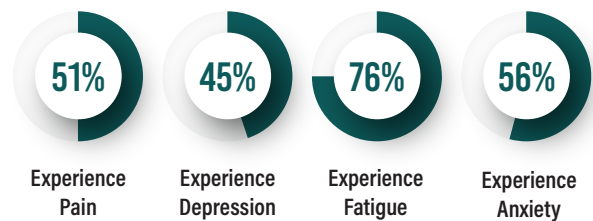
Improve access to income replacement programs.



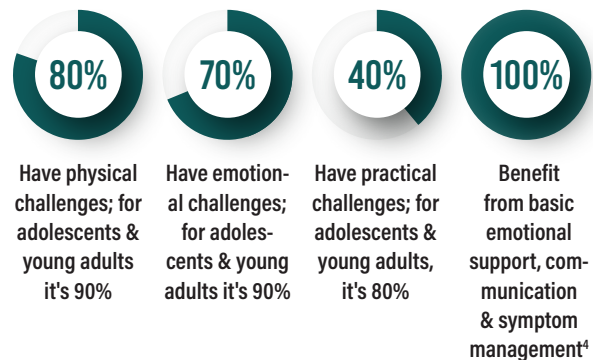
Provide clarity, support, and strategies related to finances, employment, and returning to work when they are ready.

In addition to dealing with pain, nausea and fatigue, many cancer patients worry about their families, finances, jobs, and future. For many, significant physical, emotional, and financial challenges persist for years after diagnosis, and for some, the situation seems unrecoverable.

More than one in two patients with cancer report they have symptoms causing distress during treatment. Of these:³



Two in three cancer survivors experience difficult times after treatment ends. Of these:³



The COVID-19 pandemic has compounded the financial, emotional, and physical issues for people coping with cancer. Cancellations and long delays in screening and treatment have resulted in patients being diagnosed with more complex and difficult cancer cases, often in later stages than would have been the case pre-COVID. Pandemic-related declines in diagnosis and treatment could result in at least 21,247 more cancer deaths than predicted between 2020-2030.⁴

THE HEALTH CARE SYSTEM IS OVERBURDENED. PEOPLE IN OUR COMMUNITY NEED HELP TODAY.

The emotional distress of a cancer patient with unmet emotional needs can escalate to significant levels where it can compromise adherence to therapy, increase utilization of other health care services, and elevate costs for care.⁵

Research shows cancer patients who participate in these types of programs experience improved mental health resulting in higher quality of life and health outcomes, and lower health care costs.⁶

In other words, our Cancer Support Programs will benefit cancer patients, caregivers, and their families, and reduce the strain on health care resources.

“ Along with our partners, we will devote ourselves exclusively to the unique non-medical needs of all people in southeast New Brunswick living with any type of cancer. **We will start with a few programs and then expand.** Over time, we will have access to up to 50 evidence-based programs and services that address the needs of cancer patients, their caregivers, and families.

Greg King
President and CEO, Friends Foundation

”

Our programs will focus on the person, and not the disease—improving their quality of life while they live with cancer.

We will provide a **caring community, in-person and online**, so anyone living with cancer, their caregivers, and family members can access vital information, meaningful support and effective coping strategies.

We will do all this while providing our programs and services free of charge and without referral. Our services will be administered in a cost-effective manner, which includes using oncology experts supported by well-trained volunteers.

With your help, we will be an essential partner in the cancer care community.

THE MEDICAL COMMUNITY TREATS THE PATIENT. OUR SUPPORT PROGRAMS TREAT THE PERSON.

THE RIGHT PROGRAM, AT THE RIGHT TIME, IN THE RIGHT WAY, CLOSE TO HOME.

Exercise & Movement

Activity can be an important part of a cancer treatment plan, improving both physical and mental health. These health restoring programs help in the recovery from the various physical impacts of cancer.



Self-Development & Educational

Receiving the right support starts with information and education. Those who will access our programs will learn about resources, strategies, and tools to help you live well with cancer.

Symptom Management

Cancer and cancer treatment can bring a variety of symptoms, from brain fog to general fatigue to pain. These programs help with the management of symptoms so patients can live better with cancer.



Therapeutic Arts

Creative expression can foster healing, improve mental wellbeing, reduce stress, and support social development. Those in our program will be encouraged to express themselves through visual arts, writing, music and more.



Finance & Workplace Strategies

Living with cancer brings many practical, real-life challenges, such as financial struggles, or returning to work following an extended leave of absence. These programs provide help overcoming challenges in the context of day-today issues.

Individual & Group Support

Many people living with cancer find it important to find a safe and confidential place to share personal feelings and concerns with others in similar situations. We will provide individual and/or group support that is specific to their needs.



In time, we will also offers programs for those with specific needs, including families, individuals with advanced cancers, caregivers, 2SLGBTQIA+ (Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer or Questioning, and additional sexual orientations and gender identities) and more.

MEET KELLIE-ANN

“I wish these support programs had been available when I was initially diagnosed with breast cancer.

I could have used many of these non-medical programs and not felt so alone navigating through this journey.”

Kellie-Ann Henderson was diagnosed with breast cancer in late 2022. After surgery, weeks of chemotherapy followed by radiation, her life is finally getting closer to normal. When she learned of these proposed programs, she was elated but wished they would have been in place for her to access vital information and skills for coping with cancer. She is delighted that this opportunity will soon be available for future cancer patients and expressed how important it is that programs are offered at no charge.



Future Location Close Proximity to Hospital

We are working on a location close to the hospital to allow patients to gather and attend programs in a safe and positive space where they can experience connection, forge relationships, and acquire vital information and skills for coping with cancer.

Stay tuned for updates.



GIVING MATTERS NOW—GOAL \$1.1 MILLION

Your donation towards our \$1.1 Million goal will help support our programs to ensure anyone facing cancer, and their loved ones, can access programs and services at no cost.

Enjoying the benefit of our Cancer Support Programs is a monumental relief to many we serve, some of whom are experiencing crippling financial implications due to their illness.

Your gift will help us meet the growing needs for unique community-based support to positively impact the daily lives of southeast New Brunswickers living with cancer today and into the future. We hope to have our programs operational in 2024.

We ask that you invest in your community today. Thank you.



Call (506) 857-5488



Visit FriendsFoundation.ca/Donate



Come in to 135 MacBeath Avenue, Moncton, NB E1C 6Z8



YouTube



Friends
FOUNDATION

1. Canadian Cancer Statistics 2021, Government of Canada and the Canadian Cancer Society, November 2021.
2. Canadian Cancer Society. Cancer statistics at a glance.
Available from: <https://cancer.ca/en/research/cancer-statistics/cancer-statistics-at-a-glance>
3. CPAC: Canadian Strategy for Cancer Control Companion Data, Priority 5: Deliver information and supports for people living with cancer, families and caregivers (2020). Available at: <https://s22457.pcdn.co/wp-content/uploads/2020/01/CSCC-Companion-Data-Priority-5-EN.pdf>
4. Malagon (2021), <https://onlinelibrary.wiley.com/doi/full/10.1002/ijc.33884>
5. Fitch, M.I. (2008) Supportive care framework. *Canadian Oncology Nursing Journal*, 1 (18) 6-14. Doi:10.5737/1181912x181614
<http://www.canadianoncologynursingjournal.com/index.php/conj/article/view/248/251>
6. Carlson and Bultz, 2004, Compen et al, 2019, Dieng et al 2016, Simpson et al 2001. <https://pubmed.ncbi.nlm.nih.gov/15578622/>