

**No one has to
face cancer alone**

"You have cancer."

Every day in Alberta, 51 people hear these three words. One in two of us will hear these words in our lifetime.

While we all know the importance of cancer research and medical treatment, those who have heard these words also know that recovery from cancer includes more.

We have excellent medical resources to fight cancer, but people who have cancer and their loved ones often find they need emotional, informational, practical support and more. That is where we fit in.

Who are we?

In Calgary and southern Alberta, only Wellspring Calgary devotes itself exclusively to the unique non-medical needs cancer presents. At Wellspring Calgary, people living with cancer, their families and friends can exchange information, develop a support system and create a sense of hope in a warm, caring and welcoming atmosphere.

Wellspring Calgary is a registered charity and part of a network of community-based support centres offering programs and services that meet the emotional, educational, social, practical and restorative needs of people living with cancer and those who care for them. All Wellspring Calgary evidence-informed programs, services and resources are offered free of charge and without referral.





Our vision is ...

**No one has to
face cancer alone**

“

Significant attention is directed to medical treatment and research related to cancer. What our co-founders wisely understood was the need for attention to the other 90 per cent of the journey – responding to the needs of people living with, and managing through the challenges of a cancer diagnosis. That’s what we do. We help people and their families to live well, while living with cancer.

”

Patti Morris, Executive Director,
Wellspring Calgary

Wellspring Calgary network

Cancer Control Alberta

Canadian Cancer Society and other cancer-serving organizations

Tom Baker Cancer Centre

University of Calgary, Faculty of Kinesiology

Collaborations with Young Adult Cancer Canada

Fourteen cancer support groups meet at Wellspring Calgary

Affiliate of Toronto-based Wellspring Cancer Support Foundation

Role on Provincial Advisory Council Cancer and other groups

Supportive cancer care helps ease the heavy burden that is associated with a cancer diagnosis and treatment. While it forms an essential component of the treatment patients receive at Tom Baker Cancer Centre, we also recognize the vital need for community-based supportive care to attend to patient and family needs outside of the hospital setting. As an important partner in the patient and family journey, I am pleased to know of Wellspring Calgary's expansion.

Dr. Sunil Verma, MD, MEd, FRCPC, Medical Director, Tom Baker Cancer Centre, Head of Department of Oncology, University of Calgary, Cumming School of Medicine.

What do we do?

We offer a comprehensive range of evidence-informed programs, resources and support for anyone living with any type of cancer, and their significant caregivers, at any point on their cancer journey. These are our members. Membership is free of charge and no referral is required.

In the 10 years that we have been delivering services, Wellspring Calgary has come to be recognized as an important resource and vital partner for those facing cancer.

In 2016 alone, Wellspring Calgary delivered over 26,700 hours of diverse programs to meet the needs of our members.

But it is not enough. Wellspring Calgary is not able to meet the needs of everyone seeking support.



The Right Program at the Right Time:



Educational: To inform, enlighten and guide people living with cancer, from diagnosis through to treatment and beyond.



Movement and Meditation: Indoor and outdoor programs featuring physical and mental exercises to increase strength and resilience, build fitness, manage stress, and calm the mind.



Caregiving and Self-Care: Providing opportunities to meet with others who have been there, share experiences and benefit from caring for yourself and others.



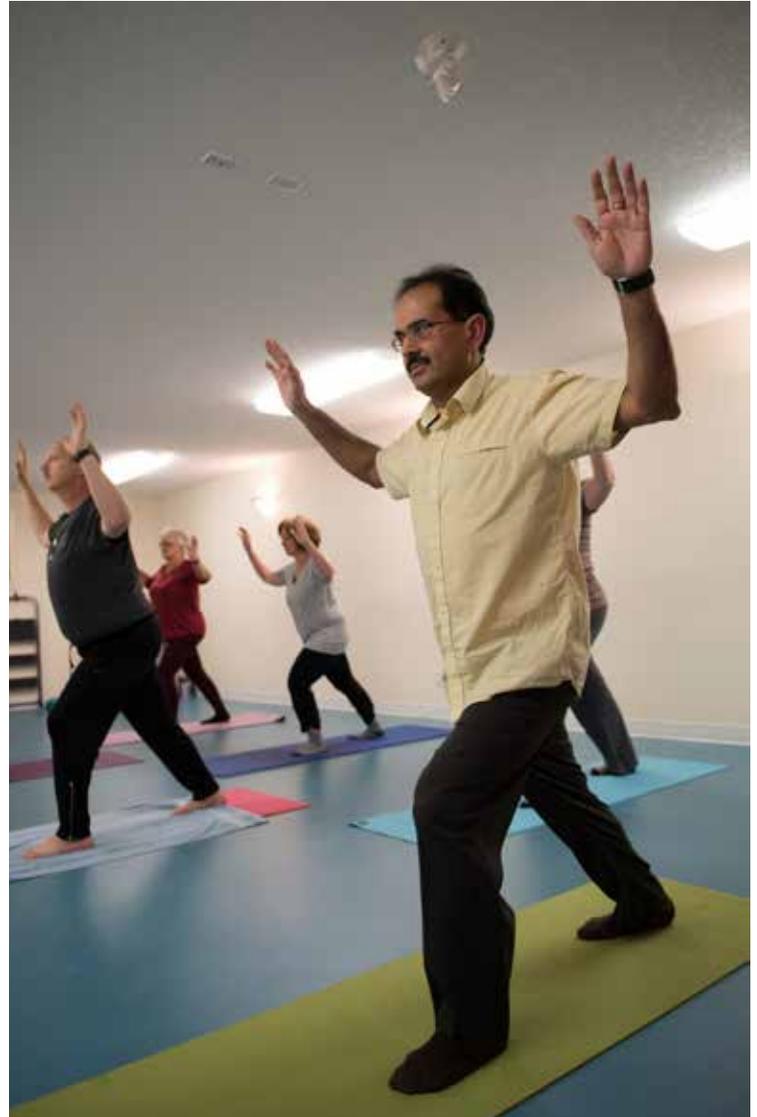
Expressive Arts: Encouraging self-expression through visual art, writing, music and more.



Money Matters: Confidential, solution-based one-on-one support to address issues related to drug coverage, insurance, employment and finances related to cancer costs.



Young Adult Support: Programs exclusively focused on the needs and issues affecting young adult cancer survivors and their families.



Wellspring Calgary also offers:

Speaker Series: Featuring leaders who share information about cancer, wellness, and healing.

Peer Support: One-on-one conversations with trained volunteers with similar, shared experiences.

Child-Minding: To ensure that parents can take part with confidence.

Resource Library: To meet the informational needs of those we serve.

Cancer Support Groups: Offering meeting space free of charge for cancer support groups and programs.

Free parking

Why the Campaign for Wellspring Calgary?

As a result of our growing population base and aging population and thanks to medical advances, it is anticipated that more people will be living with and beyond cancer.

Of those diagnosed with cancer, 30 – 70 per cent will seek our programs and services. According to projections and current cancer statistics, Wellspring Calgary cannot feasibly meet the increasing demand for cancer support services in Calgary.

Specifically, of the estimated 6,197 people in Calgary to be diagnosed with cancer in 2021, the average number of people seeking cancer support services in Calgary will be 3,099.¹

By 2026, we anticipate 4,685 people could seek our services, including an estimated additional 1,294 from southern Alberta.

According to current cancer statistics and projections, Wellspring Calgary cannot meet the escalating demand for cancer support services in Calgary and southern Alberta through our Carma House location.

We have developed a thoughtful plan to respond to the needs of those impacted by cancer first in Calgary and surrounding area and then in southern Alberta (Red Deer south to the Montana border).

We know that an additional centre is imperative to meet the projected increase in cancer incidences and answer the upsurge in demand for Wellspring Calgary's services and programs. We have already started providing services to residents in south Calgary through a leased facility.

We cannot do this alone. We need your help.

¹ Numbers generated using data from the Canadian Cancer Society, Statistics Canada, Treasury Board, and Alberta's Office of Statistics and Information. Detailed analysis is available upon request.

² <https://public.tableau.com/views/The2017ReportonCancerStatisticsinAlberta/Highlights?:showVizHome=no>

³ Canadian Cancer Society: Canadian Cancer Statistics 2015 Report. <http://www.cancer.ca/en/cancer-information/cancer-101/cancer-statistics-at-a-glance/?region=ab>

⁴ Canadian Cancer Society: Canadian Cancer Statistics 2015 Report. <http://www.cancer.ca/en/cancer-information/cancer-101/cancer-statistics-at-a-glance/?region=ab>

⁵ Adapted from Fitch, M. I. (2008). Supportive care framework. Canadian Oncology Nursing Journal = Revue Canadienne De Nursing Oncologique, 18(1), 6. Copyright by Canadian Association of Psychosocial Oncology.

⁶ Adapted from Fitch, M. I. (2008). Supportive care framework. Canadian Oncology Nursing Journal = Revue Canadienne De Nursing Oncologique, 18(1), 6. Copyright by Canadian Association of Psychosocial Oncology.

51

Every day 51 Albertans are diagnosed with cancer²



1/2

One in two Albertans will be diagnosed with cancer in their lifetime³

16,000



It is estimated that 32,936 Albertans or approximately 16,000 southern Albertans will be diagnosed per year by 2030⁴

Many will need additional information, education and encouragement to seek additional help⁶



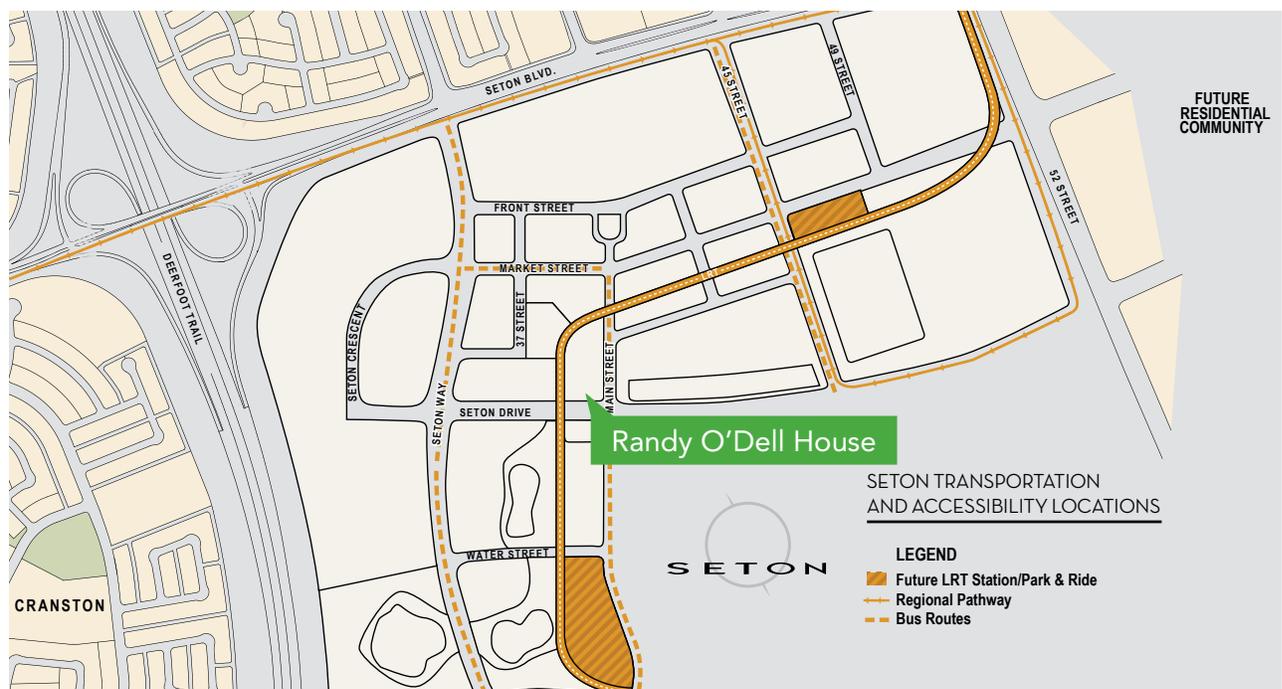
All patients require relevant information, basic emotional support, good communication, and symptom management⁵

What are we doing about it?

Our Board of Directors and leadership, in consultation with members, volunteers, community partners, and others have developed a five-year strategic plan that includes opening a second location in south Calgary, near the new South Health Campus. It will serve residents of Calgary and southern Alberta. The new centre will be called Wellspring Calgary Randy O'Dell House.

This plan requires raising \$12.9 million. Achieving this goal will fund:

- Construction of Randy O'Dell House including land, furniture, fixtures, technology and equipment.
- Development of a delivery platform to serve residents of southern Alberta through Randy O'Dell House
- Increased program delivery: face-to-face, onsite and offsite, for people living in Calgary and southern Alberta
- Growth of the existing endowment to sustain our operations into the future



Three Calgarians have already pledged \$5.5 million to kick-start this plan.

While Randy O’Dell House is being designed and constructed, we are delivering programs at a temporary centre (Fountain Court) to meet increasing demand in the south.

The Campaign for Wellspring Calgary	
Randy O’Dell House — Including technology for delivery of programs in southern Alberta	\$6.2 million
Wellspring Calgary Member Programs and Services Delivery	\$5.7 million
Sustainability: Enhancing our Endowment	\$1.0 million
Total	\$12.9 million



Why now?

The need is great.

The positive impact of Wellspring Calgary support is clear.

Before attending Wellspring, I felt completely uninformed, uneducated, traumatized, alone, and afraid. Wellspring gave me information, insight, camaraderie, and confidence so I could deal with each difficult step of my journey.

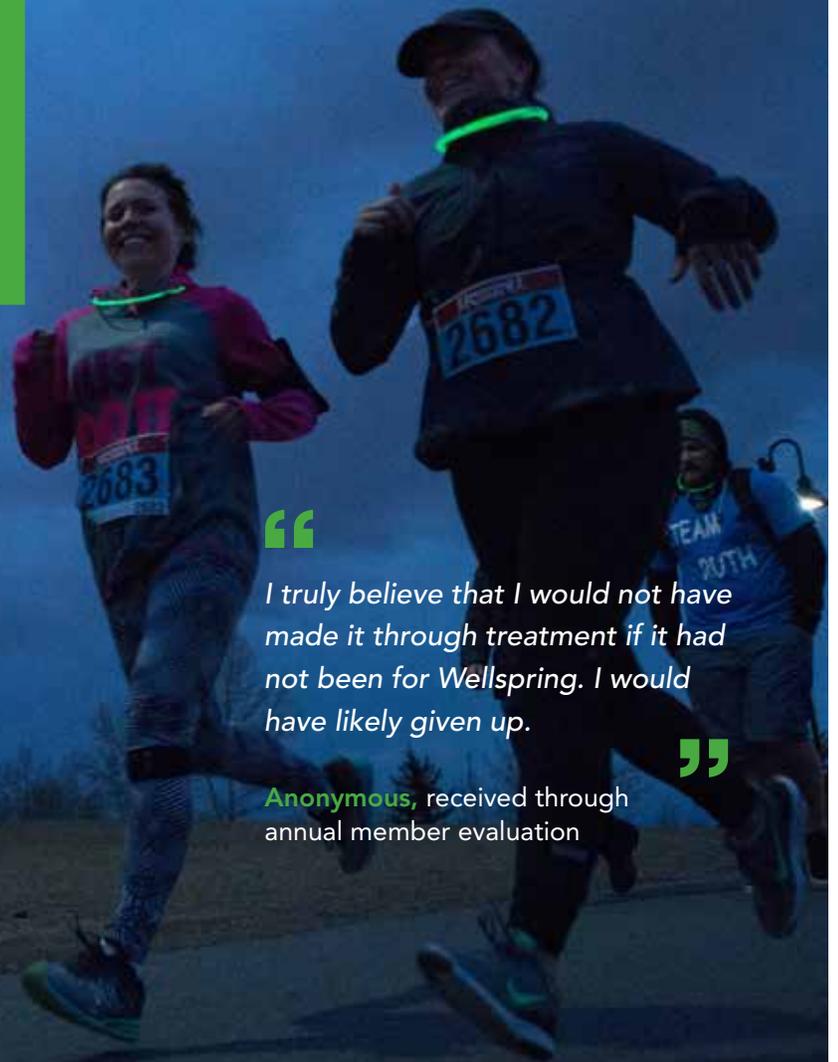
Anonymous, received through annual member evaluation

“

I truly believe that I would not have made it through treatment if it had not been for Wellspring. I would have likely given up.

”

Anonymous, received through annual member evaluation



Research reveals that cancer patients typically experience high levels of emotional distress.⁷

The Canadian Strategy for Cancer Control recognizes emotional distress as a core indicator of a patient's health and well-being.

Neglecting fear, anxiety and the other factors that contribute to distress in cancer patients exacerbates illness and increases healthcare costs.

Patients for whom emotional distress remains unresolved are five times more likely to use community health services, twice as likely to visit emergency departments, more likely to receive expensive third- and fourth-line chemotherapy and place higher demands on scarce provider time. Emotional and psychological support programs save healthcare resources.

Dr. Margaret Fitch, Head, Oncology Nursing and Supportive Care, Odette Cancer Centre, Sunnybrook Health Sciences Centre.
"Supportive Care Rebalancing Efforts"
pp 144-145.



⁷ Bultz, B. and Carlson, L., Emotional distress: the sixth vital sign – future directions in cancer care, *Psychosocial-Oncology*, 15: 93 – 95 (2006)



“ There is increasing scientific evidence that certain types of group supportive therapy not only enhance the ability of cancer patients to cope with their disease, but also prolong their lives.

Dr. Jack Laidlaw,
Cancer Control Ontario

“ In Wellspring, we have a unique model for asking people who are affected by cancer what they think, and whether we've been useful, and we have a model for translating that into ways that we may actually change the distribution of healthcare and make real, positive difference in how we support individuals within the cancer community.

Dr. Simon Sutcliffe, President, BC Cancer Agency,
Founding Director, Wellspring Cancer Support Foundation

In our 2016
annual survey,
Wellspring Calgary
members:

79% were more empowered to manage the challenges of their cancer journey after participating at Wellspring Calgary

85% felt their quality of life was better after participating at Wellspring Calgary

96% were extremely satisfied with the programs and resources offered

96% would recommend Wellspring Calgary to a friend

How can you help?

You can play a vital role.

Funds directed to the construction, furnishing, and technological needs of Randy O'Dell House will bring resources to those living in Calgary and surrounding area and will serve as a platform for delivering support to those living across southern Alberta.

Funds directed to support member programs will enable Wellspring Calgary to expand the scope of its service delivery to immediately meet pressing needs through our temporary space at Fountain Court and eventually through our permanent site, Randy O'Dell House.

Funds directed to our endowment will provide vital predictable revenue to support our ongoing operational funding needs and sustainability.

Donor recognition will be negotiated with donors on an individual basis.



Wellspring Calgary Leadership

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Corporate Development
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Palliative Care Consultant AHS

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RBC Wealth Management
Royal Bank of Canada

Graham Reiser

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Wes Tatebe

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CIBC Wood Gundy

Deborah Turnbull

Partner
Tricon Solutions Inc. (Retired)

Rod Wilson

General Manager Business Development
Petrogas Energy Corp.

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Executive Director

Suzan Valenta

Director of Philanthropy

Pamella Simpson

Campaign Director

Gina Chavez

Campaign Coordinator

HONORARY PATRONS

Joanne Cuthbertson

Charlie Fischer

CAMPAIGN CABINET

John Osler, Q.C. (Campaign Chair)

Partner

McCarthy Tétrault

Pat Daniel

Chairman

Cenovus Energy Inc.

Bill W.C. Darling

General Manager, Innovator Division

Mustang Well Services Ltd. (Retired)

Megan Darling

Visual Artist

Tom Ebborn

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Wellspring Calgary

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Corporate Development

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Camcor Partners Inc.

Bob Rooney, Q.C.

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Enbridge Inc.

Rod Wilson

General Manager, Business Development

Petrogas Energy Corp.

Cancer Patients Entering the Cancer System

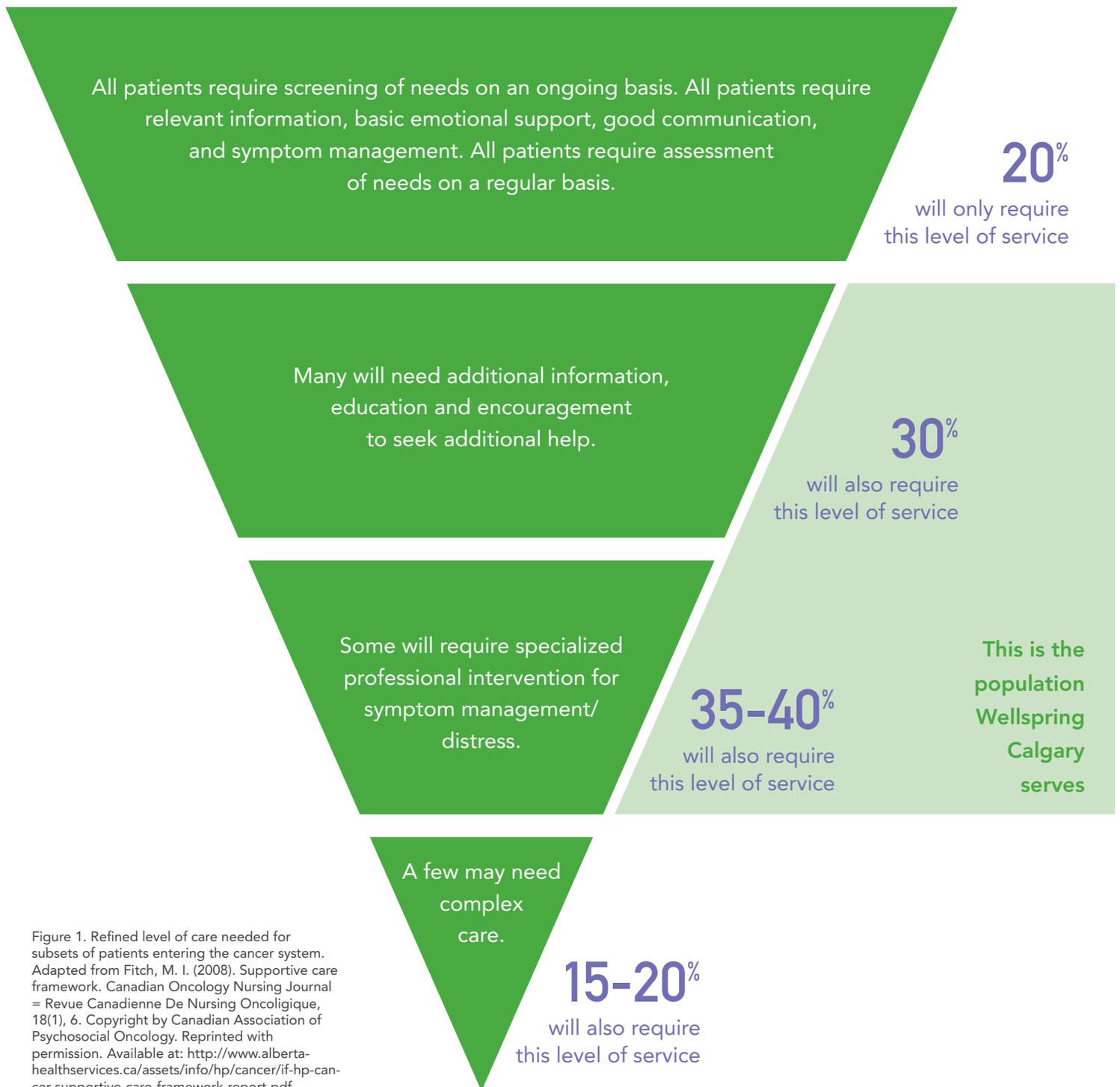


Figure 1. Refined level of care needed for subsets of patients entering the cancer system. Adapted from Fitch, M. I. (2008). Supportive care framework. Canadian Oncology Nursing Journal = Revue Canadienne De Nursing Oncologique, 18(1), 6. Copyright by Canadian Association of Psychosocial Oncology. Reprinted with permission. Available at: <http://www.alberta-healthservices.ca/assets/info/hp/cancer/if-hp-cancer-supportive-care-framework-report.pdf>

APPENDIX B: Other Ways You Can Help

Show compassion and understanding for those in your circle of family and friends who are living with cancer.

Visit www.wellspringcalgary.ca/campaign and find out more about what we do.

Tell others about the services of Wellspring Calgary so we can reach them and help them or their friends and families.

Volunteer at Wellspring Calgary – the contribution of your time is invaluable.

Ways you can give:

- Single gift: Show your support for Wellspring Calgary with a charitable donation
 - Monthly donation: Provide reliable long-term support
 - Workplace giving: Make a donation and double your impact
-

Help Wellspring Calgary build a foundation for the future:

- Endowment gift: Provide long term sustainable resources
- Stocks and securities: Donate marketable stocks or securities
- Bequests/Estate planning: Make a legacy gift in your will through cash, securities, or donations of all, or a portion of your estate
- Life insurance: Designate Wellspring Calgary as the owner or beneficiary of an existing or new life insurance policy
- RRSP/RRIF: Name Wellspring Calgary as a beneficiary of an RRSP/RRIF



Wellspring Calgary enabled me to move on from being a cancer patient to someone experiencing great joy and appreciation for my current well-being.



Sandi Anderson,
Wellspring Calgary member

Carma House

1404 Home Road NW
Calgary, AB T3B 1G7
403.521.5292

Fountain Court

120-703 64 Avenue SE
Calgary, AB T2H 2C3
587.747.0260

**Charitable registration number:
809013675RR0001**

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 @WellspringYYC

www.wellspringcalgary.ca/campaign



wellspring
Calgary

A Lifeline to Cancer Support