



2016 PARTNERSHIP PROPOSAL



Prepared by: Michelle Capobianco, April 1, 2016

Executive Summary

The Pancreatic Cancer Canada Foundation ("PCCF") has been in existence for over 10 years. It is a national organization dedicated to raising funds to support research across Canada into pancreatic cancer and to provide education and support to patients and their families.

We have recently hired our first Executive Director and are in the midst of putting policies and initiatives forward which will greatly increase both our reach and the funds we are able to dedicate to research. Our renewed focus will include advocacy and awareness of the disease, enlarged to include a focus on health care professionals and governments at all levels.

Celgene's Commitment to PCCF

Celgene has been a committed partner of PCCF for a number of years. Your support has made a critical difference in our ability to educate patients and their families about the disease and ways to cope while undergoing treatment.

During our most recent discussion, we spoke about the need for physicians to provide *all* treatment options to their patients and families. This has long been a concern for PCCF and we are launching a new initiative that we feel might be of specific interest to Celgene.

Our Healthcare Outreach Program is meant to provide Canadian healthcare professionals an overview of the disease as well as: potential treatment options, diet and nutrition, pain and symptom management and a listing of pancreatic cancer specialists and services. This program will be supported by literature (printed and online), a website and, eventually, a Listserv type service where physicians and other healthcare professionals can access colleagues across the country.

We would welcome the opportunity to partner with Celgene in this initiative as well as those listed on the following page.

2016 Partnership Opportunities

Annual Golf Tournament

The PCCF Annual Golf Tournament brings together dedicated volunteers, corporate supporters and healthcare professionals for a fun day of golf meant to raise awareness of both the disease and our organization as well as much needed research funds. Traditionally held in Toronto, we will be expanding this golf tournament to other Canadian cities in the coming years.



Requested 2016 Commitment.....\$5,000

One Walk To Conquer Cancer

PCCF will be entering a group of teams under our banner in the annual PMH One Walk held in September. Funds raised by our teams are specifically directed towards PMH pancreatic cancer research projects which have been reviewed by our highly-esteemed Medical Advisory Board. With a minimum commitment of \$1,500 raised per walker, this 25km fun-filled day is not to be missed.



Requested 2016 Commitment.....1 Celgene team

Educational Webinars

Continuing our tradition of education for patients and their families, we would like to expand our webinar frequency and reach. We propose a combination of our own in-house webinars with a partnership program with the Canadian Cancer Society in order to ensure that the best information reaches the largest number of people at the lowest cost.

Requested 2016 Commitment.....\$10,000

Healthcare Outreach Program

Our Healthcare Outreach Program is meant to provide an overview of the disease as well as: potential treatment options, diet and nutrition, pain and symptom management and a listing of pancreatic cancer specialists.



Requested 2016 Commitment.....\$40,000