



PROJECT CANCER SUPPORT

ANNUAL CAMPAIGN 2023-24

PRESS RELEASE

Friends Foundation will raise \$1.1 Million to help people live better with cancer

October 26, 2023 (Moncton) – The Friends Foundation’s Annual Campaign will raise funds to provide complimentary Cancer Support Programs that will positively affect quality of life for people living with cancer, their caregivers, and their families in southeast New Brunswick.

Every week, 95 New Brunswickers learn that they have cancer. In 2022, New Brunswick had about 5,000 cancer cases diagnosed. Every hour, 26 Canadians are expected to be diagnosed with cancer, and two in five Canadians will hear these words in their lifetime. More than 200,000 Canadians are expected to be diagnosed with cancer annually. 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. 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.

In collaboration with Wellspring*, Canada’s leader in evidence-based Cancer Support Programs, we can help people live better with cancer.

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

Friends Foundation President and CEO Greg King says donor support will allow us to 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,” states King.

Initial programs will focus on:

- Exercise & Movement
- Self-Development & Education
- Symptom Management
- Therapeutic Arts
- Finance & Workplace Strategies
- Individual & Group Support

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, using oncology experts supported by well-trained volunteers, and in partnership with other charities in the community.

COMMUNITY SUPPORT

Medavie, through the Medavie Foundation, has gifted \$500,000 to support the Friends Foundation's fundraising goal, contributing to program development. "With a mission to improve the wellbeing of Canadians, we are pleased to partner with the Friends Foundation and Horizon Health to help create programs that support those living with, through and recovering from cancer," says Bernard Lord, CEO, Medavie. "We recognize the impact of cancer on virtually everyone, and strongly believe that facilitating access to physical activities, educational resources, and various forms of support can significantly contribute to better health outcomes and healthier communities. We look forward to seeing these complimentary services made available following the fundraising campaign."

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

Foundation Board Chair, Shane Esson, says with your help, we will be an essential partner in the cancer care community. "Your gift will help us meet the growing needs for unique community-based support that will positively impact the daily lives of southeast New Brunswickers living with cancer today and into the future," remarks Esson.

The Cancer Support Programs are anticipated to be available in 2024.

To donate to **Project Cancer Support**:

- Call the Friends at (506) 857-5488
- Give online at www.FriendsFoundation.ca/Donate
- Mail cheque to the Friends of The Moncton Hospital Foundation
135 MacBeath Avenue, Moncton, NB E1C 6Z8

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Contact:

Julie Thebeau, CFRE
Director, Communications &
Donor Experience
Friends Foundation
(506) 381-9021
Julie.Thebeau@HorizonNB.ca

Gill Ring Costello (*she/her*)
Manager, External Communications and
Stakeholder Relations
Medavie
(902) 223-0314
gillian.costello@medavie.ca

* Wellspring has established and developed, and continues to develop, a supportive care program 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.