



FERTILE FUTURE



Our Vision

Fertile Future strives to inform every young Canadian cancer patient about their fertility preservation options and the related health care issues associated with cancer treatments.

Our Mission

Fertile Future is a national charity that aspires to enrich the lives of young people diagnosed with cancer by promoting awareness and understanding of fertility preservation and survivor health care issues; to educate health care practitioners on providing timely information on fertility preservation options and related health care issues; and to raise knowledge and awareness about these key issues across Canada.

This mission statement encompasses the three goals that will drive Fertile Future over the next five years.

1. Educate and enable the medical community about when and how to inform patients about fertility preservation options.
2. Arm Canadian cancer patients with timely resources to make informed decisions about the quality of their life before and after cancer treatment.
3. Raise awareness of key cancer and fertility related issues across Canada.

“ I was fertile until now, I could have had a baby this year instead of having cancer, but that wasn't the case. I think it's incredibly unfair to put that extra burden on a cancer patient. It's bad enough we're faced with a life altering, life threatening disease, to have the added stress of fertility preservation and the costs associated with it is just terrible. We should lobby for a change in policy so that no other cancer patients have to face this obstacle. Until then I am so grateful for programs like Fertile Future's Power of Hope Cost Reduction Program. ”

— Jenn, 23, Breast Cancer Survivor

2010-2011 Achievements

New Program Launched

- The Power of Hope Cost Reduction Program was launched December 1st, 2010. Since then over 30 cancer patients have benefited from the program.
- Additionally, fertility centres feel the program is great for many reasons; including having a separate agency to screen applicants to ensure financial aid is required and knowing they are offering rates for cancer patients in the same price margin as other clinics are.

Increased Public Awareness

- Fundraising events such as Hope Live have increased public awareness. We have plans in the works for more publically accessible events in both the Toronto and Ottawa area.
- National article in the Post Media News: "Young cancer patients given fertility options" April 18, 2011
- Twitter and Facebook pages have been developed. Weekly 'tweets' and 'posts' frequently updating members about Fertile Future, onco-fertility and oncology/young adult issues posted.

Patient Support and Efficient Networks

- A toll-free support phone line was implemented early in the 2010-2011 fiscal year and 1-877-HOPE-066 has been operational since.
- Attended CFAS (Canadian Fertility and Andrology Society) conference in October 2010 to educate Reproductive Endocrinologists and clinical staff about the Power of Hope Program that was to be launched in December 2010. As of October 24th, 2011, the Power of Hope Cost Reduction Program has 12 member clinics, representing over 25% of fertility treatment centres in Canada.
- Fertile Future used the Canadian Association of Nurses in Oncology (CANO) mailing list to complete a mass mailing to oncology nurses across Canada in order to educate oncology nurses about the Power of Hope Cost Reduction Program and other services provided by Fertile Future.

Resource Development

- Fertile Future's website content has been streamlined with patient focus in mind. We have redesigned the site with simpler navigation, clearer information and improved branding.
- Information on the site has been updated with more current and relevant information such as a revised glossary of terms, current news stories, more survivor stories, new fertility centres and informational materials are available in html as well as pdf's.
- Creation of Information Displays about fertility preservation and the Power of Hope Program for cancer treatment and fertility centres.

Standardized Process of Information Distribution

- Educational pamphlets are shipped out upon request to cancer treatment and fertility centres across Canada.
- We have defined the scope of the Ottawa Hospital Pilot Program and have meetings with key members of the management staff to further refine our methodology.



The Plan

Steps to achieve overall goals for 2011-2012:

Goal 1: Facilitate and Promote the Power of Hope Program

- Administrate and process requests for funding.
- Continue promotional efforts, including a mass mailing to Canadian Association of Nurses in Oncology (CANO) membership list and attend the 2011 CANO conference in September 2011.
- Through this CANO mailing we are asking nurses to become 'ambassadors' for our program. By doing so, we aim to develop a network of oncology nurses that will help spread the word about our cause and programs throughout Canada. This will also act as another distribution channel.
- Attend the Canadian Association of Psychosocial Oncologists (CAPO) Conference in May 2012 in order to give out information about Fertile Future's Power of Hope Program. We will also work to build a relationship similar to the relationship we have with CANO, and pursue the possibility of acquiring their mailing list as well at a charitable rate.

Goal 2: Increase public awareness about fertility and related issues before and after cancer.

- Take on more public relations and media initiatives and devote a portion of the annual budget to public education by outsourcing to a third party public relations organization.
- Continue activity and updates on Twitter and Facebook (with a feed to the main page of our website), as well as implementing a quarterly newsletter.

Goal 3: Acquire office space in a professional setting to allow for sponsor and patient visits and further overall growth.

- Fertile Future is now working out of our new office space within the Ottawa Fertility Centre.

Goal 4: Map out 5 Year Fertile Future Organizational Plan

- In the next year Fertile Future will work to fine tune a strategic plan in order to establish a larger picture of what we want to achieve with our movement.

Goal 5: Resource Development.

- Continue resource development with a focus on web-based resources for patients, since it can reach the largest number of people at the lowest possible cost for Fertile Future.
- Quality of life issues post-cancer treatment is something that few organizations for young people with cancer focus on. In the next year, Fertile Future would like to produce/collect some online information to assist patients in empowering themselves to become more active and aware in the management of their healthcare during and after their treatment. Subjects can include:
 1. Sexuality (pre-mature ovarian failure, testosterone deficiency) and secondary health concerns as a result of treatment (heart-disease, osteoporosis, secondary cancers, diet, supplements, etc.)
 2. Social assistance programs that may be useful for young cancer patients.

These resources will include listings for physicians, counselors and other professionals across Canada and information and/or educational materials that could help supplement the services these individuals offer.

2010-2011 Where Sponsorship Dollars Went

Program Expenses \$79,037.00

Cause Awareness \$17,031.00
Power of Hope Cost Reduction Program \$15,534.00
Salaries and Benefits \$46,472.00

Administration Expenses \$33,682.00

Bank charges \$177.00
Communications \$1,025.00
Insurance \$1,901.00
Office Equipment and Supplies \$4,973.00
Professional Fees \$3,912.00
Salaries and Benefits \$21,694.00

2011-2012 Where Sponsorship Dollars are Going

Program Expenses \$193,700

Cause Awareness \$58,200.00
Power of Hope Cost Reduction Program \$56,000.00
Salaries and Benefits \$79,500.00

Administration Expenses \$60,350

Bank charges \$150.00
Communications \$1,200.00
Insurance \$2,000.00
Office Equipment and Supplies \$3,500.00
Professional Fees \$8,000.00
Salaries and Benefits \$29,500.00
Rent \$16,000

Why?

KNOWLEDGE IS POWER – young cancer patients need to be aware of their fertility preservation options so they can make informed decisions prior to invasive cancer treatments.

TIME IS OF THE ESSENCE – the window of opportunity to access fertility preservation treatments can be short, patients need information in a timely fashion in order to be able to make decisions regarding their fertility.

UNEXPECTED COSTS – cancer treatments can be expensive and often interfere with a patient's ability to earn an income. Fertility treatments may be out of reach financially for many patients and there often isn't time to save up.

Our Work So far

12

PARTNER CLINICS
IN 4 PROVINCES

36

AMBASSADORS
SPREADING THE WORD

30

PATIENTS
HELPED

Board Members

President – Lynn van der Linde
Vice President – Dr Aaron Jackson
Secretary – Sarah Mitton
Jennifer Berrigan
Heidi Bonnell
Lauren Jolly

Liz Kerrison
Trudy Perrow
Dale Potter
Andrea Unikowsky
Cavan van Ulft

Staff Members

Executive Director – Liz Ellwood
Administrative Assistant – Caitlin Devlin

