



Fertility Preservation for Canadian Cancer Patients

Fertile Future is a national charity that ensures each young Canadian diagnosed with cancer is aware of their options for fertility preservation at the time of diagnosis.

To raise funds to help subsidize the costs of fertility preservation for young men and women until full funding is available via all provincial health plans. We are the voice of young Canadian cancer patients who may otherwise be denied the opportunity of having a family due to the high costs of fertility preservation and lack of timely and informed options.

OUR VALUES

Hope, Family, Compassion and Choice

A FULL LIFE FOR CANCER SURVIVORS...

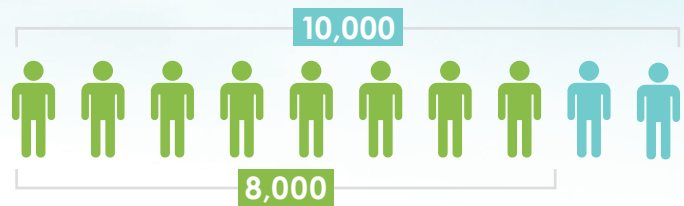
Each year, an estimated 10,000 young Canadians face a cancer diagnosis. Approximately 8,000 of them will win this battle. Without knowing the importance of fertility preservation prior to their treatment, many are left infertile with few options.

Fertile Future changes this reality for cancer patients. We inform, educate and support cancer patients who are facing fertility-risking medical treatment, and oncology professionals who are providing this care.



SOME USEFUL STATISTICS

Each year, an estimated 10,000 young Canadians face a cancer diagnosis. Approximately 8,000 of them will win this battle.



The cost of donor sperm will vary from bank to bank but usually costs from \$500 to \$1,000



The price of Sperm freezing ranges between \$350 to \$500 for the initial collection



The cost of storing the sperm is usually around \$200 per year



The cost of fertility drugs is approximately \$3,500



The price of egg freezing ranges from \$3,500 to \$5,850 for the retrieval of the eggs



Egg storage costs \$1,000 for five years

In vitro fertilization when it comes time to implant the eggs costs approximately \$3,000 to \$4,000 per cycle



It is illegal to pay someone for their sperm in Canada

It is illegal to pay someone to be a surrogate in Canada



\$350

\$2,500



Fertile Future subsidizes up to \$350 for qualifying males and up to \$2,500 for qualifying females



A Power of Hope Clinic is a fertility centre that has agreed to reduce their fees for qualifying cancer patients



There are currently 23 Power of Hope clinics across Canada that reduce their fees by 33.3% for qualifying patients

\$5,000



A donation of \$5,000 fund two women for fertility preservation or 14 men for sperm-freezing

\$10,000



A donation of \$10,000 Fund 4 women for fertility preservation and 28 men for sperm-freezing

\$15,000



A donation of \$15,000 fund 6 women for fertility preservation and 42 men for sperm-freezing

DONOR RECOGNITION

Silver \$5,000

- ▶ Small logo to be placed on the Fertilefuture.ca website footer, appearing on every page of the site
- ▶ Recognition shared on social media
- ▶ Recognition certificate showing you've subsidized 2 female cancer patient or 14 male cancer patients for fertility preservation

Gold \$10,000

- ▶ Logo and link to be placed on the Fertilefuture.ca website footer, appearing on every page of the site
- ▶ Recognition shared on social media
- ▶ Recognition certificate showing you've subsidized 4 female cancer patient or 28 male cancer patients for fertility preservation

Platinum \$15,000

- ▶ Logo and link to be placed on the Fertilefuture.ca website as well as prominent display on the Power of Hope Program Page
- ▶ Logo will appear on Power of Hope Brochures sent out to cancer centres across Canada
- ▶ Recognition and company logo to be shared on social media
- ▶ Recognition certificate showing you've subsidized 6 female cancer patient or 42 male cancer patients for fertility preservation

WHY SUPPORT FERTILE FUTURE?

As cancer diagnostic procedures, research and treatment evolve, so do the goals of young cancer survivors.

Fertile Future represents the growing population of young Canadian cancer survivors who wish to preserve their fertility and look at life beyond cancer. We help these individuals have the fullest life possible by subsidizing a portion of fertility preservation costs, providing a toll-free number, website, written and online resources as well as connections to fertility centres that specialize in oncofertility.



2016-2018 GOALS

Rebranding Project

- ▶ Secure funding
- ▶ Rebranding
- ▶ Website redesign
- ▶ Links on other cancer sites
- ▶ SEO optimization
- ▶ Social Media Strategy

High Profile Board Representation

- ▶ Recruit a high profile oncologists to the Board
- ▶ Slide DECs, lunch n' learns
- ▶ Survey/study
- ▶ Strategic Board growth – individual who is well connected

Raise funds to help subsidize the costs of fertility preservation for young men and women until full funding is available by provincial health plans

- ▶ Ongoing fundraising events across Canada as well as providing support to grassroots fundraising initiatives
- ▶ Maintain and foster relationships with sponsors
- ▶ Build relationships with indirectly related corporations aligned with FF values
- ▶ Board members leveraging personal relationships
- ▶ Have each board member engage 3 people within their networks and report back with progress

- ▶ Create corporate partnership package
- ▶ Co-create a long-term financial donor
- ▶ Mutual exposure and visibility

Make Fertile Future a truly national organization

- ▶ Increasing Board representation within all provinces

Create Alliances with Charities & Organizations Aligned with Fertile Future's Objectives

- ▶ Alternative Power of Hope Clinic Membership Program (membership fee – easy way to generate income) – Create a sliding fee scale in FoFF style
- ▶ Create cancer centre ambassadors
- ▶ Develop a relevant and mutually beneficial partnership with an oncology association
- ▶ Make a list of possible associations (top 5?) and prioritize those to approach
- ▶ Developing a list & reaching out
- ▶ Links on other website directing patients to FF
- ▶ Gain access & exposure within the oncology world
- ▶ Increase patient education/ access to FF
- ▶ Networking
- ▶ FF assuming roles within various organizations
- ▶ Connecting with BCFC, Children's Cancer charities



2016-2018 GOALS

Power of Hope Clinic Engagement

- ▶ Research potential for Membership Fee for POH clinics (Peer pressure)
- ▶ Annual giving campaign
- ▶ Gala sponsorship

Connect With Past recipients – Survivorship and Legacy exposure

- ▶ Inclusion of a “Would you like to get involved at a later date” on application form
- ▶ Engage more grassroots fundraising
- ▶ Survivor stories
- ▶ Coach/ Mentor/ Support network
- ▶ Identify survivor support groups focused on young adults and engage them in vocalizing their patient experience, i.e. “Survivor Statements” both positive and negative (what happens when you have access and what happens when you don’t)
- ▶ Continue to access POH recipients annually via email for survivor statement requests
- ▶ Create “Help us help others like you” brochure/ sheet to engage survivors
- ▶ Increase visibility in the survivorship community
- ▶ Increase volunteerism

Strengthen Partnership with Pharmaceutical Companies

- ▶ Increase visibility of both FF and industry partner
- ▶ Increase donor appreciation/ recognition
- ▶ Increase in Gala sponsorship
- ▶ Increase in annual giving and partnerships

Engage in Government Relations

- ▶ Acquiring of public funding grants
- ▶ Seek and apply for tax credits



2015-2016 FUNDS RAISED

\$

FUNDRAISING PROFITS \$153,965

Sponsorships	\$24,545
An Evening of Hope Toronto	\$64,759
An Evening of Hope Ottawa	\$605
An Evening of Hope Vancouver	\$63,466
Hope Live	--
Fundraising Other	\$ 445
Other Income	\$ 135

2015-2016 WHERE SPONSORSHIP DOLLARS WENT

\$

PROGRAM EXPENSES \$(116,085)

Cash Beginning of the Year	\$225,794
Cash End of the Year	\$84,548
Increase (Decrease) in Cash	\$(141,246)

