


**TOGETHER, WE'RE CREATING  
A WORLD FREE FROM  
THE FEAR OF CANCER**

# THE PRINCESS MARGARET



Since opening its doors in 1958, Princess Margaret Cancer Centre has established itself as a global leader in cancer diagnostics, research, and treatment. Our world first discoveries formed the basis for bone marrow transplants, the emergence of immunotherapy – using the body's own immune system to identify and destroy cancer cells – and we also eliminated radical mastectomies for millions of people with breast cancer, worldwide.

These groundbreaking advances, and so many others, have saved the lives of countless cancer patients and provided better quality of life post-diagnosis than ever before in history.

Despite many advancements, however, the number of cancer cases is rising worldwide, with a concerning increase among younger generations. By 2050, it is projected that new cancer cases will surge globally by 77%, with millennials facing the most significant increase, underscoring the critical importance of the work of The Princess Margaret.

There has never been a more critical time to transform cancer outcomes for patients and their loved ones who are counting on The Princess Margaret, either directly for their care at Princess Margaret Cancer Centre or for new treatment standards delivered at other hospitals as a result of our breakthrough research. Your support for our philanthropic priorities in advanced early detection and prevention, innovative treatments, and comprehensive support holds our greatest potential yet to revolutionize cancer survival rates and the experience of this often devastating disease.

Because when we all Carry The Fire, The Princess Margaret will lead the world in transforming cancer survival rates and care – creating a world free from the fear of cancer.

“

# YOU HAVE CANCER.”

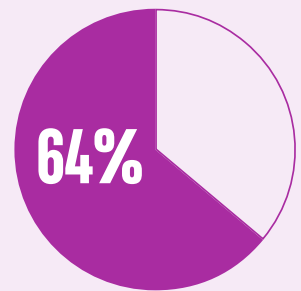
Those are three of the scariest words you, or someone you love, can hear.  
And 2 in 5 Canadians will hear these words in their lifetime.

## CANADA'S SURVIVAL RATE FOR ALL CANCERS

Thanks to cancer research breakthroughs made possible through philanthropy, more people survive cancer today than ever before. Even so, cancer remains the leading cause of death in Canada, claiming the lives of approximately 1 in 4 Canadians.



1980s



Now

**More than half of all cancers are preventable:** Researchers believe that over half of all cancer cases—and up to half of all cancer deaths—are preventable. This means there are between 2.4 million and 3.7 million avoidable deaths per year, 80% of which occur in low- and middle-income countries.

**There are more than 200 types and subtypes of cancer:** Cancer is not one disease. In the last 10 years, researchers have identified that there are more than 200 different types and subtypes of cancer – and The Princess Margaret is the only cancer centre in Canada that treats them all. This has triggered a shift away from a one-size-fits-all approach and toward “tailored therapy”.

**There are 28 million cancer survivors worldwide:** Thankfully, more people are surviving cancer than ever before. The Princess Margaret is a leader in designing holistic approaches to improve overall quality of health so that patients can not only survive, but thrive.

48%

of all new cancer cases will be in four sites: **lung, breast, prostate and colorectal**

25%

of all newly diagnosed cancers in women will be **breast cancer related**

63%

of Canadians diagnosed are expected to **survive five years or more**



# The Princess Margaret Cancer Foundation UHN

# CARRY THE FIRE

Cancer is complex. It's a group of hundreds of diseases that are influenced by lifestyle, environment, and genetics. Cancer is full of challenges, but we believe that through collaborative research, intensive training, and engaged philanthropy, we can overcome it together.

Our renowned team of doctors, researchers and scientists are united in a quest to CARRY THE FIRE for a new generation of cancer patients who are counting on our world-leading work in early detection, innovative treatments, and comprehensive support. Princess Margaret Cancer Centre will deliver the best outcomes and experiences so cancer patients worldwide can live longer, better lives – free from the fear of cancer.

## EARLY DETECTION

**Prevent cancer before it happens.**

Early detection significantly increases the likelihood of successful treatment, with cure rates improving by five to tenfold for some cancers. The Princess Margaret will reduce late-stage cancer diagnoses and develop prevention programs to save more lives. By developing more accurate early detection methods, transforming prevention and screening research, and creating new models of care to reduce the risk of cancer, more patients will live longer, healthier lives.

## INNOVATIVE TREATMENTS

**Better more tailored therapies.**

The Princess Margaret will be Canada's hub for the most innovative interventions available, leading the world in the development of new targeted treatments like theranostics and advanced immunotherapies, next generation surgical robotics, and more precise, targeted cancer medicines. These treatments have the potential to eventually replace traditional chemotherapy and ease the physical challenges often associated with cancer care.

## COMPREHENSIVE SUPPORT

**Addressing the full range of needs of cancer patients.**

Cancer patients and their loved ones encounter a wide range of emotions, including fear, anxiety, and loneliness. Our new, innovative approaches to cancer care take the needs of patients and their loved ones into account, ensuring that everyone affected is supported the whole way through. Not only will these breakthrough models of care help more patients thrive beyond a cancer diagnosis, but they will also solidify The Princess Margaret as the number one cancer research centre in the world, driving innovation and enabling us to harness key cancer insights for large-scale impact.

# HELP US CREATE A WORLD FREE FROM THE FEAR OF CANCER

As Canada's only multidisciplinary treatment centre dedicated solely to cancer and a world leader in cancer research innovation and care, Princess Margaret Cancer Centre is uniquely positioned to deliver on the promise of creating a world free from the fear of cancer.

## The Princess Margaret drives cancer discovery, fuels advances in cancer care and shares innovations globally:

- Our **discovery of stem cells** made bone marrow transplants and the field of regenerative medicine possible.
- We developed the **world's first chemotherapy treatment** for hormone-resistant prostate cancer.
- **We made the field of immunotherapy possible**, expanding the range of treatment options from radiation, surgery, and chemotherapy, by cloning the human T-cell receptor to equip the body's own immune system to recognize and eliminate cancer cells.
- **We are pioneers in CAR-T therapy**, a form of immunotherapy that genetically modifies a patient's own T cells to attack cancer.
- We helped develop seven new drug treatments for multiple myeloma, **tripling survival rates** over the past 15 years.
- We established the lumpectomy and radiation as a standard treatment option for early-stage breast cancer, **replacing radical mastectomies** for many patients.
- **We discovered the link between breast density and breast cancer**, transforming mammography standards and breast cancer screening guidelines around the world and identifying a critical risk for breast cancer that is higher than family history.
- We have **one of the world's largest clinical trial programs** and since 2014, The Princess Margaret has played a foundational role in more than 75% of all new cancer drugs approved by Health Canada and the FDA.

Each of us has our own connection to cancer that motivates us to get involved. Together, we can improve cancer outcomes for people everywhere, for generations to come.



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