



Walk. Run. Support.

Funding local breast cancer research.

May 7, 2018

Dear Juravinski Cancer Centre Community Partner,

We are reaching out to you on behalf of the **BRIGHT Run**, an annual fundraiser supporting breast cancer research at the Juravinski Cancer Centre (JCC). This annual event attracts over 1,000 participants including breast cancer survivors, their family, friends and JCC healthcare professionals.

ALL funds raised by participants go directly to breast cancer research at the JCC, which serves more than 1.4 million people from across the region and is home to international leaders in cancer research. Since the **BRIGHT Run's** inception in 2008, over 17 research studies have been funded with more than \$ 3.2 million raised.

BRIGHT Run is a non-competitive, family friendly 1km/5km walk or run held the first Saturday after Labour Day, along the Dundas Valley Conservation Area rail trail. The event is organized and hosted by a small volunteer committee made up of JCC medical professionals and community members. There is no minimum fundraising requirement to participate, and every dollar raised here, stays here.

Without the financial support of Community Partners like yourself, the **BRIGHT Run** would not be possible. Your support covers the organization and hosting costs of this event and helps to make it an increasing success each year. Please take a few moments to review the accompanying **BRIGHT Run 2018** Sponsorship package. You will find opportunities at every level with associated thank you recognition and much more. We also invite you to form a team and join us on September 8th to share in an amazing experience.

We look forward to hearing from you and will be happy to answer any questions you may have. In addition, we would be delighted to arrange an after-hours tour of the JCC for your team to further explain our work and how research supported by the **BRIGHT Run** is so important. We are very excited by the prospect of a partnership with you!

Most sincerely,

The BRIGHT Run sponsorship team

Michele Cardoso
Clinical Specialist Radiation Therapist
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Dr. Bindi Dhesy
Medical Oncologist
dhesy@hhsc.ca

Juravinski Cancer Centre (JCC) and Hospital (JH)

About the JCC

- One of the largest cancer treatment centers in Canada providing care to 8,000+ new patients annually.
- The Juravinski Cancer Centre now serves as a hub and Centre of Excellence for breast cancer treatment for the 6 regions of Hamilton, Haldimand, Burlington, Brantford, Norfolk and Niagara.
- Provincial leader in detecting and diagnosing lung cancer.
- Leading partner in integrating regional cancer services e.g. St. Catharines, Brantford and Burlington.
- Ambulatory visits: 137,660 annually.
- 800 patients are seen at JCC for treatment or follow-up care daily.
- JCC website: jcc.hhsc.ca



About Juravinski Hospital

- Part of Hamilton Health Sciences (HHS)
- Regional Centre of Excellence in Cancer Care and Orthopedics and acute care hospital providing a full range of medical and surgical inpatient care, emergency and critical care services, outpatient clinics, diagnostic imaging and laboratory services.
- Provides specialized services such as the only CyberKnife Robotic Radiosurgery program outside of Eastern Ontario.
- Home to the Escarpment Cancer Research Institute (ECRI) comprised of 16 scientists from Hamilton Health Sciences and McMaster University. World-class researchers and clinicians undertaking ground breaking research on local, national and international levels.
- President: Dr. Ralph Meyer; Vice-President, Cancer Care Ontario.
- Named in honour of Charles and Margaret Juravinski recognizing their \$28 million donation to HHS.



We are very proud of the work we do here in Hamilton at the Juravinski Cancer Centre in support of women, and men with breast cancer. Through the **BRIGHT Run**, we look forward to bringing increased awareness to breast cancer research being done right here in Hamilton, and raising much needed funds to ensure it continues.

The Research

BRIGHT RUN Funded Research Projects at the Juravinski Cancer Centre

Feasibility Study of the Role of Stereotactic Body Radiotherapy (SBRT) for the Treatment of Early Breast Cancer

Researchers: Julie Arsenault, Tim Whelan



Women who present with early breast cancer either as a palpable lump or screen detected abnormality undergo surgery. The usual surgery is lumpectomy which is followed by about 3-4 weeks of daily radiation therapy. Advances in technology have facilitated the administration of short courses of high doses of radiation to a very localized area containing the tumor and thus sparing the surrounding normal tissue.

The Juravinski Cancer Centre is one of the few places in Canada that has this technology called SBRT. In the proposed trial, SBRT will be tested in a group of women whose breast cancers are considered at low risk for recurrence based on traditional clinical pathological features. Thus women over the age of 70 years with estrogen receptor positive, grade I/II tumors that are less than 2 cm will undergo SBRT consisting of 5 treatments over 2 weeks. They will then have an MRI to see if the tumor has decreased in size followed by surgery, a lumpectomy, to see if any living cancer remains. If this pilot study proves promising then a larger study will be conducted comparing surgery to SBRT with the ultimate aim of eliminating the need for surgery in some women with breast cancer. This is a first in human trial.

Young Women with Breast Cancer Experiences and Needs

Researchers: Principal Investigator: N.Hodgson & P.Rana

Co- Investigators: J. Sussman, G. Pond, L. Bordeleau, S. Mukherjee, M. Forbes, K. Madden



Breast cancer in young women is a distinct entity with its own challenges. Young women with breast cancer can experience similar physical and emotional issues as older women with breast cancer, e.g. nausea, vomiting, hair loss, altered body image and uncertainty about the future. In addition, they can experience unique problems including: premature treatment-induced menopause, infertility, strain in relationships and decisions for bilateral mastectomy (or not).

This proposal examines these issues and experiences which are often sources of distress in young women with breast cancer. The primary aim is to explore the unique physical and psychosocial needs of young women.

The study has two parts. In Phase 1, four focus groups of 4-8 women with breast cancer <40 years will be conducted to learn about the treatment experience, decisions during treatment, needs during and after treatment and supports sought and received. Based on Phase 1, an instrument will be constructed with items that reflect themes identified in the focus groups. This instrument will then be completed by approximately 60 young women with breast cancer who are within the first 12 weeks of diagnosis. It will describe the care that is being provided to these women and where gaps exist. It will help inform us on the development of the best strategies to improve the care and experience of these women.

The History

What was the catalyst for the BRIGHT RUN?

To say that we were proud of "our care and research" is an understatement; we are passionate about it! Our patients told us that they would support research at our Centre, beyond simply writing a cheque, if we held our own walk/run. By the Fall of 2007, the seed had been planted and in the Spring of 2008, the **BRIGHT Run** came to be.

The Breast Disease Site Team formed a volunteer committee. As medical professionals, we had little experience with the organization of a fundraising event but learned very quickly. The Rail Trail in the Dundas Valley Conservation Area was selected as the venue and the first Saturday after Labour Day became our date.

You could feel the excitement in the air of the Cancer Centre in the weeks leading up to the first ever **BRIGHT Run**. Saturday morning September 6th, 2008 arrived. It was raining and misty. The weather however did not dampen the spirits and enthusiasm of the participants. Just before the **BRIGHT Run** started the clouds parted and the sun came out. The event was a great success - 1002 participants raised over \$250,000! The weather has become part of our tradition but we always remain BRIGHT!



This heralded the commitment of the Breast Disease Site Team and the community to continue to support the outstanding researchers in the Department of Oncology, McMaster University at the Juravinski Cancer Centre. Each year, the **BRIGHT Run** has been supported by over 1000 participants and 300 volunteers

Thanks to the tireless efforts of its organizing committee, the event has been a huge success, attracting more than 1,000 participants annually and raising over \$3.2 million.



Achievements

- **Juravinski Hospital and Cancer Centre 11th annual Hummingbird Ball (2012)**

"This evening, which raises funds for a selected patient program, also serves as a chance to celebrate the significant contributions of individuals whose efforts have made a difference in the lives of cancer patients."



- **Outstanding Foundation/ Philanthropic group Award -nominated by Hamilton Health Sciences**

The AFP Golden Horseshoe Chapter established this award category to recognize a Private Foundation or a special purpose philanthropic group that has demonstrated outstanding commitment through financial support and through encouragement and motivation of others to take leadership roles towards philanthropy and local, national and or international community involvement.



Over \$3.2 million has been raised in support of local Breast cancer Research

Who we are

The **BRIGHT Run** Committee is made up of survivors, community members, physicians and staff that create a culture of philanthropy through their own generosity of spirit which has radiated with their colleagues, staff and the community at large. They celebrate each participant, their accomplishments and their personal goals and they take pride in the event knowing that they are having a major impact in so many people's lives.





SPONSORSHIP OPPORTUNITIES & BENEFITS	PRESENTING SPONSOR	GOLD \$10000+	SILVER \$5000+	BRONZE \$2500+	FRIENDS \$1000+
SOCIAL MEDIA					
BRIGHT RUN website	Logo & link	Logo & link	Logo	Logo	Logo
BRIGHT RUN Facebook page	5 posts & link	4 Posts & link	3 Posts & link	2 Posts	1 Post
BRIGHT RUN eNewsletter to participants	3x Articles & recurring logo	2x Articles & recurring logo	1x Article	1x Article	
LOGO on PRINT MATERIAL					
In-hospital banners (3)					
Community posters					
MEDIA					
Pre-event ads (logo)					
Thank you ad (logo)					
Thank you ad (name)					
APPAREL					
Volunteer t-shirts (logo)					
Participant t-shirts (logo)					
EVENT DAY PROMOTION					
Start/ finish line banner (logo)					
Sponsor banner on stage					
Sponsor banner on site					
Exclusive naming opportunity					
Trail marker (logo)					
SPONSORSHIP RECOGNITION					
Launch party participation					
'Thank you' plaque					
Use of BRIGHT RUN logo					

To ensure sponsorship fulfillment as indicated above, we must receive logo's, URL's and cheques by June 1, 2018

BRIGHT Run 2018 Sponsorship Agreement

Yes, we will participate at the level indicated:

- Gold Sponsor \$10,000+
- Silver Sponsor \$5,000+
- Bronze Sponsor \$2,500+
- Friends \$1,000+
- Other _____

Please print all names legibly as they should appear in all media/ print materials.

Company/ Organization _____

Contact person _____

Address _____

City _____ Postal code _____

Phone _____ Fax _____

Email address _____

Signature _____

Cheque enclosed Send invoice for payment

NOTE: Please email your company logo (Camera ready art work) and a one paragraph company description with this form to the Sponsorship Committee: mcardoso@hhsc.ca or dhesy@hhsc.ca

BRIGHT Run Charitable Registration Number: 131159543 RR0001

Please make cheques out to Juravinski Hospital and Cancer Centre Foundation with BRIGHT Run in the memo section.

If cheques are mailed out please send them to:
Juravinski Hospital and Cancer Centre Foundation
PO Box 739 LCD 1
Hamilton, ON L8N 3M8
Attn: Vanessa Sheppard



BRIGHT RUN