



Our programs and achievements

2023 YEAR IN REVIEW
MYELOMA CANADA



**MYELOMA
CANADA**
MAKING MYELOMA MATTER

Making myeloma matter

Myeloma Canada is the only national charitable organization created by, and for, Canadians impacted by multiple myeloma. Myeloma Canada has been making myeloma matter since it was founded in 2005. In 2023, Myeloma Canada proudly achieved Level 2 accreditation from Imagine Canada. This accreditation further solidifies, and is testimony to, our commitment to transparency and excellence in our governance and practices.

Our promise:

To improve the lives and empower all Canadians affected by myeloma, accelerate access to the best care, while supporting the pursuit of its cure and prevention. We do this by empowering the Canadian myeloma community through awareness, education and advocacy programs, and supporting science and research to find a cure.



A message from our Chief Executive Officer

Thank you for your tremendous support and for enabling us to realize another exceptional year at Myeloma Canada. 2023 was record-breaking in many ways. After more than a year of hard work, we achieved many important milestones, two of which are attaining Imagine Canada accreditation, and launching our new website. Neither of these initiatives were for the faint of heart. They required tremendous dedication, attention to detail, and collaboration with agencies, members of our community, our staff, our Board of Directors and our Patient Advisory Council (PAC) to ensure full transparency in delivering first-rate outcomes. From the feedback we continue to receive, the efforts were more than justified for both endeavours.

Imagine Canada accreditation is a highly respected and valued stamp of excellence on our organization. Attaining accreditation involves successfully completing a rigorous peer review of our operating and governance practices. In so doing, it lets our stakeholders formally know that when they support Myeloma Canada, their goodwill is in good hands, further solidifying the bond of trust and confidence they've already placed in us.

Our new website was created to respond to the differing needs and realities of our very diverse community: those living with myeloma, their caregivers and loved ones, healthcare professionals, donors, and stakeholders. As such, we worked with an agency to develop a welcoming, intuitive and inclusive website that provides reliable, trustworthy information, resources and tools that are easy to find and understand, and speak to the Canadian reality of living with every phase of the disease.

Being a grass-roots patient organization, we put our community first in all that we do. Within this community lies a very passionate and active network of volunteers who participate in educational, awareness, fundraising, and community-building events, as well as fulfill essential roles on our many councils and committees.

Our pledge:

We pledge to cultivate and maintain an inclusive environment for our community and our organization. This includes respecting and addressing the diverse needs of all people—First Nations, Métis, and Inuit; historically under-represented and marginalized populations; the LGBTQIA2S+ community; cultural, racial and ethnic minorities—in all that we do.

Our incredible volunteers are also Support Group Leaders and team leaders for our flagship fundraising event, the Multiple Myeloma March. They are our inspiration and force that fuels our mutual accomplishments.

In 2023, we proudly fortified Myeloma Canada and myeloma in Canada on the map. We hit the ground running with in-person educational and community-building events which translated into growing our local and online support group networks. We met and collaborated with government agencies and bodies in our advocacy outreach for equitable access to drug therapies and care. We amplified our reputation, profile and influence through new partnerships and by participating, presenting and hosting panel discussions at national, international and provincial health conferences. We further refined, developed and grew our science and research funding initiatives with new grant programs and new strategic collaborations to further our impact. (See our [2023 science and research impact report](#) to learn more). We also achieved unprecedented success with our Multiple Myeloma Awareness Month and giving campaigns. And, in honour of the 15th anniversary of the Multiple Myeloma March, which surpassed all fundraising objectives, we launched our exciting and successful fund-sharing program to support local research.

Our pledge to advance equity, diversity, and inclusion within our organization and our community is a continuous work in progress. We remain committed to reaching and creating a welcoming, safe space for all Canadians affected by this disease, no matter who they are or where they live. The successes we've realized across our 5 strategic pillars – education, awareness, advocacy, community empowerment, and science and research – have been possible because of our community's unwavering dedication to making myeloma matter.

A handwritten signature in black ink that reads "Martine Elias". The signature is written in a cursive, flowing style.

Martine Elias

Our 2023 team

MARTINE ELIAS

Chief Executive Officer
(Executive Director in 2023)

MARCIE BARON

Director, Corporate Communications
& Marketing

GABRIELE COLASURDO

Director, Science & Research

MURIEL INGRASSIA

Director of Operations

MICHELLE OANA

Director of Development
& Community Relations

JESSY RANGER

Director, Patient Programs,
Health Policy & Advocacy

ROXANE BAILEY

Digital Engagement
& Communications Coordinator

PATRICIA CELESTIN

National Community
Fundraising Lead

KARINE GRAVEL

Regional Manager, Education &
Community Engagement, Quebec

SHANEIKA HESLOP

Senior Administrative Assistant

CONNOR MELLEGER

Governance, Policy
& Administration Officer

SOPHIA MENDOZA

Fundraising & Events Coordinator

AIDAN ROBERTSON

Advisor, Health Policy & Advocacy

CHANTEL WICKS

Regional Community Engagement
& Development Manager, Ontario

Myeloma Canada 2023 Board of Directors

Executive

MÉLANIE MARTEL

Chair

Partner, DLA Piper (Canada) LLP
Board member, Société de Transport de Laval
Montreal, QC

WILLIAM PAINE

Vice Chair

Senior Executive and board member
of many Canadian public companies
and charitable organizations
Vancouver, BC

LORELEI DALRYMPLE

Treasurer

Team Lead, Servus Credit Union
Support Group Leader
Board member, Canadian Myeloma
Research Group
Edmonton, AB

DAVID NIEBACH

Secretary

CFO, Davis Legacy Group of Companies
Managing Director, Dynamis Consulting
Group
CFO, North County Tire Distributors
CFO, TYDAX Fitness
CFO, Complete Shipping Solutions
Owner, Herc's Nutrition St Albert
St Albert, AB

Directors

JOYCE CHEHADE

Director

Senior Marketer Mood Disorders, Lundbeck
Board member, Annie Parker Foundation
Montreal, QC

DE'SHANEL CHILDS

Director

State Operations Director of Operations
for Consumer Direct Care Network
Seattle, WA (USA)

ADRIAN CRACIUN

Director

Director, Finance and Corporate
Controller, Ottawa International Airport
Authority
Ottawa, ON

JOHN DIRKS, CM FRSC FRCPC

Director

Inductee into the Canadian Medical Hall of
Fame since 2012 and named to the Order of
Canada in 2006
Former head of the Gairdner Foundation
Toronto, ON

PHILLIP EAPPEN

Director

Assistant Professor at Cape Breton University
Director of Clinical Services at the Breton
Ability Center
Sydney, NS

LISA ELSER

Director

Gem Cutter and Gemologist, Custom
Cut Gems Co.
Port Moody, BC

NANCY GRAY

Director

Past Executive Director, Financial Affairs,
McMaster University
Burlington, ON

TREVOR IVES*

Director

CEO, Peter Ballantyne Group of Companies
Aboriginal Business and Corporate
Development
Prince Albert, SK

HIRA MIAN, MD

Director

Hematologist, Juravinski Cancer Centre
Assistant Professor, McMaster University
Hamilton, ON

VIJAY RAMAKRISHNAN

Director

Associate Director, Oncology Biomarkers,
Labcorp
Sun Prairie, WI (USA)

ANTHONY REIMAN, MD

Director

Medical Oncologist
Canadian Cancer Society Research
Chair, University of New Brunswick
Professor, Department of Medicine,
Dalhousie University
Department of Oncology, Saint John
Regional Hospital
Saint John, NB

SANDOR SAJNOVICS

Director

Commissioner, Canada Energy Regulator
Calgary, AB

JULIE STAKIW, MD

Director

Medical Director, Oncology & Clinical
Professor Hematological Oncology,
University of Saskatchewan
Saskatoon, SK

KEITH TAYLOR

Director

President, Partner consulting firm
specializing in police, justice,
governance and community issues
West Vancouver, BC

*Trevor Ives served as Director until his passing in October 2023



Accredited IMAGINE CANADA

Imagine Canada Level 2 accreditation

Being recognized as having achieved Imagine Canada Standards Program accreditation is testimony to our commitment to excellence, transparency, equity, and continuous improvement.

- Obtained Level 2 accreditation
- Complete overhaul of internal processes and policies

Making Myeloma Matter: Building tomorrow, today

Strategic Plan (2023 - 2027) brochure launched (Q4 2022)



Corporate messaging

- Updated and incorporated into all assets and communications

Equity, Diversity, Inclusion (EDI)

Our commitment to improving our [EDI pledge](#) is an unremitting work in progress. In 2023, we continued to incorporate EDI principles into all our communications and messaging, including updating our equity and inclusion anti-harassment policies.

- **2 sets** of interactive workshops and trainings for Myeloma Canada Support Group Leaders, staff, and Board of Directors each.
- Formed partnership with The Oladele Foundation/ African Support Group (Calgary, AB)
 - Co-sponsored, presented at the Foundation's launch
 - Created co-branded awareness pamphlet and magazine ad
 - Ongoing discussions on how to further the relationship
- Initiated planning of a new Health eMatters IMPACT series: Bringing EDI to clinical trials



Strengthening our network of invaluable partnerships

Myeloma Canada firmly believes that together, we are stronger. As such, we partner with more than 30 provincial, national and international patient organizations, coalitions and government bodies to advocate for better cancer care in Canada. These partnerships enable us to further extend our reach and influence to create more patient-centric healthcare systems and environments.



International Myeloma Foundation (IMF) and Global Myeloma Action Network (GMAN)

- Our relationship with the IMF grew even stronger, with our two organizations cross-promoting each other's support groups on our respective websites, and the IMF supporting some of our programs such as the Myeloma Canada Support Group Leaders' Summits, Health eMatters, and more.
- Myeloma Canada led the steering committee of GMAN's working group for organization capacity building. In addition, positive discussions were held for a collaboration on 2024 Myeloma Action (Awareness) Month.

In 2023, our growing network of partners included:

National

- [All.Can Canada](#)
- [Canada's Drug and Health Technology Agency \(CADTH\)*](#)
- [Canadian Association for Healthcare Reimbursement](#)
- [Canadian Cancer Trials Group \(CCTG\)](#)
- [Canadian Immunocompromised Advocacy Network \(CIAN\)](#)
- [Canadian Organization for Rare Disorders \(CORD\)](#)
- [Cancer Action Now](#)
- [CanCertainty Coalition](#)
- [CONNECTed – Collective Oncology Network for Exchange, Cancer Care Innovation, Treatment Access, and Education](#)
- [iMD Health Global](#)
- [Innovative Medicines Canada](#)
- [Myeloma Alberta Support Society \(MASS\)](#)
- [PDCI](#)
- [Patented Medicine Prices Review Board \(PMPRB\)](#)
- [Santis Health](#)
- [Southern Alberta Myeloma Patient Society \(SAMPS\)](#)
- [The cancer collaborative \(colab\)](#)
- [Wellspring](#)
- [The Leukemia and Lymphoma Society of Canada](#)
- [Canadian Cancer Research Alliance \(CCRA\)](#)

Provincial (QC)

- [Alliance des patients pour la santé](#)
- [Catalis Clinical Trials Québec](#)
- [Clinical Research in Oncology \(Q-ROC\)](#)
- [Coalition Priorité Cancer](#)
- [Comité national des milieux communautaires en oncologie](#)
- [Fondation québécoise du cancer](#)
- [Institut national d'excellence en santé et services sociaux \(INESSS\)](#)
- [Quebec Plasma Cell Dyscrasia Group \(GMPQ\)](#)
- [Regroupement des organisations communautaires en oncologie \(ROCO\)](#)
- [Clinical Research in Oncology Quebec \(Q-CROC\)](#)
- [Victimes des pesticides du Québec](#)

International

- [Global Myeloma Action Network \(GMAN\)](#)
- [International Immunocompromised Advocacy Network \(IIAN\)](#)
- [International Myeloma Foundation \(IMF\)](#)
- [Myeloma Patients Europe \(MPE\)](#)
- [Myeloma Patients Europe \(MPE\) Community Advisory Board](#)
- [Real-World Evidence \(RWE\) 4 Decisions](#)

*In May of 2024, The Canadian Agency for Drugs and Technologies in Health (CADTH) changed their name to Canada's Drug Agency (CDA). As this is a report of activities for 2023, we have elected to maintain reference to the agency's 2023 name.

Education

Develop, support and disseminate necessary information and resources to help our myeloma community make informed decisions about their healthcare.

Providing our diverse community with the resources and tools they need to be informed and empowered throughout every phase of their lives with myeloma is one of our driving forces. As such, we offer a mix of in-person and online educational events, digital and printed publications, video recordings on our YouTube channel, and more.

Our InfoSessions, Handbooks, InfoGuides, InfoSheets, InfoWebinars, InfoVideos, and taped presentations are all free of charge and provide up-to-date information on the latest myeloma news and research developments, wellness tips to promote healthy eating and exercise, as well as answer the many questions and concerns we receive from our community.

Every initiative we develop is designed to help those affected by myeloma better navigate life with the disease so they can live life to its fullest.

-
- Visit our evolving [Resource library](#)
 - To order your free copy of a printed Myeloma Canada publication, [click here](#)
 - View InfoVideos and InfoWebinar recordings on the [Myeloma Canada YouTube channel](#)
 - Download the [Myeloma Monitor](#) app

Educational resources and tools

7 InfoSheets

1. Demystifying palliative and supportive care
2. Allogeneic stem cell transplantation & graft-versus-host disease (GVHD)
3. Understanding relapsed/refractory myeloma
4. Myeloma and pesticides (in collaboration with Victimes des pesticides du Québec)



NEW!

Digital literacy program

in collaboration with Connected Canadians:

5. Introduction to Zoom
6. Getting help with technology & emails
7. Phishing scams & recognizing fake news



1 InfoGuide

- Multiple Myeloma Patient Handbook (updated)

2 InfoGuides in production for 2024:

- Managing myeloma in rural-remote areas (**new**)
- Clinical Trials InfoGuide (updated)

14 InfoWebinars

- Total of **3,000+** views (including YouTube)
- Integration of onscreen translation for certain webinars



Including **new** Digital literacy program:

- Introduction to Zoom
- Getting help with technology & emails
- Phishing scams & recognizing fake news

3 InfoVideos

(3 EN | 3 FR)

- What is mass spectrometry and how can it replace the need for bone marrow biopsy?
- What is the relationship between myeloma and monoclonal gammopathy undetermined significance (MGUS)? What is smouldering multiple myeloma?
- Allogeneic stem cell transplant and graft-versus host disease



Our programs and achievements

EDUCATION

My Life. My Myeloma.

Online Resource Centre

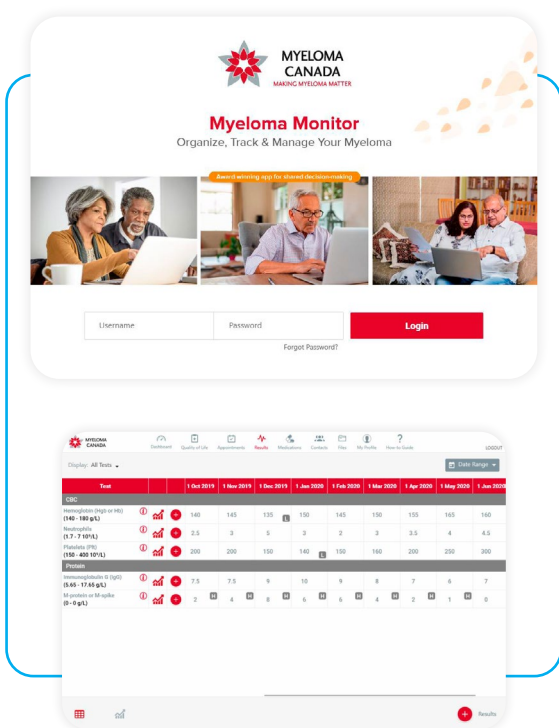
mymyeloma.ca

Providing people living with myeloma the tools they need to actively participate in their healthcare journey.

- **1,478** users
- **1,814** sessions

Myeloma Monitor application

Helping multiple myeloma patients and caregivers organize, track and manage the disease



Educational events

11 InfoSessions



Important events for anyone impacted by myeloma. Feature Myeloma Canada staff and guest speakers from the local medical community who discuss how to best understand and manage life with myeloma.

- AB:** Grande Prairie, Medicine Hat
- ON:** Barrie, Oshawa, Sault Ste. Marie
- NB:** Fredericton, Miramichi
- NS:** Cape Breton
- QC:** Montreal, Rouyn-Noranda x 2 sessions:
1 for healthcare professionals, 1 for patients & caregivers

2 regional conferences



Western Canada
Calgary, AB (hybrid)
March 31, 2023

Participants:
65 in-person
21 virtual



Eastern Canada
La Prairie, QC (hybrid)
April 21, 2023

Participants:
35 in-person
10 virtual

Wellness

4 new nutritious and healthy recipes

(4 EN | 4 FR)

Created by Gill Compton, Certified Naturopathic Nutrition/Natural Chef, and past caregiver

Savoury Egg Muffins

ANTI-INFLAMMATORY AND IMMUNE SUPPORT

MEAL
Vegetarian
Gluten-free
Dairy-free

PREP TIME: 5 mins
COOKING TIME: 30 minutes
TOTAL: 35 minutes
SERVINGS: 8

INGREDIENTS:

- 4 large eggs
- 2 avocados, chopped finely
- 1 red pepper, sliced
- 4 large white mushrooms, sliced finely
- Small handful of spinach, roughly chopped
- 1 tsp olive oil (optional)
- 1/2 tsp black onion
- 1/2 tsp ground turmeric
- Pinch of sea salt
- Flour tortillas, chopped finely (if garnish)
- Drizzle of avocado oil

PREPARATION:

- Preheat oven to 200°C/390°F. Grease a muffin tin with olive oil.
- Wash and chop all vegetables.
- Whisk eggs in a bowl.
- Add all ingredients to the egg mixture and mix well.
- Fill each muffin cup with the mixture.
- Bake for 30 minutes.

Veggie Miso Ramen

DIGESTIVE & IMMUNE SYSTEM SUPPORT

MEAL
Vegetarian
Gluten-free
Dairy-free

PREP TIME: 10-15 minutes
COOKING TIME: 30 minutes
TOTAL: 40-45 minutes
SERVINGS: 2 to 3

INGREDIENTS:

- 1 head bok choy, washed, halved, remove core
- 1 head of broccoli
- 2 1/2 cups of miso paste (white or red)
- 1 cup of soy sauce
- 1 cup of rice vinegar
- 1 cup of sesame oil
- 1 cup of green onions
- 1 cup of ginger
- 1 cup of garlic
- 1 cup of chili
- 1 cup of soybean oil
- 1 cup of soybean oil
- 1 cup of soybean oil

PREPARATION:

- Heat the miso paste in a bowl.
- Add the soy sauce, rice vinegar, and sesame oil.
- Whisk the mixture together.
- Boil the ramen noodles.
- Drain the noodles and add the miso sauce.

Berry Basil Sorbet

ANTI-INFLAMMATORY AND DIGESTIVE SUPPORT

MEAL
Gluten-free
Dairy-free
Vegan

PREP TIME: 5 minutes
COOKING TIME: none
TOTAL: 5 minutes
SERVINGS: 4

INGREDIENTS:

- 200g fresh mixed berries, washed, dried and frozen
- 2 cups fresh mint, finely chopped, stems removed
- 2 cups fresh basil, finely chopped, stems removed
- 2 cups freshly squeezed orange juice (optional)

PREPARATION:

- Blend the berries, mint, and basil in a blender.
- Strain the mixture through a fine mesh sieve.
- Add the orange juice and blend again.

Warming Chickpea Salad

IMMUNE AND DIGESTIVE SUPPORT

MEAL
Gluten-free
Dairy-free
Vegan

PREP TIME: 5 mins
COOKING TIME: 25 minutes
TOTAL: 30 minutes
SERVINGS: 2

INGREDIENTS:

- 1 can chickpeas, drained and rinsed
- 1/2 cup of olive oil
- 1/2 cup of lemon juice
- 1/2 cup of balsamic vinegar
- 1/2 cup of honey
- 1/2 cup of maple syrup
- 1/2 cup of tahini
- 1/2 cup of garlic
- 1/2 cup of onion
- 1/2 cup of ginger
- 1/2 cup of chili
- 1/2 cup of soybean oil

PREPARATION:

- Preheat the oven to 200°C/390°F.
- Roast the chickpeas for 25 minutes.
- Mix the dressing ingredients.
- Toss the chickpeas with the dressing.

NEW! Exercise program

5 videos with complementary tip sheets

(5 EN | 5 FR)

Created in conjunction with Revive Physiotherapy

Exercise program

WALL PUSH UP - ON & OFF WALL

Myeloma Canada is pleased to partner with REVIVE Physiotherapy & Exercise on a pilot exercise program as part of our wellness program.

Here are a series of exercises you can perform at home to help improve your function and manage some of your pain.

WALL PUSH UP - ON & OFF WALL

Step 1: Put your hands up against the wall and use the muscles in your neck and your chest to strengthen your upper body.

Step 2: Bend your elbows and bring your body down close to the wall.

Step 3: Straighten your shoulder blades together to come, breathe. Go back and forth.

Do three (3) sets, working between five (5) and ten (10) repetitions.

HEEL SLIDE

Step 1: Place your feet on a surface that is higher than your knees and your hands on a surface that is higher than your head.

Step 2: Push your feet out and your hands in.

Step 3: Push your feet in and your hands out.

Step 4: Push your feet out and your hands in.

Step 5: Push your feet in and your hands out.

ALTERNATIVE 1 (INCLINED)

Step 1: If you are feeling more advanced, increase the angle.

Step 2: If you are feeling less advanced, decrease the angle.

ALTERNATIVE 2

Step 1: Place your feet on a surface that is higher than your knees and your hands on a surface that is higher than your head.

Step 2: Push your feet out and your hands in.

Step 3: Push your feet in and your hands out.

Step 4: Push your feet out and your hands in.

Step 5: Push your feet in and your hands out.

ALTERNATIVE 3

Step 1: Place your feet on a surface that is higher than your knees and your hands on a surface that is higher than your head.

Step 2: Push your feet out and your hands in.

Step 3: Push your feet in and your hands out.

Step 4: Push your feet out and your hands in.

Step 5: Push your feet in and your hands out.

Myeloma Canada

REVIVE PHYSIOTHERAPY

© 2023 Myeloma Canada. All rights reserved.

Awareness

Promote early diagnosis for, and increase awareness of, myeloma and the ways it affects the lives of those living with the disease, and their loved ones.

Creating awareness for myeloma within the general population is essential for early diagnosis, equitable access to treatments and care, potentially better outcomes and quality of living, as well as underscoring the critical importance of investing in essential research toward a cure. As such, we are committed to grow awareness for myeloma – and Myeloma Canada – as far and wide as possible. Social media, digital marketing, annual awareness and giving campaigns, attending and presenting at national and international meetings and conferences, developing new and innovative events like [The Grand Rappel](#) (2024) are all part of our mix.

In addition, awareness incorporates providing our highly diverse community with easy access to the tools they need to stay informed and empowered, which is of utmost importance to us. We do this by using a variety of communications tactics, digital platforms and messaging,

One of our major accomplishments in 2023 was the total rehaul of our website. The new, robust, responsive and easy-to-navigate myeloma.ca was completed in December 2023, but officially launched on Myeloma Canada’s birthday, January 18, 2024, to start the new year with an exciting and improved web experience. The new site was the cumulation of more than 18 months of research, strategy, hard work with our volunteer web committee and our digital marketing agency to ensure we were providing all visitors with an inclusive and frictionless experience, where every person feels seen, understood and supported.

In 2023, we once again embarked on fully integrated annual awareness and giving campaigns. Together with our community we succeeded in extending our message outward to reach as wide an audience as possible, including municipal and provincial governments. Our March 2023 Multiple Myeloma Awareness Month campaign, “11 every day and more who may not yet know” was created to draw attention to the 2022 statistic* that approximately 11 Canadians a day are diagnosed with myeloma. Messaging focused on the importance of understanding the signs and symptoms of myeloma for earlier diagnosis and the hope for better outcomes. More details follow on “Our programs and achievements: AWARENESS” pages.

As is the case every year, we also put into place plans and strategies for the year to come. In 2023, we laid the foundation for a revitalized volunteer advocacy and awareness committee for 2024.

-
- Visit our new website, myeloma.ca
 - To learn more about myeloma in Canada, [click here](#)

AWARENESS

Myeloma awareness & giving campaigns

\$111,552! Record breaking amount raised through Spring and Fall campaigns (direct mail and digital)

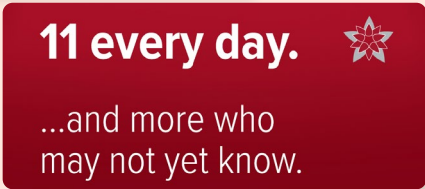
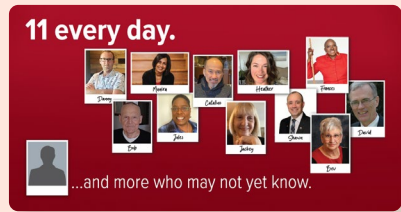
- **Awareness** - promoted on all digital platforms: social media, web, email blasts, e-newsletter
- **Giving** - promoted via direct mail and all digital platforms

Multiple Myeloma Awareness Month (MMAM), March 2023

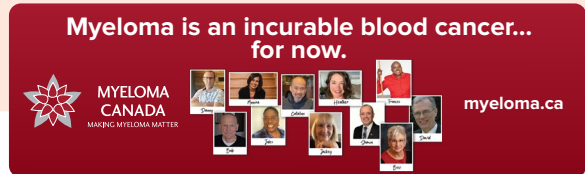
Theme:
"11 every day and more who may not yet know"

Assets:

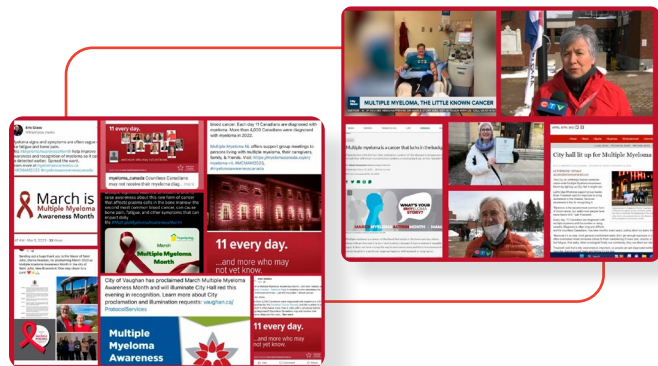
- **10+** unique social media posts & messages for sharing
- **2** customizable press releases (pre-/post-event)
- **NEW!** 8-second static billboard ad displayed on **18** screens across the 400 series highway network of the Greater Toronto Area (GTA) Feb 27 - March 12, 2023



Billboard GTA



Proclamations and official recognitions: MMAM and Amyloidosis Awareness Month



9 provinces/territories officially proclaimed March as MMAM:

Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland and Labrador, Northwest Territories, Nova Scotia, Prince Edward Island, Saskatchewan

30 cities/municipalities officially proclaimed Myeloma Awareness Days:

AB: Calgary, Edmonton, Lethbridge; **BC:** Colwood, District of Central Saanich, Duncan, Esquimalt, Kelowna, Oak Bay, Saanich, Surrey View Royal, Victoria; **NB:** Saint John; **NL:** Mount Pearl; **NS:** Halifax; **ON:** Burlington, Cornwall, Kingston, London, Niagara Falls, North Bay, Ottawa, Perth, Sudbury, Toronto, Uxbridge, Vaughan, Welland; **QC:** South-West Montreal

22 monuments/buildings lit red in recognition of MMAM:

AB: Calgary Tower; Edmonton High Level Bridge; Lethbridge City Hall; **BC:** Kelowna Visitor Centre (March 23 & 24); **MB:** Winnipeg - Winnipeg City Sign, Esplanade Riel Footbridge, Canada Life building; **NB:** Downtown Moncton; **NL:** St John's Confederation building; **NS:** Halifax City Hall; **ON:** Hamilton City Sign; Horseshoe Falls, Niagara Falls; London - 2 buildings downtown London, Canada Life building; Mississauga Clocktower; Toronto - Toronto City Sign, CN Tower, Canada Life building; Vaughan City Hall; **QC:** La Grande Roue, Montréal.

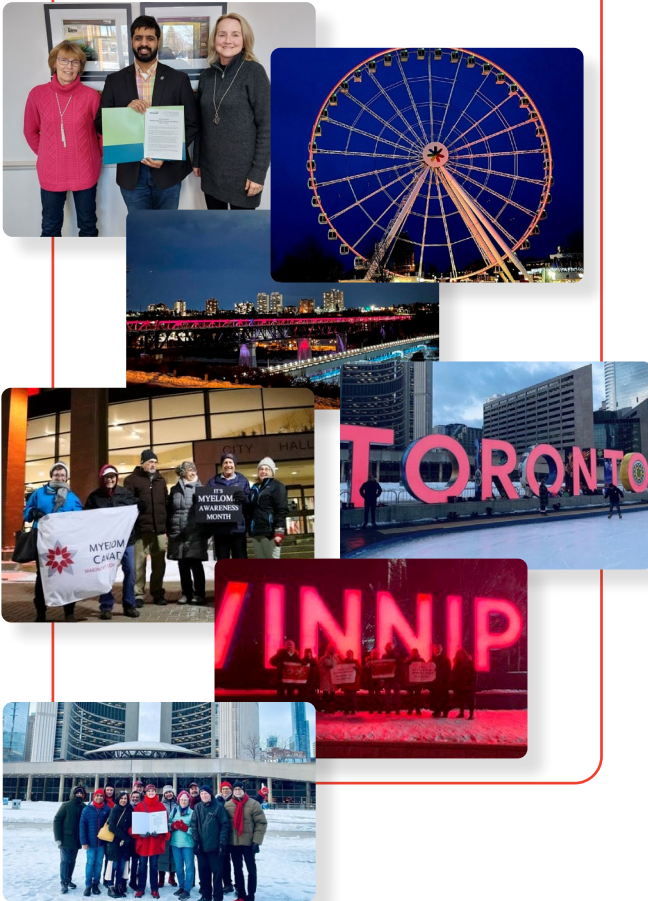
Our programs and achievements

AWARENESS

... Proclamations and official recognitions:
MMAM and Amyloidosis Awareness Month

6 Myeloma Canada flag raisings:

AB: Lethbridge; **NB:** Moncton;
NS: Halifax; **ON:** Burlington, North Bay, Sudbury.



Myeloma Awareness Month highlights:

- **32+** media pick ups
- **70+** social media shares
- **21,989 new** myeloma.ca website visits
- **80,000** billboard impressions
- Co-promoted by BMS and GSK
- Binding site's Multiple Myeloma Key Opinion Leaders (KOL) conference with Myeloma Canada community representative and staff

Giving Tuesday / End of Year matched giving campaign

Nov 2023

Theme:

"2X Impact = 2X Hope", Dominic Jean honouring the legacy of Aldo Del Col

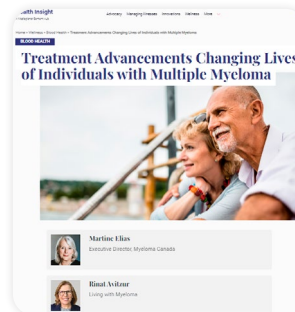
2X IMPACT HOPE



2X IMPACT
100 000 \$ = 200 000 \$

Blood Cancer Awareness Month

Sept 2023



Digital article and landing page in Health Insight

• **5,255** pageviews

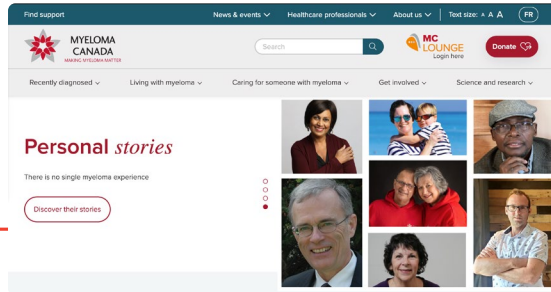


Full page printed article in the Special Interest section of Maclean's magazine

• **3,547,000** readers!

Our programs and achievements

AWARENESS



New website completed

Q1 2024 launch

12 Myeloma Matters e-newsletters

(12 EN / 12 FR)

Digital marketing

Google ad campaigns and optimized ad accounts support Myeloma Canada, our major events and programs.

Myeloma Canada patient and caregiver community

- **2,107** new patients and caregivers sign-ups
- **11,107** - total for 2023



33 conferences & meetings

(National and International)



Access & advocacy

Advocate for access to the best treatments and support services for people living with myeloma.

Another core tenet of Myeloma Canada's is the belief that all people, regardless of who they are, where they live, the colour of their skin, their religion, ethnicity, race, gender identity, sexual orientation, education, financial or economic status have the right to equitable access to the best possible healthcare and services, treatments, and drug therapies.

We work alongside our community, other patient and/or health-oriented organizations and coalitions to advocate and fight for health equity and improvements to the Canadian healthcare system for all Canadians, coast to coast.

In recent years, myeloma has been the focus of many research projects, coinciding with major shifts within our healthcare system. As such, Myeloma Canada is often at the epicentre of crucial discussions and issues poised to directly shape the future of our community and impact all Canadians affected by cancer. As such, to solidify our efforts, we restructured and recruited new volunteer members for the Myeloma Canada National Advocacy (and Awareness) Committee (NAC) in 2023, in preparation for 2024.

Involving people from our community who either have, or are caring for someone with myeloma, is essential in ensuring that decision-makers are hearing and listening to the voices that truly matter. Ways in which we facilitate this include patient and caregiver surveys and focus groups, Legislative Action Days, important drug submissions to regulatory agencies, contributions to consultations and negotiations regarding drug access, and more.

2 Legislative Action Days:

- **Ontario Legislative Assembly, Queen's Park, Toronto** - parliamentary breakfast and 9 meetings with Members of the Legislative Assembly, daily question period
- **Saskatchewan:** 4 virtual meetings



8 consultations:

1. Time-limited reimbursement recommendations (CADTH)
2. Temporary access process - pan-Canadian Pharmaceutical Alliance (pCPA)
3. Proposed interim guidance - Patented Medicines Price Review Board (PMPRB)
4. Scoping paper for new guidelines (PMPRB)
5. Reassessment of the introduction of Intercept™ and Mirasol™ pathogen reduction technologies for the treatment of labile blood products (INESSS)
6. Informed patient advocate (Government of Canada)
7. Target Zero-Access to patients (CADTH)
8. Pre-Budget Consultations of the Upcoming Federal Budget (Government of Canada)

10 submissions:

Surveys and patient input reports for new drug therapies submitted to The Canadian Agency for Drugs and Technologies in Health (CADTH) and/or Quebec's Institut national d'excellence en santé et services sociaux (INESSS).

1. Feedback on CADTH Draft Recommendation: Carvykti (ciltacabtagene autoleuvel/cilta-cel), a new Health Canada-approved CAR T-cell therapy recommended for reimbursement.
2. Feedback on CADTH Updated Treatment Algorithm to accommodate the addition of Carvykti (ciltacabtagene autoleuvel/cilta-cel)
3. Tecvayli (teclistamab)
4. Elrexfio (elranatamab)
5. Draft clinical report - Optimal Pharmacotherapy for Transplant-Ineligible Multiple Myeloma (CADTH)
6. Draft pharmacoeconomic report - Optimal Pharmacotherapy for Transplant-Ineligible Multiple Myeloma (CADTH)
7. Final recommendations - Optimal Pharmacotherapy for Transplant-Ineligible Multiple Myeloma (CADTH)
8. Rezurock (belumosudil) - in collaboration with The Leukemia Lymphoma Society of Canada (LLSC) for Graft versus Host Disease (GVHD)
9. Xpovio (selinexor) - 2nd survey and submission for reconsideration (to INESSS only)
10. Xpovio (Selinexor) following the negotiation process for selinexor with bortezomib (Velcade) and dexamethasone for the treatment of relapse/refractory multiple myeloma (RRMM)

Our programs and achievements

ACCESS & ADVOCACY

12 collaborative partnerships:

1. Cancer Action Now
2. Catalis - Clinical Trials Quebec
3. *Coalition Priorité Cancer du Québec*
4. *Comité national des milieux communautaires en oncologie*
5. CONECTed
6. Global Myeloma Action Network (GMAN)
7. Innovative Medicines Canada (IMC)
8. Myeloma Patient Europe (MPe)
9. Quebec Clinical Research Organization in Cancer (Q-CROC)
10. *Regroupement des organisations communautaires en oncologie (ROCO)*
11. The cancer collaborative (colab)
12. *Victimes des pesticides du Québec*

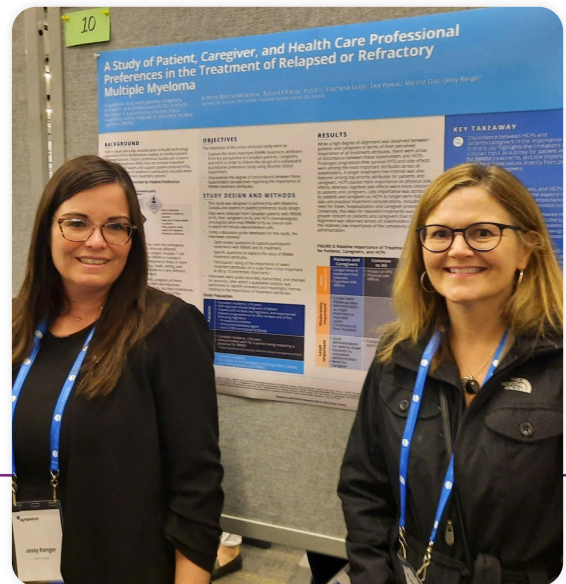
4 panel presentations:

- *Le Congrès de l'Association québécoise des coordonnateurs d'accès aux médicaments d'oncologie (AQCAMO)*
- Quebec Policy Masterclass hosted by Novo Nordisk Canada
- 2 panels at the CADTH Symposium: Shaping Future-Ready Health Systems



Co-authored 2 significant studies as part of J&J Steering Committee:

1. Patients' Preferences Study - Phase 1: Poster presentation at the CADTH Symposium in 2023; Phase 2 started
2. Comparative Study on the Involvement of Patient Organizations in CADTH's Drug Evaluation Process: Phase 1



6 collaborative projects

1. J&J advisory board on Patient Support Program (PSP) consultations (Janssen Canada)
2. J&J advisory board on Equitable Access in Healthcare and Treatment Options
3. Patient Empowerment Tool (Janssen Canada)
4. MentorMatch (Pfizer Canada)
5. The I2U health system preparedness
6. Conference Board Financial impact and quality of life of time to listing project

Community empowerment

Build a patient-driven, grassroots Canadian myeloma community and facilitate an integrated network of myeloma stakeholders.

Studies have indicated that the more involved and informed we are in our own health care, typically the better our outcomes and the more confident we feel to participate in making important life decisions. This too has a positive effect on our emotional and psychological well-being.

Empowering our community involves learning about the disease, how to manage and navigate through phases of remission and relapse, understanding what questions to ask and to whom, staying up-to-date on advances in myeloma research and drug access, being confident to advocate for yourself or your loved one, and so much more. It can all be very overwhelming which is why belonging to a community where others understand and relate personally to what you're going through is also a tremendous source of empowerment. Knowing that you are not alone, that support is available through community-building and/or educational events, peer-to-peer programs, local and online support groups, volunteering, fundraising activities, and so much more can make a huge difference in living with myeloma. With this understanding of the importance of community, we set the wheels in motion for MC Lounge, a new, private online forum exclusively for our Myeloma Canada community set to launch in Q1 of 2024.

Our community fundraising and awareness events bring people together while helping us fulfil our promise: To improve the lives and empower all Canadians affected by myeloma, accelerate access to the best care, while supporting the pursuit of its cure and prevention. With a variety of fundraising events to choose from, there's essentially something for everyone! Our flagship 5 km walk/run Multiple Myeloma March celebrated its 15th anniversary in 2023 by surpassing all of our goals, and our 2nd annual Myeloma Canada Ride: Bike to Beat Myeloma grew from 3 Rides in 2022 to 7 in 2023!

None of these achievements would be possible without our incredible family of 500+ amazing volunteers. They are the wind beneath our wings and the energy that moves us forward. In turn, we continue to make tremendous strides in making myeloma matter and supporting research that will lead us to a cure.

-
- Visit myeloma.ca and click on "Get involved" to learn more
 - For more information on the Multiple Myeloma March, [click here](#)
 - For more information on The Myeloma Canada Ride, [click here](#)
 - Learn about volunteer opportunities with Myeloma Canada [here](#)
 - [Find support here](#)



Myeloma Canada
Support Group Network

Myeloma Canada Support Group Network



48 local support groups

Including 6 new local groups!

AB: Grande Prairie **BC:** Fraser Valley;
ON: Peterborough-Kawartha Lakes,
Grey-Bruce (Owen Sound);
QC: Chaudière-Appalaches,
Saguenay

17th annual Support Group Leaders' Summits

- Spring virtual Summit (April 5, 2023)
– 70 attendees
- Fall hybrid Summit (Nov 10 - 12) - Niagara Falls
– 70 attendees (50 in-person, 20 online)
- 14 new leaders and 35 new attendees



6 virtual support groups

NEW! Myeloma Canada online support group for Canadian veterans/ex-military and caregivers impacted by myeloma

2 peer-to-peer support programs

1 English and 1 French



7 Meet & Greets

For areas that don't yet have a local support group, Meet & Greets are often the springboard from which a support group will be formed. Meet and exchange with others living with or caring for someone with myeloma. Learn the latest developments in myeloma research and symptom management from local experts.

BC: Abbotsford, Nanaimo; **ON:** Brampton, Grey-Bruce (Owen Sound), Peterborough;
QC: Chaudière-Appalaches, Eastern Quebec



2023 Support Group Leaders

6 new support groups and 14 new leaders!

Alberta

| | | |
|------------------------------|-----------------------------|--|
| Bev Dunn, Elliot Lukacik | Calgary | Southern Alberta Myeloma Patient Society (SAMPS) Support Group |
| Bayo & Yinka Oladele | Calgary | Oladele Foundation - African Cancer Support Group |
| Lorelei Dalrymple, Hans Wolf | Edmonton | Myeloma Alberta Support Society (MASS) |
| Hetti Huls, Derek Wold | Grande Prairie- New! | North Western Alberta Myeloma Support Group |
| Brian Treadwell | Lethbridge | Lethbridge Myeloma Support Network |
| Katy Boll | Red Deer | Central Alberta Myeloma & Amyloidosis Support Group |

British Columbia

| | | |
|--|-----------------------------|--|
| Valerie Evans, Linda Latham | Campbell River | North Island Myeloma Support Group |
| Fred Hall | Fraser Valley - New! | North Island Myeloma Support Group |
| Sandra Woods | Kamloops | BC South Interior- Kamloops Chapter |
| Susan Schmalz | Kelowna | BC South Interior- Kelowna Chapter |
| Susan McClean | Nanaimo | Nanaimo Myeloma Support Group |
| Vivien Lougheed, Beth Gentleman, Brian Williams | Prince George | Northern BC Multiple Myeloma Support Group |
| Bruce Marks | Surrey | Surrey & District Multiple Myeloma Support Group |
| Helene Lalonde, Yolande Paine | Vancouver | Vancouver Myeloma Network |
| Maureen Murray, Brian McQuhae | Victoria | Vancouver Island Multiple Myeloma Support Group |

Manitoba

| | | |
|-------------------|----------|--------------------------------|
| Jackey LaBossiere | Winnipeg | Winnipeg Myeloma Support Group |
|-------------------|----------|--------------------------------|

New Brunswick

| | | |
|--|------------|---------------------------------------|
| Shawn Crossman, Heather Kennedy | Moncton | Moncton Support Group |
| Bernice Allaby, Paula Cameron, Ginette Landry, Judy Kaine | Saint John | Saint John Area Myeloma Support Group |

Newfoundland and Labrador

| | | |
|---|-----------|--------------------------|
| Stephen Norman, Brian Whiteway, Lynn Moriarity | St John's | Myeloma NL Support Group |
|---|-----------|--------------------------|

Nova Scotia

| | | |
|-------------------------------|---------|--|
| Julie Salsman, Barbara Beaver | Halifax | Nova Scotia Multiple Myeloma Support Group |
|-------------------------------|---------|--|

Ontario

| | | |
|---|---|--|
| Tania Bertrand | Brampton | Brampton-Etobicoke Myeloma Support Group |
| Mary Brinks | Cornwall | Cornwall Area Myeloma Support Group |
| Roy & Debbie James | Grey-Bruce (Owen Sound) - New! | Grey-Bruce Myeloma Support Group |
| Jules Royer | Halton-Peel Area | Halton-Peel Area Myeloma Support Group |
| Clive Webb & Yvette Webb, Jennifer Enright, Martyn Olenick | Hamilton | Hamilton Multiple Myeloma & AL Amyloidosis Support Network |
| Claudia Trost, Jeff Heyman | Kingston | Kingston Myeloma Support Group |
| Susan McDowell | Kitchener-Waterloo | Kitchener Support Group |
| Ev McDowell, Lisa Bowden | London | London & District Myeloma Support Group |
| Tanya Zigomanis | Newmarket | York Region & Area Myeloma Support Group |
| Glenda Hillier, Jane Greggio | Niagara | Niagara Region Multiple Myeloma Support Network |
| Erin Belzile | North Bay | Nipissing Multiple Myeloma Support Group |
| Robin Sully, Jean Shepherd, Linda Percy, Karen Hunt | Ottawa | Ottawa Gatineau Myeloma Community Network |
| Brian Snowdon | Peterborough - New! | Peterborough & Kawartha Lakes Myeloma Support Group |
| Marion Bentley, Maggie Ralph | Sault Ste Marie | Sault Ste Marie Multiple Myeloma Support Group |
| Lise Mackevicius, Bernd Wittke, Nicole Wittke, Della Krieger, Heidi Scalabrini | Sudbury | Northeastern Ontario Myeloma Support group |
| Mary Ann Tuomi | Thunder Bay | Thunder Bay Myeloma Support Group |
| David McMullen, Donald Hunter, Bob McCaw, Jan Wleugel, Munira Premji, Patrick Taylor, Rinat Avitzur, Jocelyn Kervin | Toronto | Toronto & District Multiple Myeloma Support Group |
| JoAnn Cartlidge | Windsor | Windsor & District Multiple Myeloma Support Group |

Our programs and achievements

COMMUNITY EMPOWERMENT

... 2023 Support Group Leaders

Prince Edward Island

| | | |
|--------------------------------|---------------|---------------------------|
| Bethany Reeves, Megan Gardiner | Charlottetown | PEI Myeloma Support Group |
|--------------------------------|---------------|---------------------------|

Quebec

| | | |
|--------------------------------|------------------------------------|---|
| Sylvie Lévesque | Chaudière-Appalaches - New! | Myélome Chaudière-Appalaches - Eastern Quebec Network |
| Danny Wade, Lyzane Bissonnette | Longueuil | South Shore Myeloma Support Group |
| Kristen Palynchuk | Montreal | Montreal Myeloma Support Group |
| Micheline Pelletier | Québec | Myélome Québec - Eastern Quebec Network |
| Emmanuel Mercier | Saguenay - New! | Saguenay Myeloma Support Group - Eastern Quebec Network |
| Véronica Gill | Saint Jérôme | Laurentians Myeloma Support Group |
| Vénus Bélanger | Sherbrooke | Espoir Myélome Estrie Support Group |

Saskatchewan

| | | |
|---------------------------------|-----------|---|
| Mona Neher, Sharon McIntosh | Regina | Saskatchewan Multiple Myeloma Support Group |
| Ray Wilgenbusch, Marie Prokopiv | Saskatoon | Saskatoon Multiple Myeloma Support Group |

Community events & fundraising

\$223,922 raised!

With the worst of the pandemic behind us, our incredible community picked up where they left off and organized amazing events to raise funds and awareness for myeloma! Their passion, energy and grit are beyond inspiring. We are continuously humbled by their unwavering support and the trust and confidence they bestow on us as we move forward together to further our mutual cause.

\$495,076 - general donations and corporate campaigns

Other than MMAM and Giving Tuesday



Health eMatters



3rd annual Health eMatters Conference for Canadian cancer advocates

Oct 26 - 28, 2023 - Toronto, ON

In 2020, Myeloma Canada proudly initiated, and continues to spearhead, the Health eMatters program and conferences. Health eMatters helps online Canadian cancer advocates harness the power of the digital world to champion the issues faced by people affected by cancer. The Health eMatters Conference provides unique opportunities for participants to network, learn, be inspired, and sharpen their advocacy skill sets.

76 attendees from 8 provinces and 3 states, including 8 patient organizations



National events

2nd annual Myeloma Canada Ride: Bike to Beat Myeloma

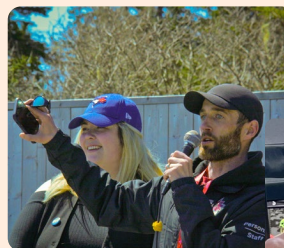


THE MYELOMA CANADA RIDE
MYELOMARIDE.CA

In the spring, cycling enthusiasts across Canada gear up for [The Myeloma Canada Ride: Bike to Beat Myeloma](https://myelomaride.ca) to raise awareness and funds for myeloma. Every Ride provides a choice of a 30 – 40 km route or a more challenging 60–90 km option. New and experienced cyclists can enjoy the Ride of their lives while making myeloma matter.

Highlights:

- **\$235,840** raised!
- **7** Rides (6 local communities + 1 virtual)
AB: Red Deer County; **BC:** Richmond;
NS: Halifax; **ON:** Niagara Region, Sudbury, Vankleek Hill
- More than **465** participants
- **2,001** donations



Our programs and achievements

COMMUNITY EMPOWERMENT

15th anniversary of the Multiple Myeloma March!



For the past 15 years, Myeloma Canada’s flagship community fundraising and awareness event, the [Multiple Myeloma March](#) (MMM), has been bringing Canadian communities together every fall. This 5k march/walk is a great community-building event to enjoy with family and friends of all ages while raising essential funds and awareness for myeloma, myeloma research and improving the quality and length of life of Canadians living with the disease.

The 15th edition of the Multiple Myeloma March once again, exceeded all expectations, with **40 communities** participating either in-person or virtually, and raising **more than \$800,000!** New for 2023 was the creation of the [Multiple Myeloma March research fund-sharing partnership program](#) to support research at the local level: qualifying charitable organizations can partner with Myeloma Canada on their nearest MMM and be awarded a research grant of up to 50% of that March’s net proceeds. The program was a resounding success and will be repeated for 2024.

The tremendous success of our Multiple Myeloma March is thanks largely to our incredible community of volunteers whose creativity, energy, commitment and passion is truly inspiring. Together with our generous supporters, we continue to make myeloma matter every day and are getting one step closer to a cure.



Record-breaking participation and funds raised!

- **\$800,419** raised, surpassing goal of \$750k
- **40+** local Marches across Canada
- **3,000** participants
- **6,628** donations

Highlights:

- **NEW:** Multiple Myeloma March research fund-sharing partnership program
- **6** fund-shares granted

Our programs and achievements

COMMUNITY EMPOWERMENT

2023 Multiple Myeloma March Leaders

| City | Leaders |
|------------------------|--------------------------------------|
| Airdrie, ON | Michelle Oana |
| Brampton, ON | Judy Tavares |
| Cobourg, ON | Rebecca Flint |
| Cornwall, ON | Mary Brink |
| Eastern Townships, QC | Julie Nadeau |
| Halifax, NS | Michael Senz & Julie Salsman |
| Hamilton, ON | Jane Greggio |
| Kelowna, BC | Susan Schmalz |
| Kingston, ON | Jeff Heyman & Claudia Trost |
| Kitchener-Waterloo, ON | Louise Moriarity |
| Laurentides, QC | Véronica Gill |
| Laval, QC | Paule Désir & Patricia Celestin |
| McAuley, AB | Alana Webb |
| Mississauga, ON | Carol Finlan |
| Moncton, NB | Shawn Crossman |
| Montreal, QC | Patricia Celestin & Patricia Empsall |
| Newmarket, ON | Kristy Ahola |
| Oshawa, ON | Laurie Kahler |
| Ottawa, ON | Glenn Hussey & Frank Shepherd |
| Quebec City, QC | Jérôme Goulet |
| Quesnel, BC | Cyndi Logan |
| Regina, SK | Mona Neher & Sharon McIntosh |
| Sacré Coeur, QC | Marilyse Bouchard |
| Saskatoon, SK | Judi Worth & Marie Prokopiw |
| St John's, NL | Tina Soulier |
| Sudbury, ON | Sophia Mendoza |
| Summerside, PEI | Bethany Reeves & Megan Gardiner |
| Thunder Bay, ON | Michelle Oana |
| Vancouver, BC | Michelle Oana |
| Vancouver Island, BC | Susan McLean |
| White Rock, BC | Phil Harbridge & Michelle Oana |
| Winnipeg, MB | Maria Marinelli & Jackey Labossiere |

Plus several virtual events for a total of **40+ marches!**



2023 Myeloma Canada community awards

Recognizing the exceptional leadership of our Canadian myeloma community.



**2023 Myeloma Canada
Marion State Memorial
Nursing Award**

Jayne Kasian, Manitoba (AB)
Hematology Nurse Practitioner at CancerCare Manitoba (CCMB)

Jayne started working at CancerCare Manitoba (CCMB) in 2002 and has been involved in various hematology clinics since 2004, where her passion for the myeloma community developed. She currently works with myeloma patients at different points of their journey from diagnosis to chemotherapy assessments, to post stem cell transplant care and thereafter. As a Nurse Practitioner, Jayne has the opportunity to meet those who are first diagnosed in hospital at the Health Sciences Centre as well as follow a few in her weekly outpatient myeloma clinic, and is able to perform bone marrow biopsies, order tests, perform assessments and prescribe medications and chemotherapy as needed. Jayne has been involved with Myeloma Canada since 2014 as a speaker at patient and caregiver information sessions as well as attending the Myeloma March in Winnipeg every fall. In 2016, Jayne advocated for and was the first nurse practitioner in Canada to be given the ability to prescribe the restricted drug, Lenalidomide for patients with myeloma.



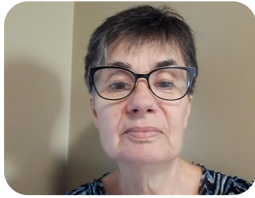
**2023 Myeloma
Canada Executive Director's
Leadership Award**

Glenn Hussey, Ottawa (ON)

Glenn became involved with Myeloma Canada in 2019. Engaged and insightful, he has been, and continues to be, a tremendous asset to our executive and leadership team and Board of Directors. Not only does Glenn lend the patient voice, but he does so in a highly intelligent, quiet and unassuming way. Glenn's strategic recommendations are on-point for the Canadian myeloma community, as well as for the realities of a growing not-for-profit organization. Glenn has occupied the position of Chair of Myeloma Canada's Patient Advisory Council since 2021. Prior to that, in 2019, he was appointed one of the Ontario PAC representatives. In his role as Chair, Glenn is an invaluable participant in countless Myeloma Canada events and activities including the Myeloma Canada Scientific Roundtable and Myeloma Canada Support Group Leaders' Summits. In addition, Glenn also provides his patient-focused perspective and guidance on important Myeloma Canada resources and initiatives such as our Building tomorrow, today: Myeloma Canada's Strategic Plan 2023 - 2027 and the recently completed Patient & Caregiver survey. What's more, Glenn is active in the Ottawa-Gatineau Myeloma Community Network as well as the annual myeloma walk in Ottawa, for which he has been co-chair for several years. And if that weren't enough, Glenn is equally passionate and committed to advocacy. He volunteers on Myeloma Canada's National and Ontario Advocacy Committee and participated in a Legislative Action Day in Toronto at Queen's Park in 2023. Glenn is not only a valued member of the Myeloma Canada community. He was awarded the commemorative Medal for the 125th Anniversary of the Confederation of Canada for significant contributions made to his community. Glenn's contributions to every level of our organization and to our Canadian myeloma community, go above and beyond.

Our programs and achievements

COMMUNITY EMPOWERMENT



2023 Myeloma Canada Carolyn Henry Memorial / The Excellence in Advocacy Medal (TEAM) Award

Jennifer Enright, Hamilton (ON)

Jennifer has multiple myeloma and amyloidosis. To mark Amyloidosis Awareness Month in March of 2023, the same month as Multiple Myeloma Awareness Month, Jennifer wanted to raise awareness for this myeloma-related disease. Jennifer turned to the Myeloma Canada team to support her in her quest to have Amyloidosis Awareness Month proclaimed across the country. She spearheaded the campaign and succeeded in obtaining official proclamations in 6 Canadian provinces and 28 municipalities! What's more, Jennifer also landed 24 other official recognitions including the illumination of public buildings and having articles published in local newspapers. With the help of just one other volunteer and the materials Myeloma Canada prepared for her, Jennifer succeeded in securing a total of 58 significant acts of recognition to raise awareness of amyloid amyloidosis across the country!



2023 Myeloma Canada Community Achievement Award

Laurie Kahler, Oshawa (ON)

Laurie's Uncle Steve inaugurated Oshawa's first Multiple Myeloma March in 2018. Since then, Laurie has taken the reigns and has been keeping his memory alive by leading the March ever since. 2023 was a milestone year for the Oshawa March as it marked the first time their fundraising total exceeded the \$20k mark! Between family bake sales, decorated bristol board team posters, and warm words of encouragement on the Oshawa March Facebook pages, Laurie has grown and shaped this event into one filled with hope, love, and support.



2023 Myeloma Canada Notable Volunteer Award

Phil Harbridge, White Rock (BC)

In 2021, Phil received one of two Myeloma Canada Carolyn Henry Memorial / The Excellence in Advocacy Medal (TEAM) Awards, and he hasn't stopped since. Throughout 2023, Phil was involved in many facets of Myeloma Canada. Not only is he a member of the Patient Advisory Council (PAC) representing Western Canada, Phil was also temporary co-lead of the Central Alberta Myeloma and Amyloidosis Support Group, co-lead of the White Rock Multiple Myeloma March, and volunteered with the 2023 Vancouver Multiple Myeloma March! As if that weren't enough, Phil was also involved in several Myeloma Canada volunteer committees including the new Myeloma Canada website steering committee, the 2024 Myeloma Awareness Month campaign and development committee and the National Advocacy Committee both of which were started in 2023. Additionally, Phil took part in the 2023 Myeloma Canada Scientific Roundtable and was a speaker and participant at the 2023 Health eMatters conference in Toronto, ON.



2023 Myeloma Canada Newcomer Award

Véronica Gill, Laurentians (QC)

Véronica has been involved with and taken part in several Myeloma Canada activities over the last several years. What makes her a 'Newcomer' is that in 2023 Véronica assumed a leadership role in the Laurentians Myeloma Support Group and kickstarted the very first Multiple Myeloma March in the region. In their first year, the Laurentians March raised close to \$10,000! In 2023, Véronica also participated in her first Support Group Leaders' Summit, and volunteered to share her story in an awareness video for a pharmaceutical organization.

Our programs and achievements

COMMUNITY EMPOWERMENT



2023 Myeloma Canada Support Group Leader Distinction Award

Bayo and Yinka Oladele, Calgary (AB)

Bayo and Yinka Oladele are the founders and leaders of the Calgary-based African Cancer Support Group (ACSG) which serves a Canada-wide population. The ACSG provides mental, emotional, financial, educational and social support to Africans/Caribbeans/Black Canadians going through major health challenges like cancer. In 2023, Bayo and Yinka also officially launched the Oladele Foundation, whose mission it is to reduce the number of Black individuals dying of cancer by supporting those currently going through their cancer journey, providing cancer education and awareness, and de-stigmatizing cancer within the Black community. A celebration gala held in June 2023 commemorated the occasion. Bayo and Yinka also attended Myeloma Canada Support Group Leaders' Summits, took part in a panel discussion at the Calgary patient and caregiver conference, and participated in the 2023 Fall Health eMatters conference. Last but certainly not least, Bayo, who was diagnosed with myeloma in 2016, shared his story, De-stigmatizing cancer for Black Canadians, in the June 2023 issue of Myeloma Matters.



2023 Myeloma Canada Nathalie Allard Memorial Award

Jérôme Goulet, Québec City (QC)

In 2021, Jérôme was awarded the Myeloma Canada Community Achievement Award. In 2022, his contribution to our myeloma community was, once again, truly remarkable. Jérôme's relentless energy and drive in raising awareness and funds for myeloma and Myeloma Canada's Multiple Myeloma March is why Team L'armée de Jé was the 2022 top fundraising team in all of Canada, raising an incredible \$31,379 and Jérôme was awarded his first Myeloma Canada Nathalie Allard Memorial Award. Not one to sit on his laurels, Jérôme and his 'L'armée de Jé' went at it again for their Quebec Multiple Myeloma March in 2023. Determined to beat himself at his own game, Jérôme and L'armée de Jé raised an astonishing \$115,007 through non-stop creative fundraising events throughout the year, such as miniature golf, bowling, raffles, and more. Jérôme even had an inflatable Myeloma Canada mascot running shoe created to hype the March and create awareness for our cause.



Patient Advisory Council (PAC)

A message from the PAC Chair

Since the creation of the Patient Advisory Council (PAC) in 2014, the Council's primary objective has been to advise the Board of Directors on important issues for patients, caregivers, and support groups, while providing the patient perspective on national and regional issues. The PAC works closely with the Myeloma Canada professional team to provide patient-focused advice and feedback on the organization's many activities.

Highlights of PAC initiatives and activities in 2023 include:

- Creating and submitting regular reports to the Board of Directors summarizing recent and planned activities of the PAC. These reports included comments and recommendations on matters important to patients, caregivers, and Support Groups;
- Building relationships with Support Group Leaders in each region of Canada, regularly meeting through conference and Zoom calls;
- Participating in Myeloma Awareness Month activities;
- Providing advice and feedback on various Myeloma Canada publications (e.g., InfoGuides and InfoSheets);
- Participating in the Myeloma Canada Support Group Leaders' Summit in Niagara Falls;

- Attending the Myeloma Canada Scientific Roundtable in Montreal;
- Attending and speaking at the Health eMatters Conference (Phil Harbridge) for cancer advocates;
- Providing patient input to the Myeloma Canada website redesign project;
- Participating in other Myeloma Canada initiatives and committees (e.g., Patient/Caregiver Survey, National Advocacy Committee, Ontario Advocacy Day at Queen's Park, and Multiple Myeloma Marches across the country);
- Participating in the advisory committee for the Patient Empowerment Tool (Janssen Canada);
- Continually improving PAC's internal practices to enhance our effectiveness.

The PAC is continually looking at ways to assist myeloma patients across the country. We are committed to the well-being of the Canadian myeloma community, and we will continue to focus on embedding the patient perspective in all Myeloma Canada activities.

Glenn Hussey
Patient Advisory Council Chair

2023 PAC members:



Glenn Hussey
Chair, Ontario



Manon Veilleux
Vice Chair, Quebec



Phil Harbridge
Western Canada



Susan McLean
Western Canada



Rinat Avitzur
Ontario



Tanya Zigomanis
Ontario



Shawn Crossman
Atlantic Canada

Science and research

Support myeloma science and fund myeloma research that leads to better patient outcomes and a cure.

**Building hope through research:
Supporting important Canadian myeloma science and research initiatives.**

2023 was a banner year for Myeloma Canada's science and research funding initiatives. We directly contributed to investments of over \$1.34M in myeloma science and research projects. Of this amount, over \$875K came from money raised through Myeloma Canada fundraising activities, and community fundraising initiatives and events. The balance came from collaborating and leveraging our strategic partnerships with other organizations who share an interest in myeloma and invested in additional myeloma research projects. Together we are improving quality and length of life for Canadians with myeloma, and getting closer to finding a cure for this challenging disease.

In 2023, Myeloma Canada proudly introduced 3 new grants, entered into 10 important partnerships each one focused on advancing essential Canadian myeloma research, and supported more than 28 exciting science and research projects. To celebrate the 15th anniversary of our flagship Multiple Myeloma March, we introduced a new funding program to support myeloma research at the local level, which due to its resounding success, will be offered again in 2024.

The breadth of projects in which we are investing varies from supporting young, promising myeloma investigators, to funding nationally and internationally acclaimed Canadian researchers and clinical research groups, to creating essential guidelines to advance the standardization of myeloma diagnosis, treatment, and management across Canada, and more.

By collaborating with influential partners with whom we share common values, goals and work ethics, our collective footprint is larger and goes further than if we embarked on the journey alone. Together we are eliciting a deeper and more meaningful impact on the Canadian myeloma science and research arena.

Our programs and achievements

SCIENCE AND RESEARCH

Our industry-sponsored Myeloma Canada Scientific Roundtable remains a unique and highly powerful annual gathering of leading minds in myeloma, pharmaceutical industry partners, and valued patient volunteers from the Myeloma Canada community. The vital relationships we have built and sustained over the years are closing the gaps between clinical and real-world evidence research, and are testimony to the ongoing importance and value of this tremendous event.

Clearly none of this would be realized without the steadfast generosity of our donors and the unwavering support of our community members and sponsors. We are profoundly grateful and thank you for your invaluable contributions.

Each of our funded investments transparently aligns with our research principles and strategy.

The three (3) principles

of our research investments are based on our community's research priorities as determined in the Myeloma Priority Setting Partnership (PSP) and must satisfy one or more of the following:

1. have a direct impact on improving quality of life and/or survival;
2. have a direct impact on increasing access to new therapies, new treatment combinations, or improved treatment administration;
3. contribute to health systems improvements for people with myeloma or a related plasma cell disorder.

The two (2) tenets

of our research strategy:

1. To accelerate the development of clinical trials and associated studies by funding relevant clinical trial groups;
2. To accelerate and improve patient quality of life and/or survival through individual research projects reviewed and allocated by Myeloma Canada's Independent Research Review Committee.

We are all playing a fundamental role in bringing life-changing innovative breakthroughs in treatment therapies, improved diagnostics and enhanced quality of life to fruition. We are on the cusp of finding a cure for myeloma. Together, we will get there!

-
- Learn more about our [funded research](#)
 - For more information on the Myeloma Priority Setting Partnership, [click here](#)
 - For more on the Myeloma Canada Scientific Roundtable, [click here](#)
 - Learn more about Canadian Evidence-based Myeloma Consensus Guidelines [here](#)
 - Read our [2023 science and research impact report](#) for more details on the projects we are supporting

14th annual Myeloma Canada Scientific Roundtable



SCIENTIFIC ROUNDTABLE

MAKING MYELOMA MATTER

Nov 3 - 4, 2023, Montreal QC

Co-chairs: Dr Nizar J Bahlis, Calgary (AB) and Dr Keith Stewart, Toronto (ON)

Myeloma Canada was the first, and remains the only, Canadian organization to bring together top myeloma experts (doctors, researchers, clinicians, and nurses) from the major myeloma treatment and research centres across Canada, with international myeloma specialists, industry partners, and patient representatives, on an annual basis to:

1. discuss the state of clinical trials in Canada and develop high-impact made-in-Canada clinical trials for patients across the country;
2. exchange highlights of recent myeloma research and treatment development work;
3. review new myeloma therapies in the research pipeline;
4. facilitate planning and collaboration of future Canadian myeloma research.

2023 highlights:

- **100+** in-person attendees
- **9** provinces represented
- **66** myeloma clinicians, researchers, and other healthcare professionals
- **8** international researchers
- **24** representatives from **14** industry partners, Myeloma Canada Patient Advisory Council, patient contributors, Myeloma Canada professional team
- **11** academic presentations including ultra-high risk newly diagnosed multiple myeloma, renal failure in multiple myeloma, the very elderly with multiple myeloma, advanced Stage IIIB AL Amyloidosis, Waldenström macroglobulinemia, and more.
- **9** presentations from industry
- **4** clinical trial updates



Canadian Evidence-based Myeloma Consensus Guidelines

Standardizing myeloma diagnosis, treatment, and management across Canada

Managed and led by Myeloma Canada, the Canadian Evidence-based Myeloma Consensus Guidelines is a series of peer-reviewed publications that are aimed to improve, standardize, and educate physicians on the management of myeloma in Canada.

NEW: First Line Treatment of Newly Diagnosed Transplant Ineligible Multiple Myeloma



3rd consensus guideline published February 2023 in *Clinical Lymphoma, Myeloma & Leukemia*

Previous guidelines:

1. “Consensus Guidelines on the Diagnosis of Multiple Myeloma and Related Disorders”
Published February 2020 in *Clinical Lymphoma, Myeloma & Leukemia*
2. “Canadiann Consensus Recommendations for the Management of Myeloma-Related Manifestations and Complications: The Cornerstone of Supportive Care”
Published January 2022 in *Clinical Lymphoma, Myeloma & Leukemia*

Myeloma Canada research investments



The Canadian Cancer Trials Group (CCTG) MY.13 trial

Fueling innovative Canadian clinical trials in myeloma

\$450,000 awarded to help support the collection, analysis, and presentation of patient reported outcomes that will enable quality of life, health utilities, and health economic analyses.

NEW programs:



Aldo Del Col Research Grants

Patient prioritized Canadian research projects that help address the knowledge gaps in the diagnosis and treatment of myeloma, and/or related plasma cell disorders, identified through the Myeloma Priority Setting Partnership (PSP).



NEW! 4 grants awarded to a total of \$400,000 through an equal co-funding partnership with The Leukemia & Lymphoma Society of Canada

Our programs and achievements

SCIENCE AND RESEARCH



2023 Défi Everest Challenge Research Grant

Funding partnership with Myeloma Foundation 8849M

1 grant awarded: \$59,500

Multiple Myeloma March Research Fund-sharing Partnership program



In honour of the 15th anniversary of the Multiple Myeloma March, Myeloma Canada's flagship fundraising, awareness, and community event, to support research at the local level.

- **6** fund-sharing partnership grants awarded
- Total amount of **\$90,835.59**
- Plus, The Ottawa Hospital Myeloma program supporting the myeloma research database

Myeloma Canada Research Chair in Multiple Myeloma at Hôpital Maisonnette-Rosemont

Improving care, innovating through research,
disseminating knowledge.

Funding of \$20,000 provided

Myeloma Canada scientific impact

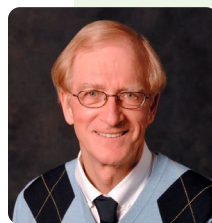
NEW program:



Myeloma Canada and Pfizer Canada 2023 Quality Improvement Grant Partnership

Myeloma Canada and Pfizer Canada strategic
collaboration

Pfizer awarded approximately **\$266,000**
over **4 projects**. Myeloma Canada formed a
committee to review and evaluate the grant proposals.



The Dr Andrew R Belch Myeloma Education and Enriched Training (MEET) Grant

Fostering the development
and participation of qualified
young Canadian myeloma
investigators at national
and international medical/
scientific meetings or
conferences.

- **8 project grants**
awarded to a total of
\$32,000

Our programs and achievements

SCIENCE AND RESEARCH



The Quebec Plasma Cell Dyscrasia Group (GMPQ)

Partnering for a more informed Quebec medical community

Myeloma Canada supported the GMPQ on creating guidelines on the treatment of relapsed/refractory myeloma, and updating guidelines on the diagnosis and first line treatment of myeloma.



Queen's University Continuing Professional Development

Collaborating on creating an online course for primary care providers on the identification and referral of patients suspected of having myeloma.

(Program to be finalized in 2024)



2022 Myeloma Canada science and research impact report

Your 2022 footprint on Canadian myeloma research and scientific advancements

Our programs and achievements

Our donors

We are grateful to our many partners and donors who helped support our cause in 2023. Your unwavering commitment is unparalleled and touches us deeply. Through your generous donations, we are able to pursue our promise and pledge to the Canadian myeloma community.

Individual donations

\$1,000 to \$1,999

- Tania Allen
- Joe Angelone
- Paul Balfour
- Rob Barber
- Patrick Barrette
- Margje (Marsha) Barter-Cook
- John Bates
- Michel Beaulieu
- Sandy Bell
- Claude Benton
- Dominique Berthelet
- Patty Blanchard
- Raymond Bourgeois
- Remi Bourlon
- Mike Briere
- Roberto Buffone
- Ida Cardinali
- Andrea Cardoso
- Barbara Carr
- Stephanie Clain
- Rob Clark
- Laurie Convey
- Diane-Jocelyne Côté
- Michele Cotnoir
- Ronald Cowell
- Jerome Cranston
- David Danskin
- Gord Davis
- Shannon De Mello
- Karen Dentremond
- Joe DeSimone
- Eric Desjardins
- Clare Dillon
- Maxime Dion
- L-O Dussault
- Heaton Dyer
- Martine Elias
- Lucas Erdman
- Nicholas Fidei
- Dean Fielding
- Hilary Forge
- Claude Fortin
- Gisele Fournier
- Graeme Fraser

- Irene Friesen
- Steven Gannon
- Jerri-Lee Gardner
- Ann Gish
- François Godin
- Jérôme Goulet
- J. Ian Graham
- Arthur Hadland
- Robyne Hanley-Dafoe
- Hugh Harden
- Patricia Hawkins
- Tony & Sandra Higdon, family & friends
- Michael Hillier
- Casey Horan
- Ken Huntley
- Robert Irving
- Danielle Jacques
- Chris Johnson
- Ganga Jolicoeur
- Thomas Kelly
- Marie Kemmer
- AnnetteKeserick
- Phuay Ko
- C. Tom Kouroukis
- Allain Labelle
- John Lafford
- Helen Leitch
- Hugo Lessard
- Ellen Lin-Woo
- Ed Lindsey
- Richard Lundeen
- Laura Lysager
- Lise Mackevicius
- Erwin Malzer
- Stephen Mansfield
- Sabina Massarelli
- Marie-Andrée Massé
- Susan McDowell
- Margaret McFarland
- Peggy McFarland
- Kerry McKeen
- Allan McLarty
- Cliodhna McMullin
- Monique McQueen
- Luc Michaud
- Joseph Mikhael

- Tamara Miller
- Gina Mirra
- Wayne Mitic
- Derek Nokes
- Mark Owings
- Yolande Paine
- Giancarlo Pellegrino
- Laura Penner
- Diane Poirier
- Patricia Prowse
- Doug Reddy
- Ben Ricker
- Avron Ritch
- Philippe Robert
- Nancy Rock
- Matthew Sarmatiuk
- Chris Schweizer
- Fatima Scipione
- James Simmons
- Edward Peter Sirman
- Richard St-Amand
- Margaret A. Stanfield
- Blair & Yvette Stewart
- Ursula Streater
- Bill Turnbull
- Jean Valade
- Mary Jane Vuchich
- William Wall
- Jeanette Webber
- Roy Wilson
- Hans Wolf
- Terry Zink

\$2,000 to \$4,999

- William Anderson
- Elizabeth Bangs
- Ellis Basevitz
- Basil Blanchard
- Julien-Pierre Chevalier
- Frank Chislette
- Sebastien Côte
- Joe De Simone
- Eric Dufour
- Jean-François Dufour
- Jacques Dussault

- Gilbert Foucault
- Wayne Johnson
- Ian Keaveny
- Karen & Rhon L'Heureux
- Andrew LaCroix
- Pierre Laforest
- Elaine Letourneau
- Micheline Levesque
- Joe Maas
- Jim McDonald
- Dave McMullen
- Micheline Plante
- Carol Spring
- Pascal St-Germain
- Robin Sully
- Tim Taylor
- David Wiebes

\$5,000 to \$9,999

- Terri Adair
- Prashant Jani
- Mario LeBlanc
- Martine Normandin
- Laverne Popowich
- Jessica Portelance
- Mario Saucier
- Verne Saunderson

\$10,000 and more

- Elizabeth McGavin
- Steven Simoneau
- Judy Wagner

Estates

- Estate of Geoffrey L. Cockhill
- Estate of Maria Del Col
- Estate of Marion Elaine Hunter
- Estate of Christine Mattson
- Estate of Kim Ripper



Corporate donations

\$1,000 to \$3,999

- 20Sense Corp.
- 9335-5550 Quebec Inc.
- 9451-9394 QC Inc.
- ALL Électriques Inc.
- Ambrosia Natural Foods
- Anako Foundation
- Association des Pompiers et Pomprières de l'agglomération Longueuil
- Babineau Appraisals
- BZ Inc.
- C&G Insulation 2003 Ltd.
- Cambridge Toyota
- Carrelages de Montréal
- Comztar Inc
- East Coast Financial Inc.
- Elmwood Group
- Extend Pharmacy
- Fidelity Investments Canada ULC
- Fondation Luc Maurice
- International Brotherhood of Electrical Workers L.U. 353

- John Brazil Cir 1385
- Kinsmen Club of Corner Brook
- Leonard T Assaly Family Foundation
- MACC Commercial Property
- MTY Franchising inc.
- Northern Credit Union Ltd.
- Platinum Atlantic Realty
- Plomberie Syracuse
- Proludik inc
- Ratchet Crew Tool Sales Ltd
- RBC Foundation
- Rebecca Rose Inc.
- Resulta
- Ride Free Apparel
- Royal Canadian Legion Fort Malden ON - Branch 157
- SCC Marketing Reps Inc.
- St Clements Knights of Columbus

- TD Canada Trust
- Thermolec Inc.
- TVA Productions Inc.
- Wespro Drywall Inc.
- West Fraser Mills LTD

\$4,000 to \$6,999

- AC Waste Services Inc.
- Denis Potvin
- Esthetique Spa Munari
- FSIC
- Gestion CHLM Inc.
- Insulpro Insulation Inc
- Southern Alberta Myeloma Patient Society
- TD

\$7,000 to \$11,999

- Dorothy Gibson Foundation
- GFL Environmental Inc.
- Krabben Family Foundation

\$12,000 to \$35,999

- Anonymous
- Desjardins Foundation
- Foundation Myélome 8849M Inc.

\$36,000 and higher

- Atlantic Subway
- Listel Hospitality Group (Bearfoot Bistro)

Thank you

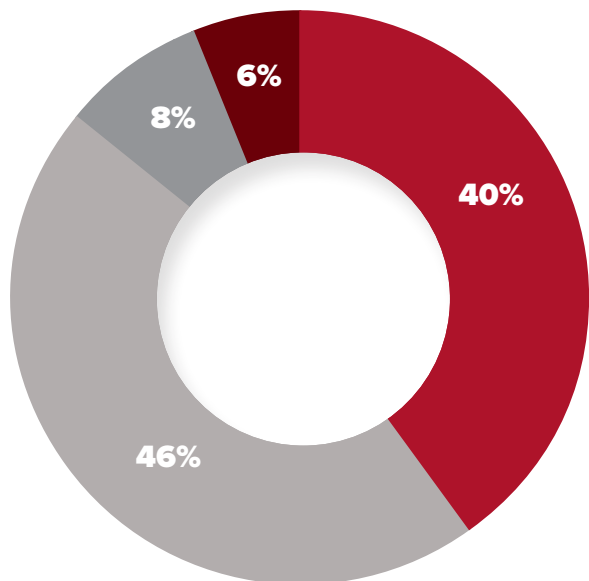
for your trust and support, and for joining us in making myeloma matter.



2023 revenues: \$3,755,807

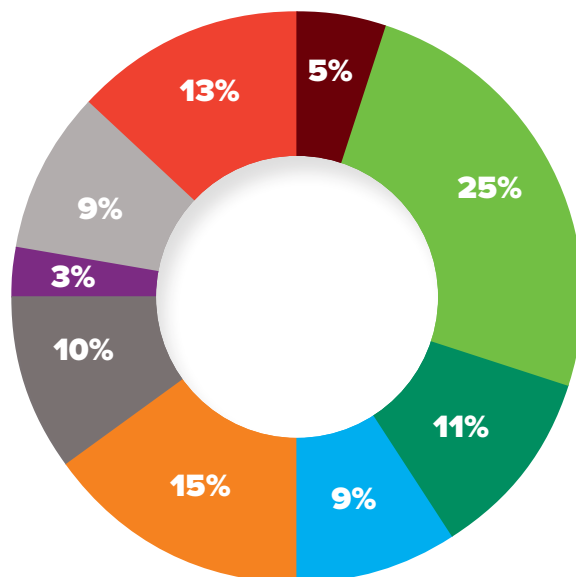
Where does the money come from?

- Corporate giving (pharmaceutical partners and other corporate sponsors)
- Fundraising events (Multiple Myeloma March, Myeloma Canada Ride, and community events)
- Other contributions (online donations, monthly donations, wills and more)
- Investment income



Where does the money go?

- Science and research
- Knowledge transfer
- Patient and education programs
- Community empowerment
- General and administration
- Access and advocacy
- Fundraising
- Awareness and communication
- Governance



Myeloma Canada 2023 programs and achievements

A year in review

Thank you for joining us in our fight to make myeloma matter.

Your support enables us to fulfill our promise to our community:
To improve the lives and empower all Canadians affected by
myeloma, accelerate access to the best care, while supporting
the pursuit of its cure and prevention.

 Myeloma Canada – National Page

 MyelomaCanada

 Myeloma_Canada

 Myeloma Canada

 Myeloma Canada

For more information, to sign
up for our newsletter, join our
community or make a donation,
please visit:

myeloma.ca

or contact us at:

contact@myeloma.ca

Tel: 514 421-2242

Toll-free: 1-888-798-5771



**MYELOMA
CANADA**
MAKING MYELOMA MATTER

Charitable number
862533296RR0001