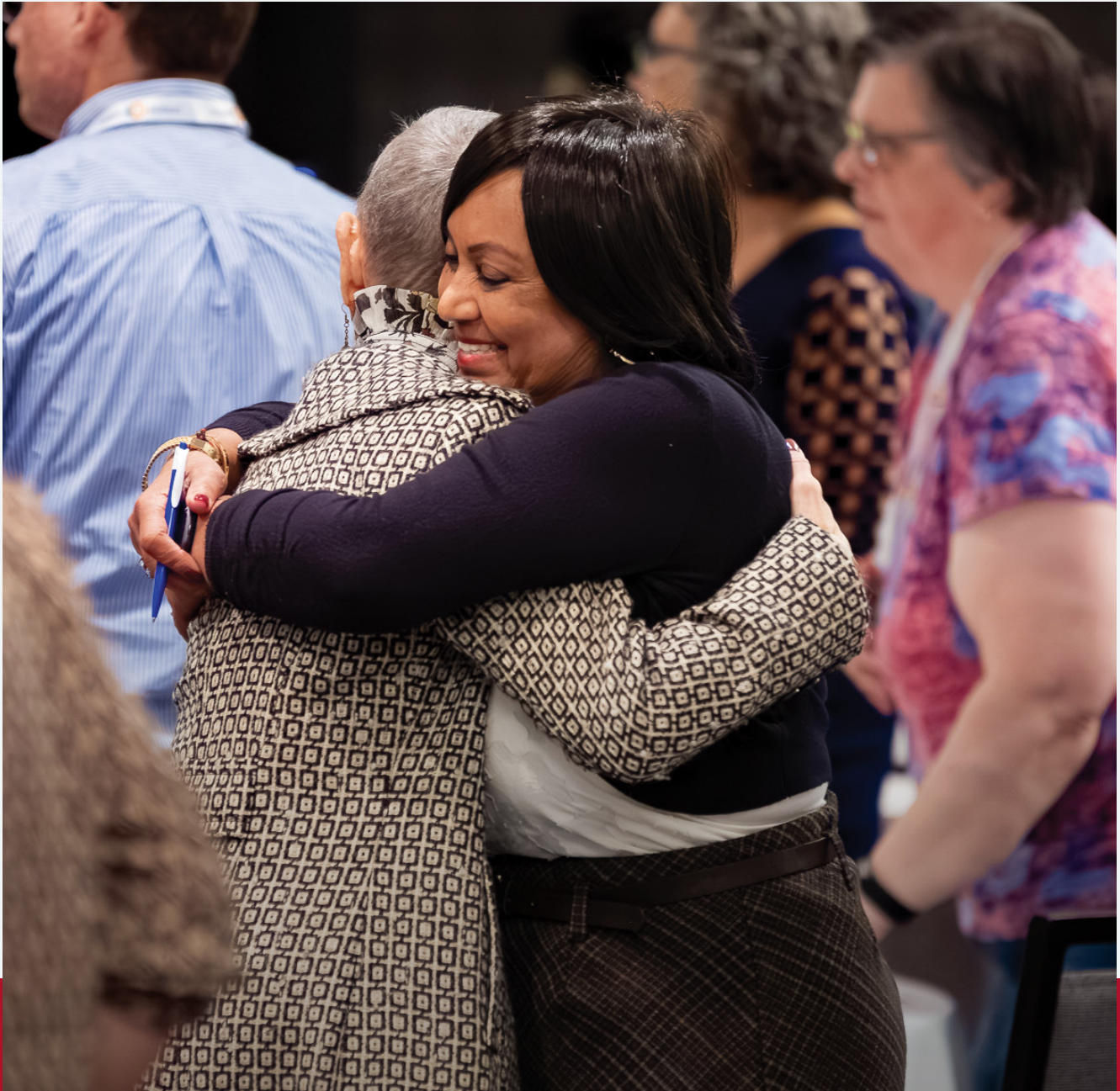




MYELOMA
CANADA
MAKING MYELOMA MATTER

Annual Report
2025



20 Years of
Impact and Hope



Letter from Martine Elias, Chief Executive Officer

It is my privilege to present Myeloma Canada's 2025 Annual Report and to reflect on a particularly meaningful year as we celebrate our 20th anniversary.

For more than 20 years, Myeloma Canada has stood alongside Canadians affected by myeloma: patients, caregivers, families, clinicians, researchers, and volunteers. Together, we work to improve care, advance research, and ensure that no one faces this disease alone. The progress we achieved this year builds on that legacy and would not have been possible without the generosity of our donors, the dedication of our volunteers, the commitment of our partners, and the extraordinary work of our staff.

As the only national charitable patient organization devoted exclusively to Canadians living with myeloma, we carry a responsibility that we take very seriously. Everything we do is guided by a patient-first perspective and by listening closely to the real needs of our community. Whether through education and peer support, advocacy for equitable access to innovative treatments, or meaningful investments in research, our focus remains constant: improving the lives of Canadians living with myeloma today while working toward better outcomes for tomorrow.

This year we continued to expand programs that support patients and caregivers across the country. One important milestone was the launch of **MC Assistance**, our new personalized information service designed to help individuals navigate the complexities of living with myeloma. Our national support network also continued to grow, connecting people through local support groups, educational programs, and exclusive online communities such as **MC Lounge**. Together, these efforts ensure that patients across Canada can find both reliable information and a strong sense of community.

At the same time, we strengthened our advocacy efforts, engaging with policymakers to improve access to new therapies, amplifying the voices of myeloma patients and caregivers, and working to ensure timely reimbursement of treatments across Canada. Furthermore, we invested more than **\$1 million in research**, supporting scientific work that advances our understanding of myeloma and brings us closer to better treatments and, ultimately, a cure.

As we mark twenty years of progress, we are also reminded that our work is far from finished. With our community, we remain determined to improve the lives of those affected by myeloma today while advancing hope for the future.

More than 20 years ago, in a previous chapter of my career, I had the privilege of supporting Myeloma Canada in its early days and meeting co-founders Aldo Del Col and John Lemieux. Their vision was rooted in improving the lives of people affected by myeloma, and I know they would be deeply proud of what this community has accomplished.

Thank you for being part of this journey. It has been one of the greatest privileges of my career.

A handwritten signature in black ink that reads "Martine Elias".

Martine Elias,
Chief Executive Officer

“Whether through education and peer support, advocacy for equitable access to innovative treatments, or meaningful investments in research, our focus remains constant: improving the lives of Canadians living with myeloma today while working toward better outcomes for tomorrow.”

Year at a Glance

\$1.45M+

raised through community fundraising

\$1M+

invested in research

17,758

educational resources distributed

55

support groups across Canada

725+

members in MC Lounge

5,600+

letters sent advocating for treatment access

11

InfoConferences held in 7 provinces

What does “cure” mean in myeloma today?

Cure in myeloma is not tied to a single treatment, but to how effectively therapies can eliminate the disease and sustain deep, long-term control, ideally without ongoing treatment. This can apply at any stage, though earlier intervention may offer the greatest opportunity. Thanks to major advances, including immunotherapies, people with myeloma are now living 8-10 years or more on average. These treatments are producing deeper, more durable responses, including long-term, treatment-free remissions, even in relapsed disease. As research continues to accelerate, the number of people experiencing this level of long-term control is expected to grow, bringing increasing hope for a future where cure is possible.



Our Vision and Mission

Our Mission

Myeloma Canada is dedicated to improving the lives of Canadians affected by multiple myeloma by advancing research, advocating for access to the best treatments, and providing education and support for patients and caregivers.

Our Vision

Life uninterrupted by myeloma

Our Mission Map



Improving Patient Lives



Advancing Access to the Best Care and Treatments



Supporting Research to Accelerate a Cure



Improving Patient Lives

Supporting patients and caregivers remains at the heart of Myeloma Canada's mission. In 2025, we expanded educational programming, strengthened peer support networks, and introduced new tools to help patients navigate their journey.

Highlights:

13 InfoWebinars or videos on topics including treatment, blood tests, and supportive care

5 new InfoGuides and InfoSheets on treatment side effects and related conditions

17,758 educational materials distributed across Canada, an increase of 18% since 2024

41 hospitals visited by Myeloma Canada

These resources equip patients and caregivers with the knowledge they need to better understand their diagnosis, treatment options, and care.



MC Assistance: A New Information Line

In January 2025, Myeloma Canada launched MC Assistance, a new information line operated by a pharmacist and a registered nurse.

The program offers:

- Personalized support for patients and caregivers
- Information on treatments and disease management
- Referrals to appropriate resources and local services

**pharmacist and
nurse-led support**

**personalized
navigation**

Education and Information

Throughout the year, Myeloma Canada developed and delivered a wide range of educational resources and hosted InfoConferences and InfoWebinars to help patients better understand the disease and its treatments.





Peer Support and Community

Peer connection is a cornerstone of the myeloma community.

In 2025:

- **55 support groups** provided local peer support
- **Launched the MC Lounge App**, connecting our community
- **Hosted the 19th Annual Support Group Leaders' Summit** bringing together leaders from across Canada
- **Held the 5th Annual Health eMatters** conference for cancer advocates
- **A total of 11 Patient and Caregiver InfoConferences** were held nationally, from Vancouver to Halifax

These programs create spaces where people living with myeloma can share experiences, learn from one another, and find meaningful support.

"Being part of a Myeloma Support Group for almost 20 years, I've seen how sharing my experience can help others feel hope and find strength, and it gives me strength on low days too. I continue to learn from others every day, helping me live a life managing this disease."

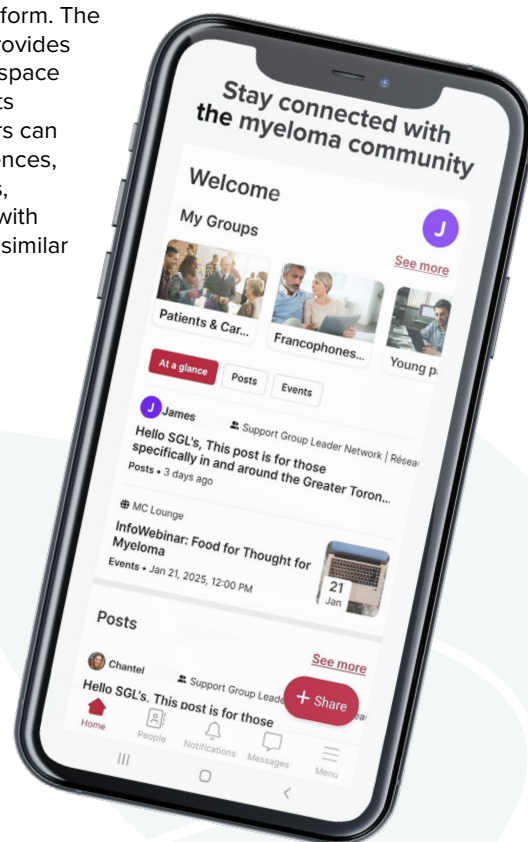
Mona Neher

Saskatchewan Myeloma Support Group (Regina)



MC Lounge

The MC Lounge online community continued to grow this year with more than 725 members using the platform. The community provides a safe digital space where patients and caregivers can share experiences, ask questions, and connect with others facing similar challenges.



Raising Awareness

During Multiple Myeloma Awareness Month, Myeloma Canada led a national campaign across digital platforms.

Highlights:

A bilingual

national awareness campaign

57%

increase in Facebook engagement

88

social media awareness posts

National

email and direct mail outreach

These campaigns help raise awareness of myeloma and encourage earlier diagnosis and support.



Advancing Access to the Best Care and Treatments

This year, we continued national and provincial efforts focused on treatment access, drug reimbursement, and clinical trials.

Policy and Advocacy

Myeloma Canada contributed to multiple drug evaluation submissions and feedback processes, ensuring that the patient voice was represented in government decision-making.

This work included:

- **11 contributions** to drug reimbursement review processes with national health agencies
- **6 health policy** consultation submissions regarding access to treatment
- **Ongoing engagement** with key decision-makers, and participation in numerous policy discussions on clinical trials and patient access

Carvykti® Advocacy Campaign

A major advocacy effort this year focused on access to a new CAR-T therapy (Carvykti®), a personalized treatment that reprograms a patient's own immune cells to recognize and attack myeloma.

Myeloma Canada launched a nationwide campaign that included:

A national
email-writing campaign

Over 5,600
letters sent to Ministers of Health, and provincial and territorial representatives with 28 known responses

6
meetings held with elected officials, policymakers, and members of the Canadian myeloma community

3
major news outlets covered our campaign, including The Globe & Mail, The Decibel (Globe & Mail's daily podcast), and City News Halifax.

This historic campaign amplified the voices of patients and caregivers and highlighted the importance of equitable access to innovative therapies.



The bureaucracy slowing down access to life-saving drugs

THE DECIBEL STAFF
KELLY GRANT > HEALTH REPORTER
CHRIS HANNAY >
MADELEINE WHITE >
PUBLISHED NOVEMBER 21, 2025





Supporting Research to Accelerate Discovery

Research is essential to improving outcomes for people living with myeloma.

Did you know?

In 2025, Myeloma Canada invested more than \$1 million in myeloma research:

- 16** Canadian investigators and their projects
- 10** research projects, including 8 collaborative funding partnerships
- 8** emerging myeloma researchers



As the leading driver of myeloma research in Canada, Myeloma Canada:

- 1. Funds promising and innovative research projects and**
- 2. Advances knowledge sharing to ensure research findings are communicated clearly and adopted in practice so they reach patients without delay.**

Through national scientific meetings, Canadian consensus guidelines, accredited medical education, and competitive research grants, Myeloma Canada accelerates progress to improve the lives of people impacted by myeloma.

Aldo Del Col Research Grant

The Aldo Del Col Research Grant remains one of the flagship research funding initiatives of Myeloma Canada.

In 2025:

- **13 research applications** were received
- **4 projects** were funded
- **Total funding reached \$600,000** through partnerships

These projects aim to advance scientific understanding and improve treatment outcomes.

Collaborative Partnerships

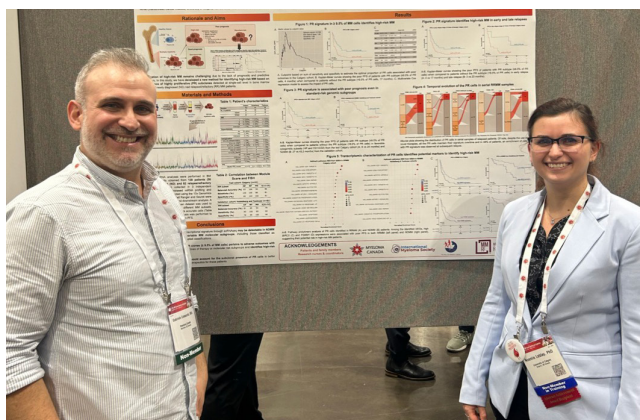
Strategic partnerships allow Myeloma Canada to amplify donor impact by equally co-funding high-potential research alongside trusted national organizations.

Our efforts include:

- Multiple Myeloma March Fund-Sharing: Up to 50% of proceeds to local research.
- Co-Funded and Industry Projects: With aligned partners, like the Cancer Research Society and Leukemia and Lymphoma Society of Canada, rigorously reviewed through established scientific and peer-review processes.

Dr Andrew R Belch MEET Grant for Young Myeloma Researchers

The Myeloma Education and Enriched Training (MEET) Grant supports and encourages early-career investigators in myeloma by enabling them to present their research on the international stage and strengthening Canada's scientific leadership.



Clinical and Scientific Collaboration

Myeloma Canada continues to convene leading researchers and clinicians through initiatives such as:

- The Minimal Residual Disease (MRD) Implementation Summit
- The Myeloma Canada Nurse Network
- Phase 0, intended to identify and reduce non-health barriers to participating in clinical trials, such as geographical, financial, cultural, and lack of access to support services
- Canadian consensus guideline development for treatment of relapsed myeloma

These initiatives ensure that Canadian clinicians and researchers remain at the forefront of myeloma care.



Knowledge Transfer and Clinical Impact

Our efforts help ensure new discoveries are quickly shared and adopted, resulting in better care for people living with myeloma.

Some highlights include:

- **4** co-authored publications
- **2** poster abstracts presented at 4 conferences

Advancing Medical Education

Educational programs for healthcare professionals also expanded this year.

A national Continuing Medical Education (CME) program developed with Queen's University helps primary care providers recognize and manage multiple myeloma more effectively.

- **580** primary care providers have been trained through our program.

Philanthropy

The generosity of donors, volunteers, and community partners makes Myeloma Canada's work possible.



Community Fundraising

Across the country, community-driven events raised critical funds and awareness.

- Multiple Myeloma March raised **\$924,585**
- Myeloma Canada Ride raised **\$323,157**
- Community fundraisers raised **\$191,886**

These events not only raise funds, but they also unite communities and provide meaningful opportunities to build lasting relationships with others facing similar challenges.

End-of-Year Giving

The year concluded with a successful end-of-year campaign that raised \$147,265, including strong participation during Giving Tuesday.

Major Gifts

Major gifts continued to play a vital role in advancing Myeloma Canada's mission. In 2025, support from our community of donors enabled meaningful investments in patient support programs, research, and national advocacy initiatives.

In 2025, 15 major gifts of \$5,000 or more were secured, generating \$215,403 in philanthropic support, a 128% increase compared to 2024.

This momentum positions Myeloma Canada to expand its impact in the years ahead.

Planned Giving

Planned giving plays an important role in securing the long-term future of Myeloma Canada's mission. This year we were honoured to receive three new planned gift commitments with a future value of more than \$1 million.

These extraordinary commitments reflect the deep trust our supporters place in our work and will help ensure that Myeloma Canada can continue supporting patients, advancing research, and advocating for better care for generations to come.

“Myeloma Canada has been a steady source of support and hope for families like mine. Including a gift in my will feels like a natural way to help ensure that future patients have the same care, information, and community. It brings me real comfort to know that this legacy will continue beyond my lifetime.”

Bonnie Hall
Toronto

Our Donor Community

We are deeply grateful to the individuals, families, foundations, and partners whose generosity advances our mission.

\$10,000+

- Mahmoud Assran
- Christopher and Wendy Chamberlain
- Krabben Family Foundation
- Dave Lede Family Charitable Foundation
- Kerry McKeen
- J&W Murphy Foundation
- Jessica Portelance
- Andrea Cardoso
- Joyce Clarke
- Francis Corriveau
- Anita Dong
- 20Sense Corp.
- TD Canada Trust
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- Gordon Fraser
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- Dorothy Gibson Foundation
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- William Anderson
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- Barbara Beaton
- Claude Benton
- John Brazil Circle
- Jonathan Bramson
- Gerard Bouman

\$1,000-\$1,999

- 1016749 Alberta

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- Bonnie Hall
- Dominic Jean
- William and Yolande Paine

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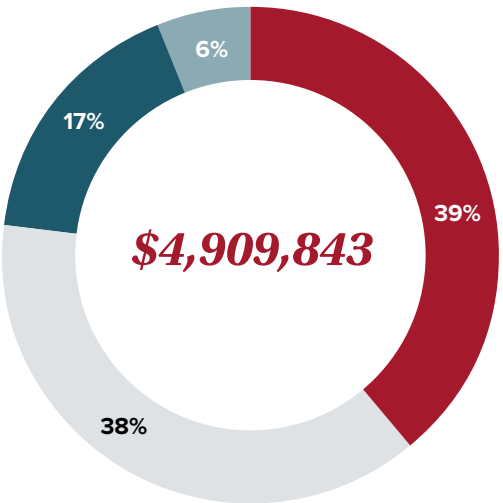
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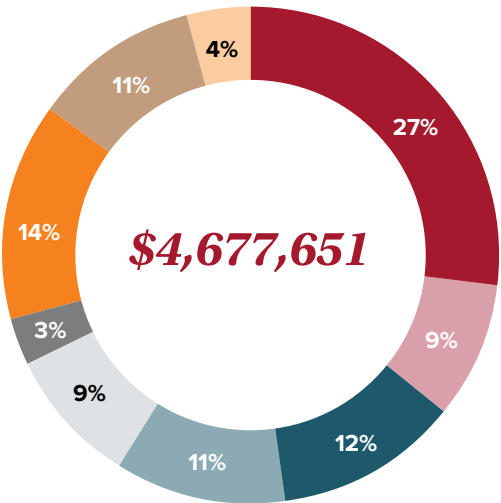
Financial Reporting

Revenues



- Industry Grants
- Fundraising Events and Donations
- Estates
- Investment Income

Expense allocation



- Science and Research
- Knowledge Transfer
- Patient and education programs
- Community Empowerment
- General and Administration
- Access and Advocacy
- Fundraising
- Awareness and Communication
- Governance

Myeloma Canada remains committed to responsible stewardship of donor support, ensuring funds are directed toward programs that support patients, advance research, and advocate for better care.

Board, Leadership, and Governance

In 2025, Myeloma Canada continued to strengthen governance through active board engagement, strategic planning, and oversight of organizational priorities.

The Board met throughout the year to guide strategic initiatives and ensure the organization's continued impact and accountability.

The Myeloma Canada Board of Directors

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Thank You

For twenty years, the progress made by Myeloma Canada has been driven by a community of patients, caregivers, clinicians, researchers, volunteers, and donors who share a common goal: improving the lives of Canadians affected by myeloma.

Together, we are building a future where life is uninterrupted by myeloma.

**Thank you for being
part of it.**

myeloma.ca

Email: contact@myeloma.ca

Office: (514) 421-2242

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