



Our programs and achievements

2024 YEAR IN REVIEW
MYELOMA CANADA



**MYELOMA
CANADA**
MAKING MYELOMA MATTER

Making myeloma matter since 2005.

Myeloma Canada is proud to be the only national charitable patient organization created by and for Canadians impacted by multiple myeloma. Through the deep ties and strong relationships we forge with our community, donors, partners and other invested parties, we continue to make impressive inroads each year in improving the lives of Canadians affected by myeloma. Our reputation as trusted thought-leaders further propels the meaningful impact we have on the national and global myeloma landscape.

Every program and initiative we undertake is entrenched in fulfilling our vision, mission, and pledge. The tremendous respect we hold for our responsibility is further reinforced by our status as an accredited Imagine Canada organization. This certification reflects our deep commitment to excellence, transparency, equity, and continuous improvement. This recognition affirms the strength of our governance, accountability, and dedication to serving our community at the highest standard.



Accredited
IMAGINE CANADA

Our mission

To improve the lives of all Canadians affected by myeloma by accelerating access to the best care while advancing research toward its cure and prevention.

Our vision

Life uninterrupted by myeloma

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 underrepresented and marginalized populations; the LGBTQIA2S+ community; cultural, racial, and ethnic minorities — in all that we do.

Our founders

When Aldo Del Col received a diagnosis of multiple myeloma in 2002, he was shocked at the absence of available information and the lack of clinical trials. Determined to change things, Aldo established a local myeloma support group in 2004. There he met John Lemieux, a fellow patient who shared his vision to build a strong community for everyone impacted by myeloma. Their passion resulted in the founding of Myeloma Canada in 2005.

What our co-founders Aldo Del Col and John Lemieux created has since evolved into a leading, internationally respected and innovative organization. In their honour, and in honour of the thousands of Canadians living with the disease, we will continue to empower every Canadian touched by myeloma.

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A message from our Chief Executive Officer

It's an honour to present Myeloma Canada's 2024 Year in review and share with you highlights from another remarkable year for our organization and by default, our Canadian myeloma community.

The milestone achievements realized in 2024 would not have been possible without the tremendous generosity of our donors, unrelenting drive of our volunteers, passionate commitment of our partners, and of course, the interminable energy of our staff. It is with deep and sincere gratitude that I extend a heartfelt thank you to all for making 2024 a year like no other.

As the only national, not-for-profit, charitable patient organization dedicated to Canadians affected by myeloma, we don't take lightly the importance of our presence in the lives of tens of thousands of individuals. As such, we are committed to ensuring that every one of our endeavours respond to the very real, pressing concerns and varying realities of the diverse communities we serve. These communities, as distinct as they may be, share the commonality of navigating life with myeloma. In so doing, they come together to create our Canadian myeloma community.

Whether we're raising awareness of myeloma — its signs, symptoms, barriers, and challenges; providing vital education, resources, and support to help individuals better understand and manage the disease; advocating for equitable access to treatments across the country; investing in promising research and scientific innovation; or working with healthcare professionals to educate them on the disease, standardize diagnosis, testing and disease management — our unwavering commitment to a person-centered approach guides everything we do.

This commitment is reflected in the array of new and inventive programs launched in 2024. To kick-start the year, we unveiled our redesigned website, myeloma.ca, an 18-month project that incorporated feedback from our community. The result is an intuitive, easy-to-navigate and welcoming experience that responds to the varying and evolving needs of people living with myeloma, their caregivers and families, healthcare professionals, donors, and other invested parties. While not our goal, we are proud the new website was recognized with two silver Davey Awards in 2024 for user experience. More importantly, community feedback has been overwhelmingly positive, with increased visits and engagement.

In 2024 we also introduced MC Lounge — our private online community platform designed to foster connection and support. We laid the foundation for MC Assistance — a personalized information service staffed by myeloma information specialists

with whom to speak or email for support. Through Health eMatters — our program for online cancer advocates — we launched a new and important initiative to address equity, diversity and inclusion (EDI) in clinical trials. We strengthened existing and developed new strategic partnerships to further our advocacy and awareness efforts as well as our investments in funded research. We produced and distributed new educational resources and expanded our reach by increasing in-person visits and information sharing at hospitals, cancer and wellness centres across the country. We grew our Pan Canadian support group network to over 50 local groups and amplified our digital footprint through social media. By attending and presenting at provincial, national and international health conferences and forums we reinforced our position as respected thought leaders. We represented our community's voice and advocated for equitable access to drug therapies and better care with government agencies and policymakers. We implemented new initiatives and programs to advance myeloma awareness and education for Canadian healthcare professionals, and standardized guidelines for testing and treatment, and we refined our funded research strategy under the Myeloma Canada Research Initiative. (Please download our [2024 research and science impact report](#) for more information.)

Last but far from least, we are delighted to announce that 2024 realized unsurpassed fundraising successes through our Multiple Myeloma March, Myeloma Awareness Month, and Giving Tuesday campaigns. As a result, and thanks to other Myeloma Canada fundraising activities and campaigns, community-driven fundraising initiatives, sponsored programs from our pharmaceutical industry partners, and collaborations with strategic partners and organizations, **Myeloma Canada contributed to record-breaking investments in Canadian myeloma science and research projects of over \$1.45M in 2024.**

I am beyond proud of our organization and of our Canadian myeloma community. Through their trust and incomparable drive, Myeloma Canada is shaping national and international myeloma arenas and improving the lives of those affected by this challenging disease.

Thank you,

Martine Elias

Our 2024 team

MARTINE ELIAS

Chief Executive Officer

MICHELLE OANA

Chief Mission Officer
(Director of Development
& Community Relations in 2024)

MARCIE BARON

Director, Corporate Communications
& Marketing

GABRIELE COLASURDO

Director, Science & Research

MURIEL INGRASSIA

Director of Operations

JESSY RANGER

Director, Patient Programs,
Health Policy & Advocacy

PATRICIA CELESTIN

National Community Fundraising Lead

KARINE GRAVEL

Regional Manager, Education
and Community Engagement

GUY GAUDET

Myeloma Information Specialist

SHANEIKA HESLOP

Senior Administrative Assistant

LEIGH KINCH-PEDROSA

Digital Engagement and
Communications Specialist

SOPHIA MENDOZA

Fundraising and Events Coordinator

AIDAN ROBERTSON

Advisor, Health Policy & Advocacy

STEPHANIE VALKENIER

Myeloma Information Specialist

CHANTEL WICKS

Regional Manager of Community
Engagement and Development

Myeloma Canada 2024 Board of Directors

Officers of the Board

BILL PAINE

Chair

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

LORELEI DALRYMPLE

Vice Chair

Team Lead, Servus Credit Union
Support Group Leader
Edmonton, AB

NANCY GRAY

Treasurer

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

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

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

DE'SHANEL CHILDS

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

JOHN DIRKS CM FRSC FRCPC

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

PHILIP EAPPEN

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

DYLAN MARANDO

Head of Public Policy & Government
Relations for Siemens Healthineers (Canada)
Ottawa, ON

HIRA MIAN, MD

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

VIJAY RAMAKRISHNAN

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

ANTHONY REIMAN, MD

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

ANNIE ROY

Vice-President insurance sector
Montreal, QC

SANDOR SAJNOVICS

Commissioner, Canada Energy Regulator
Calgary, AB

JULIE STAKIW, MD

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

KEITH TAYLOR

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

DARLENE THIBAUT

Senior National Program Director with
the Industry Initiatives and Partnerships
segment of BMO Bank of Montreal
Beaconsfield, QC

Corporate

Charity Intelligence

We are proud to have received the unsolicited rating of **4 stars: A-**

Planned giving and philanthropic strategy

In collaboration with Global Philanthropic Inc., we defined a strategy and direction of how to engage more effectively with our philanthropic donors.

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

Our relationships with the IMF and GMAN remain strong as we cross-promote each other's initiatives, extending the reach of our programs and resources beyond our borders and collaborating on initiatives that support the international myeloma community.

- Martine Elias, CEO of Myeloma Canada, is a member of the IMF's Board of Directors
- Presented "How to maximize relations with industry" at GMAN meeting, June 2024
- Active member of GMAN steering committee



Our growing network of partners

At Myeloma Canada we believe a strong network of partners is key to achieving our mission. In 2024, we extended our network to include more patient organizations, cancer coalitions, and government bodies, allowing us to further our positive impact for our community.

National

- [All.Can Canada](#)
- [Canada's Drug Agency \(CDA-AMC\)](#)
- [Canadian Association for Healthcare Reimbursement](#)
- [Canadian Cancer Trials Group \(CCTG\)](#)
- [Canadian Immunocompromised Advocacy Network \(CIAN\)](#)
- [Canadian Organization for Rare Disorders \(CORD\)](#)
- [Cancer Action Now](#)
- [Cancer Research Society](#)
- [CanCertainty Coalition](#)
- [Access to Treatment and Innovation Oncology Network \(ACTION\)](#)
- [Global Philanthropic Inc.](#)
- [iMD Health Global](#)
- [Innovative Medicines Canada \(IMC\)](#)
- [Myeloma Foundation 8849m](#)
- [PDCI Market Access](#)
- [Patented Medicine Prices Review Board \(PMPRB\)](#)
- [Santis Health](#)
- [The cancer collaborative \(colab\)](#)
- [Wellspring](#)
- [The Leukemia and Lymphoma Society of Canada \(LLSC\)](#)
- [Canadian Cancer Research Alliance \(CCRA\)](#)



Provincial

Alberta

- [Cancer Care Alberta](#)
- [Myeloma Alberta Support Society \(MASS\)](#)
- [Southern Alberta Myeloma Patient Society \(SAMPS\)](#)

Ontario

- [Ontario Institute for Cancer Research \(OICR\)](#)

Quebec

- [Alliance des patients pour la santé](#)
- [Catalis Clinical Trials Québec](#)
- [Coalition Priorité Cancer au Québec](#)
- [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](#)

Industry partners

Thank you to our industry partners for their generous support.

abbvie



AMGEN



APOTEX
Innovating for patient affordability

AstraZeneca



Binding Site
THE BINDING SITE



Bristol Myers Squibb

FORUS
THERAPEUTICS

sanofi

GSK

sebia
The new language of life

Janssen
PHARMACEUTICAL COMPANIES
OF Johnson & Johnson

TELOGENOMICS

Education

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

Patients who are well-informed about their disease often experience improved outcomes and quality of life. However, many Canadians facing a new diagnosis lack easy access to educational resources pertaining to their condition.

Myeloma Canada is dedicated to helping our community make informed decisions by providing comprehensive, reliable information on the many facets of multiple myeloma. Recognizing the diverse needs of those we serve, we offer free educational resources in a variety of formats and cover a broad spectrum of topics, ensuring accessibility and relevance for all.

From in-person events like InfoSessions and patient and caregiver conferences, to downloadable and printed resources like our InfoGuides and InfoSheets, to InfoWebinars and recorded presentations — our educational material and events are designed to support people with myeloma and their loved ones as they make decisions and manage life with the disease. All resources are reviewed by leading researchers, clinicians, and other healthcare professionals to ensure the information reflects the latest advancements in the field.

Our educational resources and programs are constantly evolving to respond to the latest research and the changing needs expressed by our community. This ensures that everyone has access to the knowledge and support they need through every phase of the disease.

Being diagnosed with a relatively unknown disease such as myeloma can lead to feelings of fear and anxiety. Studies show that gaining knowledge and understanding of a disease can help patients and families cope and feel less alone. In 2024, more than 285 Canadians affected by myeloma attended a local Myeloma Canada educational conference or InfoSession to better understand the basics of myeloma and its management. Nearly 100% of attendees felt the meetings improved their knowledge of myeloma and improved their sense of community, thereby improving confidence in their ability to engage with healthcare providers and feel more optimistic about their diagnosis.

-
- Visit our evolving [Resource library](#).
 - View InfoVideos and InfoWebinar recordings on the [Myeloma Canada YouTube channel](#).

Educational resources



13 New InfoSheets

Including “Side effects InfoSheet series”

1. Understanding relapsed/refractory myeloma
2. Myeloma and pesticides
3. Myeloma cellular therapies

Side effects InfoSheet series:

4. Nausea and vomiting
5. Diarrhea and constipation
6. Anemia
7. Osteonecrosis of the jaw and mouth issues
8. Peripheral neuropathy
9. Injection site reactions
10. Cytokine release syndrome (CRS)
11. Neurotoxicity syndrome (ICANS)
12. Infections and neutropenia
13. Thrombocytopenia



2 InfoGuides

1. Managing myeloma in rural and remote areas (New!)
2. Clinical trials (updated)

3 InfoVideos

English and French versions created for each video.

1. Light chain deposition disease (LCDD)
2. What is graft-versus-host disease?
3. Waldenström macroglobulinemia

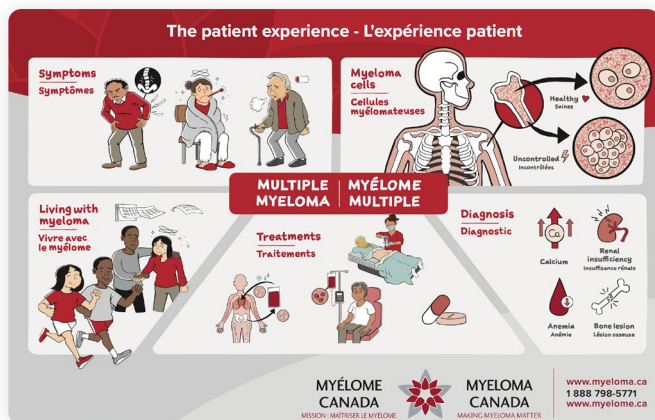
9 InfoWebinars

3,400+ views (including YouTube)

Integration of onscreen translation (English to French/French to English) for certain InfoWebinars

New! Myeloma 101 infographic

Making it easier for people with various learning styles or from various cultural and linguistic backgrounds to understand the disease, the Myeloma 101 infographic uses images to explain the various phases of myeloma. Distributed to clinicians and available on myeloma.ca, the tool helps ease potential communication barriers with patients and those who care for them.



MC Assistance

In 2024, we laid the foundation for MC Assistance, a new information line for people affected by myeloma. Community members will have the ability to email or speak directly with one of our trained information specialists for the information and support they need. For release in 2025.



Educational events

8 InfoSessions

Myeloma Canada InfoSessions are held in cities across Canada. These events feature guest speakers from the local medical community along with Myeloma Canada staff. InfoSessions cover a wide range of topics related to understanding and managing life with myeloma and are excellent opportunities to learn and connect with others.

InfoSessions held in 2024

1. Barrie, ON
2. Campbellton, NB
3. Durham, ON
4. Fort McMurray, AB
5. Penticton, BC
6. Rimouski, QC
7. Trois-Rivières, QC
8. Yellowknife, NT

12 Hospital awareness days

- 8 hospital staff InfoSessions
- 4 InfoTable days



3 Patient & Caregiver Conferences

1. Toronto, ON
2. Nanaimo, BC
3. Edmonton, AB (hybrid)



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.

Raising awareness about multiple myeloma is crucial. It can lead to earlier diagnoses, improve equitable access to treatment, and potentially improve outcomes and quality of life for individuals affected by this disease. Increasing awareness also helps generate vital funds for research, support services, and educational programming so that Canadians impacted by myeloma receive the information and care they need.

In 2024, Myeloma Canada expanded our multi-faceted approach to reaching Canadians nationwide. We leveraged digital marketing tools such as our new website (myeloma.ca), our Myeloma Matters monthly e-newsletter, and a robust social media presence to share stories, opportunities to get involved, educational content, and so much more. We led national awareness campaigns for Multiple Myeloma Awareness Month and participated in many national and international awareness campaigns held by our partners for Multiple Myeloma Awareness Month in March and Blood Cancer Awareness Month in September. Furthermore, we presented and built relationships at many conferences and meetings, representing the Canadian myeloma community on a global scale (see the Access & Advocacy and Research & science sections for more details).

The progress achieved in increasing awareness of myeloma would not be possible without the dedication and involvement of our dedicated community. We would like to extend a heartfelt thank you to everyone who has contributed to making myeloma matter in 2024!

• Visit our new website, myeloma.ca

Myeloma awareness & giving campaigns

Multiple Myeloma Awareness Month (MMAM)

2024 theme:

I found out when.../ What the 🤔 is myeloma?



Campaign assets (English and French)

Awareness:

- **10 unique social posts per language promoted on our social media platforms:** Facebook, X, Instagram, and LinkedIn
- **Website (myeloma.ca):** Homepage plus 4 branded pages: Spread the word; Learn our stories; Files to share; Did you know featuring downloadable content for the community to use and share
- **Email blasts**, inclusion in monthly e-newsletters
- **Boosted Google ad campaigns**
- **Collaborated on an awareness campaign** with Pfizer

Giving:

- **4 unique social media posts** per language promoted on our social media platforms
- **Direct mail and email program**, inclusion in Myeloma Matters monthly e-newsletter
- **Website (myeloma.ca):** Homepage plus branded giving pages/forms
- **Boosted Google ad campaigns**

The results:

- **8,400** new myeloma.ca website visits
- **49,361** impressions of social media posts

2024 Year in review

Community-driven MMAM proclamations, recognitions and initiatives:

3 provincial recognitions (Multiple Myeloma Awareness Month or Day):

Alberta, British Columbia, and Manitoba

36 official proclamations or recognitions:

AB: Calgary, Camrose, County of Northern Lights, Edmonton, Lethbridge, McLennan, Municipal District of Smoky River No. 130, Northern Sunrise County, Rycroft, Slave Lake, Town of Beaverlodge, Wembley; **BC:** Colwood, District of Central Saanich, District of Highlands, District of Oak Bay, Duncan, Township of Esquimalt, Ladysmith, Langford, Surrey, Victoria, Town of View Royal; **MB:** Red Deer, Winnipeg; **NB:** Moncton; **NL:** St John's; **ON:** Brampton, Gananoque/Perth, Hamilton, London, Mississauga, Niagara Falls, North Bay; **QC:** Montréal South-West; **SK:** Saskatoon

15 Canadian landmarks illuminated in red in recognition of MMAM:

AB: Calgary Tower; High Level Bridge, Edmonton; Lethbridge City Hall; **BC:** Legislative Assembly of British Columbia; Surrey Civic Plaza; **MB:** Esplanade Riel Footbridge, Winnipeg; Manitoba Legislative Building; **NL:** The Confederation Building, St John's; Government House; **ON:** Canada Life Building, London; Hamilton City Sign; Horseshoe Falls & American Falls, Niagara Falls; London City Hall & Downtown London (2 buildings); Mississauga Clocktower.

3 Myeloma Canada flag raisings:

AB: Lethbridge; **NB:** Moncton; **ON:** North Bay

4 billboards purchased by the Saskatoon Multiple Myeloma Support Group (SK)

14+ media hits/news pick-ups

including Lethbridge Herald, North Bay Nugget, Global News Radio London, New Country 696 Moncton, and many more!

GMAN/IMF

Myeloma Action Month

- **Participation in meetings & contributed to concept**
- **Promoted campaign across our digital channels**

Blood Cancer Awareness Month (BCAM)

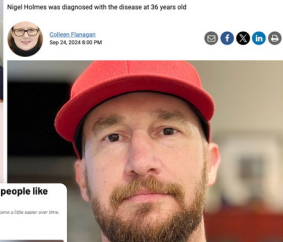
Collaborations with CANA, GSK, J&J, Pfizer, Sanofi, and Sebia on national awareness and advocacy campaigns.

11 news articles published

«Je savais que quelque chose clochait»: elle doit retourner chez le médecin six fois pour se faire diagnostiquer un cancer du sang
En remission, elle veut faire connaître ce cancer méconnu pour éviter que d'autres malades soient ignorés



Maple Ridge man with multiple myeloma finds hope in advancements
Nigel Holmes was diagnosed with the disease at 36 years old



What it feels like: 'I will find ways to make cancer easier for people like myself'



The changing landscape of multiple myeloma
Where we are now and what's next.



Giving Tuesday/End of year matched giving campaign

December 2024

Theme:

Jérôme Goulet's personal story and fundraising work

"Double your impact" campaign to match the amount Jérôme and his team have collectively raised for Myeloma Canada



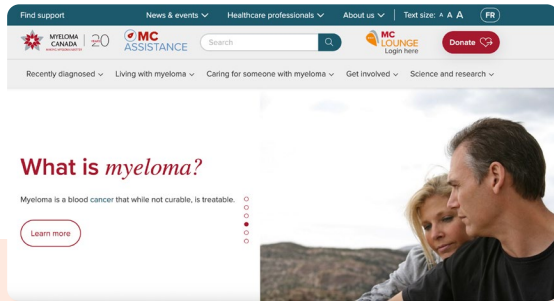
ONE = DOUBLE
Person. = Impact. Hope.

Giving Tuesday & MMAM giving campaigns

Record breaking **\$138,061**

raised thanks to the generosity of our Canadian myeloma community!

Digital marketing



New myeloma.ca website launched!

251,682 views in 2024

Myeloma Matters

- **28** Myeloma Matters e-newsletters (14 English / 14 French)
Includes 6 Multiple Myeloma March Mini Mags
- **120,000+** opens

Social media

- **350,000+** people reached via Facebook and Instagram alone!
- **9,568** followers across 4 digital platforms: Facebook, Instagram, X, LinkedIn

Google search ads

Campaigns to increase visibility when searching on Google and to promote major events.

Growing our community of people impacted by myeloma

2,534 new patients and caregivers joined our community.

Access & advocacy

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

Inequities in access to myeloma treatments across Canada continue to present real challenges for people with the disease and their loved ones. Because healthcare policies and drug reimbursement decisions vary between provinces and territories, access to the latest drug therapies, services, and care unfortunately often depends on where you live. We recognize how deeply this disparity impacts individuals and families. It is what fuels our unwavering commitment to advocate for accelerating equitable access to the best healthcare and treatments for all Canadians, regardless of who they are or where they live.

Integral to our advocacy initiatives is listening to and amplifying the voices of people within our myeloma community. Through patient and caregiver surveys, we gather lived experiences to help inform decision-makers at both provincial and federal levels. We provide our community's feedback on a wide range of healthcare initiatives, public consultations and important advisory boards, such as the Target Zero initiative (CDA-AMC), J&J advisory boards on treatment sequencing and advanced therapies, the New Patented Medicines Price Review Board (PMPRB) guidelines, and many others.

Myeloma Canada's advocacy program is a cornerstone of our mission to improve the lives of those affected by myeloma across the country. By working to address inequities in access to treatment and care, building strong partnerships, amplifying the voices of people living with myeloma and their caregivers, and providing real-world feedback on policy decisions, we strive to ensure that every Canadian with myeloma receives the care and support they deserve.

• Visit [Advocacy and drug access](#) on [myeloma.ca](#) to learn more.

Ongoing consultations & working groups

- Canada Drug Agency (CDA-AMC): Target Zero initiative; minimum retesting intervals for lab tests draft recommendations; engagement on enhancements to deliberation & reports
- New Patented Medicines Price Review Board (PMPRB) guidelines
- Catalis - Access to clinical trials in Quebec and access to information in French
- *Regroupement des organisations communautaires en oncologie (ROCO): Community services for patients in Quebec*
- Innovative Medicines Canada (IMC): Patient groups advisory committee
- J&J advisory boards: Treatment sequencing; Out of Spec – CAR-T; talquetamab testimonial
- Quebec Cancer Coalition - *Nécessité Médicale Particulière evaluation committee*
- *L'Institut national d'excellence en santé et en services sociaux (INESSS): Integrating innovative therapies into the healthcare system; change in delays for analysis of the protein electrophoresis; revision of the evaluation process*



2 opinion letters published

1. “A letter to the decision makers whose decisions can impact the lives of Canadians living with cancer, to those with power to reshape the landscape of cancer care in Canada” – Collaboration with the Cancer Collaborative (colab)
2. “People with blood cancer offered the ‘best of science and the worst of bureaucracy” – Published in *Le Devoir* and the *Toronto Star*

19 submissions on therapies under review

Surveys, patient input reports, and feedback on decision and treatment algorithm submitted for the following therapies under review (in French and English):

- Elranatamab (Elrexfio®)
- Teclistamab (Tecvayli)
- Talquetamab (Talvey)
- Ciltacabtagene autoleucl (Carvykti)
- Optimal pharmacotherapy for transplant ineligible multiple myeloma
- Daratumumab (Darzalex) in combination with bortezomib, lenalidomide, and dexamethasone (DVRd)
- Belantamab mafodotin (Blenrep) in combination with bortezomib or pomalidomide, and dexamethasone (BVd/BPd)
- Isatuximab (Sarclisa) in combination with bortezomib, lenalidomide, and dexamethasone (IsaVRd)
- Selinexor (Xpovio) in combination with bortezomib and dexamethasone (SVd)

6 presentations & workshops

1. *Forum de l'industrie de la santé de Québec (FISQ)*: Panel with INESSS and Abbvie on the improvement of the HTA process in Quebec and on patient engagement
2. The cancer collaborative (colab): Webinar on access to cellular therapies for blood cancer patients
3. Colorectal Cancer Canada: Hackathon on the improvement of the HTA process in Canada and on patient engagement
4. Pfizer Canada Town Hall: Invitation to present Myeloma Canada's work
5. Innovative Medicine Canada (IMC): Invitation to attend the board meeting
6. Myeloma Patients Europe (MPE) master class: Invitation to present on real world evidence (RWE) from a patient perspective



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

1. **Patients' preference study, phase 2** - Poster presentation at the CDA-AMC Symposium
2. **Comparative study on the involvement of patient organizations in CADTH's drug evaluation process** - Panel with CDA-AMC at their Symposium

2 major provincial initiatives

Quebec

We are working with partners (Quebec Cancer Coalition, Quebec Oncology Program, Catalis, INESSS, and others) to address the concerns of oncology patients in Quebec, including:

- new changes regarding the *Santé Québec* Plan to exceptional criteria;
- the transition under the "Chantier 11" regarding access to clinical research;
- staff shortages;
- oncology programs;
- access to specialized pharmacies

Ongoing collaboration with Quebec Cancer Coalition on a 10-year cancer plan for the oncology program in Quebec.

Northwest Territories

Currently, treatment and testing for individuals with myeloma living in the Northwest Territories are only available in Edmonton, AB. To help rectify this problem, we are working with community members and the health ministers of both provinces and territories. This includes:

- ongoing communication with healthcare providers,
- researching solutions for better access to treatment,
- proposing ways to reduce the burden of frequent travel for patients and their caregivers.

These efforts are undertaken in collaboration with Cancer Care Alberta.

Community empowerment

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

Living with myeloma is a complex experience that can be made easier through knowledge, encouragement and a strong support network. Connecting with others who understand what you're going through can be of tremendous help.

Myeloma Canada's programs are built on the foundation that we are stronger as a community. Our Patient & Caregiver Conferences and Meet & Greets bring people together to share experiences and learn from experts and peers alike. Our network of over 50 local support groups (and 7 online support groups) across the country ensure that everyone can find connection no matter where they live. Our digital platform, MC Lounge, provides a safe space for ongoing discussion, education, and mutual support. Annual national fundraising and awareness events, such as the Multiple Myeloma March and Myeloma Canada Ride not only raise essential funds for our cause, but they unite communities, foster hope and solidarity.

Our events encourage making connections and getting involved, which not only make our fundraising possible but foster community and trust. Through these and other initiatives, Myeloma Canada is committed to empowering and supporting every individual touched by myeloma with resources and opportunities to build relationships. No one should be left alone to navigate life with this lesser-known form of blood cancer.

None of the work we do would be possible without our 500+ volunteers who selflessly contribute their time, energy, and ideas to making myeloma matter. Whether they are participating in an advisory committee or lending a hand at an event, our volunteers drive the entire myeloma community – and our organization – to achieve great things!

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- 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](#)
 - Join [MC Lounge](#)

Myeloma Canada Support Group Network



Myeloma Canada
Support Group Network



52 local support groups

Including **4** new groups!
BC: Lillooet; **NT:** Yellowknife;
ON: Barrie, Durham Region

7 virtual support groups

1 new: First Nations, Métis & Inuit online myeloma support group

18th annual Support Group Leaders' Summits

70+ attendees:

English Summit (May 21, 2024)

French Summit (May 24, 2024)



Fall hybrid Patient & Caregiver Conference

Calgary, AB

November 8 – 10, 2024

- **50 in-person** attendees
- **25 virtual** attendees

5 Meet & Greets

For areas that don't yet have a local myeloma support group, Meet & Greets are often the springboard from which a support group will be formed.

NL: St John's; **ON:** Barrie, Durham, Thunder Bay;
QC: Montreal



MC Lounge

In 2024, we proudly launched MC Lounge, a new secure digital platform to facilitate communication amongst our Myeloma Canada community.

611 requests to join as of Dec 31, 2024

Mobile app in development



2024 Support Group Leaders

Alberta

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

British Columbia

Valerie Evans, Linda Latham	Campbell River	North Island Myeloma Support Group
Sandra Woods	Kamloops	BC South Interior – Kamloops Chapter
Susan Schmalz	Kelowna	BC South Interior – Kelowna Chapter
Susan McLean, Karen L'Heureux	Nanaimo	Nanaimo Myeloma Support Group
Bruce Marks	Surrey	Surrey Support Group
Maureen Murray, Brian McQuhae	Victoria	Vancouver Island Multiple Myeloma Support Group
Vivien Lougheed, Judy Simms	Prince George	Northern BC Multiple Myeloma Support Group
Yolande Paine, Helene Lalonde	Vancouver	Vancouver Myeloma Network
Gillian Smith	Lillooet (NEW!)	Lillooet and Area Myeloma Support Group
Fred Hall, Sylvia Jagpal	Fraser Valley	Fraser Valley Support Network

Manitoba

Jackey LaBossiere	Winnipeg	Winnipeg Myeloma Support Group
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New Brunswick

Tracy Isaac	Saint John	Saint John and Area Myeloma Support Group
Shawn Crossman, Heather Kennedy, Rheal Savoie	Moncton	Moncton Support Group
Serge Savoie	New Brunswick	New Brunswick Myeloma Peer Support Line (French)

Newfoundland and Labrador

Brian Whiteway, Perry Quinn, Tony Higdon	St John's	Newfoundland and Labrador Myeloma Support Group
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Nova Scotia

Julie Salsman, Barbara Beaver	Halifax	Nova Scotia Myeloma Support Group
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Ontario

Jules Royer	Halton-Peel Area	Halton-Peel Area Myeloma Support Group (HPAMSG)
Ev McDowell, Lisa Bowden	London	London and District Myeloma Support Group
Jean Shepherd, Linda Percy, Karen Hunt, Robin Sully	Ottawa	Ottawa Myeloma Support Group
Marion Bentley, Maggie Ralph	Sault Ste Marie	Sault Ste Marie Multiple Myeloma Support Group
Bob McCaw, Jan Wleugel, Munira Premji, Patrick Taylor, Rinat Avitzur, Peter Scherer, Susan Carrillo, David McMullen	Toronto	Toronto and District Myeloma Support Group
Chantel Wicks (interim)	Windsor	Multiple Myeloma Support Group of Windsor and District
Susan McDowell	Kitchener	Kitchener Support Group
Erin Belzile	North Bay	Nipissing Multiple Myeloma Support Group
Clive Webb, Yvette Webb, Jennifer Enright, Martyn Olenick	Hamilton	Hamilton Multiple Myeloma and AL Amyloidosis Support Network
Claudia Trost, Jeff Heyman	Kingston	Kingston Myeloma Support Group
Nicole & Bernd Wittke	Sudbury	Northeastern Ontario Myeloma Support Group
Tanya Zigomanis	Newmarket	York Region and Area Myeloma Support Group
Glenda Hillier, Jane Greggio	Niagara	Niagara Region Multiple Myeloma Support Network
Mary Ann Tuomi	Thunder Bay	Thunder Bay Myeloma Support Group



... 2024 Support Group Leaders

Tania B.	Brampton	Brampton Etobicoke Myeloma Support Group
Mary Brinks	Cornwall	Cornwall Area Myeloma Support Group
Brian Snowdon	Peterborough	Peterborough & Kawartha Lakes Myeloma Support Group
Chantel Wicks (interim)	Barrie (NEW!)	Barrie & Area Support Group
Ron Bouwmeister, Geraldine Mitchell, Miles Ferguson	Durham (NEW!)	Durham Region Myeloma Support Group
Chantel Wicks (interim)	Owen Sound	Grey-Bruce Myeloma Support Group

Prince Edward Island

Bethany Reeves, Megan Gardiner	Summerside	PEI Myeloma Support Group
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Quebec

Estelle Simo	Montreal	Montreal Myeloma Support Group
Micheline Pelletier	Québec	<i>Réseau Myélome Québec</i>
Luc Levasseur	Sherbrooke	<i>Espoir Myélome Estrie Support Group</i>
Lyzane Bissonette, François Guay	Longueuil	<i>Groupe de Soutien Myélome Rive-Sud</i>
Véronica Gill	Saint-Jérôme	Laurentians Myeloma Support Group
Emmanuel Mercier, Nadine Duchesne	Saguenay	<i>Groupe de soutien de Saguenay</i>

Saskatchewan

Mona Neher, Sharon McIntosh	Regina	Saskatchewan Multiple Myeloma Support Group
Ray Wilgenbusch, Marie Prokopiw	Saskatoon	Saskatoon Multiple Myeloma Support Group

Northwest Territories

Cindy Rowe, Nancy Bies	Yellowknife (NEW!)	Northern Canada Myeloma Support Group
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Community events & fundraising

\$155,510 raised by community events!

Throughout the year, passionate and driven members of our Canadian myeloma community hosted their own events and fundraisers in support of Myeloma Canada and our cause. Their generosity, spirit, and ingenuity are truly astonishing, and we are humbled by the trust vested in us as stewards of these proceeds.



\$697,765
General donations and corporate campaigns
(other than MMAM and Giving Tuesday)

National events

3rd annual Myeloma Canada Ride



In May and June, Canadian cyclists came together to raise funds to support Myeloma Canada's investments in multiple myeloma research and programs. Cheered on by their friends and neighbours, participants biked to beat myeloma!

- **\$204,145** raised!
- **6** Rides (5 local communities + 1 virtual)
AB: Red Deer County; **BC:** Richmond;
ON: Niagara Region, Sudbury, Vankleek Hill
- **300+** participants
- **1,500+** donations



Grand Rappel



The Grand Rappel took place July 6, 2024 at the Hilton Hotel, Downtown Toronto. Participants rappelled 326 feet down the side of the hotel, making a statement about the lengths they'll go to raise funds and awareness for myeloma.

- **17** rappellers
- **\$53,835** raised





MULTIPLE MYELOMA MARCH

16th annual Multiple Myeloma March

Myeloma Canada’s biggest and most important national fundraising and awareness event is without question our annual 5km Multiple Myeloma March. Held in cities and towns from coast to coast, the March brings Canadians affected by myeloma, their families and friends together to laugh, celebrate, and reconnect while raising critical funds to support investments in Canadian myeloma research, resources to improve quality of life, and advocacy initiatives for better care.

In 2024, we were thrilled to continue our Multiple Myeloma March research fund-sharing partnership program, inaugurated in 2023, to support research at the local level. This innovative program enables qualifying charitable organizations to partner with Myeloma Canada and their closest march and be awarded a research grant of up to 50% of that march’s net proceeds.

Last but not least, we are proud to announce that we surpassed our goal of raising \$875,000 by nearly \$80,000! This is an incredible statement of support and a responsibility we do not take lightly. Thanks to our incredible volunteers and generous supporters, we can continue to improve the lives of Canadians with myeloma by providing critical educational and community support programs and investing in research that is bringing us closer to a cure.



Highlights

- **\$945,997** raised, surpassing our goal of **\$875,000** – milestone amount!
- **40+** marches
- **6** new marches:
ON: Barrie, Scarborough, Peterborough;
QC: Montreal-Centre; **NB:** Fredericton;
NL: Corner Brook
- **4** marches received fund-sharing grants
- **2,900+** participants
- **7,800+** donations

2024 Multiple Myeloma March leaders

March	Leaders
Alberta	
Airdrie	Michelle Oana
British Columbia	
Kamloops	Patricia Celestin
Kelowna	Susan Schmalz
Prince George	Brian Williams, Vivien Lougheed
Vancouver	Michelle Oana
Vancouver Island	Susan McLean, Elizabeth Kalbfleisch
White Rock	Michelle Oana, Phil Harbridge
Manitoba	
McAuley	Alana Webb
Winnipeg	Jackey Labossiere, Maria Marinelli
New Brunswick	
Fredericton	Patricia Celestin
Moncton	Shawn Crossman
Saint John	Tracy Isaac
Newfoundland and Labrador	
Corner Brook, NF	Jasmine Way
St John's, NL	Tina Soulier
Nova Scotia	
Halifax	Michael Senz, Julie Salsman
Ontario	
Barrie	Chantel Wicks
Brampton	Judy Tavares
Cobourg	Rebecca Flint
Cornwall	Mary Brink
Hamilton-Niagara	Heaton Dyer, Yvette Webb
Kingston	Jeff Heyman, Claudia Trost
Kitchener-Waterloo	Chantel Wicks
Mississauga	Carol Finlan
Newmarket	Kristy Ahola
Oshawa	Laurie Kahler
Ottawa	Glenn Hussey, Frank Shepherd
Sault Ste Marie	Pam Orchard



March	Leaders
Ontario	
Scarborough	Chantel Wicks
Sudbury	Sophia Mendoza
Thunder Bay	Michelle Oana
Windsor/Essex County	Jenny Radjenovic
Prince Edward Island	
Summerside	Bethany Reeves, Megan Gardiner
Quebec	
Eastern Townships	Patricia Celestin, Julie Nadeau
Laurentians	Véronica Gill
Montreal	Sophia Mendoza, Patricia Empsall
Montreal-Centre	Patricia Celestin
Quebec City	Jérôme Goulet
Sacré-Coeur	Marilyse Bouchard
Sainte-Julie	Danny Wade, Lyzane Bissonnette, François Guay
Saskatchewan	
Saskatoon, SK	Judi Worth, Ray Wilgenbusch
Regina, SK	Mona Neher, Sharon McIntosh

2024 Myeloma Canada community awards

The Myeloma Canada community awards honour the outstanding achievements of remarkable individuals within of our Canadian myeloma community.



**2024 Myeloma Canada
Marion State Memorial
Nursing Award**

Kimm Heckman (ON)

Registered Nurse, Shirley and Jim Fielding Northeast Cancer Centre of Health Sciences North (HSN)

In 2024, Kimm celebrated 30 years of being a registered nurse (RN), with the past 21 years spent at Health Sciences North in Sudbury, Ontario. An incredible 16 of these 21 years were spent working in the Shirley and Jim Fielding Northeast Cancer Centre. Kimm started as an RN on the acute medical floor in 1993. Since then, she has worked as a modified worker in the emergency department, and as an RN in various departments and programs within the Cancer Centre. Along with the team at the Shirley and Jim Fielding Northeast Cancer Centre, Kimm helps ensure that patients receiving cancer services are cared for by compassionate, dedicated staff.

Kimm’s great grandmother was the first Indigenous RN working in WW1 and her great grandfather was a doctor. Together, her great grandparents founded the first Red Cross in Trinidad and Tobago!

Kimm is an active promoter of multiple myeloma awareness and was a key participant in organizing the first multiple myeloma support group in Sudbury. The support group hosted their first annual Myeloma Canada Ride in June of 2023 which they named “The Bike Ride for Bernd” in support of one of Kimm’s myeloma patients. Proceeds from their ride were shared between the Northern Cancer Foundation and Myeloma Canada.



**2024 Myeloma Canada
Chief Executive Officer
Leadership Award**

Bob McCaw (ON)

Bob’s unwavering dedication, cheerful willingness to lend a helping hand, and ever-present sense of humour have not only strengthened our community but have also brought joy and support to many. His positive outlook on life, willingness to help fellow patients, and creative contributions — such as bringing great ideas like the Myeloma Canada tuque to our team — make him an absolute delight to work with. Bob has long been an essential member and valued volunteer within our community, generously dedicating his time and energy.

Bob’s role as a steering committee member of the Toronto and District Myeloma Support Group, and his active involvement with the York Region and Area Myeloma Support Group demonstrate his deep commitment to making a difference in the lives of those impacted by myeloma. Additionally, Bob’s initiative in forming a team and participating in the Newmarket Myeloma March has significantly supported our mission. His representation of Myeloma Canada and the patient community at notable events such as the Sebia user group meeting and Myeloma Canada’s Durham and Barrie InfoSessions further highlight Bob’s dedication and advocacy.



**2024 Myeloma Canada
Carolyn Henry Memorial / The
Excellence in Advocacy
Medal (TEAM) Award**

Nancy Bies (NT)

New to Myeloma Canada and the newly formed Northwest Territories Myeloma Support Group, Nancy's openness and courage in sharing her story at the first-ever group meeting in Yellowknife, and then in a Spotlight article in Myeloma Canada's September 2024 e-newsletter, is truly inspiring. Only 2 short days after that first group meeting, Nancy learned that the hematological services in Yellowknife were being cut-off by the government. This meant that all patients from the territories would have to travel all the way to Edmonton, AB not only for treatment, but for something as simple as a blood test. Knowing that this decision just skyrocketed the already high burden placed on patients – and not one to take the backseat when it comes to advocating for herself and others – Nancy took to the media. She boldly used her voice to expose the inequity and unfairness of placing patients in the crossfire of government bureaucracies. Not only was Nancy's story shared in various media outlets, but it captured the attention of government leaders. As a result, she managed to be invited to the question period of the Legislative Assembly! The headway Nancy has made in advocating for not just herself, but for any patient requiring hematological care in the North is above and beyond.



**2024 Myeloma Canada
Nathalie Allard
Memorial Award**

Leah's Bees – Team Captain Jack Sykes (ON)

Jack and his team, Leah's Bees, had a truly remarkable impact on our myeloma community in 2024. It's thanks to the passion, spirit and commitment of volunteers like Jack and his team that we continue to grow our community, strengthen our voice and put myeloma on the map.

Jack and Leah's Bees dedicated their energy and drive to raising awareness and funds for myeloma at the 2024 Hamilton-Niagara Multiple Myeloma March. We're thrilled to share that Leah's Bees was the top fundraising team in Canada, raising an incredible \$41,500!



**2024 Myeloma Canada
Support Group Leader
Distinction Award**

Tracy Isaac (NB)

During and after COVID, the local support group in Saint John struggled to keep its members. Later, when group members began to regain interest, it was clear the time had come for fresh new energy. Fast forward to 2024 when Tracy Isaac came on board as the new Multiple Myeloma March leader for the Saint John March and took it by storm! Not only was the event a huge success, but it raised a record \$23,380! After the whirlwind triumph of the march, the support group leaders in place were very excited when Tracy raised her hand to volunteer with the group. With enthusiasm, Tracy ended up taking over the reins, and with flying colours!



**2024 Myeloma Canada
Newcomer Award**

Heaton Dyer (ON)

While 2024 was not his first year participating in the Hamilton-Niagara Multiple Myeloma March, Heaton stepped up, first as a volunteer committee member, and then as the event co-chair later in the year. He brought his vast experience in media and media relations to the event and managed to secure and record several incredible radio spots promoting the March not only in Ontario, but across the country!

Heaton is, without exception, a key promoter of the Hamilton-Niagara Multiple Myeloma March. He worked closely with the staff at Hamilton Health Sciences Foundation and Juravinski Cancer Centre to encourage and motivate patients and families to take part. Thanks to his gusto and perseverance, as well as that of the organizing committee, the Hamilton-Niagara March not only surpassed their \$100,000 goal by raising a record \$134,827, but they were the leading march in Canada both in fundraising and in participation!



**2024 Myeloma Canada
Community
Achievement Award**
It's a tie!

Julie Chevalier (ON)

Before Julie's husband Matt received his diagnosis of myeloma and cardiac amyloidosis in October 2019, the two had participated in the Canadian Beer Run at Ontario Place for 4 years. Inspired to keep the tradition alive, and to honour Matt ever since, Julie has been organizing an incredible 5km run fundraiser using the Virtual Multiple Myeloma March platform. Over the past 5 years, with tremendous support from her network, Julie and Team MJC 4 Ever have raised an incredible total of \$71,685, with \$11,985 in 2024 alone!



**2024 Myeloma Canada
Community
Achievement Award**
It's a tie!

Danelle Laidlaw (BC)

In 2022 and 2023, Danelle and her husband John didn't simply participate in the Myeloma Canada Ride in Richmond, they did so with scores of passionate "Wheely Bates" team members with whom they knocked it out of the park. For both of those years, "Wheely Bates" was the Myeloma Canada Ride's top fundraising team nation-wide! In 2024, the "Wheely Bates" team dedicated the Ride to honour John's memory and raised an incredible \$24,055 for the Richmond event alone. For the third consecutive year, Danelle and her amazing teammates raised the most funds of all Myeloma Canada Ride teams across Canada.



**2024 Myeloma Canada
Notable Volunteer Award**

Betty Boudreau (BC)

As a long-standing member of the Surrey & District Myeloma Support Group, Betty is always ready and eager to volunteer at the group's functions, especially when it comes to increasing awareness of the group and its meetings. Betty and her wonderful family never skip a beat when given the opportunity to volunteer at local events; everyone knows they can always count on Betty and her enthusiasm to help spread the word! Betty volunteers annually with both, the White Rock Multiple Myeloma March and the Vancouver Multiple Myeloma March, and if that weren't enough, she is also a dedicated member of the Richmond Myeloma Canada Ride committee.

Through the years, Betty has been a wonderful supporter of Myeloma Canada, sharing her story openly and with humour. To say that Betty is passionate about myeloma awareness would be an understatement! Through her local network, she managed to secure a meeting with local MP Mike Starchuck, ex-firefighter and member of the legislative assembly, who then gave a speech at the Feb 29 legislative assembly of BC to raise awareness for Myeloma Awareness Month! Betty is always seeking new opportunities to talk to someone about myeloma, whether by putting up a poster at the local library or legion or wearing her myeloma hoodie to a high school reunion. What's for sure is that Betty is on a mission to spread awareness of myeloma to anyone and everyone in her path!

Patient Advisory Council (PAC)

A message from the PAC Chair

Since the creation of the Patient Advisory Council 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 2024 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;
- providing advice and feedback on various Myeloma Canada publications (e.g., InfoGuides and InfoSheets);
- attending and participating in events such as the annual Myeloma Canada Scientific Roundtable, Support Group Leaders' Summit, and for several members, the Health eMatters Conference and Regional Myeloma Canada Patient & Caregiver Conferences;

- participating in other Myeloma Canada initiatives and committees (e.g., National Advocacy Committee, Multiple Myeloma Marches across the country, Myeloma Awareness Month etc.);
- continually improving PAC's internal practices to enhance our effectiveness. This included the appointment of a second PAC representative from Quebec;
- increasing PAC's focus among myeloma patients across the country (e.g., through patient-specific panel discussions and a regular PAC column in Myeloma Matters, the Myeloma Canada monthly e-newsletter.);
- initiating the interview process for a new PAC Chair, as well as the nomination of a new PAC Vice Chair, for the new term starting in February 2025.

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, 2024

2024 PAC members



Glenn Hussey
Chair
Ontario



Tanya Zigomanis
Vice Chair
Ontario



Gisèle Fournier
Quebec



Manon Veilleux
Quebec



Phil Harbridge
Western
Canada



Susan McLean
Western
Canada



Rinat Avitzur
Ontario



Shawn Crossman
Atlantic
Canada

Health eMatters

Health eMatters helps online Canadian cancer advocates harness the power of the digital world to champion the issues faced by people affected by cancer.



4th annual Health eMatters Conference for Canadian cancer advocates

October 17 - 19, 2024

71 attendees representing 22 different cancers



Research & science

Fund myeloma research and support science initiatives prioritized by our community.

Building on our remarkable progress from 2023, Myeloma Canada realized a milestone year in 2024. We pushed myeloma research forward through record-breaking financial investments and grew our partnerships through our trusted leadership position amongst Canadian cancer patient organizations.

In 2024, Myeloma Canada contributed a historic \$1.45M to Canadian myeloma research and science projects. Of this amount, more than \$972,000 resulted from Myeloma Canada fundraising activities and campaigns, community-driven fundraising initiatives, and sponsored programs from our pharmaceutical industry partners. The balance of funds, \$477,500, came from important collaborations with organizations with whom we share a mutual goal of advancing myeloma research. These trusted partnerships enable us to go further for our community in our pursuit of improving lives and helping to find a cure for myeloma.

We proudly awarded four Aldo Del Col research grants, honouring the legacy of our co-founder. These grants fund patient-prioritized research that bridges critical knowledge gaps in diagnosis and treatment. In addition, we supported two operating grants, as well as four Multiple Myeloma March research fund-sharing partnerships.

Beyond funding, Myeloma Canada continues to foster leadership and collaboration through a multitude of initiatives, including our annual industry-sponsored Myeloma Canada Scientific Roundtable, which convenes researchers, clinicians, pharmaceutical industry partners and Myeloma Canada patient advocates to discuss and advance research that matters most to the Canadian myeloma community. Our educational programs for healthcare professionals, myeloma consensus guidelines, and minimal residual disease (MRD) testing guidelines further ensure that the latest real-world evidence and patient priorities inform clinical practice and research directions.

As we look to the future, Myeloma Canada is accelerating research that is not only innovative, but truly responsive to the real-world needs of the Canadian myeloma community. Together, we are shaping a brighter future for myeloma care and research in Canada.

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- For full information on our research and science initiatives, please download Myeloma Canada's [2024 research and science impact report](#).
 - Learn more about our funded research [here](#).
 - 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](#).

The Myeloma Canada Research Initiative (MCRI)

In 2024, Myeloma Canada launched the Myeloma Canada Research Initiative (MCRI) to guide and support investments in Canadian myeloma research. Aligned with the Myeloma Priority Setting Partnership (PSP), MCRI focuses on advancing research that improves the quality of life and survival for Canadians living with myeloma.

In line with our Imagine Canada accreditation, we ensure transparent and inclusive governance. All project applications are peer-reviewed by an independent research review committee of healthcare professionals, patients, and caregivers, ensuring clear and unbiased decision-making.

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

Our 3 research principles

Funded research must:

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

Our research strategy

Myeloma Canada funds research that is clinically relevant and of priority to our community. This involves focusing on, identifying and addressing existing barriers and knowledge gaps in the diagnosis, treatment, and science of myeloma. Additionally, we educate and encourage patients to become aware of, and actively participate in research where possible, i.e. through clinical trials, bio-banking, and real-world evidence studies.

Valued partnerships

To enrich our funded research strategy of improving quality of life and survival for Canadians with myeloma, we are proud to partner with other like-minded not-for-profit organizations and charities.

Co-funding partners for 2024:

- The Leukemia & Lymphoma Society of Canada (**returning**)
- Myeloma Foundation 8849M (**returning**)
- Ontario Institute for Cancer Research (**new**)
- Cancer Research Society (**new**)

Myeloma Canada research investments



Aldo Del Col research grants

Project-based competitions honouring the legacy and memory of Myeloma Canada's co-founder Aldo Del Col

- **4** Aldo Del Col research grants awarded
- Total amount: **\$600,000**

Operating and other grants

Along with our co-funding partners, we invested in **3** additional grants:

- The Leukemia & Lymphoma Society of Canada (LLSC) 2024 operating grant
- Cancer Research Society (CRS) 2024 operating grant
- Myeloma Biobank in New Brunswick



MULTIPLE MYELOMA MARCH

Multiple Myeloma March fund-sharing partnership program

The Multiple Myeloma March (MMM) research fund-sharing partnership program was inaugurated in 2023 to celebrate the 15th anniversary of Myeloma Canada's flagship national fundraising and awareness event, the Multiple Myeloma March. The objective of the program is to support myeloma research at the local level.

4 MMM research grants were awarded.

The Ottawa Hospital myeloma program supporting the myeloma research database

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

Improving care. Innovating through research. Disseminating knowledge.

Local research investments

Total amount: **+\$162,000**

Developing Patient-reported Outcome Measures (PROMs) in multiple myeloma

An observational study on quality of life

Collaborators:

Myeloma Canada and the PROxy Network

Myeloma Canada’s impact on science

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 aim to improve, standardize, and educate physicians on the management of myeloma in Canada.

Canadian Consensus Guideline Consortium: Myeloma consensus guidelines



New! 4th consensus guideline
First Line Treatment of Newly Diagnosed Transplant Eligible Multiple Myeloma Recommendations from a Canadian Consensus Guideline Consortium
Published Oct 2024 - Clinical Lymphoma, Myeloma & Leukemia

Previously published

1. *Consensus Guidelines on the Diagnosis of Multiple Myeloma and Related Disorders.*
Published Feb 2020 - Clinical Lymphoma, Myeloma & Leukemia
2. *Management of Myeloma Manifestations & Complications: The Cornerstone of Supportive Care.*
Published Jan 2022 - Clinical Lymphoma, Myeloma & Leukemia
3. *First Line Treatment of Newly Diagnosed Transplant Ineligible Multiple Myeloma.*
Published Feb 2023 - Clinical Lymphoma, Myeloma & Leukemia

Minimal Residual Disease (MRD) testing infrastructure guidelines

Minimal Residual Disease (MRD) testing infrastructure in multiple myeloma: Guidance for clinical trial and Routine Practice Use in Canada
Developed in 2024

New! 5th consensus guideline
Treatment of Relapsed/Refractory Multiple Myeloma: First and Second Relapse
In development in 2024



Dr Andrew R Belch
MEET grants

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

- **5 MEET** grants awarded
- Total amount: **\$20,000** (\$4,000/each grant)

15th annual Myeloma Canada Scientific Roundtable



SCIENTIFIC ROUNDTABLE

MAKING MYELOMA MATTER

October 25 – 26, 2024, Montreal, QC

Co-chairs: Dr Annette Hay (Kingston, ON); Dr Hira Mian (Hamilton, ON); Dr Paola Neri (Calgary, AB); Dr Vincent Rajkumar (Minnesota, USA)

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:

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

Highlights

- **100+** attendees
- **65** myeloma clinicians, researchers, and other healthcare professionals
- **10** provinces
- **9** internationally renowned researchers
- **16** representatives from 12 industry partners
- Myeloma Canada Patient Advisory Council, patient contributors, Myeloma Canada professional team
- **12** plenary presentations
- **6** presentations from industry
- **8** clinical trial update presentations





NEW! Health eMatters Impact Series: Bringing equity, diversity and inclusion (EDI) to clinical trials

April 25 – 26, 2024

46 patients, researchers, nurses, research organizations, and non-profits met to operationalize EDI in clinical trials. A human-centred workshop led to the conceptualization of Phase 0.



PHASE 0: Enhancing blood cancer clinical trial accruals and EDI in Canada

Introductory meeting held Oct 2024

25 clinicians, researchers, industry and government representatives, and patient advocates attended. The goal of Phase 0 is to position Canada as a leader in inclusive clinical trials by adopting forward-thinking pre-trial practices that enhance competitiveness and advance patient-centered research in blood cancer.

Learnings: Myeloma within Indigenous populations

Myeloma Canada and Dr Julie Stakiw hosted a meaningful gathering with 14 First Nations individuals living with myeloma and their caregivers, six myeloma healthcare professionals, as well as industry partners. The objective of the meeting was to learn more about the experiences and challenges of Indigenous populations in accessing care and managing myeloma.

Quebec Plasma Cell Dyscrasia Group (GMPQ)



Groupe des maladies plasmocytaires du Québec

Partnering for a more informed Quebec medical community

Myeloma Canada was a sponsor of the GMPQ's 2nd annual scientific conference for medical specialists and pharmacists. The GMPQ's mission is to promote excellence in myeloma care in Quebec by encouraging the dissemination of knowledge and clinical research.

Continuing Medical Education (CME) for primary care providers



3 programs

1. Multiple myeloma: Primary care management & referral

- Accredited online course managed in partnership with Queen's University
- **282** active learners

2. Accredited ancillary presentation at the 2024 Family Medicine Forum

- **218** live learners + 355 recording views

3. Self-assessment program based on myeloma consensus guidelines

- In development; for launch in 2025

New! Myeloma Canada Nurse Network (MCNN)

Comprising clinical trial nurses, research coordinator nurses, nurse practitioners, and primary care nurses, the MCNN is dedicated to fostering knowledge-sharing of best practices in myeloma care from across the country.

18 core participants

Through industry partner funding, one MCNN nurse attended the International Myeloma Society (IMS) conference, and one nurse attended the American Society of Hematology (ASH) conference. Insights gained are to be presented in 2025 webinars.

Meetings and conferences attended

- International Cancer Research partnership meeting (Canada Cancer Research Alliance (CCRA))
- CCRA annual members' meeting
- International Myeloma Foundation's (IMF) International Myeloma Working Group (IMWG)
- Global Myeloma Action Network (GMAN) summit
- Association québécoise des infirmières en oncologie (AQIO) annual conference
- Canada's Drug Agency (CDA-AMC) symposium
- Canadian Natural Killer Cell Consortium (CanNKC) symposium
- International Myeloma Society (IMS) annual meeting
- European Hematology Association (EHA) annual congress
- American Society of Hematology (ASH) annual meeting



Myeloma Canada research and science *impact report*

2024

myeloma.ca



2024 Myeloma Canada research and science impact report

Learn more about your 2024 impact on Canadian myeloma research and scientific advancements.

Our programs and achievements

Our donors

Our donors are essential to each and every Myeloma Canada initiative, and we are eternally grateful for your support. Every donation makes it possible for us to pursue our vision of a life uninterrupted by myeloma.

Individual donations

\$1,000 to \$1,999

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\$10,000 and more

- Charles Buchalter
- Christopher & Wendy Chamberlain
- William Todd Stevenson

Estates

- Lynn Amaral Estate
- John Campbell Beaton Estate
- Fernande Lavigne Estate

Corporate donations

\$1,000 to \$3,999

- 12 Developments Brampton Inc
- 596466 BC Ltd
- AC/DC Contracting Ltd
- ALL Électriques Inc
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- Association des Pompiers et Pomprières de l'agglomération Longueuil
- Bourgeois Conseillers Financiers Inc
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- FBL S.E.N.C.R.L.
- Fidelity Investment Canada Inc
- Fondation Club Canadien
- Fondation Luc Maurice
- Garage 2.0
- Groupe Savoie Inc
- Hub International

- Joseph McDonald Jr House Moving & Construction
- Industrielle Alliance Assurance et Services financiers Inc
- Kamloops Ridge Runners Society
- KTL Transport Inc
- LA Leasing
- Le Groupe Jean Coutu (PJC) Inc
- Leonard T Assaly Family Foundation
- Les Tupperplats de Sonia
- LFG Construction
- Liuna Local 183
- Macarthurs Paving
- MACC Commercial Properties
- Pharmacie Dennis Abud Pharmacy Inc
- Peter Fine Foundation
- Manitou Investment Management Ltd
- My Construction Supply
- NAV Canada
- Peel Guyanese Association
- Platinum Atlantic Realty
- Pro-Cut Concrete Cutting Ltd

- RBC Royal Bank
- RESFORM Construction Ltd
- Ribeiros Construction Inc
- Royal Canadian Legion Branch 291
- SAI Actuarial Services
- Sanjel Energy Services Inc
- SAS Pointline Ltd
- Savage Hot Inc.
- SCC Marketing Reps Inc
- Southern Alberta Myeloma Patient Society (SAMPS)
- St Clements Knights of Columbus
- St-Hubert Foundation
- Stonelink
- Thermolec Inc
- Toronto Professional Fire Fighters Assoc.
- Tuam View Investments
- UNI Coopération Financière
- United Way East Ontario
- WFCU Credit Union

\$4,000 to \$6,999

- Caisse Desjardins de Charlesbourg
- Innovative Medicines Canada

- Insulpro Insulation Inc
- Moncton Wildcats Hockey Club Ltd
- Myeloma Alberta Support Society (MASS)
- TD Bank
- TD Canada
- The Tenaquip Foundation

\$7,000 to \$11,999

- Enterprise Holdings Foundation
- GFL Environmental Inc
- Pharmacie Larivière et Massicotte, Pharmaciennes, Inc

\$12,000 to \$35,999

- AC Waste Services Inc
- Costco Wholesale Canada Ltd
- Rentquip Canada

\$36,000 and higher

- Dave Lede Family Charitable Foundation



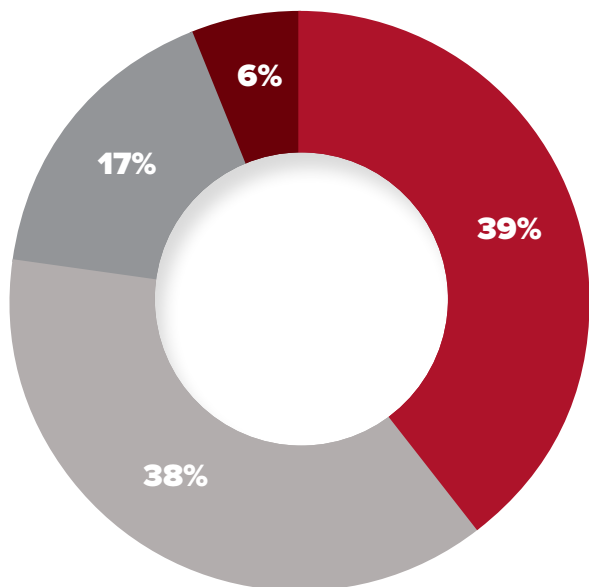
Thank you

for the trust you have placed in us.
We are honoured by the responsibility.

2024 revenues: \$3.8M

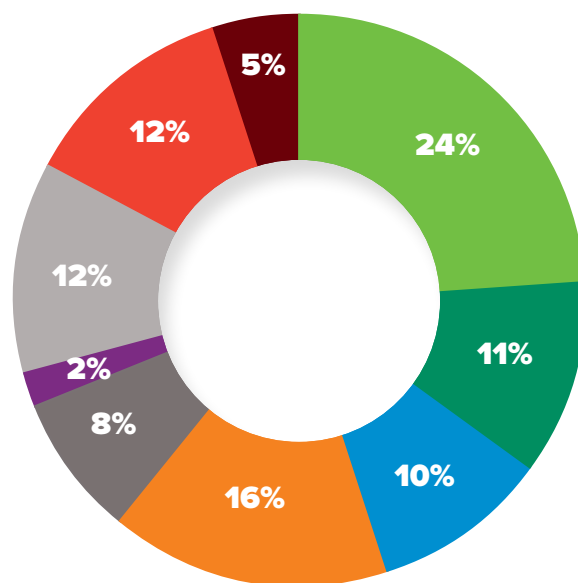
Where does the money come from?

- 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?

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



Audited financial statements are available for review. [Click here](#)

Myeloma Canada 2024 programs and achievements

A year in review

Thank you.

Your participation and support are why 2024 was a stand-out year for Myeloma Canada and our Canadian myeloma community. Because of you, we have made milestone investments in research and science, taken big steps toward securing equitable treatment access, created more awareness, disseminated and shared more information, and brought more Canadians affected by myeloma together.

 Myeloma Canada – National Page

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For more information, to sign up for our e-newsletter, join our community, ask a question through MC Assistance, or donate, visit

myeloma.ca

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Tel: 514 421-2242

Toll-free: 1-888-798-5771

