



Community Action
for Local Cancer Care

Cancer 
CHAMPIONS
BREAKFAST

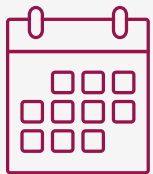
Ottawa Regional **Cancer Foundation**

2021
TABLE CAPTAIN
RESOURCE KIT

What is a Table Captain?

A Table Captain is one of the most important roles at the Breakfast. You are our ambassadors and can greatly influence the success of our fundraising efforts. Table Captains are asked to invite 7+ people to be their guests, where they will hear moving stories from cancer survivors, meet the region's best doctors and researchers, and learn about the impact community-funded Cancer Coaching and clinical trials have on patients. The Cancer Champions Breakfast is free to attend, though everyone will be asked to make a donation.

Overview



**Wednesday,
October 20**



**7:30 am (sharp) –
9:00 am**



**Virtual Platform
(details to be provided)**



Ottawa Regional **Cancer Foundation**

Agenda*

7:20 am - Table Captains (you!) log on to the virtual Cancer Champions Breakfast platform and find your virtual table for hosting.

7:30 am - Your guests log on and join you for coffee and conversation at your own virtual table!

7:55 am - Networking and host announcements.

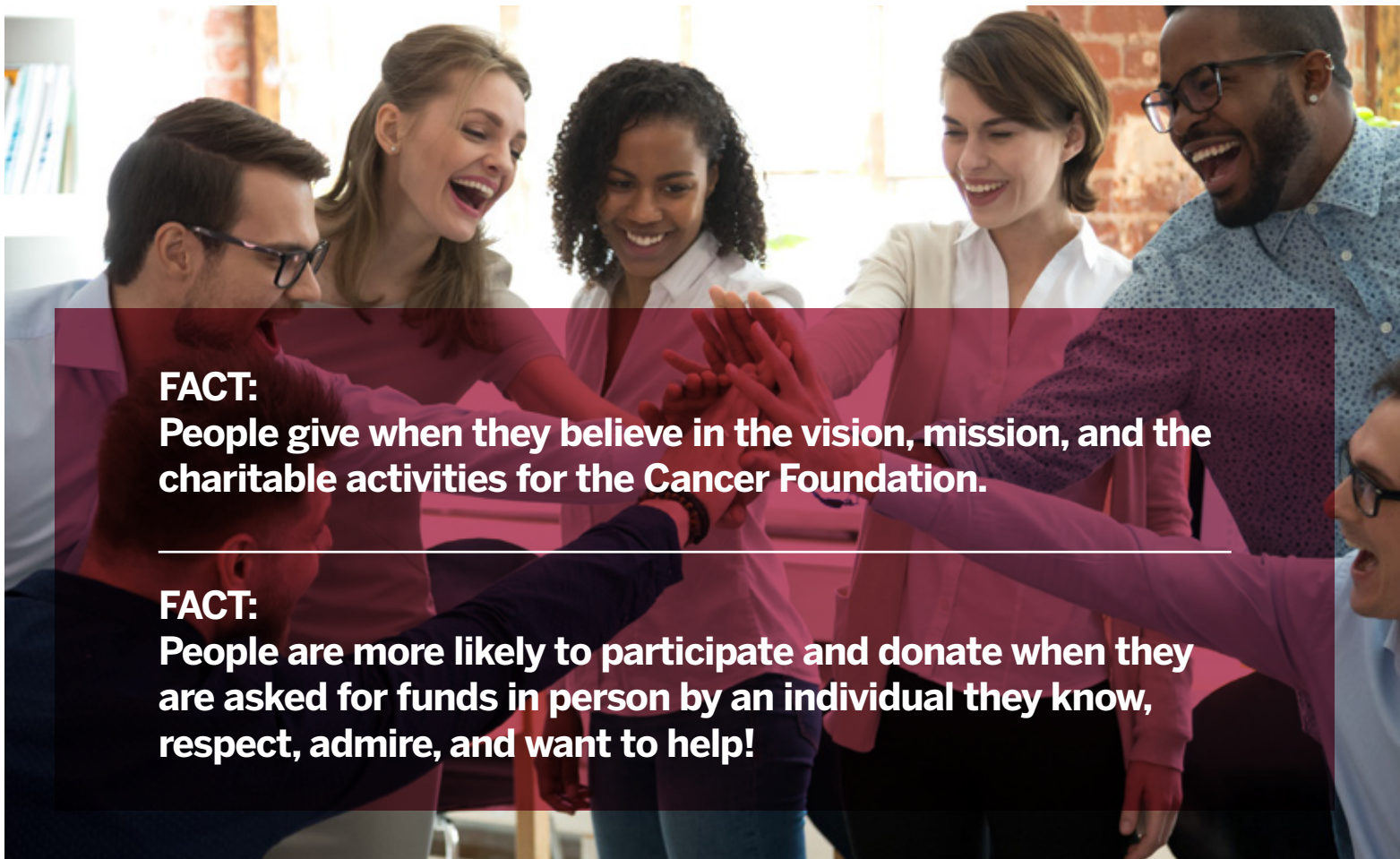
8:00 am - Official program starts and guests are welcomed.

9:00 am - Program ends. Donations made and all guests are thanked for attending.

*Subject to change. Detailed instructions will be provided to you and your guests along with a confirmed agenda and online event details.

YOUR ROLE IN 5 EASY STEPS

1. Recruit 2-3 guests per week over the span of 3-6 weeks. Max 8 guests per table (including you!) and you can have multiple tables.
2. Attend 2 pre-event Zoom meetings.
3. Inform your guests prior to October 20 that it is a fundraising breakfast and they will be asked to make a donation (average gift is \$1,000 or \$83.34/month for 12 months – some give more, some give less). Guests are asked in a respectful manner to consider a donation, but there is no obligation.
4. Log on at 7:20 am the morning of October 20, and greet/join your guests through your own virtual table.
5. Make a meaningful donation as a way to encourage your guests to do the same.



FACT:
People give when they believe in the vision, mission, and the charitable activities for the Cancer Foundation.

FACT:
People are more likely to participate and donate when they are asked for funds in person by an individual they know, respect, admire, and want to help!

HOW WE HELP YOU

We will provide you with materials to help make your recruitment efforts successful. In this kit you will find:

- More information on the Cancer Foundation and funding priorities
- A sample email to be sent to guests to confirm their attendance and provide details for the morning of the Breakfast
- FAQs about the Ottawa Regional Cancer Foundation
- Sample social media posts
- Online donation page to start fundraising before the Breakfast
- Dedicated staff at the Cancer Foundation who can answer any questions you may have

It will be our job together to inspire them to want to give. As much as anything, we want people to come and find out about the Cancer Foundation and how we help.



Your Foundation Contact

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Frequently asked questions

ABOUT THE **OTTAWA REGIONAL CANCER FOUNDATION**

Question: How is the Ottawa Regional Cancer Foundation different from other cancer campaigns/organizations?

Answer: The Cancer Foundation exists to increase cancer survivorship in our region and change the cancer experience for local families. We help people through every step of the cancer journey – research, diagnosis, patient care, and moving beyond cancer. All funding goes directly towards local initiatives like clinical trials and research conducted at Ottawa’s hospitals, and Cancer Coaching offered close to home throughout our community.

Question: There are a lot of cancer fundraising groups. Doesn’t that confuse donors?

Answer: The Cancer Foundation is committed to funding local cancer care and ensuring cancer remains a top priority year-round. We work to ensure that patients in OUR community have access to the best possible care, close to home. It is important to know that 100% of the donations to the Cancer Foundation remain local - we support local cancer programs to help our family and friends when they are faced with a life-changing diagnosis.

Question: Is the Ottawa Regional Cancer Foundation part of The Ottawa Hospital?

Answer: The Cancer Foundation works with hospitals and cancer-focused services in our community to ensure local cancer patients have the best possible care. Like you, we want to ensure the best cancer care for everyone in Eastern Ontario, whether you are in Cornwall, Hawkesbury, Deep River, or right downtown Ottawa.

ABOUT **CLINICAL TRIALS**

Question: How will my donation impact local cancer clinical trials and research?

Answer: The Cancer Foundation is focused on creating a centre of excellence for local clinical trials. This designation will give local residents access to the latest new drug therapies and receive world-class, life-saving treatment options they would normally have to travel to Montreal, Toronto, or the US to receive.

By supporting the Breakfast, you will be investing in the future of cancer treatment and ensuring that life-saving trials will benefit local cancer patients. Since 2008, the Cancer Foundation has contributed to every new cancer clinical trial that has opened in Ottawa.

Question: Aren't clinical trials covered by the Ontario Government and the Ministry of Health (MOH)?

Answer: No, while many standard care practices are approved and funded, in part, by the MOH, most clinical trials (often the latest, most breakthrough care models) are not since they are still in the trial phase. The MOH includes these new treatments in their funding once the new treatment is proven effective. For clinical trials taking place in Ottawa, your support gives patients access to these innovative treatments being developed right here and close to home – now and in the future.

Question: Aren't clinical trials experimental and potentially unsafe?

Answer: The most important aspect of a clinical trial is the safety of the patient. All new treatments and therapies must first be proven to be safe and effective through clinical trials before they can be used as standard treatment. All the cancer treatments we have today were developed and tested in clinical trials. Researchers conducting clinical trials must agree to follow strict guidelines and follow ethical standards. This ensures that the patient's safety and overall health are first priority.

ABOUT **CANCER COACHING**

Question: What is Cancer Coaching?

Answer: Cancer Coaching helps cancer patients, survivors, and their families deal with the short- and long-term effects of their illness. They develop a greater sense of control of their overall health and well-being and through the tools and strategies they learn, they can develop their own goals and become more actively involved in managing their own health.

Question: How can a patient benefit from Cancer Coaching?

Answer: Cancer Coaching offers the following benefits to patients:

- Development of the skills, knowledge, and confidence to better understand and take charge of cancer
- Improvement of overall health and well-being
- Ability to manage common treatment side effects and reduce stress
- Opportunity to connect with others who share similar experiences

Question: Are there local organizations providing these services already?

Answer: No. The Ottawa Regional Cancer Foundation developed Cancer Coaching as a result of an identified need in cancer services for our community. The Cancer Foundation is currently the only organization offering Cancer Coaching. Cancer Coaching does not duplicate existing services, but works in partnership with support groups, hospitals, community agencies, and holistic medicine providers. Cancer Coaching at the Cancer Foundation welcomes anyone in our community who is touched by cancer without the need of a medical referral.