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CRAIG'S CAUSE PANCREATIC CANCER SOCIETY

# IMPACT REPORT 2023

PREPARED BY:  
CRAIG'S CAUSE  
PANCREATIC CANCER  
SOCIETY

**Craig's Cause**   
Pancreatic Cancer Society



## Our Board of Directors

Clara MacKay  
Board Director - Chair

Colleen Dafoe  
Board Director - Secretary

Dr. Ravi Ramjeesingh  
Board Director - Medical Advisor

Dr. Jeff Bonang  
Board Director - Treasurer

Jayne Sierens  
Board Director - Research Coordinator

Lorraine Duclos  
Board Director

Dr. Somtochukwu Ibezi  
Board Director

Lesley Mounce MacInnis  
Board Director

Jacob Stone  
Board Director

Natcha Wannaklang  
Board Director

## Medical Advisory Committee

Dr. Ravi Ramjeesingh  
Medical Oncology Advisor

Dr. Bruce Colwell  
Medical Oncologist Advisor

Melanie McIvor  
Pharmacy Advisor

Dr. Robin Urquhart  
Research Advisor

Dr. Jeanette Boudreau  
Research Advisor

Dr. Mark Walsh  
Surgical Advisor

Adam Nelson  
Research Advisor

Dr. Popi Kasvis  
PEI/PERT Advisor

Dr. Michael Moser  
Surgical Advisor

Carol Cremin  
Genetic Advisor

## Content

2	About Us
3	2023 Highlights
4	Public Awareness
11	Patient Support
14	Healthcare Education
18	Research



Craig's Cause Pancreatic Cancer Society is a national charity dedicated to both increasing survival and improving the quality of life for every Canadian diagnosed with pancreatic cancer through:



Public Awareness



Healthcare Education



Patient Support



Research

**75%** of those diagnosed with **pancreatic cancer** don't survive the first year.

# 2023 Highlights

FIRST  
EVER



## PERT CALCULATOR

LAUNCHED

Digest  
This!



**\$48,000**  
IN FINANCIAL AID  
PROVIDED TO PATIENTS.  
46% INCREASE FROM 2022

INCREASED  
VISITS BY

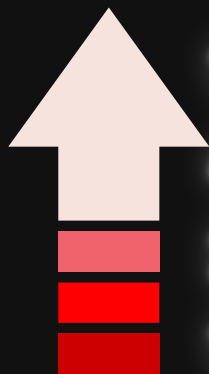
259.6% 

36% 

AWARDED  
**\$165,000+**  
TO RESEARCH  
PROJECTS



32% more  
participants



**145% VIEWS**  
**48.79% FOLLOWERS**  
**228% WATCH TIME**  
**194% SUBSCRIBERS**

SUBSCRIBE



6:52/21:00



**UP**

**63%**

in program  
attendance



# PUBLIC AWARENESS

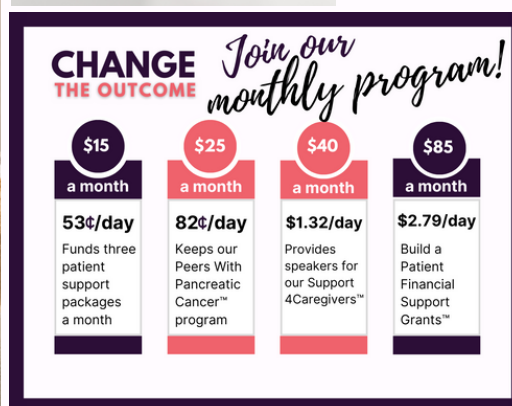
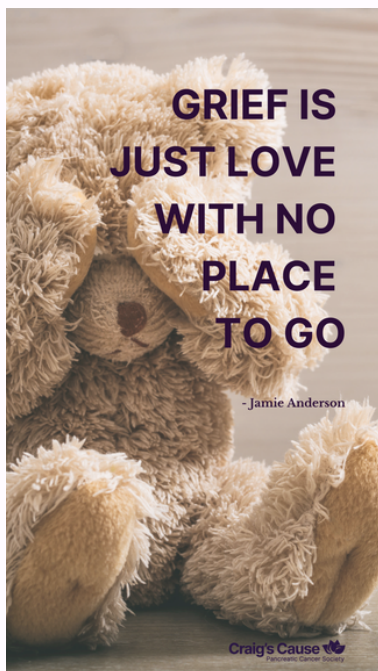
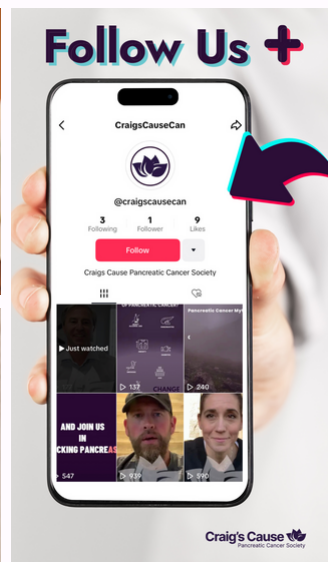
To increase public understanding of the early signs and symptoms of pancreatic cancer, the diagnostic pathways, and the treatment options.

2023 GOAL:

- 25% increase in impressions overall
- 15% increase for each platform
- 15% increase overall for likes/followers.

**We more than tripled the goal on YouTube and our Let's Talk Pancreatic Cancer (Facebook Group).**

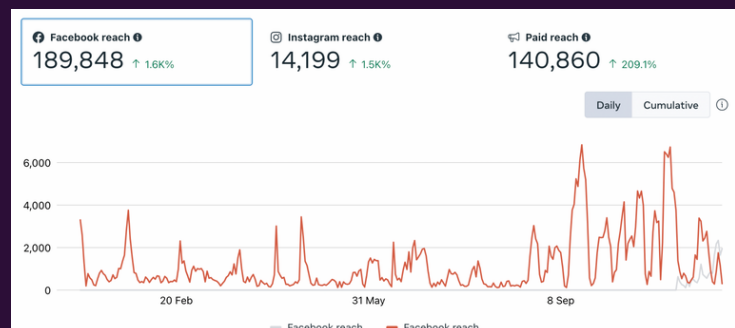
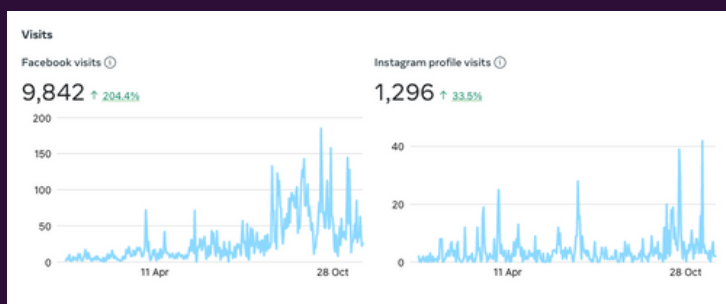
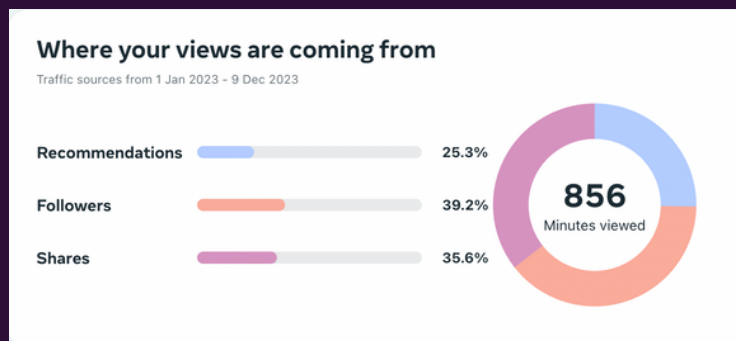
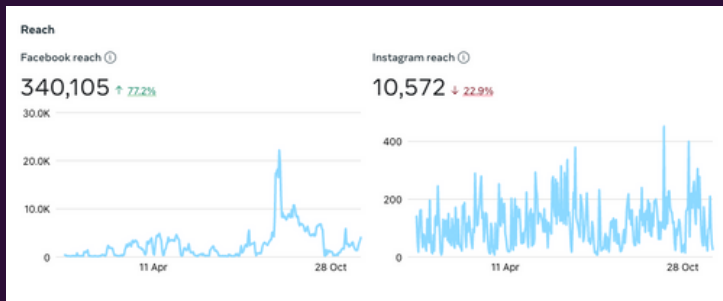
**Overall we increased by over 50% in 2023, the goal was 15%.**



# PUBLIC AWARENESS

## META

Our goal is 25% more impressions year over year. This year we increased our reach by 111.2% on Facebook but were down on Instagram by 25.6%. We increased our visits by 259.6% on Facebook and 36% on Instagram.



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## PUBLIC AWARENESS

### YouTube

Our Support4Caregiver videos are being edited and posted promptly on our social media platforms, driving more traffic to our YouTube page.

	VIEWS	WATCH TIME	SUBSCRIPTIONS
2022	7600	663.2 hours	63
2023	18,547	2174.3 hours	185
Percentage	+145%	+228%	+194%



### Twitter/X

Twitter/X has been a little different this year, as we all know. We continue to analyze and discover how to increase impressions and engagements. For example, after taking part in a #PancChat we would have more than the usual amount of traffic for the next few days.

Our impressions are down from 468,515 in 2022 to 90,300 in 2023 but our engagement rate is much higher than the average. The average is 0.02% - 0.09% our overall average rate of engagement for 2023 is 3.2%. Throughout the year it was as high as 4.3% and only went as low as 1.6%

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# PUBLIC AWARENESS

## eMail Marketing

- We strive for the second Tuesday of the Month for the Monthly eNewsletter
- The average email open rate for a charity in Canada, according to Constant Contact and MailChimp is 28.59% our average opening rate is 39.5%.  
Well above the standard.



## In the Media



Mar 14, 2023 (re-played Nov 11, 2023)

Crime Stories with Nancy Grace: "FOOTBALL-SIZED TUMOR" Scammer Won't Face Jail Time

May 9, 2023

Kicking PancreAS Run Walk in Red Deer on June 3

Sep 17, 2023

Craig's Cause Pancreatic Cancer Society looks to give cancer the boot

Sep 22, 2023

"To bring this kind of awareness out, it feels good," Kicking PancreAS run, walk Saturday



Sep 28, 2023

Motivate to Move: Kicking PancreAS - With Stefanie Condon-Oldreive and Jos Eijkelestam

Oct. 21, 2023

The Weekend Morning Show (Manitoba) with Nadia Kidwai: Nighttime walk run event aimed at raising awareness for pancreatic cancer

Nov 28, 2023

Giving Tuesday: Krista DuChene lends support to pancreatic cancer run

November 28th 2023

Onslow family raises \$75,000 for fight against pancreatic cancer



December 7th 2023

Handi-Link



# PUBLIC AWARENESS

## Platform's Likes & Followers

	2022	2023	Decrease/ Increase
*Facebook Page	2331	2688	15.32%
*FB Likes	2223	2514	13.09%
Twitter	1701	1790	5.23%
Instagram	1036	1095	5.69%
Let's Talk	3252	4758	46.31%
LinkedIn	255	299	17.25%
YouTube	373	555	48.79%
Overall	11171	13699	22.63%





A FUN EVENING  
5K RUN/WALK  
FOR ALL ABILITIES  
AND AGES!

\*REGISTER FOR  
**Kicking PancreAS™ 5K**  
AND BE ENTERED TO WIN AN  
**AMAZON  
FIRE HD 10  
TABLET**  
10.1", 1080P  
FULL HD, 32 GB.



WWW.CRAIGSCAUSE.COM/KP

\*ONE TABLET PER RACE

# PUBLIC AWARENESS

## SUMMER CAMPAIGN



Dear [Donor's Name],

June 2023

I hope this letter finds you well. I am writing to express my heartfelt gratitude for your past donations to **Craig's Cause Pancreatic Cancer Society**. Your generous support has made a significant impact on our mission to increase survival and improve the quality of life for every Canadian diagnosed with pancreatic cancer through awareness raising, education, support and research.

Thanks to your contributions, we have been able to achieve remarkable results such as:

- Developed CANADA'S FIRST Accredited National Pancreas Conference in 2021 (virtual) to be in person this year, bringing Healthcare Professionals together from across Canada to learn about Pancreatic Cancer.
- Developed two brand new life-changing programs; Pancreatic Cancer Guide™ and Peers with Pancreatic Cancer™
- \$33,500+ in Financial Aid provided to patients in 2022
- Funding research grants to adapt, develop and combine approaches to effect change in the difficult-to-treat cancer

Your generosity and belief in our work along with your willingness to lend a helping hand is crucial for our success now and in the future, and we are truly grateful. However, there is still a lot of work to be done. Despite our progress, there are ongoing challenges like the following:

- 90% of Canadians diagnosed with pancreatic cancer are not expected to survive past the five year mark
- It is the 11th most commonly diagnosed cancer in Canada but it is the third leading cause of cancer deaths
- There are no screening tests (like there are for breast or colon cancers) over 50% of those diagnosed will pass within the first 4-6 months. Most patients are diagnosed when the disease is advanced and treatment options are limited
- Lack of Healthcare Education understanding of best practices.
- Research funding is low, less than 5% of cancer funding goes to pancreatic cancer.

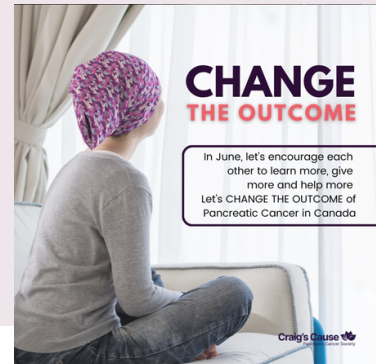
Craig's Cause  
Pancreatic Cancer Society

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**Craig's Cause**  
Pancreatic Cancer Society  
P.O. Box 8561  
Halifax, N.S. B3K 5M3

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**CHANGE  
THE OUTCOME**



Today, I am reaching out to kindly request your continued support as we fund programs under our pillars of public awareness, patients support, healthcare education and research: taking on new challenges. With your ongoing commitment, we can **Change the Outcome**, by making a difference in the lives of those in need.

Thank you once again for your kindness and consideration.

Warm Regards,

*Stefanie*

Stefanie Condon-Oldreive  
Founder, Craig's Cause Pancreatic Cancer Society  
Craig's Daughter

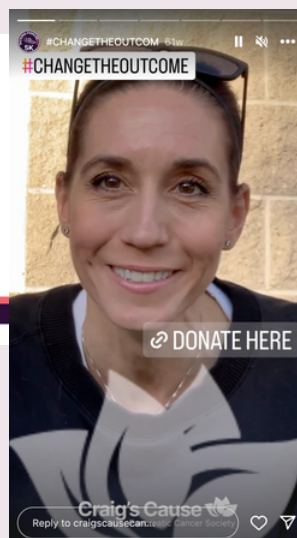


How to use the QR  
code with your phone  
to make a gift online

What I didn't realize is EI Sick Benefits are only good for 15 weeks! I don't have a broken arm that will heal in 15 weeks! CPP disability is an average of \$800 a month, not enough to live on.

-Heather Parsons

Craig's Cause  
Pancreatic Cancer Society



## PUBLIC AWARENESS



	2022	2023	Increase/ Decrease
Participants	693	915	+ 32%
Funds Raised	\$52,104	\$92,877.66	+ 78%

Kicking PancreAS™ 5K continues to expand year over year and are proud to say that this unique event has attracted thousands of participants of all ages and abilities across Canada and continues to grow.

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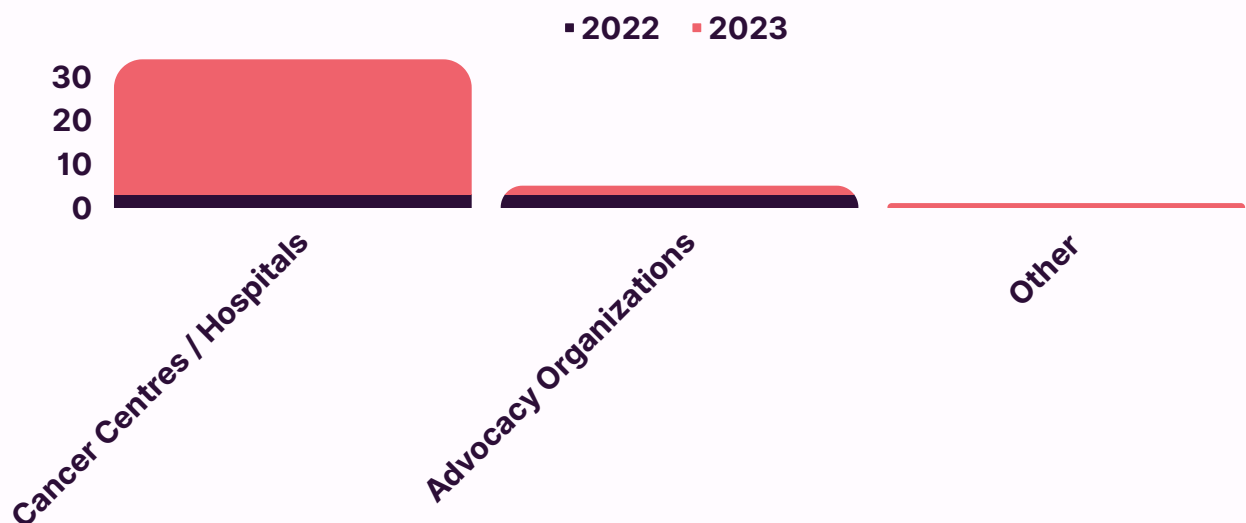
## PATIENT SUPPORT

Craig's Cause Pancreatic Cancer Society is the only national charity that provides patient support directly to those diagnosed with pancreatic cancer and their caregivers. Our objective is to empower patients and caregivers with knowledge, enabling them to self-advocate for the best, current standard of care and access to clinical trials.

Our patient support services support a wide range of needs and we know, from feedback from those that have used our services, that they offer vital support.

However, we also know that there are a significant number of patients and caregivers who would benefit from patient support services who are not accessing them.

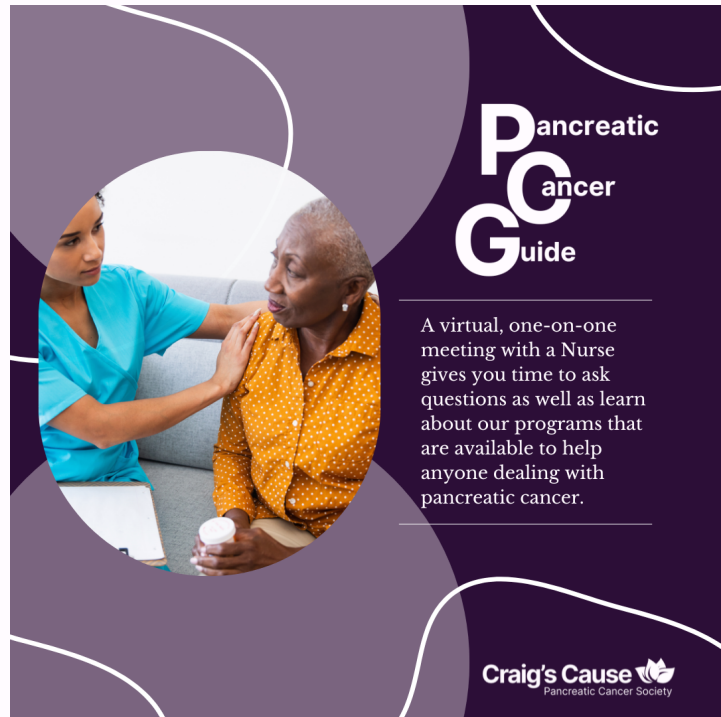
Since June 2020, we have made strides to address this unmet need by investing in our marketing to Cancer Centres and healthcare professionals offering free healthcare presentations about our programs and pancreatic cancer. This has led to an increase in awareness of our organization and services. We are committed to being there for every Canadian – no matter the province or territory. We aim to increase the uptake of our direct patient services by 25%.



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## PATIENT SUPPORT

**NEW PROGRAM**

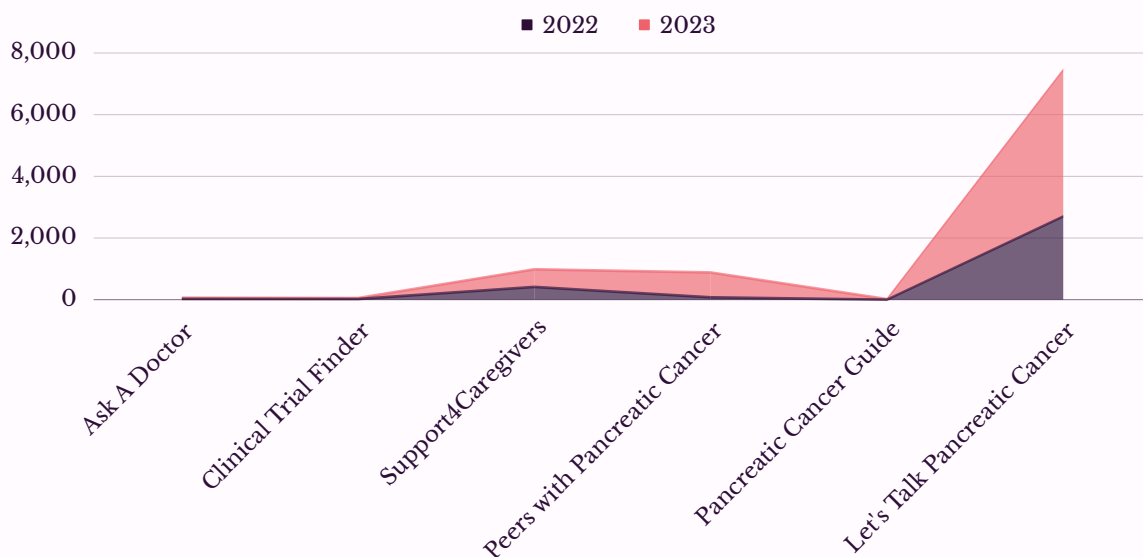


**Pancreatic Cancer Guide™**, helps patients and caregivers navigate the healthcare system and ensure adequate access to resources and care, ultimately improving patient outcomes and quality of life.

This virtual, one-on-one meeting with a Nurse gives you time to ask questions and learn about our programs available to help anyone dealing with pancreatic cancer. Click the button below to book a virtual appointment to speak to a nurse. 15 and 30 minute appointments are available.

## PATIENT SUPPORT

	2022	2023	Decrease/ Increase
Ask a Doctor	25	18	-28%
Clinical Trials Finder	22	31	+41%
Patient Financial Grants	\$32,900	\$48,000	+46%
Support for Caregivers	414	571	+38%
Peers with Pancreatic Cancer	76 Registrants	806 Registrants	+960%
Pancreatic Cancer Guide	N/A	Total registrants 19	Exceeded our goal by 58%
Let's Talk Pancreatic Cancer	2,700 Participants 63,287 posts viewed 3649 reactions	4755 Participants 108,644 posts viewed 19,556 reactions	+76% Participants +72% posts viewed +436% reactions





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## HEALTHCARE EDUCATION

**We help educate and promote  
knowledge sharing and  
collaborations amongst  
Healthcare Professionals**

From our research we know that every patient should have;

- a surgical consult, see a medical oncologist
- a dietician or nutritionist working with them.
- supplemental psychological and recreational care through a social worker (this improves their quality of life)
- information about clinical trials before any treatment is imperative to empower informed decisions about their care.

We also know that early detection saves lives and any patients with two or more first-degree relatives with pancreatic cancer should see a genetic counselor to further assess their risk. These responses show us that we need more awareness around referrals and the importance they play in pancreatic cancer patients quality of life and outcomes.

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## HEALTHCARE EDUCATION

Our National Pancreas Conference took place November 18th and 19th, 2023 in person in Montreal, Quebec. We hosted over 65 medical professionals in person and virtually.

In addition to the National Pancreas Conference 2023 planning, six branded research awards were established with criteria, timelines and peer review committees, which celebrated various levels of pancreatic cancer research.

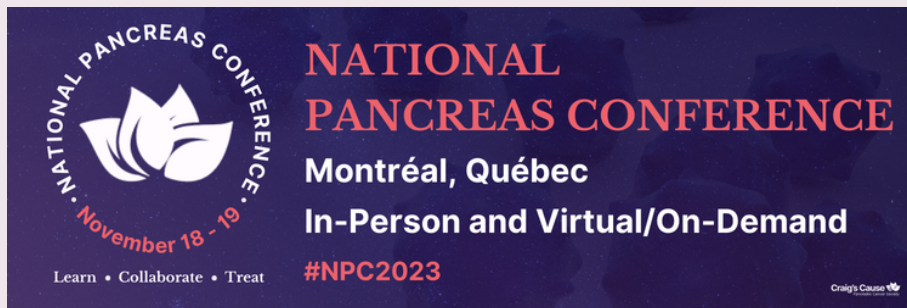
- Two Poster Board Presentations (\$750 each)
- Two Junior Researcher Awards (\$7500 each)
- Two Senior Researcher Awards (\$75,000 each)

This conference was a great success with 70% of participants stating the information they learned will change the way they treat and care for patients diagnosed with pancreatic cancer. Feedback also indicated that participants found the opportunity to collaborate with other pancreatic cancer specialists was valuable and 90% of attendees strongly felt the learning objectives of the conference were met.

For future conferences, attendees would be interested in seeing more patient participation and some sessions with interactive elements and/or working groups to allow engagement and further collaboration.

To address this interest in working groups, it is tentatively planned that every odd year we will hold a conference and every even year will facilitate working groups that will move forward opportunities for change within the healthcare sector.

# HEALTHCARE EDUCATION



## Scientific Committee

Dr. Mark Walsh, MD  
Hepato-Pancreato-Biliary  
Surgeon

Stefanie Condon-Oldreive,  
Founder/Director  
Craig's Cause Pancreatic  
Cancer Society

Jessica Nickerson, PhD  
Healthcare Education Rep.,  
Craig's Cause Pancreatic  
Cancer Society

Emmanuel Ajuwon, MD,  
Nova Scotia

Jeanette Boudreau, BSc, PhD,  
Nova Scotia

Phillip Cooper, MD, Nova  
Scotia

Sharlene Gill, BSc (Pharm),  
MD, MPH, MBA, FACP,  
FRCP(C), British Columbia

Rob Grant, PhD, Ontario

Julie Hallett, MD, MSc,  
FRCSC, Ontario

Popi Kasvis, PhD, Québec

Diane Kelsall, MD, Ontario

Michael Moser, MD, MSc,  
FRCSC, Saskatchewan

Ravi Ramjeesingh, MD, PhD,  
Nova Scotia

Mustapha Tehfe, MD, MSc,  
Québec

George Zogopoulos, MD,  
PhD, FRCS(C), FACS, Québec

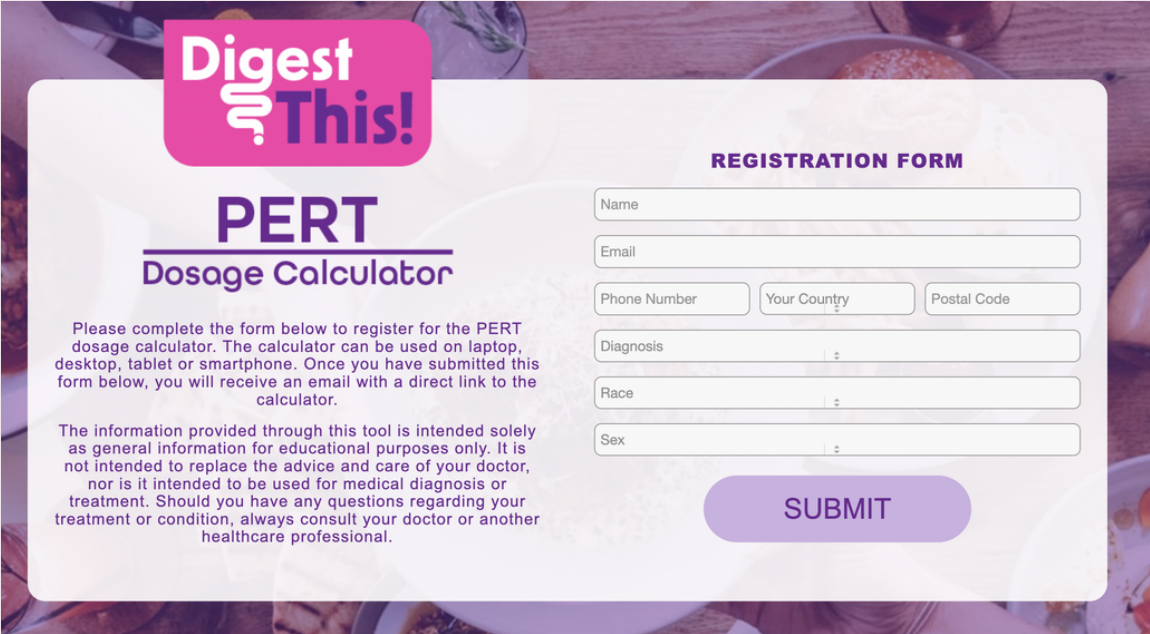
18 Saturday		AGENDA
8:00-9:00 am	Welcome Breakfast	
9:00-10:30 am	Keynote Speaker : Improving Patient Outcomes and Quality of Life Through Pancreatic Enzyme Replacement Therapy - PERT Calculator	
10:45 - 12:00pm	Healthcare: From Fragmentation and Volume to Integration and Value	
12:00 - 1:20pm	Networking Lunch	
1:30 - 2:45pm	Diagnosis and Screening for Pancreatic Cancer (Panel)	
3:00 - 4:15pm	Treatment (Panel): Neoadjuvant Therapy, Immunotherapy, Ablation Therapy and Surgical Advancements	
4:15 - 5:30pm	BREAK	
5:30-6:30pm	Meet the Speaker and Research Boards	
6:30-8:30pm	Dinner and Research Awards Presentation	
9:00am - 8:00pm	Research Board Presentations - available for viewing throughout the day	
19 Sunday		
7:30-8:15am	Breakfast	
8:30 - 9:45am	Management (Panel): Palliative Care and Mental Health	
10:00 - 11:15am	Clinical Trials (Panel): Advances & Current Landscapes	
11:30am - 12:00pm	Remaining Research Awards Presentation	

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## HEALTHCARE EDUCATION

We are excited to announce that with the successful partnerships of The Canadian Digest Health Foundation, Native Marketing and support from Viatris, we were able to create the World's first Pancreatic Enzyme Replacement Calculator Application.

This initiative started in August 2022, launched in February 2023 and is approved by Health Canada.



The image shows a screenshot of a web application titled "PERT Dosage Calculator". At the top left is the logo "Digest This!" in white text on a pink rounded rectangle. Below the logo, the title "PERT Dosage Calculator" is displayed in large, bold, purple letters. To the right of the title is a "REGISTRATION FORM" with several input fields: "Name", "Email", "Phone Number", "Your Country", "Postal Code", "Diagnosis", "Race", and "Sex". Each field has a small purple icon to its right. Below the form fields is a large purple button labeled "SUBMIT". To the left of the form, there is a block of text explaining the purpose of the calculator and a disclaimer. The background of the form is a light purple color with a subtle pattern of food items.

**Digest This!**

### PERT Dosage Calculator

Please complete the form below to register for the PERT dosage calculator. The calculator can be used on laptop, desktop, tablet or smartphone. Once you have submitted this form below, you will receive an email with a direct link to the calculator.

The information provided through this tool is intended solely as general information for educational purposes only. It is not intended to replace the advice and care of your doctor, nor is it intended to be used for medical diagnosis or treatment. Should you have any questions regarding your treatment or condition, always consult your doctor or another healthcare professional.

**REGISTRATION FORM**

Name

Email

Phone Number  Your Country  Postal Code

Diagnosis

Race

Sex

**SUBMIT**

To date, we have received feedback indicating that the PERT calculator informed patients about the correct dosing of PERT, many of whom were under-dosing and not receiving the benefits of PERT. Since launched, over 800 patients to date have used the PERT Calculator.

# RESEARCH

For the first time, Craig's Cause Pancreatic Cancer Society created its own branded research grant awards, which were announced at the National Pancreas Conference in November 2023. These awards included:

- Two poster board presentations in the amount of \$750
- Two junior researcher research awards of \$7,500
- Two senior faculty research awards of \$75,000



Expression of Interest form due July 31st, 2023 11:59pm EST

**Research Grants: Poster Board Award**  
TWO (2) GRANTS OF \$750 EACH WILL BE AWARDED

The intent of Craig's Cause Pancreatic Cancer Society's poster presentations is to encourage collaborative and interdisciplinary approaches that improve patient survival rates and quality of life.

Find more at [www.craigscause.ca/npc](http://www.craigscause.ca/npc)



Expression of Interest form due July 31st, 2023 11:59pm EST

**Research Grants: Junior Research Grant**  
TWO (2) GRANTS OF \$7,500 EACH WILL BE AWARDED

The intent of Craig's Cause Pancreatic Cancer Society's Junior Researcher Grant is to create opportunities that encourage collaborative and interdisciplinary approaches in the field of pancreatic cancer research. Applicants are encouraged to look at projects that will increase survival rates and improve quality of life.

Find more at [www.craigscause.ca/npc](http://www.craigscause.ca/npc)



Expression of Interest form due July 31st, 2023 11:59pm EST

**Research Grants: Faculty Research Grant**  
TWO (2) GRANTS OF \$75,000 EACH WILL BE AWARDED

The intent of a Senior Research Grant opportunity is to encourage collaborative and interdisciplinary approaches that improve patient survival rates and quality of life are key to this research grant opportunity.

Find more at [www.craigscause.ca/npc](http://www.craigscause.ca/npc)

It should be noted that Craig's Cause Pancreatic Cancer Society remains committed to ensuring that research funding is impactful not only in the major cities of Canada but also in smaller provinces and institutions.



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## RESEARCH

### NPC2023 AWARD WINNERS

Carla Onslow \$75,000 Faculty Research Grant

#### **Lee-Hwa Tai**

Université de Sherbrooke in Sherbrooke, Quebec

Researcher and Assistant Professor

**Project Title:** Precision therapy for pancreatic cancer at the intersection of genetics, structural complexity, and novel biotherapeutics

Ron Verspeeten \$75,000 Faculty Research Grant

#### **Kasmintan Schrader**

BC Cancer and University of British Columbia

Medical Geneticist and Clinician-Scientist

**Project Title:** Parent-of-Origin-Aware Genomic Analysis in Pancreatic Cancer Families

Margaret Sparkes \$7,500 Junior Research Grant

#### **Chloe Cyr**

Dalhousie University

Masters of Science Student

**Project Title:** Exercise Intervention in Patients with Pancreatic Cancer during Chemotherapy: A Feasibility Analysis

Rod Collier \$7,500 Junior Research Grant

#### **Orçun Haçariz**

Research Institute of the McGill University Health Centre

Post-Doctoral Fellow (Research)

**Project Title:** The Roles of IGF-2 mRNA Binding Protein 1 Target Genes in Pancreatic Ductal Adenocarcinoma Initiation and Progression

\$750 Poster Board Presentations

#### **Joan Miguel Romero**

McGill University

MD PhD Candidate

**Project Title:** Unsupervised clustering of pancreatic neuroendocrine tumours to define the immune landscape using multiomic data

#### **Yuanchang Fang**

University of Toronto

PhD Student

**Project Title:** Plasma whole-genome sequencing to detect and characterize pancreatic cancer



**Craig's Cause Pancreatic Cancer Society**

**P.O. Box 8561**

**Halifax, N.S. B3K 5M3**

**1.877.212.9582**

**[www.craigscause.ca](http://www.craigscause.ca)**

**[info@craigscause.ca](mailto:info@craigscause.ca)**

**WE THANK YOU**  
for your continued support of  
**OUR PROGRAMS**