

PATIENT SUPPORT GUIDE & JOURNAL

For almost two decades, Colon Cancer Canada has been a leading voice for the colon cancer community, providing vital funding and resources across three key pillars: education and awareness, research, and direct patient support.

In 2014, with support from a generous sponsor, we facilitated focus groups with patients, caregivers, nurses, GIs, colorectal surgeons and other experts that helped confirm what we know from our own experience – that significant gaps exist in the resources that are available to help colon cancer patients and their caregivers today.

Armed with this research, we received unanimous support from our Board to work collaboratively with our nationwide network of medical experts to create a single “go to” resource that can serve as both a companion and guide to help Canadians better navigate their colon cancer journey.

Designed specifically with patients and their caregivers in mind, this informative resource will:

- Increase their understanding of the disease, their treatment options, and its potential impact both during and after treatment
- Prepare and equip them to be better advocates for their own care
- Provide space to store medical records, and capture personal reflections and questions that arise during their journey and provide much-needed emotional support along the way.

Our first print edition launches this fall, with future plans to adapt the content for online and mobile audiences.

This is where you can help.

CANADA, WE ARE PLEASED TO OFFER YOU THIS EXCLUSIVE INVITATION TO PLAY A KEY ROLE IN THIS EXCITING NEW INITIATIVE FROM THE BEGINNING.

WHAT ARE WE ASKING FOR?

We are actively seeking corporate partners to support the Fall 2015 launch of our patient journal and help us fill a huge gap in patient support for colon cancer.

With your support, you will make it possible for the journal to reach a wider audience of Canadians, ensuring that more patients and their caregivers have access to this vital resource by enabling us to print additional journals and distribute them in more markets across the country.

And by supporting us this year, you will also receive first rights to help support a broader planned rollout in 2016, including plans to adapt the journal for online and mobile audiences.

WHAT DO YOU GET?

As a Corporate Partner you will:

- Demonstrate leadership on an issue that affects your customers, employees and their families, and that could help thousands of Canadians every year better navigate their colon cancer journey
- Realize greater brand recognition and awareness by aligning yourself with a vital initiative that has very scalable potential in upcoming years

For contributions of \$5,000 or more, you will receive:

- Logo placement in the journal and a brief paragraph describing your organization's connection to and support for colon cancer
- Logo recognition on our website and in email communications to Colon Cancer Canada's database of 10,000+ supporters plus thousands more through the personal and professional networks of our providers (doctors, nurses, surgeons)

For contributions of \$10,000 or more, you will additionally receive:

- Inclusion in press releases and other media and promotional opportunities associated with the Journal launch this fall

For contributions of \$25,000 or more, you will additionally receive:

- Category exclusivity (from direct competitors)
- Option to discuss more customized opportunities to recognize your support

TO GET BEHIND THIS EXCITING INITIATIVE, PLEASE CONTACT:

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