



InspireHealth

INTEGRATED CANCER CARE

*Stories
of Healing*

InspireHealth's Annual Report
2008-2009

| | |
|----|-----------------------------------|
| 3 | Our Mission |
| 4 | From the CEO |
| 6 | Epiphany: Clare's Story |
| 8 | Introduction to InspireHealth |
| 10 | The Personal Side: Adrian's Story |
| 12 | Our Healing Environment |
| 13 | Program Spotlight: LIFE Program |
| 15 | Friends for Life: Chandra's Story |
| 16 | A Year in Review |
| 18 | F* Cancer: Susan's Story |
| 20 | Future of Integrative Cancer Care |
| 21 | Expansion |
| 22 | Financial Statements |
| 25 | Support InspireHealth |
| 26 | Finding Hope: Penny's Story |

Our Founding Funder

A very special thank you to our founding funder, **the Lotte and John Hecht Memorial Foundation**, for your community leadership, unyielding belief in our vision, and commitment since the beginning. Without you, we simply would not exist.

InspireHealth's mission is to inspire a transformational shift toward health for ourselves, our communities and our planet.

Personal Responsibility

Individuals embrace responsibility for creating for themselves the conditions they require to nurture and maintain vibrant health.

Empowerment

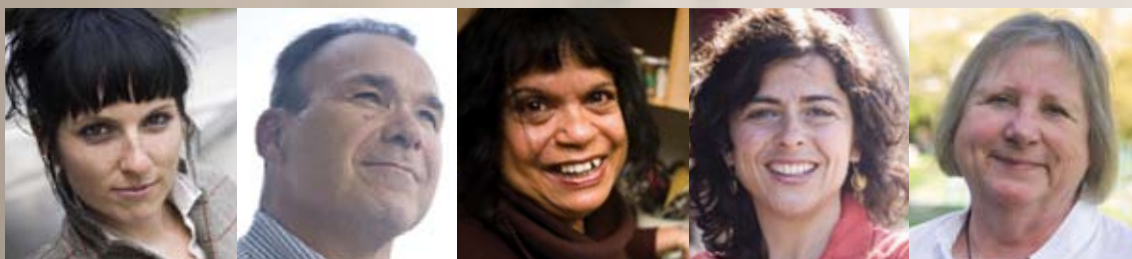
Individuals are empowered to create their own individualized health plans.

Societal Responsibility

InspireHealth advocates for a health care system that views illness as an indication of imbalance that can aid people in moving towards more vibrant health.

InspireHealth operates an Integrated Cancer Care Centre in order to demonstrate the effectiveness, cost-effectiveness, and humanness of this kind of health care approach.

- We provide medically supervised care, programs, resources, and support that inspire and empower patients to support their own health, healing and recovery.
- We research and document the effectiveness and cost-effectiveness of InspireHealth's services.
- We advocate for a shift towards a true health care system and collaborate with individuals and organizations with similar goals of improving the health of British Columbians.



Special Thanks

Our heartfelt thanks to our generous and courageous participants: Clare, Adrian, Chandra, Susan, and Penny, and all people who walk through our doors, for sharing your stories and lives with us.

From the CEO

The only complaint we receive from participants of InspireHealth's programs is that they wish they had heard about us sooner. Why didn't I hear about InspireHealth upon diagnosis? Why didn't my specialist tell me about you? Why isn't InspireHealth part of the conventional system? Why?

Over the past year we've taken bold steps towards ensuring that questions like these need not be asked, that more people living with cancer have easy access to our programs and services and that we become a fully recognized partner in the cancer care community. It is our goal to make InspireHealth a centre of excellence for integrative cancer care and to provide leadership to make this common sense integrative approach a standard part of care in the Canadian health care system. We would like to express our deep gratitude for our Cancer Community Partners, the Lotte and John Hecht Memorial Foundation and the Canadian Cancer Society for bringing us closer to realizing this goal.

Science is demonstrating what our heart knows to be true – supporting health is as important as conventional treatment in reducing the risk of cancer recurrence and improving survival - at a fraction of the cost. Every person diagnosed and living with cancer should have access to integrative care. 20,000 people are diagnosed with cancer every year in British Columbia. InspireHealth is responding with sustainable solutions – to reduce cancer incidence and support health after diagnosis. We are advancing knowledge with our state-of-the-art Research Information System, a comprehensive, online database of international medical research abstracts in the field of integrative cancer care, we are creating networks of support and providing free integrative medical services for people living with cancer and we are mobilizing and empowering communities, such as Kamloops, to create 'virtual' InspireHealth centres from the resources in their own communities. You will learn more about these bold new cost-effective initiatives in this report.

Recently, Canada's economic challenges are shedding light on our current illness treatment system and are creating a dialogue for change. Reforming and re-evaluating health care must be part of this dialogue and we believe InspireHealth can play a stronger and more vital role nationally.

The Canadian Cancer Statistics 2009 reports that, despite substantial dollars spent, the number of new cases and deaths due to cancer continue to rise. According to the report, each week this year, 3,300 Canadians will be diagnosed with cancer and 1,450 will die of the disease. The report estimates that 171,000 new cases of cancer will be diagnosed this year in Canada, up 4,600 from last year.

InspireHealth is developing a stronger national presence, with strategic partners the Canadian Cancer Society, the Canadian Breast Cancer Foundation, and Ovarian Cancer Canada. We look forward to expanding awareness of integrative cancer care and engaging more Canadians in the simple, inexpensive and natural things they can do to prevent and treat cancer.

Amidst this challenging yet exciting era of change, InspireHealth has come into its strength as an organization, and we are reminded every single day of the importance of the work we do. So what really is InspireHealth?

InspireHealth is a woman volunteering every week for the program that helped saved her life, a 75 year-old man going waterskiing on his birthday, a healthy baby boy born to a mother undergoing chemotherapy, a man and his wife dancing tango in Argentina and finding passion in poetry, a jewelry designer creating jewelry to uplift herself and the world, and a woman selling her rocking chair just so she could make a donation... InspireHealth is the unity of family, grandchildren taking care of their grandmother, friends shaving their heads in solidarity and empowered people realizing that life may have just begun...

We take deep pride in our work and are profoundly grateful to be able to share with you, our InspireHealth family, our accomplishments over the past year and our bold vision for the future. Thank you for inspiring us, without you we would not exist.

Sincerely,



Hal Gunn, MD
CEO & Co-Founder, InspireHealth



Dr. Hal Gunn
CEO and co-founder of
InspireHealth

EPIPHANY* Clare's story

I've always heard that being diagnosed with a serious illness such as cancer is like having an epiphany – of course being as young and 'invincible' as I was, I never quite understood that, nor did I pay much attention... until I had my own epiphany.

I was 27 and living the carefree, in-the-moment and pay-as-you-go traveler's lifestyle like other twenty-something year olds. I had no money and was just ending a 5-year stint of living in the U.K., finally thinking about returning home to Vancouver and sorting out my life. My carefree days abruptly ended on December 22, 2007, when I was diagnosed with myxofibro sarcoma and found out that it had metastasized throughout my body. Wow...Merry Christmas!

...My specialist had classified me as "inoperable" and didn't want to do anything for me.

I began treatment soon after in Scotland (I was unable to receive immediate health care in Canada since I had been out of the country for too long), but when I finally made it back home, my specialist had classified me as "inoperable" and didn't want to do anything for me. I had to take my health into my own hands—demanding surgery and then visiting InspireHealth, the smartest decision of my life. At InspireHealth I

received the wisest advice from my doctor, Dr. Puhky, regarding my treatment plan, he said (my new mantra) "Keep it Simple". From this point on, I made diet and nutrition my medicine, my new passion, and am enjoying every minute of experimenting with new foods – my friends have even named my kitchen "the lab"!

My best friend recently reminded me of something I said on the day I was diagnosed, the reason I had not gotten on with my life was that I knew deep down I was going to get cancer, and here I am. Sure, I had to miss out on the summer barbecues, drinking fests and crazy parties – and not to mention was the youngest radiation patient at the hospital, but I've come to realize that this was my epiphany, my life was in stagnation, and for me, cancer was a sign of that stagnation – a sign that it was time to wake up. InspireHealth fully supports me on my journey. Now, I feel passion emanating from me, I think ahead, plan for the future, and dream like never before (I will be going back to school this fall for the natural nutrition program).

I don't see myself as a "cancer patient", that little lump in my leg has cancer, not me. I've never felt better!

Introduction to InspireHealth

InspireHealth is a not-for-profit organization committed to providing optimal whole-person care to cancer patients in British Columbia. This integrative approach to treatment, at the forefront of cancer care, provides patients with the knowledge and tools to address their overall health and well-being during and after cancer treatment.

By empowering patients to engage in their own health and support their body's healing and immune function, patients are able to play an active role in their own treatment while simultaneously reducing their risk of cancer recurrence and increasing the likelihood of survival.

While conventional cancer treatments address the cancer itself, integrative approaches address the broader context of health care. Integrative care ensures that a patient's healing is optimal, substantially improving well-being, quality of life, engagement in health and, as documented by a substantial and growing body of evidence, survival.

Founded in 1997 by Dr. Roger Rogers and Dr. Hal Gunn, InspireHealth is recognized as a national and international leader in integrative cancer care. A multidisciplinary team of medical doctors and practitioners guide patients in creating an individualized cancer care plan tailored to their specific lifestyle and needs. Classes and programs help translate this plan

into inspired action, which in turn, supports healing and the maintenance of health. There is a large and growing body of evidence that integrative support is as important as cancer treatments themselves and a growing recognition that this approach – pioneered in Canada by InspireHealth – is the future of cancer care.

Research

InspireHealth's Research Information System, the first of its kind in the world, tracks worldwide research in the rapidly growing field of integrative cancer care. To-date, this system contains more than 5000 research abstracts, growing by more than 100 research articles per month. The following are just a few examples of the large and rapidly growing body of evidence of the importance of integrative care.

Numerous studies have found that exercise, a healthful diet and vitamin D supplementation are all associated with substantial reductions in cancer risk. For example, vitamin D supplementation was found to reduce cancer incidence by 60%

(by 78% if supplementation was continued for more than 1 year) – potentially 12,000 cases of cancer could be prevented each year in B.C. by simply supplementing with vitamin D. Exercise and healthful diet are associated with similar risk reductions across a broad spectrum of cancer types, including all the common types of cancer (i.e., breast, prostate, lung and colon cancer). Similarly, there is growing evidence that these integrative approaches have substantial benefit not just in the prevention of cancer, but also in its treatment. For example, exercise is associated with a 20-50% reduction in breast cancer recurrence and death from the disease. Consumption of less meat, fat, refined grains and sugar is associated with substantially reduced recurrence and increased survival in patients diagnosed with colon cancer. In a large-scale randomized trial, a low-fat diet combined with modest weight loss was found to reduce breast cancer recurrence by 24%. Another recent randomized trial found that healthful lifestyle changes (exercise, meditation, vegetarian diet) reversed PSA progression in



early prostate cancer, substantially altering the course of the disease. Two recent studies clearly demonstrated that vitamin D blood level at the time of cancer diagnosis was strongly correlated with survival.

This research documents the benefits of an integrative approach to cancer treatment as well as the benefits of this approach for many other common illnesses (e.g., heart disease, diabetes, strokes, arthritis, etc.). During cancer treatment, regular mild to moderate exercise has been shown to improve well-being, increase energy, boost self-confidence, lessen anxiety and depression, stimulate immune system function and improve appetite as well as sleep patterns. Similarly, healthful foods also support our health and well-being. The ability of the body to heal is intimately related to how we nourish it – supporting the



body's immune system through daily exercise and a healthful diet can significantly reduce the risk of cancer recurrence, as well as increase survival and long-term well-being.

DID YOU KNOW?

If all Canadians took adequate vitamin D supplementation (2,000 IU per day), we may be able to reduce cancer incidence by at least 50%.

Only 5% of cancer survivors meet the minimal guidelines for healthy lifestyle approaches to prevent cancer recurrence.

THE PERSONAL SIDE*

Adrian's Story

I strongly believe that whatever the body can produce, the body can reduce. Back in 2005, I felt tenderness in a lymph node in my neck for about six months, so I went to see my GP and he sent me to a specialist for further testing.

In May 2006, I was diagnosed with metastatic carcinoma of an unknown source and given a 70% chance of survival of 5 years with treatment, but if they find the source my chances would go down to 35%. Sounds counter-intuitive, but if they don't find the source, then that means the cancer has run its course, and I'd have a better outcome.

The doctors wanted me to undergo chemotherapy and radiation first, and then remove the tumour, which would severely impair mobility in my arms and neck and potentially destroy my saliva glands. Something inside of me didn't trust this, so I went to a Specialist at the University of California Medical center at Davis, Ca. for a second opinion. After extensive medical testing, the recommended procedure was a radical neck dissection to remove the lymph node, plus chemotherapy and radiation, resulting in the loss of mobility in one arm and my face, plus plastic surgery to repair my neck, and speech therapy. I felt I had been sentenced to either life imprisonment in solitary confinement or the death sentence and the choice was mine. I left the doctor's office that day and cried... I just could not go through with it and made the decision that I would not have this procedure until I found out more about this cancer.

Back in Vancouver, I wanted to wait six months and then have another PET scan to compare results, but the medical system wouldn't allow it unless I followed their treatment protocol. I even offered to pay for it, with no luck. This was my turning point where I chose to follow my own path – not the one laid out for me by the cancer agency – and I haven't looked back since.

It was completely by chance that I came to InspireHealth. My immediate impression was that people care about me here. They listen to me and support me as I explore options to optimize my health. Three years later – the best three years of my life so far – I've transformed my professional and personal life, changed my diet, explored homeopathy for cancer (I've used homeopathy my entire life, but I've come to appreciate it even more), do acupuncture regularly, and most importantly have supported myself to heal physically, emotionally and spiritually.

InspireHealth supports people by providing information on what is available to them and by giving them a place to be inspired to live their life as best they can. It gives people the opportunity for education, support and caring, all wrapped up in one. The InspireHealth model fills a niche that the medical model and cancer agencies are missing – the personal side of dealing with cancer. It is my belief that the personal side heals the person.

One of my favorite quotes to live by – "It's not about the years in your life, but the life in your years" has never rung so true... Now, my years are truly brimming full of life. I am living through cancer!

Looking back, I know why I got cancer – and I needed to change the way I did things, the way I handled stress and the people I interacted with, in order to heal. InspireHealth helped me embrace my life fully. One of my favorite quotes to live by – 'It's not about the years in your life, but the life in your years' has never rung so true... Now, my years are truly brimming full of life. I am living through cancer!

Our Healing Environment

It is our experience at InspireHealth that the environment we create – both in terms of the physical environment and the relationships we create – can have a significant impact on the process of transforming the fear, anxiety and helplessness of a cancer diagnosis into inspired engagement in health.

InspireHealth strives to model an optimal Healing Environment for our patients and our staff, continuously improving our shared understanding of this important element of care.

We've found that a cold, sterile environment with glaring lights can invoke fear, anxiety and isolation, while a warm environment with soothing colours, nature and sunlight supports a sense of calmness, connection and wellbeing. Similarly, a doctor who engages with patients as the 'expert' and who is stressed, detached or sympathetic (i.e., feeling sorry for the patient, which is very disempowering) invokes anxiety, passivity and dependency, while a doctor who listens deeply, who models health, is empathic (i.e., compassionate and empowering) and who acts as a 'guide', helps support a sense of empowerment, engagement and wellbeing.

It is the shared experience of physicians and practitioners from a wide variety of backgrounds that our relationship with our patients is as important as any treatment we prescribe. It is in this experience, this shared human experience, where healing occurs.

Healing is broader and more important than physical healing, although the two can be linked in important ways. So in our understandable urgency to help our patients cure their cancer, it is important to remember that the most important thing we can do as physicians or practitioners is to support this broader context of healing. It is what brings meaning to our work, and meaning in the lives of our patients.



Program Spotlight: LIFE Program



InspireHealth's LIFE Program consists of 12 hours of education and experiential learning over a two-day period. It is the heart of our work and includes full exploration of integrated cancer care and healing and the Foundations of Health and Healing. Meditation, exercise, healthful nutrition, visualization, group sharing, decision making and vitamins and supplements are explored.

The program also provides an opportunity to discuss a wide variety of complementary health approaches with InspireHealth's practitioners. The goal of the program is to provide a framework to help people explore the ways in which their mind, body and spirit can contribute to healing, and to support the creation of their own individualized LIFE Enhancing Health Plan.

The LIFE Program is for any person living with cancer, during any stage of their illness. This seminar provides the foundation for InspireHealth's integrative cancer care program and participants

learn simple and safe things that they can immediately integrate into their lives to support their health and healing.

For people who are unable to attend the consecutive two-days, arrangements can be made to attend morning or afternoon blocks over a few months period. Healthful organic lunches and snacks are provided both days. Each participant receives a one-year membership to InspireHealth and a copy of InspireHealth's Integrated Cancer Care Guide.

Our medical doctors highly recommend patients attend the LIFE Program prior to the initial extended medical consultation with an InspireHealth medical doctor.

For more information on the LIFE Program and our other programs visit inspirehealth.ca/programs

"It should be mandatory for oncologists and doctors who deliver the news to provide information about this program. Being here one or two weeks after diagnosis would have significantly abated my stress and brought hope as opposed to one or two months of debilitating trauma."

~LIFE Program Participant



FRIENDS FOR LIFE* Chandra's story

I immigrated to Canada from Fiji in 1994 to marry the love of my life. We had eight beautiful years together before he passed away in 2002.

I have very few family members in Canada – a sister and brother-in-law – and never felt so alone and scared in my life. The next few years were a very difficult adjustment, grieving and trying to make it on my own, and at times I didn't think I could do it. In 2004, I started to feel very tired, saw many doctors and was diagnosed with breast cancer. I had an emergency mastectomy, followed by chemotherapy and radiation.

When I was healing from cancer, I was scared to leave my house, and left only to go to church. I learned about InspireHealth from a friend at church who attended the program. He told me to go immediately and not waste a minute, because it will change my life. The next week I came to InspireHealth and I haven't left since!

The doctors at InspireHealth helped me to help myself. I became open to new therapies and new ways of taking care of myself. I take vitamins

and supplements, attend weekly exercise and yoga classes, and of course, I volunteer. I learned so many things about food and my health as a cooking volunteer for InspireHealth's LIFE Program lunch program.

I volunteer every two weeks at InspireHealth because, as you can see, it has changed my life. The people here have changed my life. I made many friends and feel connected here. This is very important for healing. I want good friends for my life. I always say, if you give your hand, I give my hand.

InspireHealth is my home. Here I learned to tell what's in my heart. Anything you do for your heart is good for your health. I give my heart here. Everyone I meet, I tell them to visit this place because it gave me a road to journey on that I did not have before. Today, I am excited for my life and I am so happy.

A Year in Review

This year we have expanded our partnerships and programs, started a pilot project with the City of Kamloops, and had some great fundraising events. Here are some of the highlights of 2008-2009.

Partnership with Ovarian Cancer Canada

Ovarian Cancer Canada and InspireHealth created a partnership with Telus to provide 20 women diagnosed with ovarian cancer who reside in British Columbia with the opportunity to attend InspireHealth's LIFE Seminar along with a family member.

Kamloops Integrated Cancer Care Project

April 2008 - The Kamloops Integrated Cancer Care Project was a three-day series of public, medical and cancer care community seminars designed to engage the community and surrounding region in cancer prevention and integrated cancer care. The project culminated in a public presentation given by Dr. Teresa Clarke, InspireHealth medical doctor and Director of Clinical Services. This presentation, sponsored by the Canadian Cancer Society and the City of Kamloops, was attended by 150 members of the public.

The Kamloops Integrated Cancer Care Project, a pilot community engagement program,

will allow us to expand patient access and support community interest plus provide the necessary feedback to adapt how we expand and deliver integrative cancer care services to the rest of British Columbia.

Acupuncture for Chemotherapy

April 2008 - InspireHealth has introduced free acupuncture treatments for chemotherapy patients experiencing side effects, such as nausea, vomiting, fatigue and peripheral neuropathy. The clinical program, administered by InspireHealth medical doctors, is offered twice a week and is free to patients undergoing cancer treatments at InspireHealth.

Research has shown that acupuncture lessens common chemotherapy side effects, and promotes deep relaxation and a state of well-being. It helps balance the body's nervous system, improves circulation, and enhances the body's detoxification mechanisms. There are over 40 research studies that validate the effectiveness of acupuncture for the management of chemotherapy-related side effects.

SISU and InspireHealth Launch Integration Vitamins

In partnership with the research team at SISU, a respected Vancouver-based natural products company, we developed a line of supplements specifically for use in the prevention and treatment of chronic disease, including cancer. Through SISU, these supplements are now available to patients throughout Canada.

Friends Inviting Females Invitational (FIFI)

July 2008 - InspireHealth is one of the beneficiaries of the annual FIFI Event, a gals' dinner party and golf invitational, dedicated to celebrating friendships and raising money to combat several cancers. This year the event raised \$15,000 for InspireHealth!

Lululemon Flip Flop Soiree

August 2008 - The 7th annual, old Hollywood inspired Lululemon flip flop soiree raised \$81,235 for InspireHealth. Girls and guys got all glammed up, enjoyed good company and delicious food from Cactus Club, while dancing the night away at the summer's premiere fundraising event. Thank you to

our event sponsor, Lululemon, and food sponsor Cactus Club, as well as dedicated party-goers for making this event a success!

CIBC Run for the Cure

October 2008 - For the second year, InspireHealth participated in the Canadian Breast Cancer Foundation's CIBC Run for the Cure as Health Promotions Partner. InspireHealth distributed vitamin D samples and tips for healthy lifestyles to over 10,000 participant at 8 race sites across the province.

Cancer Community Partnership

December 2008 - InspireHealth Cancer Community Partnership Funders, **the Lotte and John Hecht Memorial Foundation**, InspireHealth founding funder, committed to fund InspireHealth \$150,000 per year for 5 years, and the Canadian Cancer Society, committed to \$127,000, for the expansion of InspireHealth's programs and services. InspireHealth is forever grateful for their dedication and support of our important work - without them we could not do the important work we do. Thank you!

Caring Beyond Compare

December 2008 - InspireHealth's donors and friends gathered for our 2nd annual donor celebration evening Caring Beyond Compare. This special holiday event, which raised over \$10,000, is one of the many ways we like to thank our InspireHealth family.

Expanded Patient Capacity

This year we substantially increased the number of cancer patients we serve - from 402 new patients in fiscal 07/08 to 507 new patients in fiscal 08/09, an increase of 26%, exceeding our 20% growth target. We anticipate a further increase this coming year, as patient demand - reflective of the growing body of evidence in support of integrative care - grows.

Our Healing Environment

We are committed to our leading-edge work nurturing and supporting our healing environment, through our community cultural values and our work in understanding the important therapeutic value of relationship in healing. In recognition of this leading edge work, Dr. Gunn was invited to write a chapter, "Physician Patient Relationship: Creating an Optimal Healing Environment", for the book, "Alternative and Complementary Therapies for Cancer: A Comprehensive Guide", to be published in 2009 by Springer (New York).

INSPIREHEALTH BY THE NUMBERS



A quick look at 2008-2009

779 New Inquiries

2,434 Volunteer hours
contributed

201 Fireside Chat attendees

507 New Patients

831 Total Active Patients

268 LIFE Seminar attendees

492 First Medical Doctor
Consultations

20,021 Website visits

F* CANCER*

Susan's Story

I have been a jewelry designer and world traveler for most of my adult life. I'm accustomed to working hard and relying on myself: I've worked on a fishing boat, tended bar, lived in Bali and San Francisco, and taught myself to snowboard and ski.

But in 2006, I found myself really struggling. I was seriously exhausted, spending more and more time in bed. I thought it was burnout. It never crossed my mind I had cancer. I've always been such a healthy, active person. And I was only 38! Rest didn't help, and my doctor advised some tests, including a surgical biopsy on some old scar tissue near my bikini line. Turns out I had non-Hodgkin's lymphoma. I was in total shock. The specialist who examined me said that the cancer was most likely stage 4 and incurable. Basically, I thought I was going to die.

Still, I couldn't just sit back and do nothing. I sought out other help – I looked into treatment in the U.S., I hit the internet, finding mostly doom and gloom, I ate raw food and did yoga. And I took a course of radiation at the BC Cancer Agency.

I'm incredibly lucky; my cancer turned out to be far less life-threatening than my doctors originally thought. But the radiation treatment wiped me out. I wanted to know about alternative and complementary care. I wanted care from real doctors who made sense.

That's when someone referred me to InspireHealth. Here, I got practical information about nutrition, supplements, exercise, everything. Following the guidance I received here, I finally started to feel better.

The thing that impressed me most as I made my way through treatment was the generosity and strength of the people who cared for me. Without them, and without the research that had made my disease treatable in the first place, I wouldn't be here. As I recovered, I knew I needed to show my support and appreciation.

Visiting my friend Ameen one day, I noticed a beautiful metal cuff covered in Arabic script sitting on a shelf. He told me that it was a special bracelet from a mosque in India, and that the writing, from the Koran, was meant to protect the wearer. I loved this idea and decided I would make my own charm bracelet. After all, I'm a jewelry designer; what better way to express what I'd been through?

Believe it or not, "Fuck Cancer" was the first protective phrase that came to mind. On the internet, I'd found cancer survivors using it as their own good-luck phrase, on hats to wear to chemo, coffee mugs, even needlepoint. The strong language worked for me. Not because it was shocking or obscene, but because it was honest, sassy – and funny! "Fuck Cancer" said that cancer hadn't killed the rebellious, daring part of me.

Once I had made the bracelet and showed it around, all my friends wanted one, including one of my doctor pals! People who'd lived with cancer "got it" immediately. It was what we all felt, but what no one wanted to say.



The more I wore the bracelet, the more I felt "Fuck Cancer" was something that needed to be said. I also liked the idea of being part of something that I saw happening on the internet: not quite a community, but a shared attitude.

I knew a designer Fuck Cancer bracelet would be a terrific fundraising item for InspireHealth and a conversation starter. I wanted to create something strong and beautiful, to make myself and anyone who wears it feel that way and I wanted to support the place that helped me change my life.



InspireHealth has a total budget of \$1.6 million annually funded by the provincial government (30%), Canadian Cancer Society, Canadian Breast Cancer Foundation and a wide variety of other groups and individuals whose lives have personally been touched by our work, including, the Lotte and John Hecht Memorial Foundation, our founding funder.

This year we served 507 new patients. The capacity of our current facility and operations team is 2,000 new patients per year, a target we intend to attain over the next 5 years as we obtain funding for more InspireHealth physicians and substantially increase the number of people we serve to meet the growing interest in and recognition of the value of integrative care. If this target is met, our total operations cost per patient will be lowered to \$1,200 - a fraction of the cost of conventional cancer treatment, which can cost up to \$40,000 for one course of chemotherapy alone.

If, as the evidence suggests, integrative care can substantially reduce both cancer incidence and

the risk of cancer recurrence, we can substantially reduce the financial strain on our healthcare system. This is particularly important in the context of rising healthcare costs that are financially unsustainable – the provincial budget for conventional cancer treatment drugs has been increasing at an average of 27% per year and, according to the Ministry of Health’s own figures, it is anticipated that, in just ten years, health care costs will comprise 71% of the total provincial budget (compared to the current figure of 44%). Clearly, it is important not just to treat illness, but also to engage people in their own health – to substantially reduce the risk of developing disease and to reduce the personal and financial burden of disease if it develops.

Cancer patients from all over British Columbia need access to integrative care. It is important to provide these services in geographically diverse areas of B.C.

Provincial Expansion

Integrative cancer care is best delivered within, or close to, the community in which the patient lives. This community-based model engages the resources of the community (healthful nutrition, exercise, yoga, meditation, emotional support) to support people with cancer. InspireHealth’s goal is to attain funding and support needed to create cost-effective community-based models of care that can be easily replicated in communities throughout the province. We are currently exploring the possibility of providing these community-based models of care in partnership with the Canadian Cancer Society’s peer support program – developing a new model of care.

Additional InspireHealth Centres Funding Needed: \$500,000 per centre per year

Our goal is to setup InspireHealth Centres in larger B.C. communities with existing BCCA sites (including Victoria, Kelowna, Prince George, Fraser Valley and Surrey). These centres will include a full-time InspireHealth physician, administration support, associate practitioners (massage, exercise therapist, yoga, meditation, acupuncture, naturopathic physician) and programs and classes similar to those at InspireHealth Vancouver.

Travel time and expenses limit many British Columbians from participating in our programs. InspireHealth centres in major communities throughout the province would help alleviate this barrier, providing services to more people in need. These centres will support community-based health programs, engaging the local community

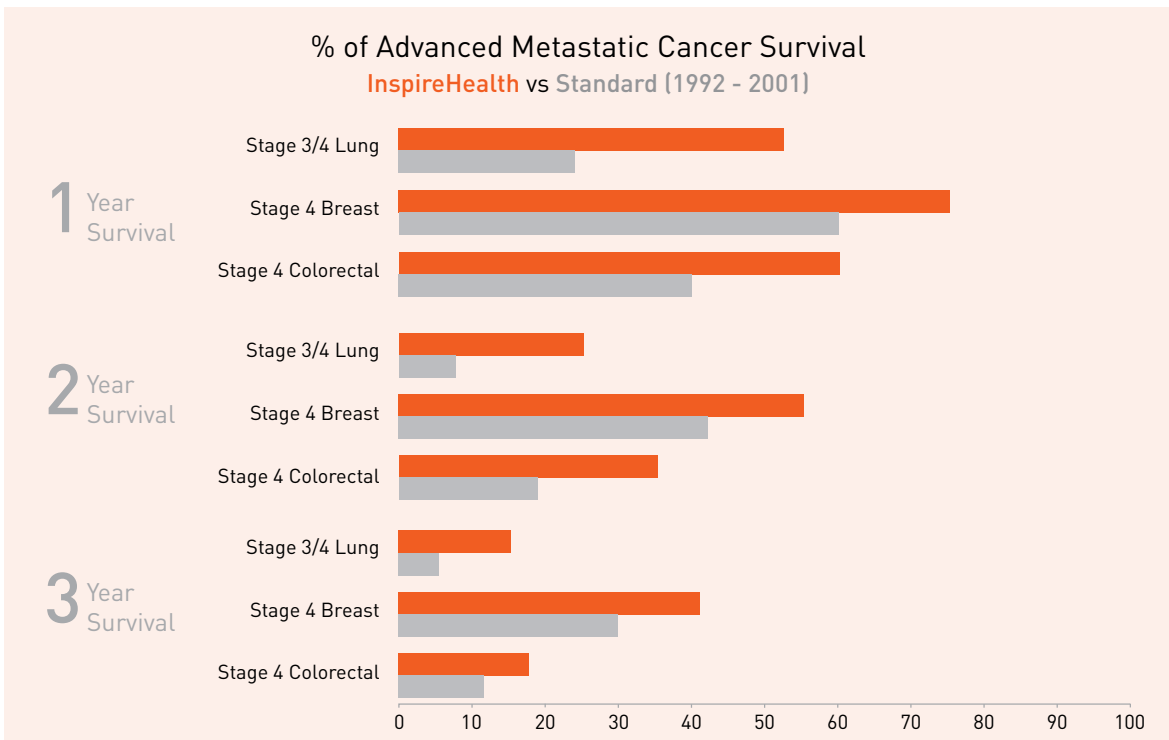
and local healthcare practitioners in support of the community’s health and cancer prevention.

InspireHealth Community Program (Virtual Centre): LIFE Program, Medical Doctor Visits, Public Cancer Care & Prevention Talk. Funding needed: \$16,350.

A virtual InspireHealth centre will not have a physical space (and thus, will not have the expenses associated with full-time administrative staff and space), but will, instead, be created from the existing resources in the community, coordinated by an InspireHealth physician who will travel to the community on a regular basis to see patients and support their care and the coordination of the existing services within the community.

The frequency of the InspireHealth physician visits to the community to see new patients and follow-up visits will depend on the size of the community and the number of cancer patients to be served. During the week-long visit, the InspireHealth physician will provide InspireHealth’s 2-day integrative cancer care program, the LIFE Program, and then see each patient for 1.5 hour individual consultations. Existing community based health practitioners and services would be coordinated to engage patients in supporting their health on an ongoing basis, engaging the community in health and cancer prevention.

Virtual InspireHealth centres will help shift the concept of cancer care from the current specialized treatment-based tertiary centre model to include engagement of community-based models of supporting health and cancer prevention and to celebrate the value of community and healing.



Patients who, in addition to conventional cancer treatment, participated in InspireHealth’s integrated care programs that focus on healthy lifestyle, mind-body connection and stress reduction experienced a significant survival benefit. For example, InspireHealth’s stage 3/4 lung cancer patients experienced a more than two-fold survival benefit within the 1st year of diagnosis (53% InspireHealth vs. 23% standard) and a more than three-fold survival benefit within the 2nd and 3rd year after diagnosis (year 2: 25% InspireHealth vs. 8% standard; year 3: 16% InspireHealth vs. 5% standard).

STATEMENT OF CASH FLOWS

| | 2009 | 2008 |
|---|--------------|-------------|
| Cash from operating activities | | |
| Excess of revenue over expenditures for the year | \$ (82,342) | \$ (25,133) |
| Items not involving cash | | |
| Amortization | \$ 18,474 | \$ 31,398 |
| Deferred revenue and other income, net | \$ 92,531 | \$ (55,621) |
| | \$ 28,663 | \$ (49,356) |
| Net change in non-cash working capital balances | | |
| Accounts receivable | \$ (67,054) | \$ 23,627 |
| Inventory of supplies | \$ (16,776) | \$ 731 |
| Prepaid expenses and deposit | \$ (3,727) | \$ 5,687 |
| Due from related foundation | \$ (51,956) | \$ - |
| Accounts payable and accrued liabilities | \$ 18,433 | \$ (24,568) |
| | \$ (92,417) | \$ (43,879) |
| Cash used in investing activities | | |
| Acquisition of capital assets | \$ (18,665) | \$ (49,271) |
| Decrease in cash during the year | \$ (111,082) | \$ (93,150) |
| Cash and short-term investments, beginning of the year | \$ 325,501 | \$ 418,651 |
| Cash and short-term investments, end of the year | \$ 214,419 | \$ 325,501 |
| Cash flows include: | | |
| Interest income received | \$ 7,086 | \$ 16,579 |

STATEMENT OF FINANCIAL POSITION

March 31, 2009

ASSETS

| | 2009 | 2008 |
|---------------------------------|------------|------------|
| Current assets | | |
| Cash and short-term investments | \$ 214,419 | \$ 325,501 |
| Accounts receivable | \$ 165,286 | \$ 46,276 |
| Inventory of supplies | \$ 19,169 | \$ 2,393 |
| Prepaid expenses | \$ 19,412 | \$ 15,685 |
| | \$ 418,286 | \$ 389,855 |
| Capital assets | \$ 71,054 | \$ 70,863 |
| | \$ 489,340 | \$ 460,718 |

LIABILITIES

| | | |
|--|------------|------------|
| Current liabilities | | |
| Accounts payable and accrued liabilities | \$ 82,664 | \$ 64,231 |
| Deferred contributions | \$ 143,492 | \$ 50,961 |
| | \$ 226,156 | \$ 115,192 |

NET ASSETS

| | | |
|----------------------------|------------|------------|
| Invested in capital assets | \$ 71,054 | \$ 70,863 |
| Unrestricted net assets | \$ 192,130 | \$ 274,663 |
| | \$ 263,184 | \$ 345,526 |
| | \$ 489,340 | \$ 460,718 |

| Revenue | 2009 | 2008 |
|---------------------------------------|---------------------|---------------------|
| Individual & Memorial Donations | \$ 56,469 | \$ 151,321 |
| Patient Services | \$ 109,078 | \$ 128,980 |
| Govt. Funding | | |
| Provincial Health Services Authority | \$ 668,046 | \$ 536,147 |
| Fundraising Events | | |
| Flip Flop Soiree | \$ 71,610 | \$ 57,213 |
| 3rd Party Events | \$ - | \$ 17,000 |
| Legacies & Bequests | \$ - | \$ 35,500 |
| Foundations & Corporations | | |
| Canadian Breast Cancer Foundation | \$ 46,618 | \$ 63,354 |
| Canadian Cancer Society | \$ 58,566 | \$ 50,000 |
| Legacy Foundation | \$ 79,384 | \$ 125,000 |
| Natural Factors | \$ 60,000 | \$ 60,000 |
| SISU | \$ 60,000 | \$ 31,650 |
| Hecht Foundation | \$ 101,200 | \$ 96,000 |
| Non Alliance | \$ - | \$ 16,766 |
| Flora Corp. | \$ - | \$ 14,000 |
| Lululemon | \$ 40,000 | \$ 40,000 |
| Cactus Club | \$ - | \$ 10,000 |
| BC Foundation for Prostate Disease | \$ - | \$ 10,000 |
| FIFI | \$ 15,000 | \$ 15,000 |
| Other | \$ 12,669 | \$ 32,496 |
| Gaming Funding | \$ - | \$ 17,061 |
| Rental & Interest & Misc. Income | \$ 55,464 | \$ 55,012 |
| | \$ 1,434,104 | \$ 1,562,500 |
| Expenditures | | |
| Clinical | \$ 13,748 | \$ 20,553 |
| Education | \$ 67,836 | \$ 77,807 |
| Research | \$ 5,270 | \$ 9,711 |
| Shared Overhead | \$ 220,888 | \$ 210,240 |
| Direct Services | \$ 999,678 | \$ 1,012,666 |
| Supporting Services | | |
| Fundraising | \$ 60,106 | \$ 67,289 |
| Marketing | \$ 64,896 | \$ 87,726 |
| General Management | \$ 84,026 | \$ 101,640 |
| | \$ 1,516,447 | \$ 1,587,632 |
| | \$ (82,342) | \$ (25,133) |
| Net assets, beginning of the year | \$ 345,526 | \$ 370,659 |
| Net assets, end of the year | \$ 263,184 | \$ 345,526 |

Make a difference by doing something different!

Partner with InspireHealth!

InspireHealth is always looking to partner with passionate people and innovative organizations. Please contact us to learn more about our **Corporate Sponsorship Program** and to discuss ways in which your organization can partner with InspireHealth.

Thanks to our generous individual, corporate, foundation and government donors and sponsors, InspireHealth's medical appointments and most of our programs and services are provided free for people living with cancer. By supporting InspireHealth, you have the opportunity to ensure that your InspireHealth community continues to grow and support more people transform the fear of a cancer diagnosis into inspired action and healing.

Other ways to support:

- Join the Inspirers Monthly Donor program**
 Contribute year-round to your InspireHealth community. By registering for our monthly donor program, you can choose to give a pre-authorized amount to InspireHealth on a monthly basis, which will be automatically debited from your account. Thank you for allowing us to count on you!
- Become an InspireHealth Member**
 Become an annual InspireHealth member today and receive amazing membership benefits including: unlimited free access to our Core Health Classes (for people living with cancer), unlimited free access to our integrative health library, free Research Updates, newsletters, and more! Plus, as a member of InspireHealth, you are supporting your InspireHealth community.

- Make a one-time gift today**
 See your gift in action! Your donation to InspireHealth will support our programs and services today. You may make a donation online at www.inspirehealth.ca, or by mail, or by calling us at (604) 734-7125.
- Explore InspireHealth's Charitable Gift Planning and Legacy Program**
 A legacy gift is a personal statement of your deepest values and beliefs, and allows you to make a lasting gift to a cause you believe in. Your legacy gift will allow many others to benefit from what you value. For more information on the many options of our legacy program, please visit our website, www.inspirehealth/legacy, or email legacy@inspirehealth.ca, or call us at (604) 734-7125.
- Make an In-Memorial or In-Honour gift**
 Celebrate the life of your loved one by making an In-Memorial or In-Honour gift today. Your gift will go towards sustaining InspireHealth's transformational programs and services – it is our goal to provide integrative cancer care programs to every British Columbian diagnosed with cancer!

Please visit our website or contact us to learn more about ways you can support InspireHealth! www.inspirehealth.ca

FINDING HOPE*

Penny's Story

When I told my son of my three-week prognosis, he said, "Well mom, I guess we've got to have as much fun as we can".

I was at my cabin on the gulf islands when I suddenly felt ill, and went to the hospital in Nanaimo. On August 2nd, 2007, I was diagnosed with a rare cancer of smooth muscle cells that make up the involuntary muscles – muscles you cannot move by thinking about them – which are found in most parts of the body such as the uterus, stomach and intestines, walls of all blood vessels, and skin. About two in a million people are diagnosed with leiomyosarcoma – I was one of them and I was told I had three weeks to live. In September 2007, I had a hysterectomy, and they couldn't remove all of the cancer, so I had radiation and clinical trial chemotherapy.

It's so baffling – one day you are well, then the next day you are sick. I was so confused but I knew one thing, I had to find hope. I knew that if I could find hope, I'd be alright. But let me tell you, it is so hard to find hope. Where do I look? How do I find it?

I was staying at a friend's house in Kitsilano, and woke up one morning with the urge that I just had to go to church. As a visitor to Vancouver, I was oblivious to my surroundings, so I just got in my car and drove until I found a church. I ended up at St. Mary's church in Kerrisdale, and as some divine answer to my questions, the Bishop gave a sermon on hope. He said, "Before you can have hope, you must acknowledge what is happening to you. Without denial, there is hope".

For the first time in my journey, I embraced what was happening to me, and I accepted it. My amazing support network of friends embraced it with me. Then the next intervention happened – a friend told me about InspireHealth. I can honestly say, I decided to relocate to Vancouver permanently because of InspireHealth, and my wonderful support team of health practitioners. I found hope in Dr. Puhky, my InspireHealth physician, who understood leiomyosarcoma, the same diagnosis as his mother and she lived five years. Gerard Tan, and his gifts with acupuncture, has been a cornerstone of my care, alongside the intravenous injections offered by Dr. Lemmo, my InspireHealth naturopathic oncologist.

Cancer care is a funny thing sometimes, you can have many tumours in your body and they can respond differently to different things. The main tumour that was giving me the most problems responded to my integrated care program and is now inactive. The other tumours in my lungs have been stable for awhile and are growing very slowly. I try not to think about them, there is no use giving them strength by giving them thought. Two years later, I am alive and thriving.

Everyone must come to InspireHealth. It is a place of refuge, a place of strength, a place of laughter and a place of hope. Here, you are able to connect with other patients and care for them, as they do for you and when something good happens to someone, we all share it.

My words of advice: Find wisdom in everyone. Know who your friends are. Don't try to control situations you have no power over. There are things you can't change, so let go and live. Say 'no' more often and look at situations objectively. Simplicity is key. Live in the moment, and try not to worry about the future. Do things you truly want to do, not just to please others. Appreciate every single day, it's a gift, and, as my son told me, have as much fun as you can.



Thank you
Our Corporate and Foundation Partners

Leadership Partners



Inspiration Partners



Canadian
Cancer
Society



CANADIAN
BREAST CANCER
FOUNDATION*



FONDATION
CANADIENNE DU
CANCER DU SEIN*

lululemon  athletica

CACTUS CLUB CAFE

Community Partners



InspireHealth
INTEGRATED CANCER CARE

Charitable Registration
#10810 3920 RR0001

Suite 200 - 1330 West 8th Ave.
Vancouver, BC V6H 4A6

Phone: 604-734 7125 Fax: 604-734-7105

Email: info@inspirehealth.ca

Web: www.inspirehealth.ca