



**DOUGLAS
WRIGHT**
FOUNDATION

2012-13 ANNUAL REPORT

This has been an exciting year for the Douglas Wright Foundation (DWF). In June 2012, over 400 guests attended our launch party at the Royal Canadian Yacht Club. The Launch Event was a great testament to Doug's wide circle of friends, family and well-wishers, raising over \$70,000 to help kick-start our mission to increase awareness and prevention of melanoma. All proceeds from the launch party are currently being used to fund DWF's first two major initiatives discussed below. Our early success is a direct result of the generous support of those who have donated their time, money and ongoing support. We thank every one of you! We look forward to continuing our work raising awareness on how to prevent and detect melanoma.

ONGOING INITIATIVES

MELANOMA EDUCATION VIDEO

In educating themselves about melanoma, people often look to media such as websites, social networks and online videos. Unfortunately, much of the health information people find does not effectively get the information across, or lead to changes in habits. In January 2013, DWF committed funds to the development of a melanoma education video by Dr. Mike Evans. Dr. Mike is a family physician at St. Michael's Hospital and an Associate Professor of Family Medicine and Public Health at the University of Toronto. Dr. Mike's Health Design Laboratory has proven to bring together health care researchers, designers, artists, and others to devise compelling and innovative ways to deliver health messages. The video is now available on YouTube at the following link: <http://www.youtube.com/watch?v=Y3hWv26Bs9E>. We encourage you to share the video with your friends, family and colleagues. We will be formally launching the video at our Eclipse Melanoma Party.

NATIONAL SUN SAFETY PROGRAM

Youth education is the highest priority for DWF. Canada's youth do not receive nearly enough education in our schools and communities about the severe and deadly risks of overexposure to the sun and UV rays. In April 2013 DWF in partnership with the Melanoma Network of Canada (MNC), engaged LeftRight Learning, Inc. to lead the development of a National Program on Sun Safety and Sun Awareness for JK to grade 12 youth. When completed, this program will be available for schools, summer camps, health units and other key stakeholders free of charge. The development of the Program will be a two-year undertaking, and will be a key focus of DWF's funding efforts over the coming years. We look forward to continuing to update you on the development of the Program.

IMPORTANT DEVELOPMENTS

TANNING BEDS

In 2012, a number of local municipal governments (including Oakville and Mississauga) instituted a legal ban of indoor tanning by youth under the age of 18 years old. In addition, the Ontario provincial government introduced Bill 30 (the Skin Cancer Prevention Act) in order to institute the ban at the provincial level. Although slowed by the proroguing of parliament, the Bill will hopefully be re-introduced in 2013. Congratulations to Kate Neale (a guest speaker at DWF's Launch Event) and the MNC for their amazing efforts at securing public and governmental support of these badly needed legislative changes. Please reach out to your local MPP to continue to encourage these important legislative actions.

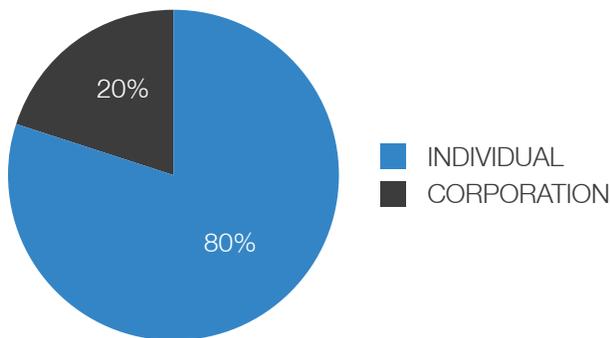
TREATMENT OPTIONS

The FDA has designated lambrolizumab a Breakthrough Therapy for patients with advanced melanoma. The FDA's decision to place lambrolizumab in a category that may enable expedited development and review is an important milestone in the advancement of ongoing programs in multiple cancer indications.

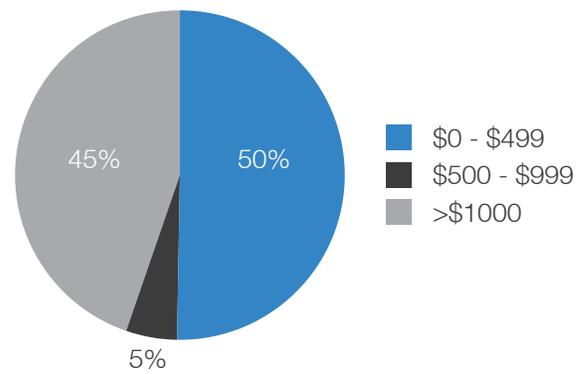
FUNDRAISING EFFORTS AND ONGOING SUPPORT

Thanks to our great donor support we have raised over \$200,000 to date to assist with the DWF's ongoing initiatives. Because we operate on a volunteer only basis, we are able to ensure that all of our donors' funds will go directly to furthering our cause (we operate with negligible expenses). Below is a breakdown of our source and levels of donations.

SOURCE OF DONATIONS



VALUE OF DONATIONS



It takes a lot of work to keep the DWF moving full speed ahead! As well as our amazing donors and volunteers, we would like to thank the following organizations for their continued support of the Douglas Wright Foundation's day-to-day operations: Blake, Cassels & Graydon LLP (especially Joyce McGuiney, Tamara Costa and Daniel Furlong), Red Urban (especially Caroline Kilgour and Joel Pylipiw), David Barber Copywriting, the Royal Canadian Yacht Club and BMO Capital Markets.



THE ECLIPSE MELANOMA PARTY – SEPTEMBER 6TH, 2013

Our second annual fundraising party (the “Eclipse Melanoma Party”) will be held Friday, September 6th, 2013 at the Royal Canadian Yacht Club. For information on tickets please visit <http://www.sellyourevents.com/eventpage.aspx?name=eclipsemelanomaparty>. We are currently looking for silent auction prizes so please email Rob Polci with any ideas or contributions (rpolci@hotmail.com). We hope you can join us for a great night out on the Island!

We are also excited to once again be the recipient of the fundraising efforts of BMO Capital Market's annual summer associate fundraising party. Thank you BMO.

GET INFORMED

A, B, C, D, E OF MELANOMA DO YOU KNOW WHAT TO LOOK FOR?

A = ASYMMETRY

Melanomas are frequently asymmetrical: the shape of one half does not match the other.



B = BORDER

Melanomas frequently have uneven or irregular borders (ragged or notched edges).



C = COLOUR

Melanomas often contain multiple shades of brown or black but can sometimes be mixed with white, gray, blue, or red. Some melanomas will show a loss of colour in a pre-existing mole or in the area surrounding the mole.



D = DIAMETER

Melanomas are often larger than 6 mm (1/4 inch) in diameter. However, with increased awareness about early detection, about 30% of melanomas are found when they are less than 6 mm in diameter.



E = EVOLUTION

Any change. Melanomas typically have shown some evidence of change in the months prior to diagnosis. If the mole is itchy, growing, scabbing or bleeding, see your dermatologist immediately.



Make an appointment with your physician if you observe changes that concern you and then pursue an appointment with a dermatologist who specializes in skin cancer. Remember it is important that melanoma be found and treated in its early stages.

Information provided herein is for background purposes only. It is not a substitute for professional care or advice. If you have or suspect you have a skin problem you should consult a dermatologist or other professional healthcare provider.

Special thanks to the Melanoma Network of Canada for use of this helpful tool.
For more information, please see: www.melanomanetwork.ca

USEFUL RESOURCES

For more information on Douglas Wright Foundation or melanoma prevention and diagnosis please see our website: www.douglaswrightfoundation.ca and our Facebook page: www.facebook.com/douglaswrightfoundation