



**DOUGLAS
WRIGHT**
FOUNDATION

2014 ANNUAL REPORT

The Douglas Wright Foundation (“DWF”) is a charitable foundation devoted to fighting melanoma cancer in Canada by increasing awareness, educating the public about early detection and preventative measures and fostering partnerships between likeminded organizations. The Foundation is our way of honouring and remembering Douglas Wright who passed away from melanoma in April 2011 at age 29. Doug was a very special person who was an inspiration to everyone around him and who embraced every opportunity in life.

KEY SUCCESSES

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. DWF has partnered with the Melanoma Network of Canada to lead the development of a National Program on Sun Safety and Sun Awareness for youth in junior kindergarten to grade 12. The program, called "Screen Me" focuses on three key initiatives: (1) a Sun Awareness Camp Certification program (see adjacent); (2) an interactive, fun and educational website for children, youth and parents; and (3) a school based education program which will be taught through the Toronto District School Boards' Urban Forest program. For more information please visit www.screenme.ca.



SUN AWARE CAMP CERTIFICATION PROGRAM

The SUN AWARE Camp Certification Program pilot stage was launched during the summer of 2014 at a combination of day, sport and overnight camps. The SUN AWARE certification offers a free and easy-to-follow program for owners and directors of children and youth-oriented summer camps to implement best practices in sun safety. In December 2014 DWF made a conditional commitment to provide an additional \$100,000 in funding for the SUN AWARE Camp Certification Program through 2015 and 2016 (in addition to our initial \$50,000 commitment). This significant expenditure will help fund the Program for the coming years and help facilitate the growth of the program to additional summer camps and outdoor schools.



JOINT INITIATIVE WITH DAVID CORNFIELD MELANOMA FUND

DWF is currently partnering with the David Cornfield Melanoma Fund on the production of a new awareness video to be launched in May 2015 during Melanoma Month. The video will be the follow-up to the highly successful "Dear 16 Year-Old Me" melanoma awareness video that has over 8 million views on YouTube to date. The video is being produced by Studio M, the agency behind several national campaigns, including WestJet and Kraft.

FUNDRAISING

"CROSSING FOR A CAUSE" CAMPAIGN

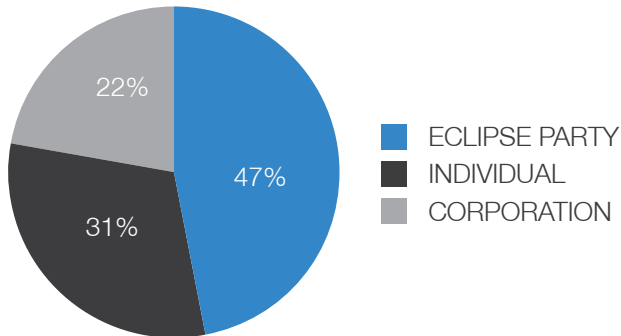
On August 21, 2015 Michael McIsaac, local athlete, friend, and DWF supporter plans to accomplish one of the toughest physical challenges in the world – a long distance swim across Lake Ontario. His mission is to complete a sanctioned marathon swim across Lake Ontario commencing in Niagara-on-the-Lake and ending at Marilyn Bell Park, Toronto – a distance of 52 kilometers. Michael's goal is to raise \$100,000 for DWF. DWF is honoured to have Michael take on this amazing and difficult challenge in our name. Visit www.crossingforacause.com to learn more about Michael's swim and to support the cause today!



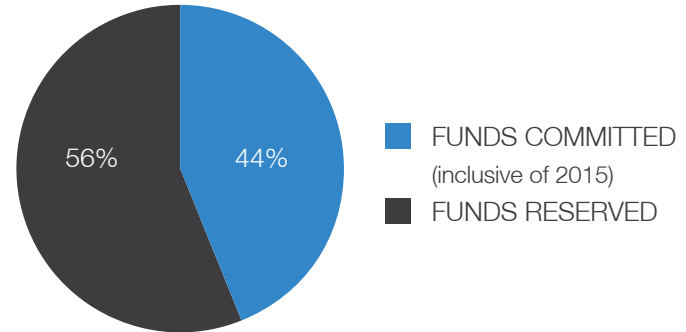
SUMMARY OF FUNDRAISING ACTIVITIES

Thanks to our great donor support we have raised over \$500,000 to date to fund DWF's ongoing initiatives. This is an exciting accomplishment for DWF. Because we operate on a volunteer-only basis, we are able to ensure that all of our donations go directly to furthering our various causes (we operate with negligible expenses). Below is a breakdown of our source and levels of donations.

SOURCE OF DONATIONS



USE OF DONATIONS



Note: Complete financial disclosure for DWF is recorded on the Canadian Revenue Agency's website.

THANK YOU!

It takes a lot of work to keep 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 DWF's day-to-day operations: BMO Capital Markets, Blake, Cassels & Graydon LLP (especially Ben Adelson, Joyce McGuiney and Kal Atwal), Red Urban (especially Caroline Kilgour), Whitman Emorson (especially Whitney Geller), the Crossing For A Cause Team (Michael, Ben, Lauren, Chris, Simon and Danny), the Royal Canadian Yacht Club and key volunteers such as Ellie Wright, Sarah Donaldson and our Eclipse Melanoma Party volunteer team.



ECLIPSE MELANOMA PARTY

DWF's annual Eclipse Melanoma Party held at the Royal Canadian Yacht Club continues to be DWF's key source of financial support (and one of the best parties of the summer!) The 3rd annual Eclipse Melanoma Party, held on September 5, 2014, was another great success (despite an exciting lightning storm!). The event raised over \$40,000 for DWF and featured beer sampling from Northwinds Brewery, John & Son's Oysters and tasty BBQ supplied by the Butcher Shoppe. The next Eclipse Party will be held in June 2016. We would like to once again thank our sponsors, donors, and volunteers. We couldn't have done it without you.

CORPORATE SPONSORSHIP OPPORTUNITIES

We are currently actively looking for corporate sponsors to assist DWF through their annual giving programs. If you have any contacts or colleagues that are interesting in supporting us we would dearly appreciate it. Please contact James Wright or Andrew Thompson at info@douglaswrightfoundation.ca for more information.

THE BASICS ON MELANOMA

WHAT IS MELANOMA?

Melanoma is the most fatal form of skin cancer. It is a cancer of melanocytes, which are the cells that produce melanin, the pigment that is primarily responsible for giving skin its colour. When skin is exposed to UV light, melanocytes produce more melanin which can cause melanoma. Melanoma is so deadly because it can spread through the blood and lymph vessels (metastasize) to other parts of the body. You are at a higher risk for melanoma if you have one or more of the following characteristics; fair skin, red or blonde hair, freckle easily, have many moles, a family history of melanoma, history of severe burns or excessive exposure to UV light from the sun or tanning beds.

HOW TO PROTECT YOURSELF?

The majority of melanomas are preventable. Here are four easy steps that will help you protect yourself against melanoma while enjoying outdoor activities: (1) Use at least SPF 30 sunscreen; (2) Wear a hat and sun protecting clothing; (3) Put on sunglasses that protect against UVB and UVA rays; and (4) Seek shade especially in peak sun hours. Although melanoma is the most fatal type of skin cancer, if it is caught in its early stages it is extremely treatable and the chances of survival are excellent. Melanoma can usually be seen on your skin, so do regular self-checks of your moles and schedule check-ups with your doctor. If you observe changes in your moles that concern you, contact your physician and then pursue an appointment with a dermatologist who specializes in skin cancer.

MELANOMA EDUCATIONAL VIDEO: “WHAT IS THE BEST WAY TO PREVENT AND DETECT MELANOMA?”

In 2013 we partnered with Dr. Mike Evans of St. Michael's Hospital in Toronto, to complete a compelling and innovative educational video on sun safety. To date, the video has been viewed over 25 thousand times on YouTube and has been used in family doctor and dermatologist offices across Canada. The video is also accessible to health care professionals around the world as part of Dr. Mike Evans' Health Education Video Collection which has been viewed over 30 thousand times to date. Watch Dr. Mike Evans' video (<http://www.youtube.com/watch?v=Y3hWv26Bs9E>) for additional information on how to prevent and detect melanoma.



DWF BOARD OF DIRECTORS UPDATE

We are excited to announce the nomination of Dr. Alexandra Pennal to the board of directors of the Douglas Wright Foundation. Alex was a lifelong friend of Doug's and is a pediatrician pursuing a Fellowship in pediatric dermatology at SickKids Hospital in Toronto. Alex will be bringing a wealth of medical experience to the DWF board. Welcome Alex!

USEFUL RESOURCES

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