

Bladder Cancer society co-founder recognized

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Seeing there was no support group in Canada at the time, Moon sought it through the U.S. group, Bladder Cancer Advocacy Network, or BCAN.

In Canada at that time, there was not a support group for bladder cancer, he said. There was no awareness programs of bladder cancer, and bladder cancer, at that time, was 21st in research, although the fifth most common cancer.

Dissatisfied with the presence of support in Canada, Moon asked the co-founder of BCAN, Diane Zipursky Quale, if she knew anyone in Canada who would be interested in founding a Canadian group. She did, and she pointed Moon in the direction of David Guttman,

We met for lunch, and away we went, Moon said.

The two began preparations to starting their own support network. The first step was getting a lawyer to help set them up as a registered charity, and after that, they had to get their name out there, and they did so on a white pamphlet that was distributed to a number of establishments in the GTA. Next, a website was donated, which includ-

ed a discussion forum. Everything, including the lawyer, was donated.

In 2009, their registered charity was verified, and the group became known as Bladder Cancer Canada, coining the phrase See red? See your doctor.

To fund the project, the team decided to host a walk, and at its inaugural walk in 2010, had a fundraising goal of \$5,000 to \$10,000. The walk took place in Toronto and raised a whopping \$25,000.

We thought you know what, this is a great way to raise money, Moon laughed.

In 2011, the group held another walk, and Calgary, Montreal and Ottawa were added to the locations. That year, they raised \$80,000.

Every year since the walk began in 2010, each year afterwards has brought in more money than the previous year. In 2016, the walk took place in over 20 cities across the country, from Victoria B.C. to St. John's, and they raised \$602,000.

Because of the success of the walks, we've been able to fund research projects for bladder cancer, he said. In 2017, we will have crossed the \$1 million mark for funding research.

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