



# Sharing the Good News

PROUD PARTNER SINCE  
**1996**

RAISED OVER  
**\$22M**

CCPS  
IMMUNOTHERAPY  
CAMPS  
RESEARCH

**THANK YOU**



Nationally, WICC is proud to have reached the milestone in 2024 of raising over \$22 million dollars. These valuable funds are because of the generosity and participation of all Insurance Industry sponsors and peers.

## ➔ New 5 Year Pledge for WICC BC

In 2024, WICC BC achieved the 5 year pledge of \$1 million dollars.. The beneficiary was Camp Goodtimes, a free summer camp and recreational program for children, teens and family members affected by cancer. It offers a fun, supportive and inclusive environment where kids can have fun, accomplish their goals and thrive among peers who understand.

For the next five year pledge of \$1 million, WICC BC will continue funding Camp Goodtimes but has added two new beneficiaries in life -saving Cancer research projects.

**WICC BC is seeking Annual Donors.**

**Please contact [sherry@hscr.com](mailto:sherry@hscr.com) for program details**

**Annual BC  
Provincial  
Donors**





# Sharing the Good News

PROUD PARTNER SINCE  
**1996**

RAISED OVER  
**\$22M**

CCPS  
IMMUNOTHERAPY  
CAMPS  
RESEARCH

**THANK YOU**



Nationally, WICC is proud to have reached the milestone in 2024 of raising over \$22 million dollars. These valuable funds are because of the generosity and participation of all Insurance Industry sponsors and peers.

## ➔ New 5 Year Pledge for WICC BC

In 2024, WICC BC achieved the 5 year pledge of \$1 million dollars.. The beneficiary was Camp Goodtimes, a free summer camp and recreational program for children, teens and family members affected by cancer. It offers a fun, supportive and inclusive environment where kids can have fun, accomplish their goals and thrive among peers who understand.

For the next five year pledge of \$1 million, WICC BC will continue funding Camp Goodtimes but has added two new beneficiaries in life -saving Cancer research projects.

**WICC BC is seeking Annual Donors.**

**Please contact [sherry@hscr.com](mailto:sherry@hscr.com) for program details**

**Annual BC  
Provincial  
Donors**



## WICC BC Pledge Recipients

### ▶ **Dr Simon Wisnovsky** – UBC | Developing novel immunotherapy drugs for people with cancer

A team led by Dr Simon Wisnovsky is working to help generate new immunotherapy drugs that can restore proper immune function and cure otherwise devastating cancers. Cells in our immune system have ways of “tasting” sugars that are attached to the surfaces of other cells. Some sugars taste good, signaling everything is healthy and normal. Others, such as those attached to bacteria, taste bad, triggering our immune system to activate and try to protect us from disease. Normally, our immune system has ways of detecting and destroying cancer cells before they begin growing uncontrollably.

However, sometimes cancer cells can increase their production of specific sugars that trick the immune system into overlooking them. With funding from the Canadian Cancer Society, a team led by Dr Simon Wisnovsky is trying to better understand how our immune cells interact with specific sugars that are present on the surface of acute myeloid leukemia cells. The information will enable researchers to better understand and predict how certain carbohydrates will impact the activity of our immune system. If successful, the project could generate valuable resources for the tumour immunology research community as well as identify and validate new immunotherapy drugs to more effectively treat people affected by cancer.



### ▶ **Amber Bourgeois** – UVic | Developing recommendations to improve access to treatment for people with cancer experiencing homelessness and/or poverty

Amber Bourgeois is investigating how to improve access to cancer care for people who experience poverty and homelessness. People who experience poverty and/or homelessness often have poorer outcomes when diagnosed with cancer. This is due to late diagnoses, difficulties in adhering to treatment regimens and barriers to accessing cancer care, including feeling unsafe or unwelcome. Community-based social care and health organizations have a vital role in facilitating positive outcomes despite these challenges. With funding from the Canadian Cancer Society, Amber is researching how community-based organizations assist people who experience homelessness and/or poverty to access cancer treatment.

The team will work with individuals from these communities currently undergoing cancer treatment, as well as community organizations and clinicians who work with them across three Canadian cities. The team will then generate recommendations regarding a model of care to enable people with cancer experiencing homelessness and/or poverty to receive better access to cancer treatment. If successful, this project could lead to better access to cancer care and treatment outcomes for people with cancer experiencing homelessness and/or poverty.



### ▶ **Camp Goodtimes**

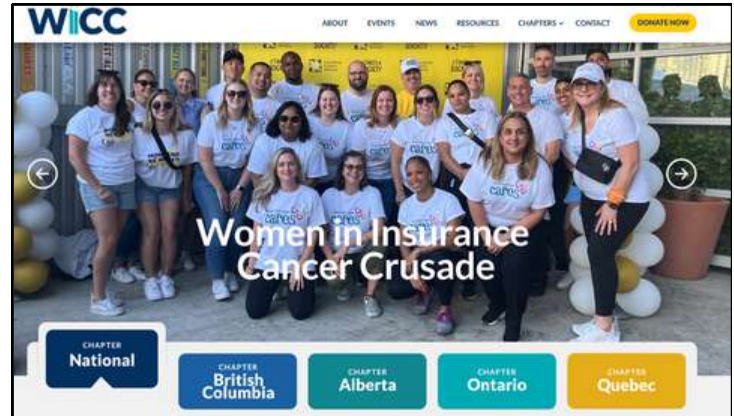
Camp Goodtimes provides unique summer and year-round recreation programs. These programs are designed for children and youth 0 to 18 years of age with a cancer diagnosis, their families and bereaved families. Through these programs, children and teens living with cancer or beyond build resilience, strength and independence to see that life is bigger than cancer. At Camp Goodtimes, campers and families can enjoy traditional camp activities while receiving care from staff and our 24-hour medical team. Camp creates an open and accepting environment where lifelong friendships can be made.



## NEW Website for WICC

the current WICC website is being forced into retirement by a change in the host provider. WICC thanks them for their generosity over the past decades.

The new website is anticipated to go live in the coming weeks. The website designers at **2web.ca** have been invaluable with their experience working for non profits and providing the much needed guidance to facilitate the new and updated website. If you have need for web design assistance: [info@2web.ca](mailto:info@2web.ca)



**Soon to Sell Out**

## BREWS & BRAIN TEASERS FOR WICC

Join us for a fun beer tasting event and rounds of brain-teasing trivia, with prizes up for grabs! All proceeds to WICC.

**WEDNESDAY, MAY 7, 2025**

**3:00 P.M - 5:30 P.M**

@BREWHALL 97 E.2ND AVE VANCOUVER



**\$85 PER PERSON**

more details and to register:

[www.wicc.ca/bc/events](http://www.wicc.ca/bc/events)

## Upcoming Events

**WICC** *Silent Auction* *Beer Tasting*

OKANAGAN'S WARM UP TO  
**18 HOLE GOLF TOURNAMENT**

**THURSDAY MAY 22ND, 2025**

SUNSET RANCH GOLF AND COUNTRY CLUB  
5101 Upper Booth Rd S  
Kelowna, BC

Registration: 12:00pm  
Putting Challenge: 12:30pm  
Shotgun Start: 1:00pm  
Dinner & Auction: 5:30pm

\$175.00 per player  
includes 18 holes, cart, lunch and dinner

Click below for Registration and Sponsorship Opportunities.  
<https://wicc.ca/bc/event-calendar/>

PROCEEDS BENEFIT  
 Canadian Cancer Society

All proceeds to support the Southern Interior Rotary Lodge and its programs for patients undergoing treatment, *Prizes!*

**For tickets and details go to [www.wicc.ca/bc](http://www.wicc.ca/bc)**

**Save The Date - WICC Vancouver Golf September 7?**

## Become a BC Annual Donor

The Canadian Cancer Society lodge located on 10<sup>th</sup> ave in Vancouver, features a rooftop garden named after WICC BC. Thanks to the generosity and support of our industry donors, this garden offers a respite for the patients staying at the lodge. The garden provides a space to relax or socialize on warm days, It also provides an area that can be used for small social gatherings.



WICC BC is currently seeking donations of large planter boxes and easy to maintain plants to provide staff and patients with an even greener area to enjoy.

**WICC BC is seeking Annual Donors.**  
Please contact [sherry@hscr.com](mailto:sherry@hscr.com) for program details



**Are you proficient in social media platforms?** linked in, Instagram etc. and have a couple hours a week available? WICC BC is seeking a volunteer to assist with posting on social media and assisting with expanding WICC BC messaging. The volunteer would work with our Website and Media Director.

**Do you have some basic book keeping skills?** This volunteer or two would work with our WICC BC Treasurer to help manage financial transactions that occur pre and post events. Some assistance on applications for gaming licenses would be helpful. Time commitment would be a couple hours per week.

If you are interested in assisting, please email [Darlene at dfmeducation@outlook.com](mailto:Darlene@dfmeducation@outlook.com)



## WICC BC Board of Directors

Co- Chair

**Lisa Nykoluk**

Executive Client Solutions  
On Side Restoration  
lnykoluk@onside.ca

Legal Council

**Jennifer Woznesensky**

Partner  
Harper Grey LLP  
jwoznesensky@harpergrey.com

Golf Committee Chair

**Michelle Boyd**

Director, Strategic Accounts  
J.S. Held LLC  
MBoyd@jsheld.com

Volunteer Coordinator

**Darlene McBride**

Retired  
dfmeducation@outlook.com

Donor Committee Chair

**Sherry Massoud**

Director, Insurance Division  
HighStreet Accommodations  
sherry@hscr.com

Event Director

**Kelly Krakonchuk**

Head of Underwriting  
Aviva Canada  
kelly.krakonchuk@aviva.com;

Event Director

**Farzina Coladon**

Client Executive  
Acera Insurance  
farzina.coladon@acera.ca

Co-Chair

**Debbie Demar**

Senior VP  
Marsh Canada Limited  
debbie.l.demar@marsh.com

Treasurer

**Anita Roeterdink**

Manager Training & Support Broker  
Solutions  
BFL Canada  
aroeterdink@bflcanada.ca

Golf Committee Chair

**Mayank Anand**

Vice President, Account Executive  
HUB International  
mayank.anand@hubinternational.com;

Website and Media Director

**Kim Killick**

SLE Underwriter  
Special Risk Insurance Managers Ltd.  
kkillick@srimg.ca

Community Outreach Committee  
Director

**Roxane Pomeroy**

Business Development Manager, BC  
Echelon Insurance  
rpomeroy@echeloninsurance.ca

Industry Associations Liaison Director

**Lenora Shipka**

AVP National Business Development  
Echelon Insurance  
lshipka@echeloninsurance.ca

Canadian Cancer Society Ambassador

**Sarah Ross**

Senior Manager, Corporate  
Partnerships  
Canadian Cancer Society  
sarah.ross@cancer.ca

## Thankyou National Sponsors

