

Financial Summary - Fiscal 2017

The Princess Margaret Cancer Foundation is passionate about impact, efficient fundraising, and effective stewardship, so that our collective vision to Conquer Cancer In Our Lifetime can be achieved.

Fulfilling our Mission

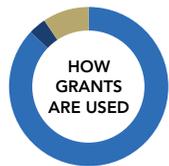
Our mission is to raise and steward funds to deliver breakthrough research, exemplary teaching, and compassionate care at the Princess Margaret Cancer Centre, one of the top 5 cancer research centres in the world.

Based on reported gross fundraising revenue and lottery revenue (\$167.5 million):



Lotteries	43%
Major Gifts and Bequests	30%
Strategic Events	15%
Annual Programs	12%

Grants spent this year by Princess Margaret Cancer Centre (\$102.5 million):



Research, Education, Patient Care	87.0%
Building	3.6%
Equipment	9.4%

Beyond funds granted this year (\$102.5 million), the Foundation has multi-year research and clinical commitments in progress at Princess Margaret Cancer Centre.

Year-over-year highlights

Net fundraising and lottery revenue (\$ millions)



General fundraising and administrative expenses

2012	2013	2014	2015	2016	2017
10.0%	10.4%	9.6%	9.9%	10.3%	10.5%

The PMCF is best-in-class relative to our peers across the country.

Distinct revenue streams

Gross revenue (excluding investment income) of \$167.5 million disclosed in the CRA T3010 form is composed of two distinct revenue streams: fundraising revenue and lottery revenue. Cost ratios associated with these streams are treated differently by the CRA.

← Total gross fundraising revenue \$167.5 million →

Fundraising revenue

\$95.2 million	gross fundraising revenue	
\$15.0 million	fundraising expenses	15.8%
\$80.2 million	net fundraising revenue	84.2%

Direct fundraising expenses include costs for logistics, marketing, and other costs directly related to strategic events and annual programs.

Lottery revenue

	\$72.3 million	gross lottery revenue
36.7%	\$26.6 million	lottery prizes
25.0%	\$18.0 million	marketing and other expenses
38.3%	\$27.7 million	net lottery revenue

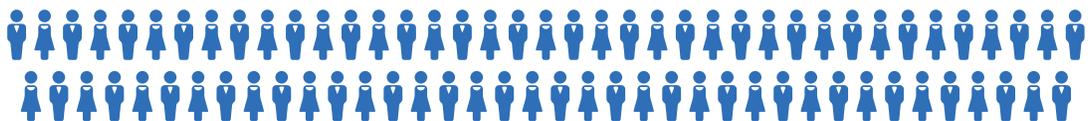
The PMCF lottery net revenue return of 38.3% compares favourably to the industry average return of 36.0% based on the three largest charitable lotteries in Canada. The PMCF lottery cost ratio of 61.7% is substantially lower than CRA acceptable guidelines (70.0%+).

Fundraising efficiency measure

The PMCF raised \$1.4 million per full-time employee, making it one of the most efficient and effective charities in Canada.



= \$1.4 million net revenue



= \$107.9 million net revenue