

TRANSFORMING CANCER IMAGING IN KIM'S MEMORY

For a limited time, every dollar you give will be matched 2:1—tripling your impact.



Money Matters in the Cancer Fight

This year marks five years since Kim Keulen (Neveridle Dairy Farm, Delta, BC) passed away from colon cancer, which has seen a dramatic increase among people under the age of 50. Kim was only 38 years old. To mark these five years, the Keulen family, in partnership with the BC Cancer Foundation, has launched a fundraiser to help bring the first PET/CT scanners to the Fraser Valley Region, to be installed at the new BC Cancer Centre coming to Cloverdale.

PET/CT scanners are among the most powerful tools in cancer care today. During Kim's treatment, these scans were essential in guiding decisions, evaluating progress, and providing clarity during incredibly difficult moments. Yet access to this technology remains limited in British Columbia, with scanners currently only available in Vancouver, Kelowna, and Victoria.

Kim was a beautiful person, both inside and out. Though not having grown up on a farm, she quickly adapted to the farming lifestyle, seeking to be a support wherever she could. When her husband George faced his own health crisis, needing a double-lung transplant, she was ever faithful in keeping him going in the face of mounting odds.

In addition to her faith, which served as the backdrop and motivating factor behind all of what Kim sought to be and do, the three values that played such a huge part in making Kim who she was were *People, Practicality, and Generosity*. Choosing to raise funds to help bring the first PET/CT scanners south of the Fraser was a decision made in line with Kim's core values - something that would help thousands of people in the future, something very functional and practical in cancer care, and something

for which we would have to dig deep in generosity.

As cancer diagnoses continue to rise, so does the need for faster, more accessible imaging. Expanding access to these diagnostic imaging machines in the Fraser Valley will reduce wait times, ease the burden of travel, and help ensure patients receive the right care at the right time.

Kim left a lasting legacy in the lives of everyone she was close to, and now, it is her family's hope that her legacy will touch the lives of those who will benefit from these machines. Their goal is to raise \$750,000 by the end of the year. Currently, all donations are being matched 2:1, this means that for every dollar donated, three dollars will be going to help pay for these critical machines in the fight against cancer. At the start of June, \$203,710 was raised - over 25% of the goal!

If you or your business would like to consider donating, please check out the website, www.georgekeulen.com for more information, and for a link to their BC Cancer Foundation fundraising page fundraising page.



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