Joanne Schiewe (cover photo and below) ran in this year’s Winnipeg Police Service Half Marathon before competing in a half Ironman in Calgary. Those are impressive achievements. But consider the fact that Joanne, 35, is also undergoing treatment for glioblastoma multiforme, an aggressive form of brain cancer.

Last February, Joanne’s doctor said she had 12 to 18 months to live. More than a year later, Joanne is not slowing down. A big part of what’s driving her? The determination to raise money and awareness in the fight against a disease that kills about 2,000 Canadians a year and has a 5-year survival rate of 25% – less than half the overall cancer survival rate.

Amid surgeries, radiation and chemotherapy treatments, Joanne has tirelessly raised money for research, including $25,000 that is being matched by Brain Canada through the Canada Brain Research Fund (a public-private partnership established by the Government of Canada), another example of the Canadian Cancer Society’s commitment to build important partnerships for the benefit of cancer research. This collaboration will also enable the Winnipeg Police Service Half Marathon committee to raise $1.25 million (including the Brain Canada match) for brain cancer research over the next 5 years.

“Any fundraising for brain cancer means that I may get to eventually benefit from it and hopefully extend my chance at living a long and healthy life,” Joanne says. “Even if I specifically don’t get the chance to benefit from this, others will. That matters to me.”

“I want to make everyone as aware of brain cancer as they are of breast cancer,” says Joanne. “Look at what research has done to breast cancer. Now, nearly 90% of women survive. It’s time we took on brain cancer.”
Executive summary

Your support is the key

In 2015/16, your support made it possible for us to deliver on our promise to have more impact, against more cancers, in more communities, than any other cancer charity in Canada. Quite simply, no one else is doing what we do for the benefit of Canadians – and no other cancer charity accomplishes more.

The success of the Canadian Cancer Society is only made possible through your support and generosity. Together we are saving lives. We’re doing it through investments in research that open the doors to treatments and therapies that were unimaginable only a few short years ago. We’re doing it by dramatically advancing the way we understand, treat and live with cancer, working with Canadians on prevention initiatives that stop cancer before it starts. We’re doing it through programs and services that reach into communities across Canada and through information and public policy that reinforce our leading role as the voice of all cancers, empowering Canadians with cancer to live fully through their cancer journey.

Working in partnership with you, as the largest national charitable funder of cancer research in Canada we invested $44 million in research on a broad range of cancers including those that are rare or difficult to treat. Discoveries from Society-funded research benefit all Canadians regardless of where they live.

Your donations supported advocacy efforts that helped governments limit flavoured tobacco and electronic cigarettes, particularly to minors. Bans on the use of indoor tanning facilities by minors are in place almost everywhere in Canada. The newly elected federal government’s commitment to address national healthcare challenges – including caregiver support, home care services, healthy eating, and plain packaging of tobacco – continue to be advanced through the Society’s support. Together we are making change happen for the benefit of all Canadians.

As Canada’s cancer charity for nearly 80 years, we’re taking every step to stop cancer in its tracks. However, we can’t do it without you, and the need for continued support has never been greater. Survival rates are higher than they have ever been before yet the number of new cancer cases in Canada will rise about 40% in the next 15 years due in a large part to Canada’s aging population.

Many thousands of Canadians participated in our signature fundraising events, Relay For Life and Daffodil Month. Many more volunteered in support of our mission-related programs and activities. Your contributions resonate with Canadians everywhere and play a vital role in all that we do.

Thank you for your compassion, your generosity and your continued support.

We wish to acknowledge the contributions of former President and CEO Pamela Fralick, who in 2015 played a key role in laying the foundation for continued Society success. Her leadership and commitment were critical to ensuring the Society remains your charity of choice and your best investment in the fight against cancer.
You’re putting more brainpower to brain cancer

In children, medulloblastoma and neuroblastoma can be aggressive and hard to treat. Dr Poul Sorensen at the University of British Columbia believes he has found the Achilles heel of tumour cells: an enzyme that enables cells to adapt and survive under stress. With the Ride2Survive Brain Cancer Impact Grant of the Canadian Cancer Society and Brain Canada, Dr Sorensen is testing whether blocking this enzyme makes cells more sensitive to treatment. Thanks to you, and the generosity of our top donors Brain Tumour Foundation of Canada, Winnipeg Police Services Half Marathon and Ride2Survive, our partnership with Brain Canada funded 4 $1.25 million Impact Grants in brain cancer research in 2015.
Research

Through the generosity of donors like you, in 2015 we were able to support:

$44M in the most promising cancer research across the country

17% in prevention research
74% in research focused on reducing cancer deaths
9% in quality of life research

Just a few examples of what your donations have accomplished:

**Prevention**

Dr David Hammond at the University of Waterloo revealed that the use of e-cigarettes in Canada is highest among tobacco smokers and young people, underlining the need to fully understand their health effects as they rise in popularity.

**Reducing cancer deaths**

Dr Robert Day at the Université de Sherbrooke provided the first evidence that blocking a protein called PACE4 stops prostate cancer growth in mice. Drugs that block PACE4 are being tested as new cancer therapies.

**Quality of life**

Dr Lisa Barbera at the Sunnybrook Research Institute and the Society-supported Canadian Centre for Applied Research in Cancer Control found considerable variation in end-of-life care across 4 provinces and established quality benchmarks to improve healthcare services for patients.

**Additional highlights**

- 357 total investments in 10 provinces across 39 research institutions
- 1,073 publications, 1,932 presentations, 1,987 collaborations
- 22 research findings changed clinical practice or influenced program delivery
Nova Scotia made history in May 2015 by becoming the first jurisdiction in the world to ban flavoured tobacco, including menthol. Smoking accounts for approximately 30% of all cancer deaths in Canada, and the Society has been campaigning for a ban on flavoured products, which often appeal to young people. This historic achievement signals a firm commitment to the prevention of tobacco-related disease.
Advocacy

Priorities for the new federal government

In July 2015, the Canadian Cancer Society released a federal election platform document pointing to 3 specific areas where the incoming federal government should take immediate action to repair existing policy gaps and lay the foundation for further progress: prevention (including tobacco), research and palliative care.

The newly elected government in Ottawa has said it will take action on some of the Society’s most important priorities. Among the new government’s most important commitments are its promises to:

• reduce tobacco use by introducing plain packaging rules
• improve financial support for family caregivers
• invest $3 billion over 4 years to improve access to home care services
• promote healthier eating

The Canadian Cancer Society is making progress in many areas through its advocacy with government

✔ Flavoured tobacco: 5 provinces (AB, ON, QC, NB, NS) have adopted legislation to ban flavoured tobacco, including menthol.

✔ E-cigarettes: 7 provinces (BC, MB, ON, QC, NB, NS, PE) have brought forward legislation to regulate electronic cigarettes, including bans on sales to minors and prohibiting e-cigarette use in places where smoking is banned.

✔ Indoor tanning: Bans on the use of indoor tanning facilities by minors are now in place or being developed in every province and territory in Canada.

✔ Palliative care: The Government of Quebec has announced a 5-year plan to improve palliative care. The Society’s palliative care report, Right to Care: Palliative Care for all Canadians, released in January 2016, calls for action to improve care across the country.
Cancer hits Inuit hard. Compared to the general population, Inuit have almost double the incidence of cancer, and knowledge about cancer and awareness about screening and prevention in these communities are low.

But thanks to the generosity of Jaguar Land Rover Canada an ambitious initiative has been launched to build knowledge and improve outcomes. In partnership with the Society, Jaguar Land Rover Canada funding has fostered The Inuit Cancer Project, benefiting Pauktuutit Inuit Women of Canada – a national not-for-profit organization representing all Inuit women in Canada.

Thanks to a leadership gift from Jaguar Land Rover Canada, culturally appropriate resources are being developed to facilitate and improve Inuit access to cancer information and knowledge about cancer. Better access to information will greatly reduce the kind of fears that can prevent people from getting help and will improve access to care.
Information and support

Because of you, we’re able to provide people with cancer and their caregivers in communities across the country access to information and a wide range of support services.

In 2015 alone:

- We answered nearly **50,000 inquiries** by phone and email.
- We distributed more than **1.1 million copies** of print materials.
- Our peer support program gave **4,253 people living with cancer** a place to discuss their experiences with volunteers who have been there.

We’re proud to be a trusted source, responding to Canadians’ evolving online and mobile information needs:

- There were over **11 million** visitors to cancer.ca – an increase of about 29% over the previous year.
- Cancer information resources were viewed by **92%** of cancer.ca visitors.
- Visitors to our online community, CancerConnection.ca, increased by **30%** over 2014.
- Visitors through mobile devices grew to **5.4 million** – an increase of 56% over 2014.

We’re engaging with Canadians on social media. In 2015, we kept the conversation going:

We have **140,000 fans and followers** across all nationwide social platforms.

We are the number 1 most influential cancer charity in Canada on Twitter.
Residents of Newfoundland and Labrador have the country’s highest cancer incidence rates and the highest smoking, drinking and obesity rates. The Husky Energy Cancer Prevention Program aims to change that. Launched in early 2015, thanks to a $1.05 million gift from Husky Energy, the program is taking the cancer prevention message to people in the province’s remote outports and urban centres like never before.

About half of cancers can be prevented by making healthy lifestyle choices. The Husky Energy Cancer Prevention Program is making a difference by communicating this vital message in schools and workplaces, to sports groups and at community events.
Policy and prevention

Canadian Cancer Society content experts constantly review research and engage with health stakeholders to improve our understanding of what causes cancer, how to prevent cancer and how to find cancer early, so that we can inform and advocate in the interests of improving life for all Canadians.

The focus of our attention last year included:

- updated sun safety guidelines
- new information on the burden of occupational cancers
- agreement on cancer and chronic disease prevention priorities for Canada

We worked with researchers and other health groups on cancer prevention initiatives that led to:

- updated sun safety guidelines
- new information on the burden of occupational cancers
- agreement on cancer and chronic disease prevention priorities for Canada

2015 marked the one-year anniversary of our online, interactive tool It’s My Life! – designed to educate, engage and empower Canadians in their understanding of cancer statistics and how their lifestyle can affect their risk of developing cancer.
A Dream Team to help make our mission a reality

Relay For Life is one of Canada’s most important cancer fundraisers. In 2015, the Society put a new twist on the event with a national Relay For Life Dream Team, made up of 50 business and community leaders who each pledged to raise $10,000.

Cancer survivor Bert Munro was one of the inaugural nationwide Dream Team members. With the support of his employer, Associated Engineering, Bert created a dynamic one-man Saskatoon Relay For Life team. Since 2005, Bert has raised a total of $220,000 for the Society.
Get involved

Relay/Daffodil

Your generous donations, countless volunteer hours and passionate contributions to our fundraising events allow us to continue the fight against all cancers, for all Canadians.

Relay For Life

Since 1999, Relay For Life in Canada has been a fundamental part of the Canadian Cancer Society as an experience that embodies the values of the organization and a fundraiser that fuels our mission.

2015 highlights

• 421 Relay For Life events were held.
• Over $33 million was raised to advance cancer research and support Canadians living with cancer.
• 197 (47%) of these Relay events have been running for 10 years or more, while 35 were new additions in 2015.

Daffodil campaign

Over $16.5 million was raised in support of the fight against cancer, thanks to the work of 53,000 volunteers who canvassed, sold flowers and pins, and organized special events.

New initiatives

British Columbia and Yukon introduced the Daffodil Dash, a fun, family-oriented walk and run.

• Held the last Sunday in April, Daffodil Dash provided a fitting close to the month and was an opportunity to celebrate and thank donors and supporters.
• Daffodil Dash raised over $90,000 across 4 locations.

Paint your workplace/school yellow

• A new program to introduce daffodil-themed fundraising activities in workplaces and schools.
• 500 workplaces and 237 schools participated in the Ontario pilot, raising over $158,000.
Awards for Excellence in Cancer Research

The Awards for Excellence in Cancer Research promote and recognize outstanding achievements and progress in Canadian cancer research. Last June, the Canadian Cancer Society honoured the 2015 recipients of the award for their tremendous contributions. Long-time Society supporter Patricia Lovett-Reid hosted the event and moderated a lively panel discussion.

Thanks to our generous donors, we are able to support these researchers and many others like them in life-saving work.
Awards

2015 Canadian Cancer Society Impact Awards

The Canadian Cancer Society Impact Awards celebrate Canadians from coast to coast who are making a difference in the fight against cancer. We were proud to recognize the following individuals, groups and corporations last year for their exceptional efforts.

Leadership Awards

Outstanding Youth Leadership Award
Justin Morin (Ontario)

Leadership in Community Engagement
Yik Fung Au-Yeung (British Columbia/Yukon)

Medal of Courage
Michael Permach (Alberta/Northwest Territories)
Sharon Scherer (British Columbia/Yukon)
Emile Gallant (New Brunswick)
Aubrey Bonnell (Newfoundland and Labrador)
Robin McGee (Nova Scotia)
Lesley Jannis (Ontario)
Janet MacQuarrie (Prince Edward Island)
Martha Moore (Quebec)
Sylvain Poissant (Quebec)
Susan Holmes (Saskatchewan)

Program Delivery

Program in Action Award
Hospice Calgary Living with Cancer (Alberta/Northwest Territories)

Public Policy

Leadership in Public Policy Award
Michael Perley (Ontario)

Revenue Generation

Community Achievement Award
Paul Murr Golf Tournament (Ontario)

Corporate Achievement Award
Shaw Media (British Columbia/Yukon)

Golden Corporate Achievement Award
Husky Energy (Newfoundland and Labrador)

Relay For Life Award of Excellence – Team
Team Salama (British Columbia/Yukon)

Awards for Excellence in Cancer Research

Robert L. Noble Award
Dr Rama Khokha (Toronto)
Dr James Rutka (Toronto)

Bernard and Francine Dorval Prize
Dr Russell Jones (Montreal)

O. Harold Warwick Award
Dr Laurence Klotz (Toronto)

William E. Rawls Award
Dr Michael Taylor (Toronto)
Together, we’re making a difference. Thank you!

Donors are at the heart of everything we do – because, simply put, we couldn’t do any of it without you. Your support enables the Canadian Cancer Society Research Institute (CCSRI) to fund the most promising research projects with the greatest potential for impact. And your generosity sustains our work as the most trusted voice on cancer and a source of meaningful support for programs and advocacy.

We are pleased to honour the donors whose generous gifts named a research grant, award, program or fund.

**Research grants**

Brain Tumour Foundation of Canada Impact Grant of the Canadian Cancer Society and Brain Canada
Brooke’s Donkeys Innovation Grant of the Canadian Cancer Society
GIVETOLIVE Research Scientist Award in Prevention Research
Glentel Innovation Grant of the Canadian Cancer Society
Mrs Grace Limbert Innovation Grant of the Canadian Cancer Society
Great Canadian Innovation Grant
The John Murphy Innovation Grant of the Canadian Cancer Society
Louisa Gale Scholars
Lotte & John Hecht Memorial Foundation Innovation, Innovation to Impact, and Impact Grants of the Canadian Cancer Society
Marilyn Hopper Innovation Grant of the Canadian Cancer Society
Marjorie Sheridan Innovation Grant of the Canadian Cancer Society
Minor Hockey Fights Cancer/Mannarn Family Innovation Grant of the Canadian Cancer Society
Nick Natale Innovation Grant of the Canadian Cancer Society
Pedal for Hope Impact Grant of the Canadian Cancer Society
Prairie Women on Snowmobiles Innovation Grant of the Canadian Cancer Society
A Quality of Life Grant of the Canadian Cancer Society in memory of James Tyrrell
A Quality of Life Grant of the Canadian Cancer Society in memory of Frank Tyrrell
A Quality of Life Grant of the Canadian Cancer Society in memory of Edna Goebel
Rachelle Archambault Innovation Grant of the Canadian Cancer Society
Ride2Survive Brain Cancer Impact Grant of the Canadian Cancer Society and Brain Canada
W. Gary Rowe Innovation Grants of the Canadian Cancer Society
WICC Ontario (Ottawa Region) Innovation Grant of the Canadian Cancer Society

**Named funds**

AirSprint Cancer Prevention Fund
Allnorth Allstars Kordyban Lodge Catalyst Fund
Bill Barley Innovation Fund
Birdsell Family and Friends Brain Cancer Research Fund
Cardone Family Cancer Fund
Circles of Friends Pancreatic Cancer Research Fund
Cleans for Cleavage Breast Cancer Research Fund
Comda Conquering Cancer Fund
Craig’s Cause Pancreatic Cancer Research Fund
The Diller Project Catalyst Fund in support of Brain Cancer Research
Ed Kozystko and Frances Kozystko Fund for Cancer Research
Face Off Against Cancer Fund
Fonds Catalyst de la Caisse Desjardins de Nicolet pour la recherche sur les sarcomes
Fonds Sylvain Poissant pour le cancer du peau
Fung and Duen Au-Yeung Foundation Fund
Ginty Jocius Brain Cancer Research Fund
Haladner Memorial Foundation Research Fund in Memory of Gertrude Green
Helen Mary Storey Ovarian Cancer Research Fund
Hodgson Family Ovarian Cancer Research Fund
Jack Dell’Accio Fund in honour of Vito Dell’Accio for Research into Hard-to-Treat Cancers, Prevention Awareness, and Survivorship
Jaguar Land Rover Canada Family Transportation Fund
JEDI’s Catalyst Fund to support Kordyban Lodge
Junk Rangers Fund for Cancer Research
Just Breathe Fund
Lilies for Lillie Cancer Impact Fund
Kate Linder and Friends Fund for Women’s Cancer Research
Kootney Savings Community Catalyst Fund
Love for Lizzie Fund
Lusomé Cancer Research Fund
The Marion Dorothy Pauderis Innovation Fund
Medics on the Move Fund
Michael Albert Garron Foundation Synovial Sarcoma Research Fund
Mont Gabriel/Canadian Cancer Society Research Fund
Norris Family Pediatric Brain Cancer Research Fund
Peter Nikkel Fund in support of Prostate Cancer Research
Prairie Women on Snowmobiles Breast Cancer Research Impact Fund
Red Lipstick Warriors Catalyst Fund to support Colon Cancer Research
Sarcoma Steps Fund
TELUS Catalyst Fund
Tets Haya Memorial Fund
Walk the Talk Lymphoma Research Catalyst Fund
Webnames.ca Cancer Prevention Centre Fund
WICC Alberta Brain Cancer Research Fund
WICC BC Fund for Cancer Prevention & Camp Goodtimes

Programs & awards
The Bernard and Francine Dorval Prize Award for Excellence
Gertrude & LeRoy Rellinger Youth Volunteer Scholarship
Gloria Aaron Volunteer Award
Husky Energy Cancer Prevention Program
Mary Burleigh Stewart Cancer Research Scholarship
R.G. Heimbecker Media Arts Program at Camp Goodtimes
The Victor and Anna Kern Leadership Program

Brain Canada gift-matching initiative
Thank you to Brain Canada, and to the following donors whose investments in this partnership enabled the full funding of 3 Impact Grants in brain cancer research. Together, we are advancing research with the greatest potential to unravel this complex disease.

Brain Tumour Foundation of Canada
Ride2Survive
Winnipeg Police Services Half Marathon

Strength through partnerships
Funding partnerships extend the impact of donors to the Canadian Cancer Society and promote coordinated action against cancer. We are proud to work with the following organizations to support excellent cancer research:

Brain Canada
Brain Tumour Foundation of Canada
Canadian Breast Cancer Foundation
Canadian Institutes of Health Research – Institute of Cancer Research
Craig’s Cause Pancreatic Cancer Society
Lotte & John Hecht Memorial Foundation
National Pancreatic Cancer Foundation of Canada
New Brunswick Health Research Foundation
Princess Margaret Cancer Centre
Prostate Cancer Canada
QEII Foundation
The Canadian Cancer Society gratefully acknowledges our corporate partners and charitable group contributors for their generous support this past year. It is because of them, and each of our generous donors, that we’re able to fund life-saving research and provide Canadians from coast to coast with the most reliable information and support programs.
We’re honoured to be championing such a worthy cause. It’s truly rewarding to be part of something this significant that’s making a tremendous difference in the lives of so many Canadians, and we’re confident that the impact of our partnership with the Society will continue to unfold in the years to come.

Jeff Thompson, Chief Sport Officer, Golf Canada

We embrace and support our communities every day by volunteering our time and contributing to local charities. Selling daffodil pins during the month of April is one way Pharmasave can improve the lives of our customers. Together, our stores have raised $300,000 for the Canadian Cancer Society, with the sale of each daffodil pin going directly back to the province in which it was raised. Supporting what matters in our community is important, because our community matters at Pharmasave.

Jennifer Engele, National Brand Communications Manager, Pharmasave

We recognize that the Help Whip Cancer program has made a real difference in the lives of many Canadians. The success of our partnership with the Society is driven by the shared vision of a world where no one need fear cancer. For these reasons, we are proud to support the work of the Society in breast cancer research and awareness.

Dahna Sanderson, Director of Marketing & Communications, Pampered Chef – Canada
Our donors

Following is a list of corporate partners and charitable groups that contributed $10,000 or more in 2015/16.

| The 7 Days In May Foundation/People On Bikes | CAE |
| 49th Parallel Grocery #2                     | Caisse de dépôt et placement du Québec |
| 97.3 The Wave Saint John                      | Caisse Desjardins de Saint-Eustache - Deux-Montagnes |
| Abbott Nutrition                              | Caisse Desjardins de Terrebonne |
| The Abercrombie Foundation                    | Caisse Desjardins des policiers et policières |
| Aikins, MacAulay & Thorvaldson LLP            | Caisses populaires acadiennes |
| Al Roadburg Foundation                        | Canadian Tire |
| Alberta Milk                                  | Canadian Union of Public Employees |
| Allnorth Consultants Ltd.                     | Canfor Pulp Ltd. Partnership |
| Ames Family Foundation                        | The Cartier Foundation |
| Amex Bank of Canada                           | Cassels Brock & Blackwell LLP |
| Apotex                                        | CGI |
| Aqueduct Foundation                           | Chemainus Health Care Auxiliary |
| Around the Bend Foundation                    | Chubb Insurance Company of Canada |
| Astaldi Canada                                | CIBC |
| AstraZeneca Canada Inc.                       | Cirque du Soleil Inc. |
| ATCO                                          | Clearwater Seafoods |
| Avon Foundation for Women                     | CN Employees’ and Pensioners’ Community Fund |
| Bank of Montreal                              | Coast Capital Savings |
| BCE Inc. (Bell Canada Enterprises)            | Coast to Coast Against Cancer Foundation |
| Beedie Development Group                      | Coca Cola |
| BELFOR Property Restoration                   | Cole Foundation |
| Belron Canada Inc.                            | COMDA Advertising Connections |
| The Birks Family Foundation                   | Compugen |
| BMC Software                                  | Conexus Credit Union |
| Boston Consulting Group                       | Crane Fund For Widows and Children |
| Boulangerie Première Moisson Lachenaie        | Crawford & Company (Canada) Inc. |
| Bowl Canada                                   | Credit Unions of PEI |
| Brain Tumour Foundation of Canada             | Credit Valley Golf & Country Club Limited |
| Brunswick News Inc.                           | Cressey Development Group |
| Burnaby Elks Lodge #497                       | Cunningham Lindsey |
| Business Development Bank of Canada           | The David and Faye Sobey Foundation |
| The Cadillac Fairview Corporation Ltd.        | David R. Budd Law Corporation |
Davies Ward Phillips & Vineberg LLP
Day & Ross
DBRS Limited
Deloitte
Deloitte Foundation Canada
Delta Brunswick
Desjardins Financial Security
Domino’s Pizza of Canada Ltd.
Donate A Car Canada Inc.
Dorothy & Hugh Cole Foundation
Duocom
Echo Foundation
Economical Mutual Insurance Company
Électro Saguenay Ltée
Embassy of the United Arab Emirates (Ottawa)
Enterprise Holdings Foundation
Ernst & Young LLP
The Etta I. Jackson Charitable Foundation
Federated Health Charities Corporation
Fédération des Caisses Desjardins du Québec
Fiera Capital Corporation
Fleming Foundation
Fondation communautaire du Grand Québec
Fondation Denis Chartier
Fondation du CHU de Sainte-Justine
Fondation Famille Lemaire
Fondation Jacques & Michel Auger
Fondation Mirella & Lino Saputo
Fondation St-Hubert
Frischkorn-Médiaco
Future Pro Goalie School - Steve McKichan
Gildan
Goldcorp Inc.
Golf Canada
Grant Thornton
Great-West Life Assurance Company
Greatus Financial Services Inc.
Green Acres Lawn Landscape & Irrigation
Groupe BMR inc.
The Guarantee Company of North America
HealthPartners
Hewitt Equipment Ltd.
Holland America Line
Husky Charitable Fund/Husky Energy
Hydro One - Employees’ and Pensioners’ Charity Trust Fund
IDI Independent Distributors Inc.
Immeubles Vista
Industrial Alliance Insurance & Financial Services Inc.
Intact Insurance Company
International Paper
Irving Oil Limited
ITC Construction Group
The Jack & Marjorie Todd Foundation
Jaguar Land Rover Canada ULC
Janis Foligno Foundation
Janssen Inc.
Jarden Consumer Solutions
Jennifer J. Traub Law Corporation
John Deere Foundation of Canada
Johnson & Johnson Inc. Canada
Jubilant DraxImage Inc.
K94.5, Max FM, BOFM Moncton
Kal Tire
Kent Building Supplies
Kevric Real Estate Inc.
Kin’s Farm Market
KOA Care Camps
Koffman Kalef LLP
KPMG
La Cie Canada Tire Inc.
La Revue de Terrebonne
Lamarche Family Foundation
Langley Concrete Group
The Lawrason Foundation
LCBO
Ledcor Construction Ltd.
Leon’s Furniture Limited
LGM Financial Services Inc.
LifeLabs
Lions Club of Vancouver Cambie
Loblaws Inc.
London Drugs Ltd.
Lotte & John Hecht Memorial Foundation
Lundbeck Canada
MacDon Industries Ltd.
Macquarie Group Foundation Limited
Madeleine (Hornby) Investments Ltd.
Market Measurement, Inc.
MBNA Canada Bank
The McCain Foundation
McCall MacBain Foundation
McKellar Structured Settlements
McKesson Canada
McKesson Foundation
McNeil Consumer Healthcare
Merck Canada Inc.
Michael Albert Garron Foundation
Michelin North America
Mortgage Alliance
The Morris and Rosalind Goodman Family Foundation
NAPA Cambridge DC
National Bank
National Bank Financial
National Bank/Spiring Wealth Management Group
National Tile (2005) Ltd.
NB Masonic Charities & Housing Co. Ltd.
Nechako Construction Ltd.
Neutrogena
Newfoundland and Labrador Nurses Union
Newfoundland and Labrador Association of Private and Public Employees
The NWM Private Giving Foundation
Normandin Beaudry
Northland Auto Group
NRJ Astra Radio
Offshore Fish Resources Harvestors
On Side Restoration
Ontario Power Generation
Otto and Marie Pick Charitable Foundation
Overwaitea Food Group
Pacific BioEnergy Prince George Ltd. Partnership
Pacific Western Brewing Co
Paladin Security Group Ltd.
The Pampered Chef
Pantene
Patten Family Foundation
Payless ShoeSource Canada
PCI Holdings Corp
Peel Regional Police, Senior Officers Association
PEI Liquor Control Commission
Peninsula Consumer Services Co-operative
Peterbilt Pacific Inc.
Pharmasave
Phoenix Transportation
Pictou County Prostate Cancer Support Association
Plomberie Richard Jubinville Inc.
Potash Corporation of Saskatchewan
Power Corporation of Canada
Prairie Dawn Foundation
Pratt & Whitney Canada
PricewaterhouseCoopers
Private Giving Foundation
Province of BC - Ministry of Health
Provincial Airlines
Provincial Employees Community Services Fund
Provincial Health Services Authority
QEII Health Sciences Centre Foundation
QLO Management Inc., Suds Express Inc.
Québecor Inc.
RBC Foundation
RBC Royal Bank
Redwood Construction
ReMax
Rexall Foundation
Risk Management Counsel of Canada (RMC)
Royal Lighting
RSA Canada
S&D Smith Central Supplies Limited
Safeway
Safeway Operations, Sobeys Inc.
Saskatchewan Heavy Construction Association
Scholar’s Choice
SCM Health Solutions
Scotiabank
Sealiff Foundation
Services Or LP/SEC
Servier Canada Inc.
Shaw Communications Inc.
The Shaw Group
Shorcan Brokers Limited
Silver Wheaton Corp
Sir James Dunn Foundation
The Slaight Family Foundation
SNC-Lavalin Group Inc.
The Sobey Foundation
Sobeys Inc.
South Cowichan Rotary Club
Specialized Property Evaluation Services Limited
Spirit of the North Healthcare Foundation
Stanfield’s Limited
Stelcon Industrial Services Ltd.
Stingray Digital Group Inc.
Strategic Charitable Giving Foundation
Sun Life Financial
Sunbeam Corporation (Canada) Ltd.
Swarovski Canada Limited
T & E Ventures Inc.
Tandem Expansion Management Inc.
Tata Consultancy Services Canada Inc.
TD Bank Financial Group
TELUS
Terracon Development Ltd.
TEVA Canada Ltd.
The R. G. Heimbecker Foundation
Thrifty Foods 10
UAP Inc.
Van Berkom and Associates Inc.
Van-Whole Produce Ltd.
Vector Aerospace
Videoville Showtime Inc. (VVS Films)
Ville de Repentigny
Ville La Tuque
Vitran Express Canada Inc.
Walter and Duncan Gordon Foundation
Wawanesa Insurance
Wellington Laboratories Inc.
Werner & Helga Hoing Foundation
West Fraser Mills Ltd. Head Office
WICC (Women in Insurance Cancer Crusade)
Wilkes Residence Inc.
Zeller Family Foundation
Zurich Canada
For the period February 1, 2015, to January 31, 2016

We are pleased to present the Canadian Cancer Society’s (the Society’s) Statement of Financial Activities for the year ended January 31, 2016. Our financial position and diversified fundraising activities support our ability to fund the best cancer research, influence public policy for prevention of cancer and quality cancer care, and offer programs supporting the needs of cancer patients and caregivers.

The Society’s volunteer board of directors, with guidance from the volunteer Finance, Audit and Risk Management Committee, is committed to proactive stewardship of the Society’s financial resources.

The financial statements for the year ended January 31, 2016, including the notes to the financial statements and the auditor’s report, are available on cancer.ca or by calling our National Office at 416-961-7223.

Norman Bellefontaine, CPA, CA
Chair, Finance, Audit and Risk Management Committee

Every dollar you give

The Canadian Cancer Society is extremely thankful for our donors, partners and volunteers whose efforts give us the power to fund groundbreaking research, advocate for healthy public policy, provide information about cancer and prevention, and support those living with cancer. Every dollar given supports our passion to deliver on our mission to eradicate cancer and to enhance the quality of life of people living with cancer.
## Statement of financial activities

Operations and externally restricted resources  
Year ended January 31, 2016, with comparative figures for 2015

<table>
<thead>
<tr>
<th></th>
<th>Operations</th>
<th>Externally restricted</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2016</td>
<td>2015</td>
</tr>
<tr>
<td><strong>Revenue:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual giving</td>
<td>$ 40,093</td>
<td>$ 41,535</td>
</tr>
<tr>
<td>Relay For Life</td>
<td>33,767</td>
<td>42,345</td>
</tr>
<tr>
<td>Planned gifts</td>
<td>29,699</td>
<td>29,058</td>
</tr>
<tr>
<td>Special events</td>
<td>22,570</td>
<td>24,478</td>
</tr>
<tr>
<td>Lotteries</td>
<td>22,107</td>
<td>32,417</td>
</tr>
<tr>
<td>Tributes</td>
<td>7,068</td>
<td>7,988</td>
</tr>
<tr>
<td>Major gifts</td>
<td>5,351</td>
<td>2,785</td>
</tr>
<tr>
<td>Capital campaign</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Revenue:</strong></td>
<td>160,655</td>
<td>180,606</td>
</tr>
<tr>
<td><strong>Less:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct fundraising</td>
<td>45,013</td>
<td>44,862</td>
</tr>
<tr>
<td>Lotteries fundraising</td>
<td>14,395</td>
<td>25,128</td>
</tr>
<tr>
<td><strong>Net fundraising revenue</strong></td>
<td>101,247</td>
<td>110,616</td>
</tr>
<tr>
<td>Government and other sponsored projects</td>
<td>13,350</td>
<td>10,681</td>
</tr>
<tr>
<td>Investment income</td>
<td>688</td>
<td>5,315</td>
</tr>
<tr>
<td>Other income</td>
<td>5,632</td>
<td>5,540</td>
</tr>
<tr>
<td><strong>Total Net Revenue:</strong></td>
<td>120,917</td>
<td>132,152</td>
</tr>
<tr>
<td><strong>Expenditures:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mission:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Programs</td>
<td>68,400</td>
<td>69,297</td>
</tr>
<tr>
<td>Research</td>
<td>44,071</td>
<td>43,870</td>
</tr>
<tr>
<td>Advocacy</td>
<td>7,906</td>
<td>8,382</td>
</tr>
<tr>
<td><strong>Total Mission:</strong></td>
<td>120,377</td>
<td>121,549</td>
</tr>
<tr>
<td>Supporting:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indirect fundraising</td>
<td>17,551</td>
<td>18,865</td>
</tr>
<tr>
<td>Administration</td>
<td>7,351</td>
<td>7,681</td>
</tr>
<tr>
<td><strong>Total Supporting:</strong></td>
<td>24,902</td>
<td>26,546</td>
</tr>
<tr>
<td><strong>Increase (decrease) in resources</strong></td>
<td>$ (24,362)</td>
<td>$ (15,943)</td>
</tr>
</tbody>
</table>
National board of directors 2015-2016

Mr Cyril Abbott
Gander, NL
Mr Alfred Arsenault *
Wellington, PE
Mr Stephen Baron
Thornhill, ON
Dr Joan Bottorff *
Kelowna, BC
Mr Jeff Cook
Winnipeg, MB
Mr Michael Costello †
Saint John, NB
Mr Neil Currie †
Toronto, ON
Mr Doug Dahl *
Prince Albert, SK
Ms Roberta Dugas *
Caraquet, NB
Mr Marc Généreux †
Montréal, QC
Mr Don Hansen †
Regina, SK
Mr Andrew Hazlewood
Victoria, BC
Mr Jason Holowachuk †
Calgary, AB
Mr Ken Hubley *
Stanhope, PE
Ms Marion Kirsh *
Thornhill, ON
Mr Pierre Lafrenière
Montréal, QC
Mr Robert Lawrie *
Toronto, ON
Dr David Malkin
Toronto, ON
Ms Bretta Maloff
Calgary, AB
Ms Christine McCourt-Reid *
Edmonton, AB
Ms Susan Payne
Port Williams, NS
Mr Pierre Richard *
Repentigny, QC
Ms Dorothy Sanford
Toronto, ON
Mr Rudy Scholaert *
Mississauga, ON
Dr Michael Woods
St. John’s, NL
Dr Dallan Young †
Calgary, AB

* Term started September 27, 2015
† Term ended September 27, 2015
National
55 St Clair Avenue West,
Suite 300
Toronto, ON M4V 2Y7
Tel: 416-961-7223
ccs@cancer.ca

Saskatchewan
1910 McIntyre Street
Regina, SK S4P 2R3
Tel: 306-790-5822
Toll-free 1-877-977-HOPE (4673)
ccssk@sk.cancer.ca

New Brunswick
P.O. Box 2089
133 Prince William Street
Saint John, NB E2L 3T5
Tel: 506-634-6272
ccsnb@nb.cancer.ca

National Public Issues Office
116 Albert Street, Suite 500
Ottawa, ON K1P 5G3
Tel: 613-565-2522

Manitoba
193 Sherbrook Street
Winnipeg, MB R3C 2B7
Tel: 204-774-7483
Toll-free 1-888-532-6982
info@mb.cancer.ca

Nova Scotia
5826 South Street
Halifax, NS B3H 1S6
Tel: 902-423-6183
Toll-free 1-800-639-0222
ccs.ns@ns.cancer.ca

British Columbia and Yukon
565 West 10th Avenue
Vancouver, BC V5Z 4J4
Tel: 604-872-4400
Toll-free 1-800-663-2524
frontdesk@bc.cancer.ca

Ontario
55 St Clair Avenue West,
Suite 500
Toronto, ON M4V 2Y7
Tel: 416-488-5400
Toll-free 1-800-268-8874
webmaster@ontario.cancer.ca

Prince Edward Island
1 Rochford Street, Suite 1
Charlottetown, PE C1A 9L2
Tel: 902-566-4007
info@pei.cancer.ca

Alberta/NWT
325 Manning Road NE,
Suite 200
Calgary, AB T2E 2P5
Tel: 403-205-3966
Toll-free (AB) 1-800-661-2262
Toll-free (NWT) 1-877-920-4428
info@cancer.ab.ca

Quebec
5151 de l’Assomption Blvd.
Montreal, QC H1T 4A9
Tel: 514-255-5151
webmestre@quebec.cancer.ca

Newfoundland and Labrador
P.O. Box 8921
Daffodil Place, 70 Ropewalk Lane
St. John’s, NL A1B 3R9
Tel: 709-753-6520
Toll-free 1-888-753-6520
ccs@nl.cancer.ca

Canadian Cancer Society offices