



Canadian  
Cancer  
Society

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Canadian Cancer Society  
**Impact Report**  
2016/17



[cancer.ca](http://cancer.ca)

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## Feature

Nadège St-Philippe (pictured on cover) was diagnosed with colorectal cancer at age 36. When she was exhausted from many treatments, including chemotherapy, radiation and surgery, Nadège phoned the Cancer Information Service at the Canadian Cancer Society. Talking with a CCS cancer information specialist gave her the strength to continue. Nadège is now in remission and a committed ambassador for the Canadian Cancer Society.

“There came a time when I didn’t want to go to chemotherapy sessions anymore. I didn’t want to suffer anymore. I wanted everything to stop. So I called the Canadian Cancer Society. I didn’t know the person on the other end of the line, but she saved my life.”



## Increasing our impact. A message for our donors.



**Robert Lawrie**  
Chair, Board of Directors  
Canadian Cancer Society



**Lynne Hudson**  
President & Chief Executive Officer  
Canadian Cancer Society

The Canadian Cancer Society (CCS) has been Canada’s cancer charity since 1938. Last year was one of exciting change and new beginnings for CCS. Our National Impact Report for 2016/17 highlights many of these changes. Here you will read about important advances we made across all areas of CCS’s influence: research, support services, advocacy and education. This report is also our opportunity to thank our donors – it’s because of you that we are able to do the work we do.

We have funded the most promising cancer research and worked to generate game-changing public policies. We have championed prevention efforts to help stop cancer before it starts and delivered programs and services that benefit Canadians affected by cancer. With your support, we continue to have more impact, against more cancers, in more communities than any other cancer charity in Canada. None of these achievements would be possible without your generosity.

Yet there is still more to do. By 2030, the number of new cancer cases in Canada will rise dramatically, largely because of our aging population. There will be increased demand for the important work your donations support.

We must act now to prepare for that future. That was the rationale for our merger with the Canadian Breast Cancer Foundation, uniting 2 of Canada’s largest and most respected cancer charities to make more efficient use of your financial support.

Our vision remains the same: we will continue to work toward a world where no Canadian fears cancer – but we are now better positioned to face the challenges of tomorrow. We are reducing our costs, maximizing our resources and amplifying the impact of your generosity on vital programs, services and cancer research across Canada.

In the 1940s, about 25% of Canadians survived 5 years after a cancer diagnosis, compared with a 5-year survival rate of 60% today. With your continued support, we will keep pushing for progress in the face of rising need.

Thank you for being an important part of this truly transformative year. Your passion and commitment has motivated and empowered us. We are proud of the difference we made together in 2016/17.

Sincerely,

**Robert Lawrie**  
Chair, Board of Directors

**Lynne Hudson**  
President & CEO



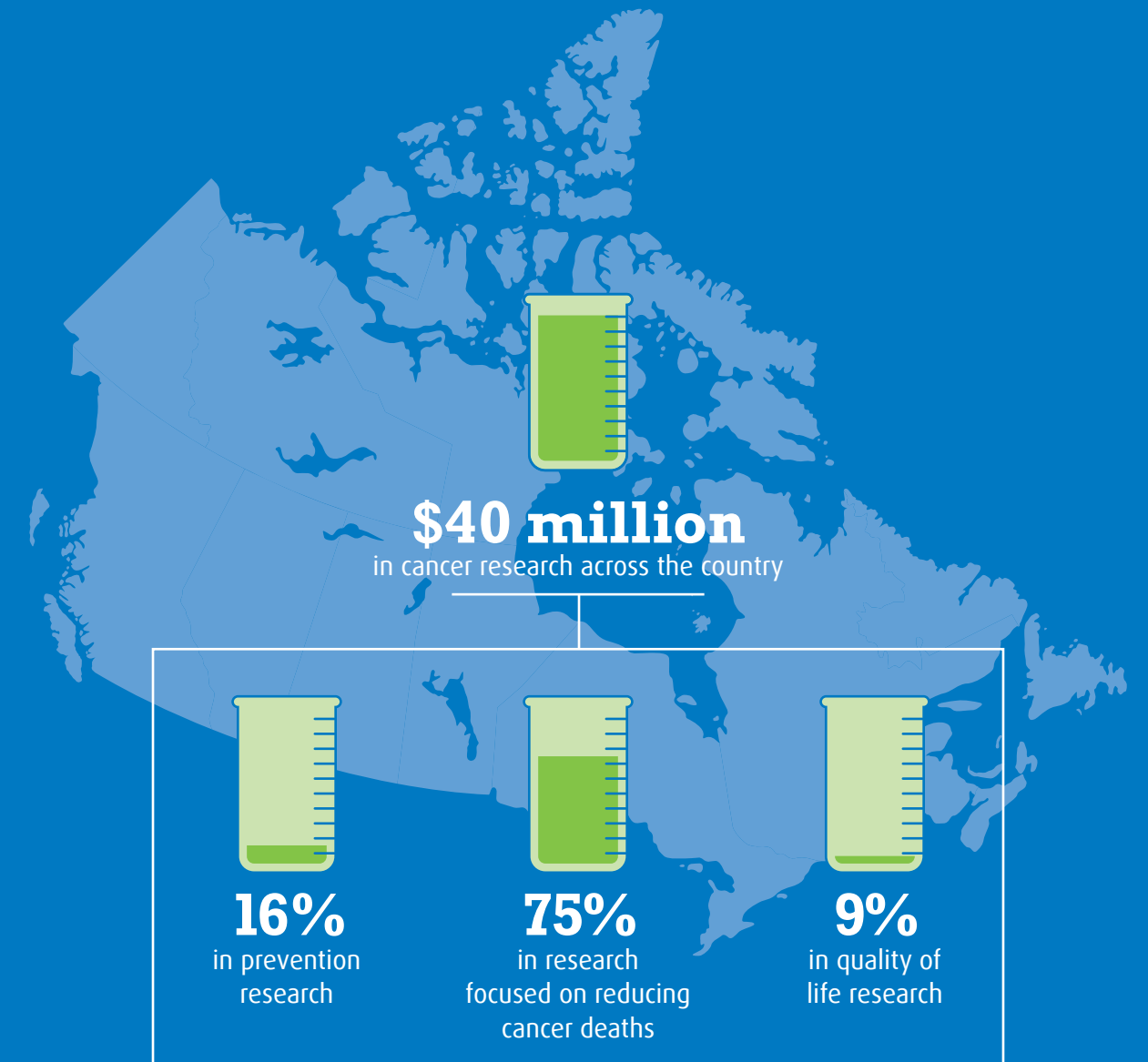
## Research

At 3 years old, Amanda McQuinn was treated for a brain tumour by CCS-funded researcher and pediatric neurosurgeon Dr Michael Taylor. Dr Taylor and his team uncovered new insights into the genetics of brain cancer. This led to clinical trials that could offer more effective therapies for children.

“It’s an honour to know my daughter’s life was saved by someone making major breakthroughs in childhood cancer research. Only research will improve treatments so kids don’t have to live with side effects of treatments their whole lives.” – Joanne McQuinn



## Together, we support the most promising cancer research

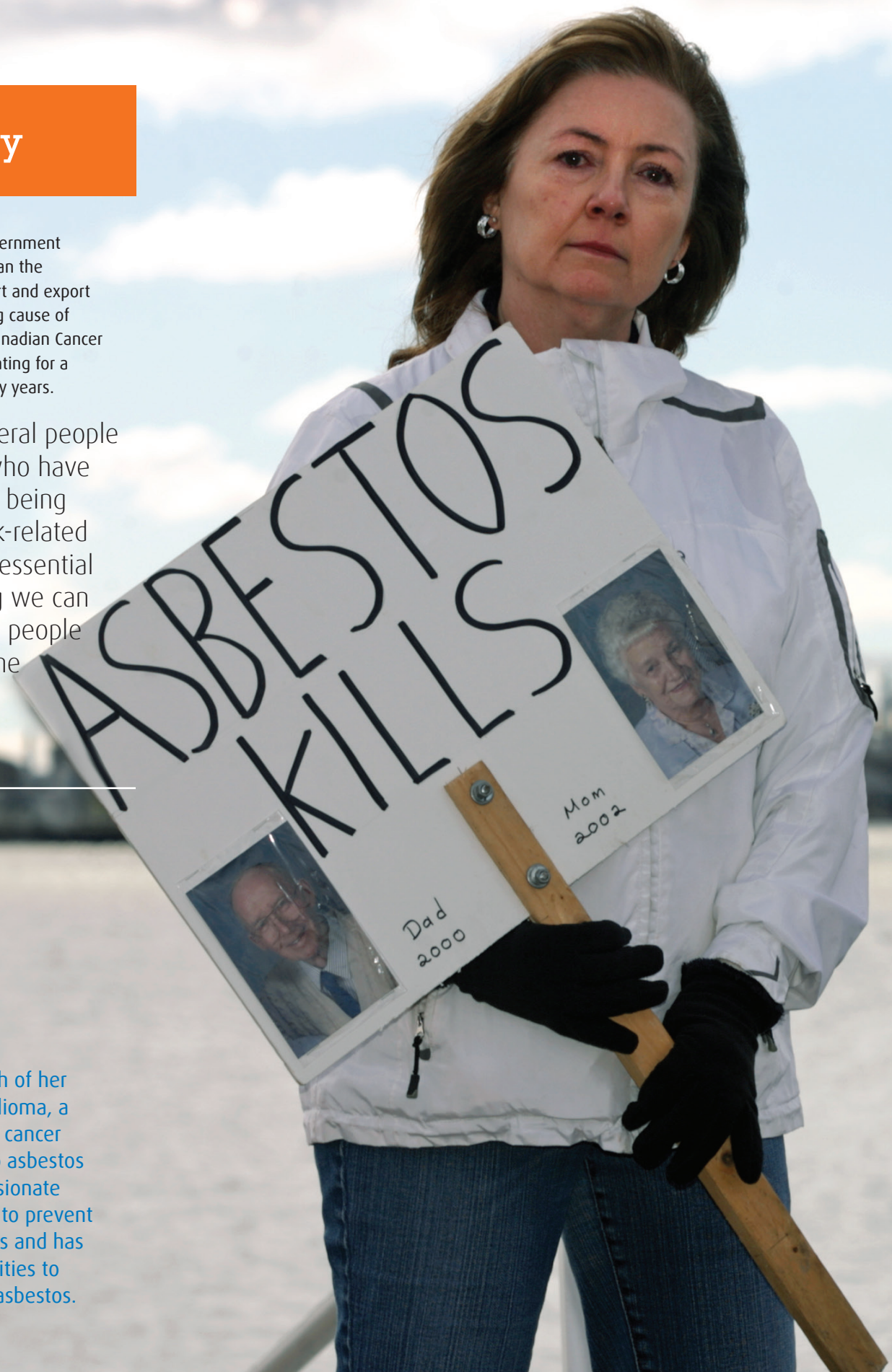


### Additional highlights:

- We made **342** total investments in **8** provinces across **36** research institutions
- Our researchers produced **994** publications, **2,006** presentations, and **321** consultations and briefings
- **15** research findings changed healthcare practice or influenced programs
- **6** research findings influenced policy



## Advocacy



In 2016, the federal government announced that it will ban the manufacture, use, import and export of asbestos – the leading cause of workplace death. The Canadian Cancer Society has been advocating for a nationwide ban for many years.

“I’ve known several people in my lifetime who have had cancer after being exposed to work-related health risks. It’s essential to do everything we can to prevent more people from suffering the way my parents did.” – Trish Daubs

Trish Daubs lost both of her parents to mesothelioma, a rare but highly fatal cancer that’s closely tied to asbestos exposure. She’s passionate about taking action to prevent work-related cancers and has participated in activities to support the ban of asbestos.

## Together, we work to bring about healthy public policies

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



- ✓ **Plain packaging:** Health Minister Jane Philpott moved forward on tobacco plain packaging by conducting a formal public consultation, and by introducing a bill in Parliament to support future plain packaging regulations. Plain packaging reduces tobacco use by eliminating promotion on packaging, reducing product appeal, and increasing the impact of health warnings.
- ✓ **Menthol cigarettes:** PEI and NL adopted legislation to ban flavoured tobacco including menthol, bringing the total to 7 provinces that have done so.
- ✓ **Tobacco taxes:** 4 provinces increased tobacco taxes. A price increase of 10% will decrease the use of tobacco by about 4%.
- ✓ **Compassionate care:** The government extended the amount of time that caregivers are entitled to benefits, from 6 to 26 weeks, ensuring more family caregivers get the financial support they need.
- ✓ **HPV vaccine:** 4 more provinces added boys to their publicly funded HPV vaccination programs, which will help prevent future HPV-related cancers.

BC/Yukon	AB/NWT	SK	MB	ON	QC	NB	NS	PEI	NL
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	✓			✓	✓	✓	✓	✓	✓
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## Information and support

Boyd Dunleavy was diagnosed with acute myeloid leukemia, an aggressive form of blood cancer, and needed a life-saving stem cell transplant. The procedure meant weekly trips far from home. At first, he was worried about how he would get to his appointments, but a CCS volunteer driver took him to all of his treatments over the next 4 months. Boyd is now cancer-free and gives back to his community by participating in Relay For Life and volunteering during Daffodil month.

“We had 3 little kids and only 1 little car. The staff at the Canadian Cancer Society went above and beyond to make sure I could get to my cancer treatments by registering me with Wheels of Hope.”

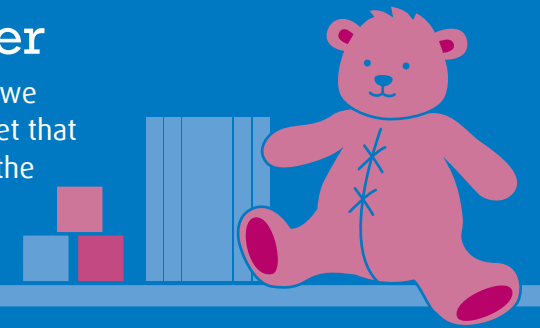
— Boyd Dunleavy

# Together, we lend a helping hand to those living with cancer



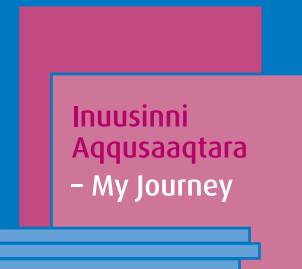
## When your child has cancer

In September (Childhood Cancer Awareness Month) we published *When Your Child Has Cancer*, a new booklet that focuses on supportive care. We also supplemented the booklet with refreshed in-depth online content.



## Inuit cancer project

We launched *Inuusinni Aqqusaaqtara – My Journey*, a new practical guide to help Inuit living with cancer. Produced in partnership with Pauktuutit Inuit Women of Canada with funding from Jaguar Land Rover Canada, the guide has already been translated into 3 dialects of Inuktitut.



There were over **13 million** visitors to cancer.ca.

**94%** of visitors to cancer.ca viewed cancer information resources.



**1.3 million** print materials were distributed.

More than **90,000** people visited our online community, CancerConnection.ca — a 48% increase over the previous year.



Our Cancer Information Service responded to about **50,000** inquiries about cancer by phone and email.



## Prevention and policy

James Morris of the Wet'suwet'en First Nation was fortunate that his colon cancer was caught early through screening. After his diagnosis, he found support and a home away from home at one of our lodges during treatment.

“Be proactive about your health and get tested. It’s worth it to prevent cancer. I’m now looking forward to the next stage of my life.” – James Morris



# Together, we stop cancer before it starts and protect the health of all Canadians

Issues we worked on last year included:



### Coffee, tea and hot beverages

New research led to an update to our information on the cancer risks from coffee, tea and other hot beverages. There is no conclusive evidence that coffee or tea causes cancer, but drinking beverages at very hot temperatures increases the risk of esophageal cancer.

### Stop Marketing to Kids

CCS is a proud supporting member of the Stop Marketing to Kids Coalition, urging governments to restrict the marketing of food and beverages targeted to Canadian children under 16.



### Sun safety

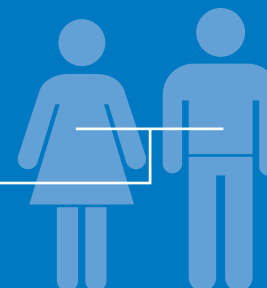
We updated our sun safety recommendations, in collaboration with national health partners. Rates of melanoma, the deadliest type of skin cancer, continue to rise in Canada even though it is one of the most preventable cancers.



### Colorectal cancer screening

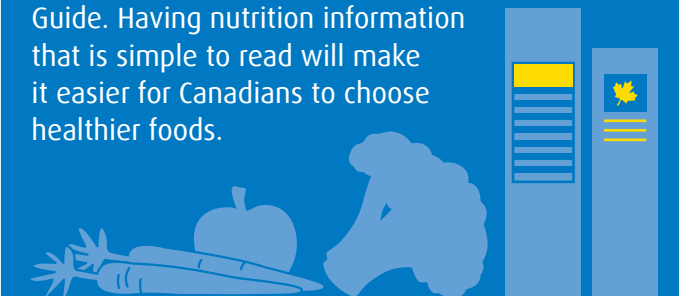
We updated our recommendations on colorectal cancer screening. CCS recommends Canadians aged 50 to 74 and not at high risk for colorectal cancer be tested every 2 years.

**50–74**  
get screened  
every 2 years



### Nutrition

We worked with Health Canada on their improvements to nutrition facts tables, front-of-package labels and Canada’s Food Guide. Having nutrition information that is simple to read will make it easier for Canadians to choose healthier foods.



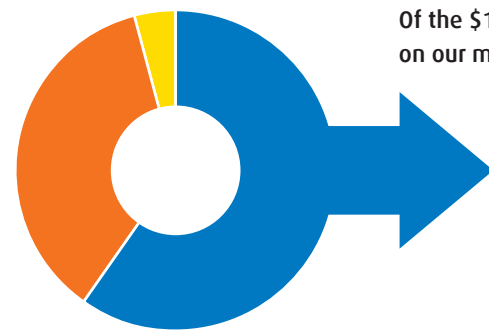


# Financial highlights

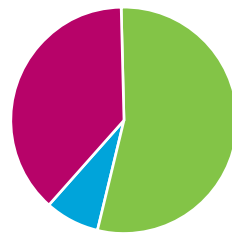
## Every dollar you give

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.

The financial statements for the year ended January 31, 2017, including the notes to the financial statements and the auditor's report, are available on [cancer.ca](http://cancer.ca).



Of the \$103 million we spend on our mission, we invest:



- \$103 million toward our mission
- \$62 million toward fundraising\*
- \$7 million toward administration

\*Excluding lottery

- \$40 million on research
- \$57 million on information, services and programs
- \$5 million on advocacy



Vancouver Daffodil Ball 2017

## Thank you!

For a full list of corporate partners and charitable groups that contributed \$10,000 or more in 2016/17, please visit [cancer.ca/impactreport](http://cancer.ca/impactreport).



## National board of directors 2016/17

**Cyril Abbott**<sup>5</sup>  
Gander, NL

**Alfred Arsenault**<sup>4</sup>  
Wellington, PE

**Stephen Baron**<sup>5</sup>  
Thornhill, ON

**Norm Bellefontaine**<sup>1</sup>  
Burlington, ON

**Joan Bottorff**<sup>5</sup>  
Kelowna, BC

**Jeff Cook**<sup>5</sup>  
Winnipeg, MB

**Neil Currie**<sup>1,5</sup>  
Toronto, ON

**Doug Dahl**  
Prince Albert, SK

**Roberta Dugas**<sup>5</sup>  
Caraquet, NB

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Toronto, ON

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**Dorothy Sanford**<sup>3</sup>  
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St. John's, NL

**Shauna Sullivan Curley**<sup>2</sup>  
Charlottetown, PE

**Alvin Wasserman**<sup>2</sup>  
Vancouver, BC

**Michael Woods**  
St. John's, NL

<sup>1</sup> Term started March 5, 2016

<sup>2</sup> Term started August 22, 2016

<sup>3</sup> Term ended February 10, 2016

<sup>4</sup> Term ended February 23, 2016

<sup>5</sup> Term ended August 22, 2016



## Contact us

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[cancer.ca](http://cancer.ca)



