



Stronger  
together

Impact Report  
2017/18



Canadian  
Cancer  
Society

Last year was about more than one person or one organization. It was about more than one research discovery, one supportive connection or one health policy change. Last year was about all of us: Canadians from coast to coast coming together to transform the way we address cancer in Canada. It was about collectively and courageously leaping forward to overcome challenges, build on successes and innovate for the future.

2017 was proof that together,  
we are stronger.

## Stronger together

Last year was historic for the Canadian Cancer Society (CCS). Our merger with the Canadian Breast Cancer Foundation brought together 2 of the largest health charities in Canada in a bold move which provided resources more efficiently to deliver on our combined mission.

Knowing nearly half of Canadians will be diagnosed with cancer in our lifetimes and forecasting the incidence of the disease to rise dramatically by 2030, CCS needed to address this surge with new strategies. While we will continue to be the largest charitable underwriter of cancer research and to offer trusted and compassionate information and support to patients and their clinical and personal supporters, we are also embarking on several new initiatives seeking to prevent cancer by conducting research into healthier living and advocating those choices directly and through public policies.

More than ever, CCS is contributing to the eradication of cancer through research and prevention. Until then, we will make every effort to assist those of us whose lives are impacted – patients, families, supporting caregivers, clinicians and researchers.

On behalf of the Board of Directors, thank you to our leadership, donors and volunteers. This transformative year could not have happened without your support.

Sincerely,

Robert Lawrie  
Chair, Board of Directors

Every day I hear about someone affected by cancer. Each story reminds me that we need to work together as we take innovative and courageous action on cancer in Canada.

In 2017 the Canadian Cancer Society took bold steps to address challenges, build on successes and innovate for the future. These steps weren't easy, but they were critical to ensure our donor dollars have the greatest impact.

One year later, our incredible 28% year-over-year reduction in fundraising and administration expenses is evidence of our collective hard work on behalf of everyone we serve.

Despite challenges, we remained committed to funding groundbreaking cancer research and maintained our core programs and services for people facing cancer. These include lodges and transportation for people travelling for treatment, peer support programs and our trusted Cancer Information Service so no one faces cancer alone.

We are the only charitable organization located in more than 70 communities from coast to coast that is committed to improving and saving the lives of all Canadians affected by all cancers.

We've made great strides and will continue to work hard to have a lasting impact on cancer. We believe in a world where no Canadian fears cancer. Together, we are taking meaningful steps to make that vision a reality. Thank you.

Sincerely,

Lynne Hudson,  
President and CEO



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



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

## Joining forces

“I am thrilled that after more than 25 years of driving change in the fight against breast cancer we have forged a partnership that will change the outcome forever of the women and families dealing with breast cancer in Canada.”

– Nancy Paul Tsai, Canadian Breast Cancer Foundation (CBCF) founder, on the amalgamation of CBCF and the Canadian Cancer Society



## Partnering for impact

Partnerships were a significant theme for us in 2017 and we set the stage early on with the biggest partnership of them all – our merger with the Canadian Breast Cancer Foundation.

Early in 2017, the Canadian Cancer Society and Canadian Breast Cancer Foundation came together as one. We were determined to use our collective strength to increase the impact of donor dollars on our shared mission while remaining committed to investing in the breast cancer cause – and that’s just what we did.

Thanks to our donors, we are the largest national charitable funder of breast cancer research. Together, we:

- invested \$16.5 million in breast cancer research
- supported 26 clinical trials focused on testing new prevention and treatment strategies and approaches for breast cancer
- provided comfort, knowledge and compassion to thousands of people through our support and information programs.

Building on the success of our merger, we established new and grew existing partnerships to deepen and further our united impact. Here are just a few examples:



### The Peter Gilgan Centre for Women’s Cancers

A collaborative investment of \$12 million with Peter Gilgan established The Peter Gilgan Centre for Women’s Cancers at Women’s College Hospital, transforming care for women’s cancers on a national scale.



### CIBC Run for the Cure

Leveraging our 2 decade-long partnership, 15,000 Team CIBC members walked, ran, volunteered and raised an impressive \$3 million at the CIBC Run for the Cure, contributing to a total of \$17 million raised nationwide.



### Hockey Fights Cancer™

Our 3-year partnership with the National Hockey League, NHL Foundation and National Hockey League Players’ Association for their annual Hockey Fights Cancer campaign unites the hockey community to help people living with cancer.

## Saving lives

“If I had been diagnosed 10 years earlier my prognosis would have been terminal, but instead I had a 90% chance of survival. It’s because of donors who funded research that I am alive and cancer-free today.”

– Matthew McKinnon, brain cancer survivor and CCS volunteer

Nearly 1 in 2 Canadians is expected to be diagnosed with cancer in their lifetime. With your support, we are taking action to save lives.

### Reducing cancer recurrence after surgery

With CCS funding, Dr Rebecca Auer at the Ottawa Hospital Research Institute is saving lives by reducing the odds that cancer will come back and spread after surgery. She found that a specific immune cell is often suppressed after surgery and showed that vaccines made of cancer-fighting viruses can activate these cells to shrink tumours and prevent cancer relapse. Dr Auer is now testing innovative strategies to further boost the immune system and improve post-surgical outcomes for people with cancer.

### Addressing risk factors and enhancing treatments

We know that about half of all cancers are preventable. In 2017, we addressed preventable risk factors through research, advocacy and healthy living programs. We also invested in research focused on making treatments more effective so that more people survive a cancer diagnosis.

## Our advocacy efforts continued to focus on reducing the number of Canadians who will be diagnosed with cancer in their lifetime. Thanks to you, we:



sparked government action to protect all genders from the cancer-causing human papillomavirus (HPV) by expanding publicly funded vaccination programs in all 10 provinces and 1 territory



worked with government in 7 provinces and territories to increase tobacco taxes – the single most effective way to reduce smoking



completed our multi-year efforts to implement indoor tanning bed bans for youth across Canada and help protect young people from melanoma, the deadliest type of skin cancer



successfully advocated for a national ban on menthol cigarettes

We invested:

**\$20 MILLION**

in research designed to improve efficacy of cancer treatments

**\$5.6 MILLION**

in research focused on preventing cancer

**\$1.42 MILLION**

in research focused on early detection



Through our **\$4.7 MILLION INVESTMENT** in Canadian Cancer Trials Group, 1,300 Canadians had the chance to test new prevention and treatment strategies and approaches, giving hope to thousands more who face similar diagnoses.

Our prevention program, Walk or Run to Quit, saw more than **50% OF SURVEYED PARTICIPANTS QUIT SMOKING AND REMAIN SMOKE-FREE** for at least 6 months, compared to an average of 5% of smokers who are able to quit on their own.



## Helping people cope

“During my cancer treatment, I was just trying to put one foot in front of the other and I don’t know how I would’ve gotten through it without the programs and information that the Canadian Cancer Society offers.”

– Vickie Iachetta, cancer survivor

With your support, we were there for Canadians facing a cancer diagnosis. Because no one should have to face a diagnosis alone.

### Launching Peer Match

We’re committed to meeting people where they are – providing support and information programs that are accessible any time, anywhere. In 2017 we launched our refreshed peer support program, Peer Match, which offers online access and customization based on a person’s needs. People affected by cancer can match themselves with a trained peer support volunteer who has lived experience with cancer. They can select a match by cancer type, diagnosis stage or grade, treatment type, side effects and more. After a match is made, contact takes place over the phone where volunteers listen, offer encouragement and share ideas for coping. With more than 200 active volunteers, Peer Match continues to expand and serve the needs of Canadians facing cancer.



### Thanks to you, we helped people cope when faced with cancer. We:



invested \$19.96 million in research to improve how people are diagnosed and treated for cancer across Canada



delivered credible, evidence-based cancer and prevention information to nearly 11 million Canadians via cancer.ca and our Cancer Information Service



helped lessen the burden of travel to and from treatment for nearly 12,000 Canadians and provided almost 238,000 rides through our volunteer drivers



welcomed more than 8,800 guests to our cancer lodges, providing a home away from home for people who need to travel for care



provided nearly 70,000 Canadians with support through our peer support programs: Peer Match, Peer Support Groups and CancerConnection.ca



successfully advocated for a new federal caregiver benefit to help people who are taking care of a gravely ill family member



shared almost half a million brochures and booklets with trustworthy cancer information to communities across the country



called on the federal government to invest in palliative care, leading to an \$11 billion commitment over 10 years in home care, palliative care and mental health

# Helping people thrive

“There’s something powerful about walking the survivors’ lap at Relay For Life. You begin to feel like you are not the only one fighting. I’m so thankful to be with others who are also on their own cancer journeys and can totally understand what I’ve been through.”

– Miriam Senges, cancer survivor



Your experience with cancer doesn’t end when treatment is over. Thanks to our generous donors, we can focus on making sure people not only survive a cancer diagnosis but thrive long after.



## Life after a mastectomy

For many women, breast reconstruction following a mastectomy is an important part of the recovery and healing process after cancer. Yet fewer than 1 in 5 Canadian women undergo breast reconstruction after a mastectomy, which is less than half the number of women who do so in the US.

Promoting education, awareness and access to post-mastectomy breast reconstruction is a key goal of BRA (Breast Reconstruction Awareness) Day. While BRA Day has been taking place since 2011 with the support of the former Canadian Breast Cancer Foundation, the event was new to the Canadian Cancer Society in 2017. Thanks to this event, more than 4,200 women in 27 communities across the country were empowered with knowledge and confidence from leading breast reconstruction surgeons.

## With your support, we enhanced quality of life during and after cancer. Together, we:



provided comfort and confidence to more than 5,400 Canadians who had mastectomies or lost their hair during treatment through our wigs, turbans and breast prostheses



welcomed thousands of cancer survivors for the Survivors’ Victory Lap at Relay For Life events across the country, giving them a special place to connect and celebrate life and hope after cancer



invested \$5.3 million in research focused on improving quality of life during and after cancer



helped 543 kids just be kids at CCS summer camp, a place where children, youth and families who have faced cancer can take a break and have fun

# Mobilizing Canadians

“Cancer affects everyone in some way and it means so much knowing you are making a difference in others’ lives.”

– Cari Miller, CCS volunteer



Cancer affects us all. Today, more than 800,000 Canadians are living with cancer. The good news is that nearly as many are united with us and committed to changing cancer forever.

We came together in the thousands last year to form a remarkable team dedicated to improving and saving lives. We couldn't be more grateful.

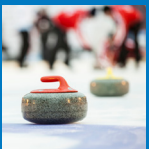


<p><b>110,000 YOUTH AND ADULTS</b> driven to change cancer forever remembered, celebrated and fought back at Relay For Life, raising <b>\$25 MILLION</b></p>	<p><b>34,000 VOLUNTEERS</b> knocked on doors, operated kiosks, hosted street team events and shared our mission during Daffodil Month, helping to raise more than <b>\$4.7 MILLION</b></p>	<p> On an average day, <b>2,600 VOLUNTEERS</b> shared their passion and compassion, changing lives in the process</p>
<p><b>85,000 PEOPLE</b> made a promise to change the future of breast cancer at the CIBC Run for the Cure, raising <b>\$17 MILLION</b></p>	<p><b>COUNTLESS GENEROUS CANADIANS</b> hosted independent fundraising events, raising more than <b>\$9 MILLION</b></p>	

Thanks to your support, we were able to invest more than \$100 million in cancer research, advocacy and support programs.

# CCS in your community

From the eastern shores of Newfoundland to Vancouver Island in the west and the northern peaks of our territories, communities showed their support through volunteerism, activism and philanthropy. Here is a small sample of this incredible work:



**NORTHWEST TERRITORIES:** Over 400 NWT athletes pledged to be tobacco-free and hundreds more participants learned about cancer prevention at the 2018 Arctic Winter Games thanks to a comprehensive CCS-led health promotion initiative.



**YUKON:** Dozens of local volunteers and businesses came together to ensure daffodils were available during Daffodil Month by providing free transportation, storage and distribution, raising \$24,000.



**QUEBEC:** More than half a million women learned about the importance of breast cancer screening through the CCS Thingamaboob campaign.



**NEW BRUNSWICK:** Guests, foodies and local chefs gathered in Moncton, Fredericton and Saint John at Cooking for Cancer, raising \$160,000 for CCS.



**ALBERTA:** Southern Alberta CCS supporters learned about cancer research and celebrated impact at Hope Blooms, an event hosted by McCarthy Tétrault LLP.



**PRINCE EDWARD ISLAND:** Over 7,000 Islanders learned about sun safety through CCS's SunSense program during festivals, events and presentations thanks to the efforts of staff, volunteers and businesses.



**NEWFOUNDLAND AND LABRADOR:** The third annual Meet and Greet for Daffodil Place raised more than \$120,000 for CCS.



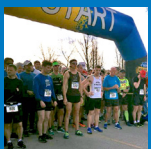
**BRITISH COLUMBIA:** At Ride2Survive, CCS's largest independent fundraising event, volunteers cycled 400 km to raise funds for hard-to-treat cancers, bringing their total to nearly \$7 million raised over 14 years.



**NOVA SCOTIA:** Committed volunteers helped make CCS's Sobeys Cancer Support Centre in Halifax a home away from home for people facing cancer by arranging for therapy dogs to visit, preparing bedrooms and so much more.



**SASKATCHEWAN:** CCS teamed up with social housing renters in Regina who were fed up with being exposed to second-hand smoke in their homes, resulting in precedent-setting legal ruling that upholds tenants' rights to be protected from second-hand smoke.



**MANITOBA:** The 13th annual Winnipeg Police Service Half Marathon raised nearly \$200,000 for CCS-funded brain cancer research.



**ONTARIO:** CCS prevention program Trottibus, or the Walking School Bus, was so successful at increasing physical activity among children at 3 Ontario schools that it will expand to 30 schools in the province next year.





## National board of directors 2017/18

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<sup>1</sup> Term started November 28, 2017

<sup>2</sup> Term started June 16, 2017

<sup>3</sup> Term ended February 3, 2017

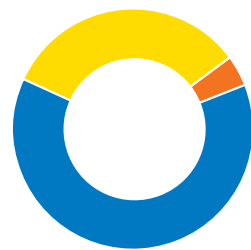
<sup>4</sup> Term ended May 14, 2017

<sup>5</sup> Term ended June 16, 2017

## Every dollar you give

Because of your generosity, we are able to fund game-changing research, provide trustworthy information and compassionate support, educate people on cancer prevention and advocate for healthy public policies for all Canadians. We are deeply grateful for every dollar that you give.

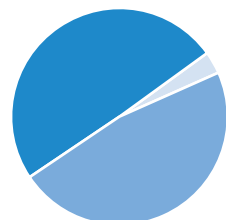
The financial statements for the year ending January 31, 2018, including the notes to the financial statements and the auditor's report, are available on cancer.ca.



Of the \$164.4 million we spent, we invested:

- \$103.5 million toward our mission
- \$54.3 million toward fundraising\*
- \$6.6 million toward administration

\*Excluding lottery



Of the \$103.5 million we spent on our mission, we invested:

- \$51.4 million on information, services and programs
- \$48.9 million on research
- \$3.2 million on advocacy



## Thank you!

For a full list of corporate partners and charitable groups that contributed \$10,000 or more in 2017/18, please visit [cancer.ca/impactreport](http://cancer.ca/impactreport).

### Contact us

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