

A force-for-life in the face of cancer

Impact Report
2018/19



Canadian
Cancer
Society

CANCER.CA

Our manifesto

Cancer can change everything.
But it doesn't have to change who you are.
Cancer is not something you can run from.
It's something you can run with.
It's true, nobody loves living with cancer.
But everybody can still love with cancer.
Because life is bigger than your diagnosis.
Bigger than chemo.
Bigger than the scars.
Life is bigger than what you have.
It's about who you're with.
And the things you love to do.
It's about memories that live on.
Even if the ones we love are no longer with us.
And with the help of the hundreds of thousands of people
that the Canadian Cancer Society brings together, we can
go from having cancer to living with cancer.
Because life doesn't have to stop when you have cancer.
Life is bigger than cancer.

Life is Bigger than Cancer

Last year was another important year for the Canadian Cancer Society (CCS). We continued to innovate and take bold steps to increase our impact. We look to the year ahead with optimism and determined focus, knowing we are moving closer to realizing our vision of a world where no Canadian fears cancer.

Nearly 1 in 2 Canadians will be diagnosed with cancer in their lifetime. But we know that for people with cancer and their loved ones, life is about more than a diagnosis. With your support, we're helping people live longer and enhancing their quality of life.

CCS is the only national charity that supports Canadians with all cancers in communities across the country. And we simply couldn't do it without you.

In this report you can read about the difference we made together in 2018. We funded \$40.4 million in groundbreaking research, invested \$52.6 million in trusted information and compassionate and practical support to people with cancer and their families, and dedicated \$3.1 million to advocating to governments for important social change.

Thank you for your generosity. Together, we are demonstrating that life is bigger than cancer.

Sincerely,



Robert Lawrie
Chair, Board of Directors
Canadian Cancer Society

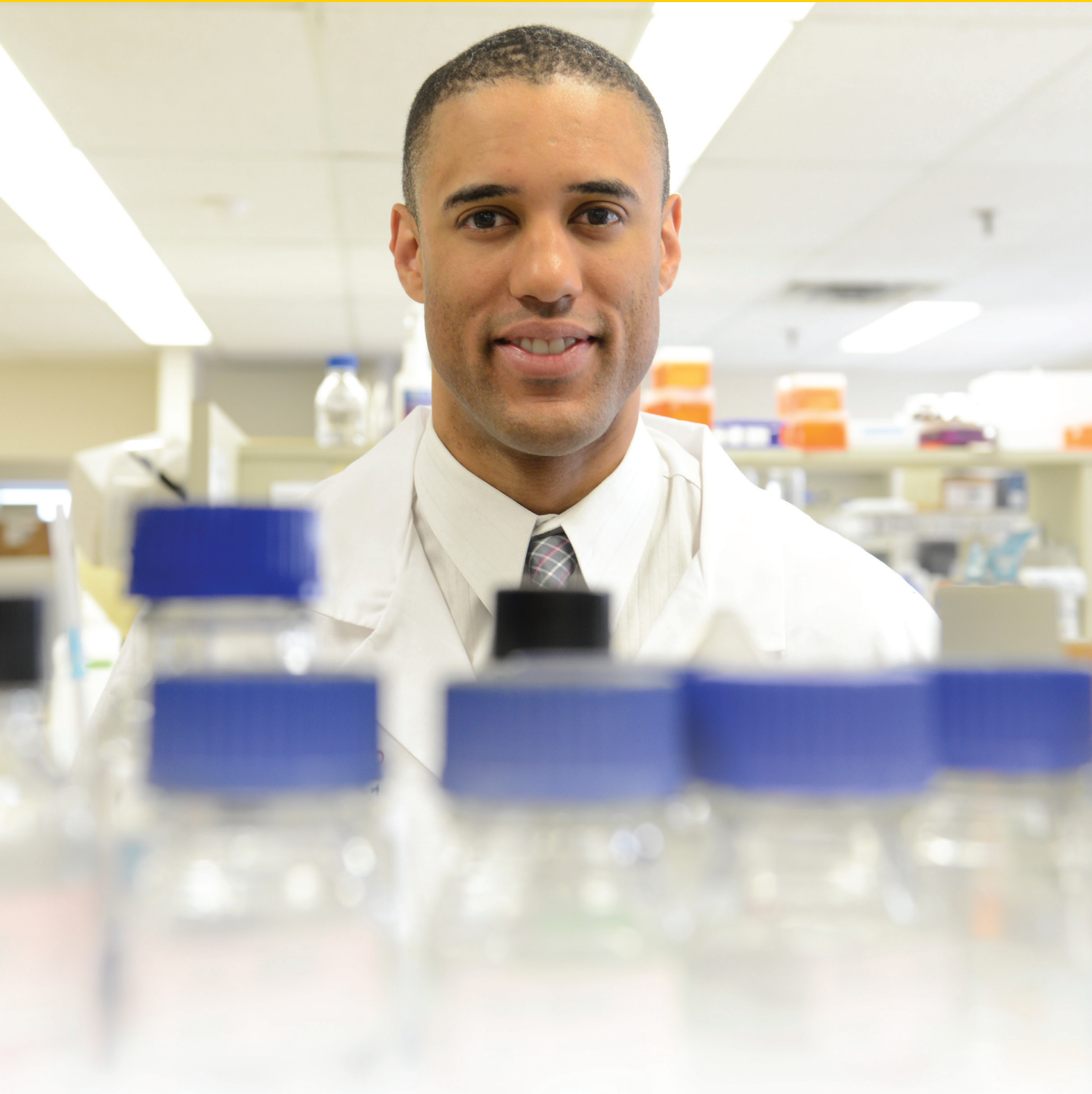


Andrea Seale
Chief Executive Officer
Canadian Cancer Society

Saving lives

“The work the Canadian Cancer Society does with the support of donors is truly life-saving. I am alive today thanks to a drug that was developed by a CCS-funded researcher.”

– Sandra Blackwell, blood cancer survivor and CCS volunteer and employee



Every day, 565 Canadians are diagnosed with cancer. Thanks to your donations, we're taking steps to save lives.

Advocating for landmark tobacco legislation

Tobacco is the leading preventable cause of cancer in Canada and is responsible for about 30% of all cancer deaths. As the voice for Canadians who care about cancer issues, CCS has been a leading advocate for tobacco plain packaging regulations since the 1990s.

Plain packaging decreases tobacco use and saves lives. It reduces the appeal of tobacco products and increases the impact of health warnings. After more than 3 decades of advocating for this important legislation, the federal government released its first draft of plain packaging regulations in 2018. The new regulations are considered the best and most comprehensive in the world and represent a significant and historic public health victory.

We invested:

\$40.4 million

in life-saving research, including:

\$17.5 million

to make cancer treatments more effective

\$4.2 million

to better prevent cancer

\$800,000

to enhance screening and early detection

\$4.7 million

in the Canadian Cancer Trials Group, helping more than **2,400** people test new prevention and treatment strategies and give hope to others with similar diagnoses

About 4 in 10 cancers can be prevented through healthy living and policies that protect the health of Canadians. Together, we helped save lives by:



working with federal, provincial and territorial governments to increase tobacco taxes and reduce smoking



advising on changes to Canada's Food Guide to help Canadians eat well, which is one of the top 5 ways to prevent cancer



successfully advocating for a nationwide ban on products containing asbestos, a harmful cancer-causing mineral



working with partners to support Take Action on Radon, a project that teaches Canadians about the dangers of radon, a radioactive gas and the second leading cause of lung cancer



helping 50,000 Canadians try to quit smoking through programs and services like Smokers' Helpline and Walk or Run to Quit

Managing life with cancer

“When you’re facing a cancer diagnosis, it helps to know that you’re not alone. Thanks to the Canadian Cancer Society’s peer support programs, I was able to talk to people who had been there and share a sense of hope.”

– Liz Webb, bladder cancer survivor

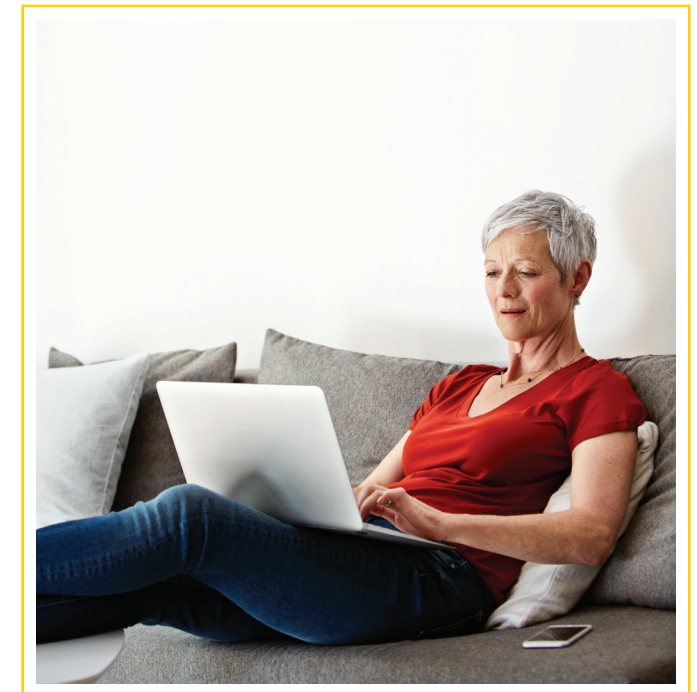


A cancer diagnosis can change everything. With your help, we’re here for the 1 in 2 Canadians who will be diagnosed with cancer in their lifetime.

Enhancing our online services

Fear, anxiety, helplessness, anger – these are feelings people can have when they receive a cancer diagnosis. But knowledge and support are powerful. That’s why we offer a comprehensive support system to help people with cancer, survivors, caregivers and families cope.

In 2018 we completed 2 important projects to enhance our valued online services and make sure people can access support whenever and wherever they need it. We updated our Community Services Locator, making it easier for people to find cancer-related services and resources in communities across the country. This searchable database now contains more than 4,700 listings. We also improved and expanded CancerConnection.ca, an online platform that helps people affected by cancer connect, share their experiences and build supportive relationships. The newly enhanced platform is mobile friendly, which means people can access this beloved community and find support anytime, anywhere.



Because of your generosity, we help people better manage life with cancer, find community and connection, and build wellness and resilience throughout the cancer journey. In 2018:



we minimized the stress of getting to and from treatment by helping nearly 11,000 people travel to medical appointments, offering over 206,000 rides through our volunteer drivers



we provided community and support to more than 338,000 people through our Peer Match and CancerConnection.ca support programs



we welcomed more than 9,400 guests to our lodges, providing a caring and supportive environment for those in treatment away from home



we empowered more than 14 million people with credible, evidence-based cancer and prevention information via cancer.ca



we responded to 45,000 phone calls and emails through our cancer information helpline, answering questions and helping people find programs and services that work for them



we participated in the development of Canada’s first palliative care framework, making sure quality of life for people with cancer remains a priority



we produced and distributed 330,000 printed brochures and booklets with accurate, reliable cancer information to communities across the country



we invested \$17.5 million in research to improve how people are diagnosed and treated

Helping people live life to the fullest

“Not that long ago, cancer was a death sentence for people with certain types of the disease. Seeing what my mother-in-law was able to overcome proves to me that progress is being made. People are surviving and living a full life after cancer.”

– Joel MacLeod, CCS supporter and Dry Feb fundraiser



We believe that life is bigger than a cancer diagnosis. Thanks to you, we're helping people affected by cancer thrive.



Improving long-term health for childhood cancer survivors

Thanks to better treatments, 84% of children diagnosed with cancer today will survive at least 5 years. But an estimated two-thirds of childhood cancer survivors will experience at least one chronic or late side effect as a result of their cancer treatment. While the long-term physical side effects of cancer treatments are well known, the impact of a cancer diagnosis on the mental health of survivors of childhood cancer has been less understood.

With funding from CCS, Dr Sumit Gupta and his team investigated this important aspect of life after cancer and helped fill in a gap in our knowledge. Their research showed that childhood cancer survivors are at a higher risk of developing mental health challenges, including anxiety and depression. This new evidence opens the door for improved long-term care and support to help prevent and address these challenges and enhance quality of life for survivors of childhood cancer.

We helped people live their lives to the fullest in 2018.

With your support:



we invited over 600 kids to attend Camp Goodtimes, a camp experience in BC, Nova Scotia and New Brunswick where children and teens affected by cancer and their families can relax and make new memories together



we hosted 34 Breast Reconstruction Awareness (BRA) Day events in communities across Canada, inviting over 5,000 attendees to learn more about post-mastectomy breast reconstruction from doctors and women who have been there



we distributed more than 6,800 wigs, headwear and breast prostheses to people with cancer to help them feel more comfortable and confident during and after treatment



we invested \$4.54 million in research focused on improving quality of life during and after cancer

Engaging Canadians

“I felt so alone and isolated during my cancer treatment but it inspired me to volunteer with the Canadian Cancer Society so fewer people would have to feel that way.”

– Alex Hajjar, cancer survivor



We are a collective of people united by the same goals. With the help of hundreds of thousands of people – including people with cancer and their loved ones, caregivers, healthcare teams, donors, scientists, advocates, and CCS staff and volunteers – we are creating a world where no Canadian fears cancer. At CCS, we know we couldn’t do what we do without you. Together, we are a force-for-life in the face of cancer.

107,260 youth and adults showed that community is bigger than cancer and celebrated the lives of people affected by cancer at Relay For Life, raising **\$23.5 million**.

25,000 volunteers rallied to raise funds to help people with cancer live their lives more fully during our Daffodil Campaign, raising **\$4 million**.

More than **82,000** people pledged to help make breast cancer beatable at the CIBC Run for the Cure, raising **\$16 million**.


More than **\$7.3 million** was raised by countless Canadians hosting independent fundraising events.


Over **100,000** people across Canada came together as CCS volunteers to help us deliver our mission.


Our partners

Our corporate partners are an important part of our collective. They help us reach more people and increase our impact. In 2018 we strengthened existing partnerships and developed new ones. Here are just a few examples:

 CIBC has been a valued partner for over 2 decades. Last year 15,000 CIBC team members volunteered, walked or ran at the CIBC Run for the Cure, raising \$3 million. Since 1996 CIBC has raised more than \$51 million for the breast cancer cause.

 Skin cancer is the most common type of cancer and it’s also one of the most preventable. Banana Boat Canada is our official sunscreen partner, helping to raise awareness about the importance of sun safety.

 Desjardins is the presenting sponsor of It’s My Life!, an interactive, evidence-based tool that teaches Canadians how they can reduce their risk of cancer by making small lifestyle changes.

 KitchenAid has been a supporter of the breast cancer cause for over 16 years. They have contributed over \$4.8 million through the Cook for the Cure program, events sponsorship, employee fundraising, gifts in kind and designated sales.

In addition to our corporate partners, we work with advocacy groups and health organizations to help Canadians live longer, healthier lives. In 2018 we partnered with Vélo Canada Bikes, Green Communities Canada and Active School Travel Canada to raise awareness about active transportation, such as walking and cycling. We are also a proud member of the Stop Marketing to Kids (Stop M2K) Coalition, which works to support the federal government’s efforts to restrict the marketing of food and beverages to children in Canada.

Thanks to you, we invested more than **\$96.1 million** in cancer research, advocacy and support programs in 2018.

CCS in your community

In 2018 communities across Canada came together through volunteerism, activism and philanthropy to show their collective support for people affected by cancer. Here is a small selection of the amazing things we accomplished together.



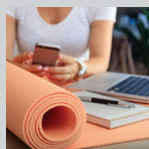
NORTHWEST TERRITORIES: CCS worked with government representatives to introduce tobacco and vaping control legislation that will help prevent tobacco use and reduce cancer risk among youth.



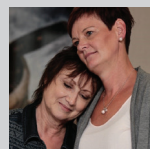
YUKON: Volunteers provided connection, support and encouragement to over 80 residents through our peer support programs, helping people with cancer and caregivers cope.



ALBERTA: The annual Canoe Financial holiday party raised \$200,000 in support of immunotherapy research and transportation programs to help people with cancer travel to and from treatment. All gifts were matched by Paramount Resources and the Kolstad family.



BRITISH COLUMBIA: Over 440 offices participated in Healthy Workplaces, a program that provides employers and employees with information and support to improve their health and reduce their risk of cancer and other chronic diseases.



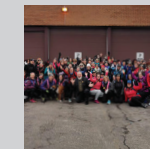
SASKATCHEWAN: More than 25 people from across the province were trained to be peer support group facilitators. These committed volunteers are now providing support to people living with cancer in their local communities.



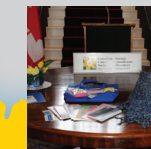
MANITOBA: Over 1,500 dedicated volunteers knocked on doors in communities across Manitoba, reaching out to neighbours, family members and friends to raise nearly \$400,000 in support of CCS.



QUEBEC: Over 150 photographers and nearly 7,000 women participated in the second annual Pose for Pink in support of women affected by breast cancer. The event raised \$275,000.



NEW BRUNSWICK: The second annual Superwoman Walk raised over \$70,000. During the event, 80 women walked 90 km in 3 days from Caraquet to Bathurst.



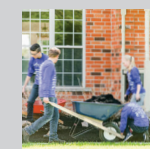
PRINCE EDWARD ISLAND: Volunteers with the Reach To Recovery peer support program visited 49 women recovering from breast cancer surgery. They provided emotional support and offered comforting gifts, including free temporary breast prostheses, helpful information kits and shawls.



NEWFOUNDLAND AND LABRADOR: The cast and band from the Tony Award-winning musical Come From Away performed at a cabaret event that raised \$50,000 for Daffodil Place in St John's.



NOVA SCOTIA: Community members came together with CBC star Mark Critch to raise over \$136,000 through the One Night Stand Against Cancer campaign. All money raised through the campaign supports The Lodge That Gives, a home away from home for people who need to travel to Halifax for cancer treatment.



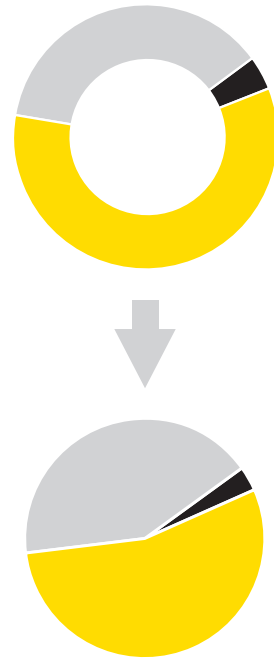
ONTARIO: From one child running a small lemonade stand to an entire community coming together for a spring yard cleanup, people across Ontario raised \$3.5 million through creative independent fundraising events.

When you donate

You help us fund the country's largest support system for people affected by cancer, groundbreaking research and advocacy efforts that help all Canadians live healthier lives.

We are grateful for your generosity and every dollar you give.

The financial statements for the year ending January 31, 2019, including the notes to the financial statements and the auditor's report, are available on cancer.ca.



Of the \$163.2 million we spent, we invested:

- \$96.1 million toward our mission
- \$60.5 million toward fundraising
- \$6.6 million toward administration

Of the \$96.1 million we spent on our mission, we invested:

- \$52.6 million in information, services and programs
- \$40.4 million in research
- \$3.1 million in advocacy



National board of directors 2018/19

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Burlington, ON

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Toronto, ON

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Westmount, QC

Michael Woods
St John's, NL

¹ Term started June 15, 2018

² Term started September 15, 2018

³ Term started October 27, 2018

⁴ Term ended June 15, 2018

⁵ Term ended October 2, 2018

⁶ Term ended November 29, 2018

Thank you!

For a full list of corporate partners and charitable groups that contributed \$10,000 or more in 2018/19, please visit cancer.ca/impactreport.

Contact us

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LIFE
IS BIGGER
THAN CANCER



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For more information, visit [CANCER.CA](https://www.cancer.ca)

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