



# United against cancer

2022/23 Impact Report



Canadian  
Cancer  
Society

1-888-939-3333 | [CANCER.CA](https://www.cancer.ca)

# It takes all of us

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In this report, you will read about how your unwavering commitment has helped us save and improve the lives of people affected by cancer in 2022/23. Whether you are a donor, a volunteer, a partner organization, a researcher or a person touched by cancer – thank you for helping us change the future of cancer.

This year, guided by our bold strategic plan, we pursued innovative strategies to maximize impact for those we serve. Through initiatives such as CDL Cancer and the MaRS innovation challenge, we supported new solutions to cancer's most difficult problems. We invested more than \$50M in cancer research and innovation, supporting nearly 400 research projects and 131 new clinical trials.

We gave voice to people touched by cancer in our Get Better campaign and successfully advocated for policy changes including the extension of the Employment Insurance sickness benefit, which will provide 160,000+ people per year with more time to recover. We provided practical support including transportation and lodging to more than 80,000 people to ensure they could access their cancer care. We gave emotional support and reliable cancer information to over 16.5M people who needed us. Together, we raised \$168.5M. We were thrilled to be back in person with so many community fundraising events for the first time in 2 years, galvanizing hundreds of thousands of supporters across Canada.

Our supporters showed up for the cancer cause in a big way in 2022/23 and we're immensely thankful to our committed, generous and growing network of donors, researchers, patients, volunteers and partners. Together, we are transforming the future of cancer through investing in world class research, empowered advocacy and compassionate support services.



**Andrea Seale**

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Chief Executive Officer  
Canadian Cancer Society



**Christopher Wein**

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Co-chair  
Canadian Cancer Society



**Shachi Kurl**

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Co-chair  
Canadian Cancer Society

# A snapshot of our impact

At CCS, we aim to unite and inspire all Canadians to take control of cancer. In 2022/23, nearly 560,000 donors, over 21,000 organizations and over 170,000 event participants and volunteers helped us invest \$109.7M in our mission. Because of you, we're making an impact for people living with or beyond cancer.

INVESTED

**\$50.1M**

IN HIGH-IMPACT RESEARCH  
AND INNOVATION

SUPPORTED

**174** 

TALENTED LEAD  
RESEARCHERS

EMPOWERED

**16.2M**

VISITORS TO CANCER.CA  
BY PROVIDING RELIABLE  
INFORMATION

**LED 29 POLICY  
CHANGES**

 TO SHAPE A  
HEALTHIER SOCIETY

HELPED

**30,000+**   
**PEOPLE WITH**

CANCER-RELATED INQUIRIES

 PROVIDED  
**5,200+**

STAYS IN CCS LODGES

## Research – Driving life-changing outcomes together


Our approach to funding scientifically excellent, high-performance research is improving cancer outcomes and addressing the greatest opportunities for progress. In 2022/23, we formed powerful new partnerships that enabled us to expand our research impact. In addition, we continued to put people at the core of cancer research by engaging an even broader network of people with lived cancer experience in every stage of the research funding process.

CCS-funded researcher Dr Morag Park (top) and Dr Constanza Martinez, radiation oncology resident at McGill University (bottom)



Thanks to our donors, we invested \$50.1M in cancer research and innovation which included:

**\$35.8M**

 TO ENHANCE  
TREATMENT AND  
QUALITY OF LIFE

**\$13.6M**

TO ENABLE  
131 CLINICAL TRIALS

 **\$3M**

TO ADVANCE CANCER  
PREVENTION RESEARCH

**\$5.9M** 

TO IMPROVE  
EARLY DIAGNOSIS

**\$1.6M** TO ADVANCE  
EQUITABLE AND TIMELY

ACCESS TO CANCER  
PREVENTION AND CARE

PLUS, ADDITIONAL  
**INVESTMENTS**  
TO DRIVE WORLD-LEADING  
CANCER RESEARCH

## How we fuelled progress in cancer research

Your donations are helping save and improve lives by funding world-leading research across the cancer continuum and across all cancer types. With your support we:

- continued investing in 394 ongoing research projects to bring about more effective treatments, earlier diagnoses and better cancer care
- funded 65 new grants and awards to support life-changing research and strengthen Canada's research ecosystem
- formed 5 new partnerships to maximize collective impact internationally, such as the TRANSCAN-3 project. Together, we invested \$5.8M in new projects to drive progress.
- engaged 61 patient and caregiver partners to shape our research funding decisions and ensure they are equitable, relevant and impactful for people affected by cancer
- provided donors with a new, personalized way to invest in research through Kernls, a fundraising platform that connects donors directly with researchers who need funding
- recognized 6 CCS-funded researchers who have made a tremendous impact on cancer research, including awarding the Lifetime Contribution Prize to Dr Tak W Mak whose discoveries paved the way for many of the life-saving immunotherapies available today

For more information about the research we fund, including stories about the latest discoveries, visit [cancer.ca/research](https://cancer.ca/research).

**“ I want to thank everyone who donates to cancer research. Your donations help create more tomorrows with the people we care about. ”**

Dr Paul Schaffer, CCS-funded prostate cancer researcher at University of British Columbia



**“ I support CCS-funded research because of their rigorous approach to research and their vital role in finding a cure and improving outcomes for people affected by cancer on a global scale. ”**

Bill Barley, CCS donor, past research peer reviewer and 3-time cancer survivor

## **Innovating to accelerate solutions – CDL Cancer and MaRS**

It can take decades for research discoveries to move from the lab into real-world applications that help people. To expedite this, we launched CDL Cancer, in partnership with the Creative Destruction Lab at the University of Toronto Rotman School of Business. This intensive program connects scientists who have game-changing ideas with experienced business mentors who can help bring those ideas to life.

We also partnered with North America’s largest innovation hub, MaRS, to launch Innovating for everyone: The colorectal cancer early detection challenge. This challenge aims to mobilize Canada’s innovation community to find ways to reduce barriers to early detection of colorectal cancer for underserved populations.





## Information and support – Helping people manage life with cancer with your support

Our nationwide support system offers high-quality in-person and online support as well as accurate, evidence-based cancer information to millions of people with cancer across Canada and their family, friends and caregivers. In 2022/23, our services gradually returned to pre-COVID levels with some even expanding their scope to help more people in Canada. Additionally, we engaged millions of people in cancer prevention initiatives

so fewer people hear the words “you have cancer,” and we advanced projects that help improve access to cancer information for communities that are underserved.

With your support, we helped people cope with cancer, prevent cancer before it happens and build wellness and resilience. Because of you:

**273,000+**

PEOPLE FOUND SUPPORT  
ON [CANCERCONNECTION.CA](https://cancerconnection.ca)  
AND [PARLONSCANCER.CA](https://parlonscancer.ca)

**65,000+**

PEOPLE DISCOVERED LOCAL  
CANCER-RELATED SERVICES  
USING OUR COMMUNITY  
SERVICES LOCATOR

**6,800+**

PEOPLE RECEIVED  
TRANSPORTATION SUPPORT  
THROUGH WHEELS OF  
HOPE PROGRAMS

**10,400+**

PEOPLE SOUGHT SUPPORT  
TO QUIT SMOKING OR STAY  
SMOKE-FREE

**387**

CHILDREN AND THEIR  
FAMILIES ATTENDED  
CAMP GOODTIMES

**3,300+**

PEOPLE RECEIVED  
FREE BREAST ACCESSORIES  
AND WIGS

## How we informed, engaged and supported those who need us

Your generosity enabled us to connect with people across the country to help reduce their cancer risk, better understand the needs of people with cancer and support their cancer journey. Thanks to you, we:

- directed 30,000+ people to the Smoke Free Curious campaign website, which offers smoking cessation tools and resources, a free trial of nicotine replacement therapy and a quit-to-win contest
- engaged more than 720 people with cancer and their caregivers in surveys and panel discussions to help us understand their cancer care needs and help guide and improve our programs and services
- celebrated the 20th anniversary of Smokers' Helpline. Since its inception the helpline has helped 170,000+ callers who are looking to quit smoking or stay smoke-free.
- reached 8M people with important information about early detection of colorectal cancer through the Together, Let's Dethrone Colon Cancer awareness campaign
- partnered with Women's College Hospital, the Olive Branch of Hope and ReThink Breast Cancer to plan Best Health for Black Women, a virtual event that empowered Black women with awareness, education and resources regarding breast health, including breast cancer. Over 450 women attended the event.
- launched a 3-year virtual cancer care project funded by Merck to improve virtual cancer care and support health equity. In partnership with Women's College Hospital, we conducted focus groups with 40 patients and caregivers representing seniors from the Black community across Canada to gather feedback about their unique experiences.

**“ I felt so relieved that the wig was free, and that it wasn't another expense I had to worry about. It was very close to my actual hair colour, length and style, which gave me confidence during a stressful time. ”**

Danielle Smith, who used the CCS wig bank during her cancer journey



**“ I support CCS, not only because cancer affects people of all ages, but also because CCS provides countless support services to all people affected by cancer, across the whole country! ”**

Margot Reid, longest-serving CCS volunteer (70+ years!) and long-time donor

# Advocacy – How your voice is inspiring action

As the voice for people in Canada who care about cancer, we take a stand on important cancer issues and champion change by working with government at all levels to create a healthier society. In 2022/23, we remained laser-focused on advancing cancer priorities and improving cancer care by actively engaging hundreds of decision-makers and amplifying the voices of thousands of people to help change the future of cancer in new and compelling ways.

From left to right: Kathy MacNaughton, CCS advocate, Andrea Seale, CEO of CCS, the Hon. Carla Qualtrough, BC Minister of Employment, Workforce Development and Disability Inclusion



Together, our voices are powerful. Through our advocacy, governments at all levels are acting on the most pressing cancer prevention and health policy concerns. Thanks to you, we:

SUCCESSFULLY ADVOCATED FOR  
**26 WEEKS**  
 OF EI SICKNESS BENEFIT,  
 PROVIDING **169,000**  
 PEOPLE WITH MORE  
 TIME TO RECOVER

  
 UNITED **3,200+**  
 ADVOCACY VOLUNTEERS TO  
**STRENGTHEN OUR  
 COLLECTIVE VOICE**

  
 ENGAGED **600+**  
 ELECTED OFFICIALS TO HELP  
**ENACT CHANGE THAT  
 PRIORITIZES HEALTH** 

CHAMPIONED  
**29 POLICY  
 CHANGES**   
**TO HELP PREVENT CANCER  
 AND IMPROVE LIVES**

LAUNCHED AN  
 E-ADVOCACY TOOL ON  
 WORLD CANCER DAY,  
 DISTRIBUTING **750+**  
 LETTERS TO URGE MPS  
 TO **PRIORITIZE CANCER**

RECEIVED RECOGNITION  
 AS ONE OF THE  
**TOP 3**  
**FEDERAL HEALTH LOBBYISTS  
 AND ONE OF TOP 30  
 HEALTH INFLUENCERS**



## How we shaped a healthier society for people in Canada

With your support, our advocacy work is helping prevent cancer and making life better for people facing cancer and their caregivers. Because of you, we:

- advocated for the 2022 federal budget to include \$2B to address healthcare backlogs and introduce a new tax on e-cigarettes to reduce youth vaping rates, which tripled between 2015 and 2019
- reached 10M people and generated 1,800+ emails to changemakers through the multi-channel About Life ad campaign that encouraged government to improve palliative and end-of-life care
- collected feedback from 100+ people with cancer, caregivers and clinicians to send to pan-Canadian drug assessment agencies to improve access to new drugs and technologies in cancer care
- engaged thousands of people with cancer, caregivers and healthcare providers to develop *Living at the crossroads of COVID-19 and cancer*, a new report that summarizes the changes they want to see. CCS is using this report in meetings with elected officials to highlight why we need to make cancer care better.
- achieved tobacco control wins throughout Canada including increases to tobacco taxes in PEI, BC and SK and a ban on e-cigarette flavours in NWT to help prevent cancer

For more information about how we work with governments to take control of cancer, visit [cancer.ca/advocacy](https://cancer.ca/advocacy).

## Get Better

We launched the Get Better campaign, with a focus on building Voices for Change – our network of people passionate about improving the healthcare system and cancer care through advocacy. The campaign was successful and resulted in a 456% growth of advocacy volunteers.



**“ Inspiring youth to continue learning about cancer-related issues will increase awareness and health literacy – ultimately leading to healthier outcomes in the future. Together, we can influence policies and laws that have a direct impact on our generation. ”**

Alaina and Jillian Dhawan, Voices for Change volunteers





**“The future is in advocacy, and we need to support advocacy efforts as best as we can. If we want positive change in cancer care, we need to start by influencing the policies and funding provided at all levels of government.”**

Sheryl Bates, advocacy volunteer and CCS donor

## Communities – Building stronger communities together

We united hundreds of thousands of supporters from across the country who generously donated their time and money to improve the lives of all those affected by cancer. And with their support, we are raising funds, growing our passionate community and inspiring more people in Canada to take control of cancer.



Last year, more than 170,000 participants, donors and volunteers helped raise \$168.5M to accelerate our mission. Some event highlights include:

### CIBC RUN FOR THE CURE

45,000+ PEOPLE  
HELPED RAISE \$12.8M

### RELAY FOR LIFE AND RELAY FOR LIFE YOUTH

40,000+ PEOPLE  
HELPED RAISE \$9.4M

### DAFFODIL CAMPAIGN

53,000+ PEOPLE  
HELPED RAISE \$8.3M

### COPS FOR CANCER

140+ FIRST RESPONDERS  
HELPED RAISE OVER \$2.3M

### INDEPENDENT FUNDRAISING EVENTS

27,000+ PEOPLE AT 724  
EVENTS HELPED RAISE \$5.5M

### PROSTATE CANCER COMMUNITY

5,200+ PEOPLE HELPED  
RAISE \$2.2M

**“Volunteering with CCS allowed me to develop my character and gave me the opportunity to put my values into practice. I became more grateful for everything I have.”**

Osjavi Sharma, CCS volunteer



**“CIBC is proud to be part of CCS’s bold approach to funding innovative, world-leading research that is making life better today while transforming the future of cancer forever. Together as trusted partners, we’re helping to accelerate progress for all people affected by cancer in Canada, in all communities.”**

Stephen Forbes, EVP, Purpose, Brand and Corporate Affairs, CIBC  
(CIBC has been a title sponsor for CCS’s CIBC Run for the Cure for 25+ years)

## Our donors

Our donors are integral to fuelling our mission. In 2022/23, over 550,000 people and more than 20,000 organizations generously donated over \$129M. Thank you for your steadfast commitment to changing the future of cancer. We couldn’t do what we do without you!

Read more about our donors at [cancer.ca/ourdonors](https://cancer.ca/ourdonors)

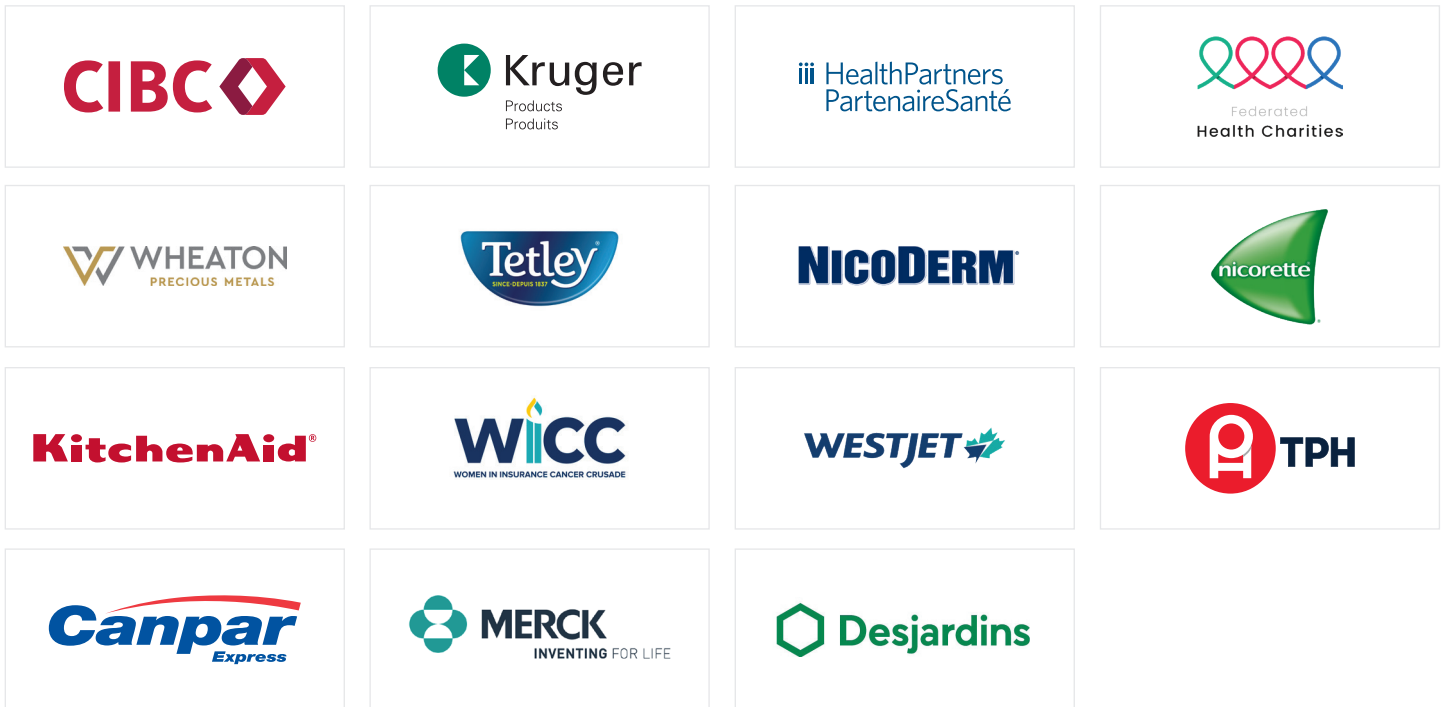


**“It’s very important for me to teach my son to give back when he’s young and able. I want to pass this legacy on to him.”**

Jimmy Chan, who supports CCS along with his wife Felicia and son Riley

## Our partners

We are deeply grateful for our corporate partners who consistently champion the cancer cause. In 2022/23, thousands of corporate partners across Canada helped contribute over \$9M to our mission through employee engagement, cause marketing campaigns, sponsorships and in-kind gifts. Thank you to our committed partners:



**“As a company committed to making a positive impact in our communities, Wheaton Precious Metals proudly supports CCS in their mission to improve the lives of those affected by cancer. Together, we can make a difference through research, support and advocacy.”**

Gary Brown, Senior Vice President & Chief Financial Officer,  
Wheaton Precious Metals



## Our board of directors

With the support and leadership of our national board of directors, we are uniting and inspiring all Canadians to take control of cancer.

View our board of directors at [cancer.ca/ourboard](https://cancer.ca/ourboard)

# Your donations at work

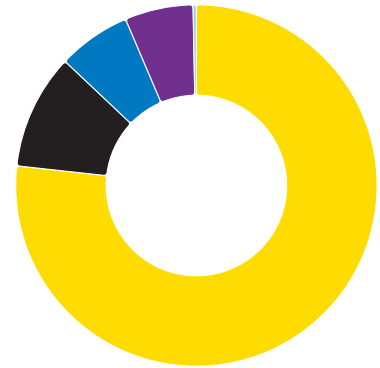
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Your unwavering support has made a powerful financial impact. Your donations enabled us to work toward our vision of championing world-leading outcomes in cancer prevention, treatment and support.

## Our revenue

Thanks to our donors and supporters, we generated \$168.5M in revenue through the following channels:

● Individual and corporate donations	\$129.3M
● Government-sponsored projects and grants	\$17.4M
● Investment and other income	\$11M
● Lotteries	\$10.3M
● Government assistance related to COVID-19	\$0.5M



## Our expenses

Of the \$165.6M we spent, we invested:

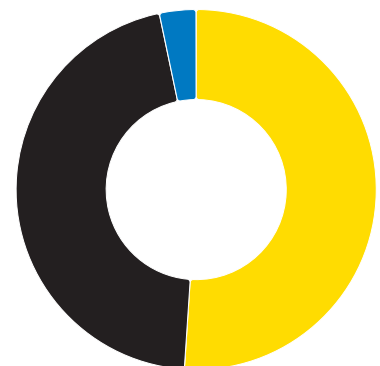
● Our mission	\$109.7M
● Fundraising	\$39.7M
● Administration	\$8.6M
● Our lottery	\$7.6M



## Investments in our mission

Thanks to our donors, of the \$109.7M we spent on our mission, we invested:

● Information, services and programs	\$56M
● Research	\$50.1M
● Advocacy	\$3.6M



## Thank you!

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Thank you for your full-hearted support and unstoppable commitment to saving lives and making life better for people affected by cancer.

## Contact us

[connect@cancer.ca](mailto:connect@cancer.ca)

1-888-939-3333

View the full Impact Report on [cancer.ca/impactreport](https://cancer.ca/impactreport)



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