

# IT TAKES A SOCIETY



## 2023/24 Impact Report



Canadian  
Cancer  
Society

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

# It takes all of us to take on cancer

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We are thrilled to share our annual report on the impact of the Canadian Cancer Society in 2023/24. Thanks to donors, volunteers and partners, we were there for those who needed us most. Thanks to researchers, patients and partners, we made historic strides to change the future of cancer.

We made every dollar count – funding Canada’s cutting-edge researchers and the most promising clinical trials, providing compassionate and practical support for people facing cancer, and taking a stand on cancer’s most urgent issues.

There were many exciting firsts – we introduced [CCS Breakthrough Team Grants](#), the largest ever research funding program in Canada focused on transforming outcomes for the cancers with the lowest survival rates. We launched the [Cancer Travel and Accommodation Services program](#), enabling more people in rural and remote areas of British Columbia to access life-saving cancer treatment. And we championed the creation of Canada’s first federal [all-party cancer caucus](#), uniting across party lines to act on the most pressing cancer issues across the country.

None of this would have been possible without you – our outstanding community. Your unstoppable determination inspires us every day.

Sincerely,



**Andrea Seale**

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Chief Executive Officer  
Canadian Cancer Society



**Shachi Kurl**

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Co-chair  
Canadian Cancer Society



**Christopher Wein**

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Co-chair  
Canadian Cancer Society

# A year of meaningful impact

Big, complex problems need many hands, minds and hearts working together to help solve them.

## Our impact at a glance

At CCS, we're uniting and inspiring people across Canada to take control of cancer. This year, an incredible 550,000 donors, 22,000 volunteers and 200,000 event participants and organizations helped us to invest \$108M in our mission.





## Research: Saving and improving lives

As the largest national charitable funder of cancer research, CCS is bringing together a vast community of people committed to driving research progress. This year, we united researchers, people with lived cancer experience, healthcare practitioners, funding partners and more to transform the future of cancer through world-leading research. Thanks to you, we funded a diverse portfolio of person-centered research that aims to reduce cancer risk, find cancer earlier, improve cancer treatment and care, and advance equitable and timely access to prevention and care for more people in Canada.

With your support this year, we invested **\$44.7M** in cancer research and innovation.

*\*Funding investment includes overlap and should not be combined into a single sum to represent overall investment into research and innovation which is \$44.7M.*

**\$32.2M**

TO ENHANCE  
TREATMENT AND  
QUALITY OF LIFE



**3000**

PEOPLE RECEIVED  
ACCESS TO  
CLINICAL TRIALS



**\$2M**

IN RESEARCH  
TO PREVENT  
CANCER



**\$4.7M**

TO IMPROVE  
EARLY DIAGNOSIS



**\$2M**

TO ADVANCE EQUITABLE  
AND TIMELY ACCESS TO CARE



**PLUS**

ADDITIONAL INVESTMENTS TO  
HELP SAVE AND IMPROVE LIVES



## How we propelled progress through cancer research

Your donations helped us fund life-changing research across cancer types and across the cancer continuum, from prevention to diagnosis to treatment and beyond. Here's what we accomplished with your generosity:

- We supported 400 active research projects in 10 provinces, continuing [our ambitious approach to funding](#) the most promising cancer research.
- We funded 93 new research grants and awards to support high-performance teams across the country. These grants will ensure we continue to have cancer research success long into the future. They include:
  - [the Breakthrough Team Grants](#), which support projects that aim to make life-saving breakthroughs in 6 low-survival cancers in Canada
  - the [Emerging Scholar Research Grants](#) and [Research Training Awards](#) which are supporting early career researchers and students who will become the next generation of researchers



- the **Challenge Grants**, which fund projects that aim to solve a critical problem in research and make a meaningful difference for people affected by or at risk of cancer
- We engaged **145 patients, caregivers and survivors** to inform research decisions and ensure we are funding the most impactful research.
- We helped 3,000 people from across the country access **clinical trials** that are testing potentially life-saving interventions.
- We recognized **6 leading cancer researchers** in Canada for their outstanding achievements, including awarding the Lifetime Contribution Prize to Dr Frances Shepherd, whose work has transformed the standard of care for patients with lung cancer in Canada and around the world.



**“ We are so grateful to CCS donors for helping to fund our research. Your support is enabling important cancer prevention efforts in Canada. We know you have many options to donate to. Thank you for choosing CCS.”**

CCS-funded researcher Dr David Busolo, University of New Brunswick

**“ Donors help turn ideas into reality. A study that’s designed to improve cancer patient care cannot achieve that goal without the breath of life provided by funding. On behalf of my colleagues and our patients, thank you!”**

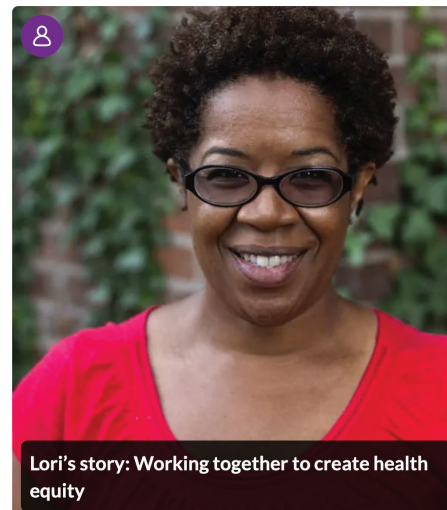
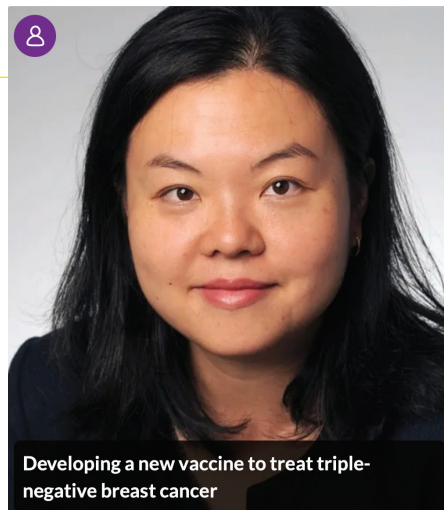
CCS-funded researcher Dr Michelle Ghert, McMaster University



## Research Stories

Find out how Dr Lee-Hwa Tai and her team are taking on one of the most difficult-to-treat breast cancers, and how Lori Chambers' experience as a caregiver for her sister led her to become involved with CCS to co-design the Health Equity Research Grants funding opportunity.

To learn more about our year in cancer research, [read our 2023/24 Research Impact Report](#).

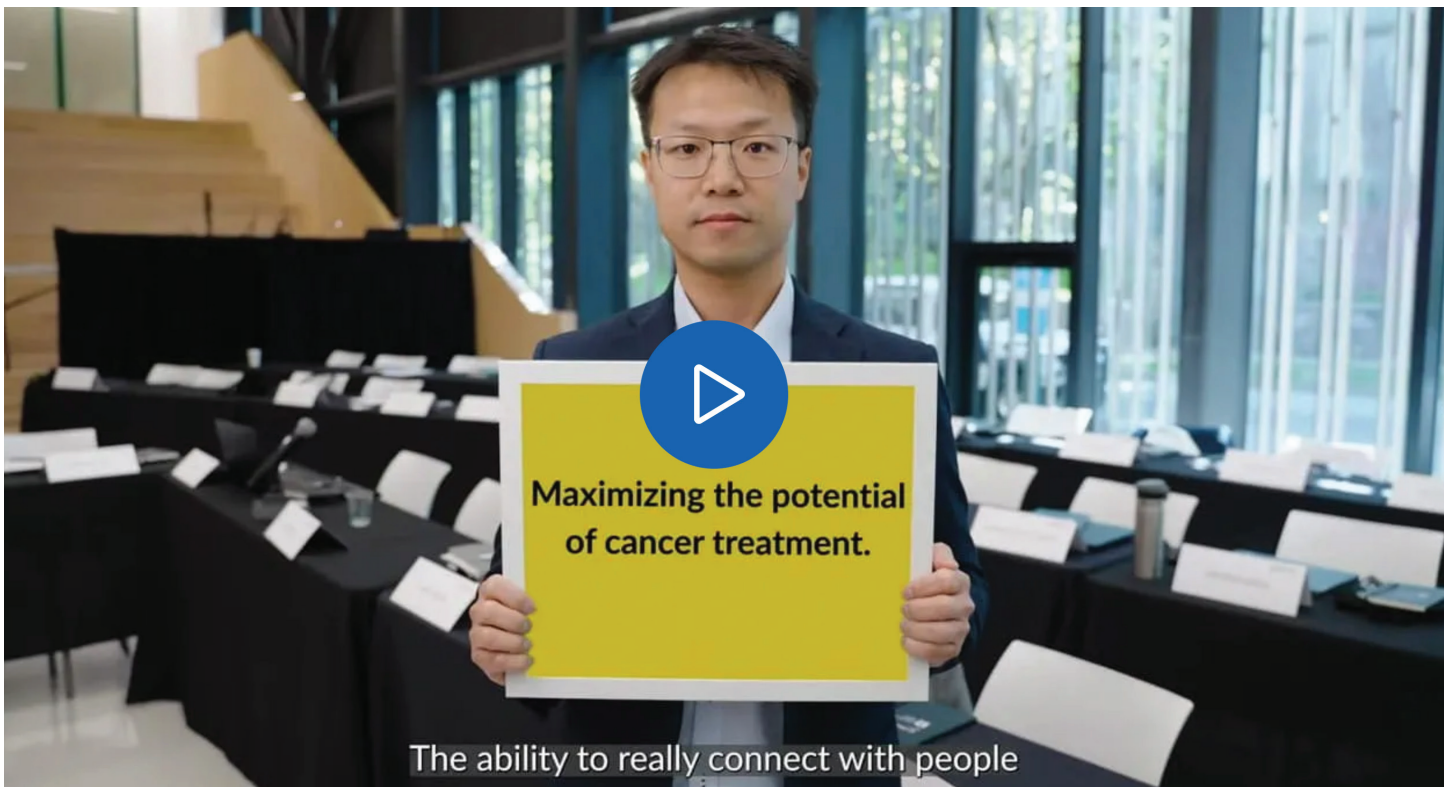


## Innovation: Accelerating real-world solutions

Thanks to you, the brightest minds are taking discoveries from the lab to life faster. We invested in cutting-edge research to help turn groundbreaking ideas across the cancer care continuum into reality and ultimately helping more people in Canada take control of cancer.

### How we're accelerating real-world solutions:

We're continuing our partnership with [Creative Destruction Lab \(CDL\)](#) a global non-profit based at the University of Toronto Rotman School of Business that connects early-stage companies with top mentors in science and business. In the first year of our partnership, the [CDL Cancer Program](#) graduated 8 companies revolutionizing early detection, diagnosis, treatment and digital health. Now in its second year, the program has welcomed 30 new ventures.



Meet some of the brightest minds accelerating innovations to improve the cancer experience.

We teamed up with [MaRS](#) to launch the [Colorectal Cancer Early Detection Challenge](#). The competition invited healthcare innovators to create strategies for early colorectal cancer detection in underserved communities.

The grand prize winner, [Niagara Folk Arts Multicultural Centre](#), focused on health literacy, colon-friendly diets and improved access to colorectal cancer screening and care.



Hear how Niagara Folk Arts Multicultural Centre took on the colorectal cancer challenge.



# Information and support: Making the cancer experience better

Our deep commitment to providing compassionate support to all who need it is unparalleled, but we couldn't do it without you. This year, with your generosity, we expanded our transportation service so more people can benefit from it, modernized our online platforms to enable better peer connection and community, and increased access to support for communities that are underserved. In addition, we enhanced our high-quality cancer information resources and cancer prevention programs.



See how your donations make Camp Goodtimes possible for kids and their families.

Thanks to you, we helped prevent cancer and supported people to better manage life with cancer, find community and connection, and build wellness and resilience.

**4.5M**

KILOMETERS DRIVEN  
BY WHEELS OF HOPE  
VOLUNTEERS



**600+**

CAMP  
PARTICIPANTS AT  
CAMP GOODTIMES



**4,000**

WIG AND BREAST  
ACCESSORIES  
DISTRIBUTED

**206,000**

ASSISTED VIA  
SMOKER'S HELPLINE  
& TALK TOBACCO



**81,000**

DISCOVERED LOCAL  
CANCER-RELATED  
SERVICES



**60,000**

CHILDREN  
LEARNED  
ABOUT SUN SAFETY

## How we helped people with cancer and their families

In 2023/24, we provided information and support to people with cancer and their loved ones every step of the way – from prevention to diagnosis, treatment and beyond. We achieved all of this thanks to you:

- We continued to grow the Wheels of Hope program to 43 vehicles in communities across the country. Volunteers drove an incredible 4.5M kilometres to help patients get to and from their treatment, which is equal to more than 600 trips across Canada.
- We engaged 316 people with cancer and their caregivers to understand their needs and to inform discussions around a national clinical trials database for patients.
- We launched a new online platform for our peer support programs, CancerConnection.ca and ParlonsCancer.ca, to provide a better user experience and enhance the ability to connect with people from across Canada.
- We offered our national sun safety program, SunSense, in 177 schools and daycares.
- We launched the [Cancer Travel and Accommodation Services program \(CTAAS\)](#). With generous funding from the Government of British Columbia and through a partnership with Hope Air, this program offers financial grants, air and ground transportation and accommodations for people in treatment for cancer.



**“ I immediately felt at home at the lodge when I stayed there during my treatment. It was like being in a small town, away from the hustle and bustle. I found independence, respect, freedom and, most of all, a beautiful community that I could turn to for support. They motivated me to stay strong during such a challenging time.”**

Nathalie Brenton, Jacques-Cantin Lodge client, Quebec

**“ On the way to and from appointments, the Wheels of Hope volunteer drivers were incredibly kind and a pleasure to chat to. The conversations we had took me away from my worried thoughts so I could relax and listen to stories about their lives or just sit in silence, knowing I was in safe hands. I am grateful for each of those moments shared.”**

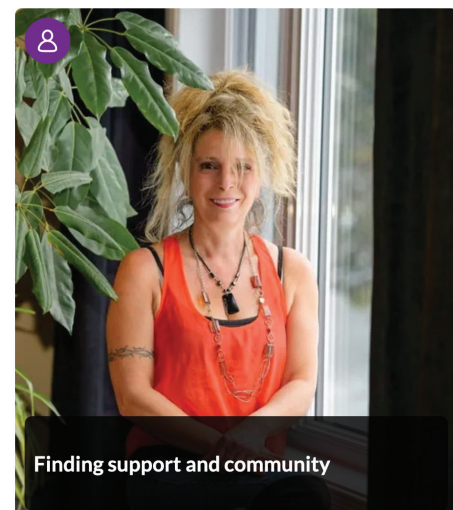
Johanna Stuehrenberg, Wheels of Hope client, Ontario





## Information and support stories

Read about Efram's experience as a quit coach with Smokers' Helpline and how Nathalie found invaluable information and emotional support during her breast cancer diagnosis.



## Advocacy: Enacting change to improve health

At CCS, we know that it takes more than just one person or one organization to influence change and shape a healthier society – it takes all of us. This year, with support from donors and volunteers, we continued working with elected officials at all levels of government and amplifying the voices of people in Canada affected by cancer. From improving access to healthcare services in rural and remote communities to reducing the cost of cancer care, our collective actions proved that profound progress is possible when we act together.



Over 30 patient and caregiver volunteers attended the Canadian Cancer Society's "Day on the Hill" to engage with over 40 MPs and advocate for making cancer care more affordable. Pictured are these advocates, CEO Andrea Seale, the CCS Advocacy team and cancer caucus members MP Peter Schiefke and MP Dan Albas.



As the voice for people in Canada who care about cancer, we brought people across the country together to push for progress on important cancer-related issues in 2023/24.

**730**

ELECTED OFFICIALS  
AND POLICY  
MAKERS ENGAGED



**1,500**

PERSONAL CANCER  
STORIES SHARED  
WITH DECISION MAKERS



**#1**

HEALTH LOBBYIST  
ORGANIZATION  
IN CANADA

**5,000**

ADVOCATES  
ENGAGED



**1<sup>ST</sup>**

COUNTRY TO  
REQUIRE WARNINGS ON  
INDIVIDUAL CIGARETTES



**17.6M**

PEOPLE IMPACTED  
BY OUR ADVOCACY  
EFFORTS



## How we shaped a healthier society

With your support, our advocacy work made a measurable difference for people impacted by cancer:

- We engaged 5,000 passionate advocates through our Voices for Change network and our Advocacy Constituency Team (ACT) program to help improve cancer prevention, treatment, and care.
- We established Canada's first federal all-party cancer caucus to provide MPs with access to information, data, experts, and individuals with lived experience, helping them better assess how to support cancer care issues at the federal level.
- We released the first-ever comprehensive report detailing the number of hospice beds per province and territory to help identify gaps and opportunities to better support people living with progressive illnesses like cancer.
- We brought the voices of people affected by cancer from across Canada to Parliament Hill for a powerful day of sharing personal cancer stories in 44 meetings with elected officials.
- We helped provinces take steps to participate in the federal e-cigarette tax, aiming to reduce youth vaping. As a result, 12 of the 13 provinces and territories enforced or committed to the tax. Quebec banned all e-cigarette flavours, except tobacco, and increased the tobacco tax.

- We advocated to strengthen cancer screening programs across Canada, resulting in the following achievements:
  - British Columbia, New Brunswick, and Prince Edward Island committed to rolling out HPV testing in place of Pap tests.
  - Nova Scotia and New Brunswick advanced programs to support lung cancer screening.
  - Ontario and New Brunswick committed to lowering the eligible age for breast cancer screening to 40.
  - The Quebec government committed to introducing a province-wide organized colorectal cancer screening program.

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



How your donations help cover the out-of-pocket costs of a cancer diagnosis.



**“ Having been through cancer twice, I advocate for change because I want to help other people who are going through a cancer diagnosis and everything that comes along with it. There are so many ways to take action to make cancer care better and using our voices collectively to raise awareness is where change begins.”**

Jennifer Mitchell, advocacy volunteer, Newfoundland

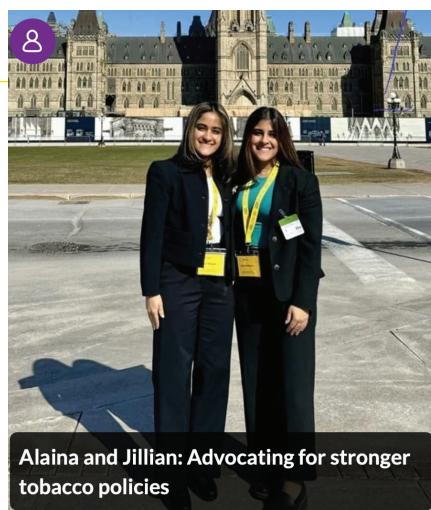
**“There are a lot of voices that need to be heard, and everybody has a different experience with cancer. To inform important decisions that impact health and healthcare, policy-makers and elected officials need to understand the concerns of people who have been affected by cancer. CCS advocacy work helps us bring those concerns forward.”**

Harjeet Kaur, advocacy volunteer, Alberta

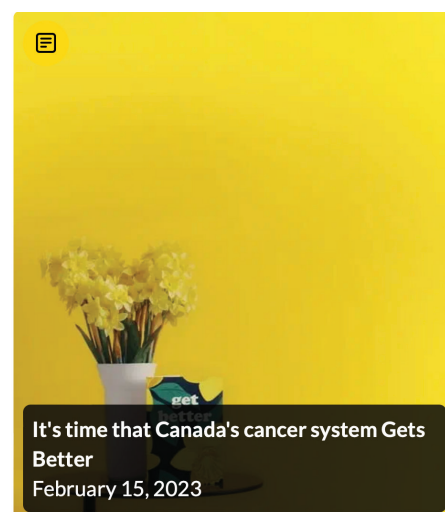


## Advocacy stories

Read about how 2 young volunteers are raising their voices to help change tobacco policy. Find out how CCS is advocating for better cancer care.



Alaina and Jillian: Advocating for stronger tobacco policies



It's time that Canada's cancer system Gets Better  
February 15, 2023



## Community fundraising: Uniting in hope

This year, we saw hundreds of thousands of supporters come together to help us transform the future of cancer. From far and wide, everyday people were united by a shared belief that actions big and small can make a difference.

**46,000**

PEOPLE RAISED  
\$14.6M – CIBC RUN  
FOR THE CURE



**49,000**

PEOPLE RAISED  
\$11.7M – RELAY  
FOR LIFE EVENTS



**55,000**

PEOPLE RAISED  
\$11.4M – DAFFODIL  
CAMPAIGN



**246**

PARTICIPANTS  
RAISED \$2.3M –  
COPS FOR CANCER



**35,000**

MONTHLY  
GIVING DONORS  
RAISED \$8.8M



**29,000**

PEOPLE RAISED \$6.1M  
THROUGH INDEPENDENT  
FUNDRAISING EVENTS



**“Volunteering with CCS has been deeply moving. Many people have shared their personal cancer experiences with me. I have witnessed whole communities come together to fundraise and support people with cancer and their caregivers and it has been very inspiring.”**

Wardat Sehabi, Relay For Life volunteer, Quebec

Find out how [you can get involved as a volunteer at CCS](#).

“Supporting CCS has been incredibly meaningful because we can contribute to a cause that impacts so many lives, including our friends and loved ones. Working alongside like-minded, driven and inspirational individuals at CCS is a true honour and we are continuously inspired by the resilience and strength of those affected by cancer.”



**Ben Schwartz**

Co-Chair, Cure Cancer Classic 2024-25, Ontario

Learn how to [start your own fundraising event](#).



**Kate Fitzpatrick**

Co-Chair, Cure Cancer Classic 2024-25, Ontario

## Community stories

Find out what inspired Jeff to participate in the CIBC Run for the Cure and read how Bonnie's cancer diagnosis was the catalyst for her to join the Dry Feb challenge.



Raising the bar to fundraise for the CIBC Run for the Cure



Finding hope with Dry Feb

## Our donors: Fueling our mission

When we say we couldn't take on cancer without your support, we mean it. Cancer is big, and it is complex. Any kind of progress – better treatments, better care, better support – can only happen when we work together.

This year, **550,000** people and organizations generously donated **\$145M** to CCS. **Thank you** for your steadfast commitment to changing the future of cancer.

How donors help fuel our mission [🔗](#)

You helped people like  who found the support she needed when she stayed at a CCS lodge.

A special thank you from Cindy, a cancer survivor.



**“ I became a monthly donor because CCS helped me find support during my own cancer treatment and I want to give back. I feel good knowing that my ongoing donations are helping to fund important research and provide support to those facing cancer all year long.”**

Selena Randall, monthly donor, Manitoba



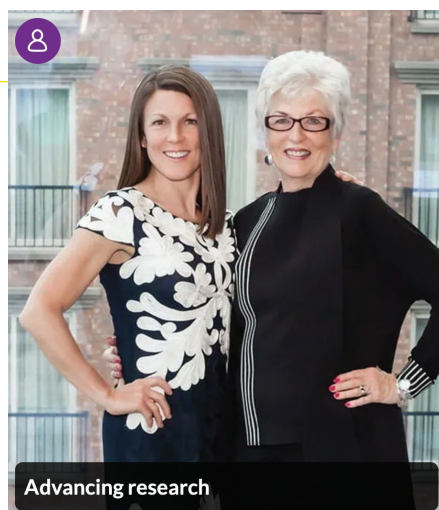
**“ I was deeply affected by the loss of a friend to cancer, and I felt inspired to help and make a difference in my community. As a planned giving donor, I can give significantly more than if I were to write a one-time cheque. I’ve seen the impact that planned giving can have for those affected by cancer, and it’s remarkable.”**

Allen Goudie, planned giving donor, Saskatchewan



## Our donor stories

Get to know Diane, Dan and Marylee and find out why giving to the Canadian Cancer Society is deeply personal to them.



## Our partners: Creating lasting impact

We are incredibly fortunate to have deep-rooted partnerships with many organizations that have chosen to support CCS and the cancer cause. This year, our **corporate partners** contributed **\$12.5M** to our mission through employee matching programs, sponsorships, cause marketing campaigns and in-kind donations. Thank you for being part of our society.

“Women in Insurance Cancer Crusade (WICC) is proud of our 28-year national partnership with CCS and thankful for the research that we’ve been able to fund across the country. Shoulder to shoulder, we stand by our family members, friends and neighbours who are facing a difficult time following a cancer diagnosis, knowing we’re stronger together.”



**Garth Pepper**

WICC Co-Chair, Ontario



**Marilyn Horrick**

WICC Co-Chair, Ontario

**CIBC**

**WICC**  
WOMEN IN INSURANCE CANCER CRUSADE

**HealthPartners**  
PartenaireSanté

**Federated**  
Health Charities

**MERCK**  
INVENTING FOR LIFE

**Desjardins**

**WESTJET**

**HONDA**  
HONDA CANADA FOUNDATION

**KitchenAid®**

**Kruger**  
Products  
Produits

**WHEATON**  
PRECIOUS METALS

**Canpar**  
Express

# Our board of directors: Exemplary volunteer leaders

Our work is guided by the leadership of our national board of directors. Thanks to their expertise and experience, we continue to make a difference in the lives of people in Canada with cancer and their loved ones.

Our [board of directors](#).

## Financials: Investing in possibilities

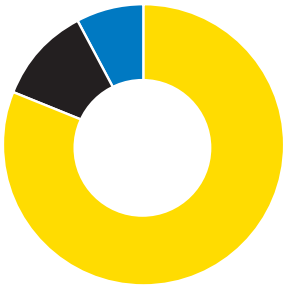
Your generous support is helping us improve the lives of all those affected by cancer through world class research, transformative advocacy and compassionate support. We're proud to share how your donations are helping us take on cancer.

Download our detailed [financial statements](#).

### Our revenue

Thanks to our donors and partners, we generated \$181.1M in revenue through the following channels:

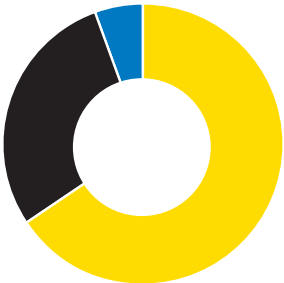
● Individual and corporate	\$147.1M
● Government-sponsored projects and grants	\$20.3M
● Investment and other income	\$13.7M



### Our expenses

Of the \$165.8M total spending, we invested in:

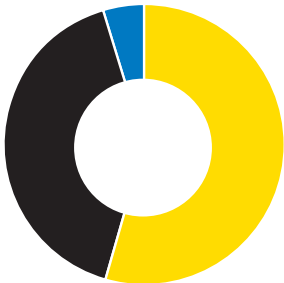
● Mission	\$108.9M
● Fundraising	\$47.9M
● Administration	\$9M



### Investments in our mission

Thanks to you, of the \$108.9M we spent on our mission, we invested in:

● Information, services and programs	\$59.3M
● Research	\$44.7M
● Advocacy	\$4.9M



## A heartfelt thank you!

Your commitment to the Canadian Cancer Society and the cancer cause is extraordinary. We know to take on cancer, it takes the resilience, courage and collaboration of millions of people in Canada. The impact we have together is changing the future of cancer forever.