

Taking on cancer together

2024/25 Impact Report



Canadian
Cancer
Society

itTAKES A
SOCIETY

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It takes a society

We're proud to share the Canadian Cancer Society (CCS) 2024/25 Impact Report, a celebration of the progress we made together to save and improve the lives of people affected by cancer.

Last year, thanks to the generosity of our donors, volunteers and partners, we increased our investment in our mission. We fuelled life-saving research and innovation programs, raised our collective voices to drive change on cancer-related issues and provided compassionate and practical support to people facing cancer and their loved ones.

With your support, we published a first-of-its-kind report on the cost of cancer in Canada and called on government to help reduce those costs.

We funded much-needed research to improve survival and quality of life for people with metastatic cancers, the leading cause of cancer death. And we raised awareness about screening and pushed for improvements to screening programs across Canada to help find more cancers early, when they are easier to treat.

Together, we made important strides toward transforming the future of cancer. Every step was made possible because of you – our incredible community of supporters.

Thank you for your generosity and your unwavering commitment to making a lasting difference.



Andrea Seale
Chief Executive Officer
Canadian Cancer Society



Christopher Wein
Board Chair
Canadian Cancer Society

United by our purpose and values

At the Canadian Cancer Society, we're proud to be the country's largest national charitable funder of cancer research, a trusted source of cancer information and support and a voice for people who care about cancer in Canada. Through world-class research, compassionate support services and transformative advocacy, everything we do is driven by a shared commitment to a healthier future for all.

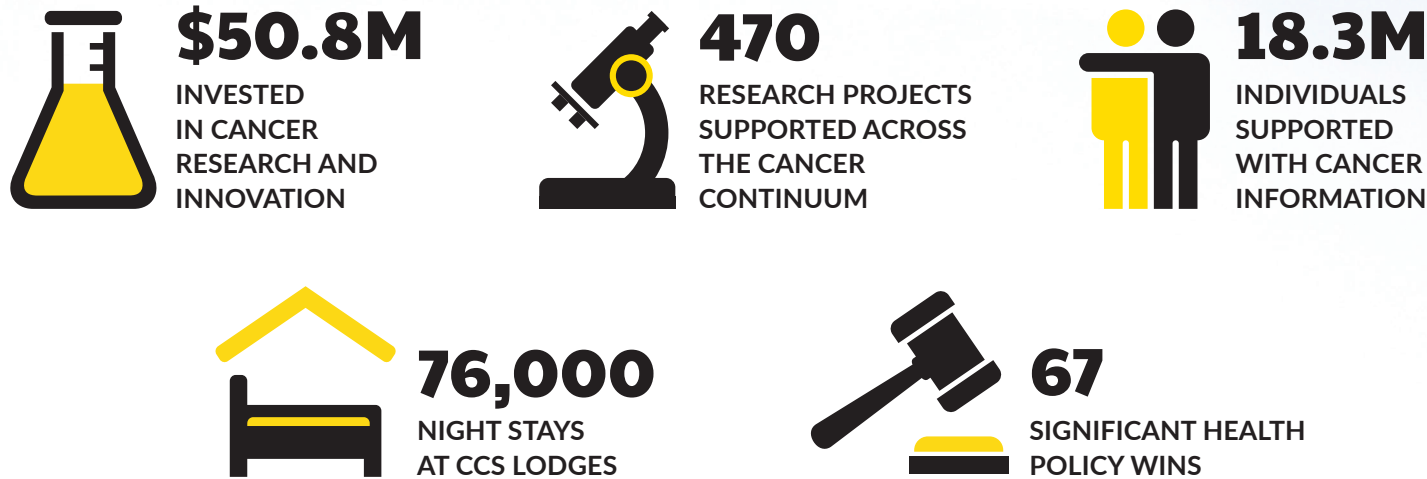
We know we can't do it alone. That's why we work hand in hand with you – our donors, volunteers, researchers, healthcare professionals and everyone impacted by cancer. Together, we're making a difference.

Grounded in science, guided by purpose and inspired by the people we serve, we are rigorous, united, courageous and caring. Because to take on cancer, it takes all of us. It takes a society.



A snapshot of our impact

Together, we are helping the 2 in 5 people in Canada who will be diagnosed with cancer in their lifetime. In 2024/25, an incredible 563,000 donors, 22,000 volunteers, and 141,000 event participants and organizations helped us to invest **\$124.2 million** in our mission.



Driving life-changing research and innovation

There has never been a more exciting time for cancer research and innovation. Important discoveries are being made faster than ever before. Thanks to the support of our donors, we're fueling progress that is saving and improving lives. We're investing in world-class research poised to lead to the next big breakthrough. And we're igniting cross-sector collaboration to tackle some of cancer's toughest problems.

Your support helped us to have an impact across the cancer continuum.

Investing in life-saving clinical trials

By testing the effectiveness of new strategies to prevent, detect and treat cancer, clinical trials are critical to advancing research. Last year, we enabled 3,973 people in Canada to access 119 promising clinical trials. These include trials like Dr Christopher Booth and Dr Kerry Courneya's CCS-funded study, which showed that adding regular, guided exercise to treatment plans could save the lives of people with colon cancer by lowering the risk of cancer coming back and the risk of dying from cancer. This world-first international trial spanned 17 years and concluded in 2024. The remarkable results have been celebrated internationally, opening the door for a bold new approach to cancer care.



Dr Pamela Ohashi,
CCS-funded researcher,
Princess Margaret Cancer Centre

Powering future research advancements

To truly change the future of cancer, we need to invest in promising research today. In 2024/25, we began funding 100 new projects pursuing bold ideas and taking on cancer from all angles. Our Disruptive Innovation Grants support innovative, early-stage projects. Our Health Equity Grants aim to reduce barriers so that more people have access to the cancer care they need. Our Data Transformation Grants are unlocking the power of data to drive improvements across the cancer care system. And our second round of Breakthrough Team Grants aims to improve outcomes for metastatic cancers so we can save more lives.

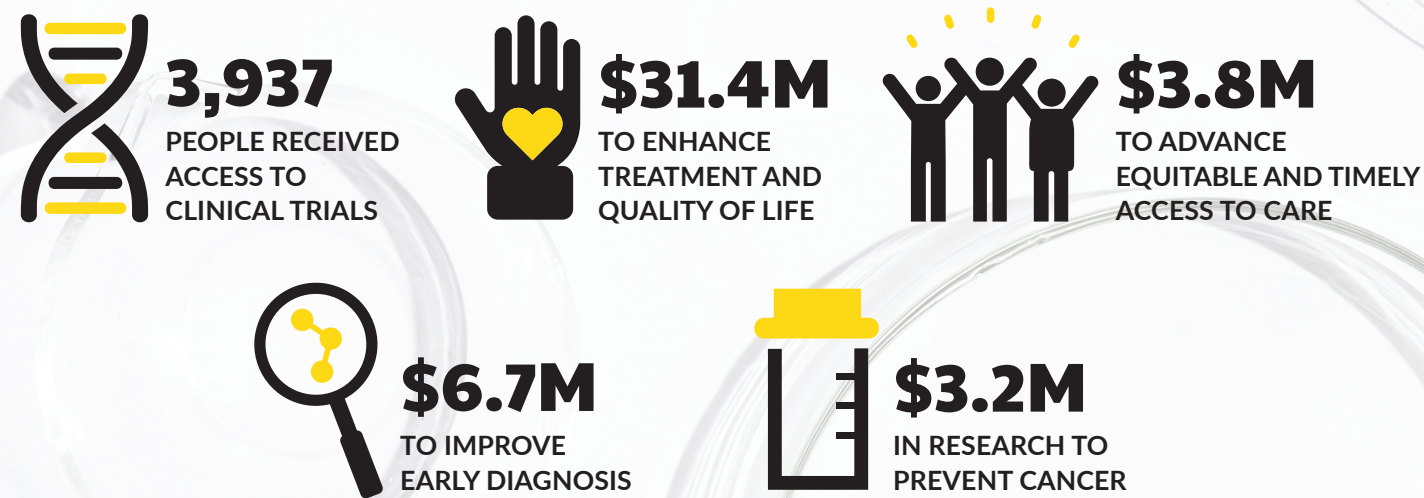
Publishing research that powers decision-making

Information helps shape our understanding of the world and provides critical insights needed to drive meaningful change. Last year we published *Canadian Cancer Statistics: A 2024 special report on the economic impact of cancer in Canada*. This report was the first in Canada to provide a glimpse into the economic impact of cancer on patients and the healthcare system. Revealing that patients face nearly \$33,000 in cancer-related costs in their lifetime, the report fuelled impactful advocacy efforts to reduce the financial burden of cancer, which you can read more about later in this report.

Uniting experts to speed progress

We believe that we can save more lives faster if we harness ideas, share expertise and deepen investments in pursuit of a common goal. That's why we're a proud founding partner with Creative Destruction Lab of CDL Cancer, a cancer innovation program that connects brilliant scientists who have groundbreaking ideas with the business mentors who can help bring those ideas to life. In 2024/25, CDL Cancer supported 10 promising ventures. Almost all graduates of the program (90%) are on track to enter the clinical trial phase in 3 years or less, bringing these new approaches one step closer to benefiting patients.

Read more in our [Research Impact Report 2024/25](#).



“To the donors of the Canadian Cancer Society, thank you from the bottom of my heart. Your trust in us and willingness to support bold, high-risk, high-reward research speaks volumes about your commitment to making a difference and changing the future of cancer.”

— Dr Steven Chan, Princess Margaret Cancer Centre – UHN, Toronto, Ontario



Dr Kevin Bennewith,
CCS-funded researcher,
BC Cancer Research

Empowering people through information and support

At the Canadian Cancer Society, we're deeply committed to ensuring no one faces cancer alone. That's why we provide cancer information and compassionate support for people with cancer and their loved ones. With your help, we are there when people need us most – offering guidance and a listening ear, providing practical services that make life with cancer easier and building community and fostering hope across the country.

Empowering people with information

Navigating a cancer diagnosis can be challenging. But we know that having quality, reliable information on cancer is empowering – it helps people understand what to expect and can inform important decisions about health and cancer care. Last year, 18.3 million people visited our website, cancer.ca, seeking evidence-based resources and more than 23,000 people called our trusted Cancer Information Helpline to speak with a trained information specialist.

Reducing the financial burden of cancer

Our 2024 report on the economic impact of cancer in Canada provided eye-opening insights into the out-of-pocket costs people with cancer face. With your support in 2024/25, we helped alleviate stress and reduce the cost of cancer by providing transportation services and accommodations for patients and caregivers. Our Wheels of Hope program expanded to provide even more people with rides to and from cancer appointments – our generous volunteer drivers drove an incredible 5.7 million kilometres last year. Our lodges provided a home away from home for those travelling long distances for treatment, offering a remarkable 76,000 nights of free or low-cost accommodation.

Providing spaces for community and connection

Finding community and connecting with others with similar cancer experiences can help people with cancer and their caregivers feel less alone. Last year, our online peer support community, CancerConnection.ca, grew in membership by 19% and saw a 40% increase in conversations. We also provided more support through Camp Goodtimes, offering 15% more camp experiences to children and youth with cancer and their families and creating invaluable memories.



“I’ve experienced the impact donations to the Canadian Cancer Society have first-hand – from staying at the lodge to getting a wig when I lost my hair and consulting the website for information to help me understand my diagnosis and treatment options. Donations really make a difference in people’s lives, including my own. Thank you.”

— Cynthia Denault, Jacques-Cantin Lodge client, Saint-Jérôme, Quebec



5.7M
KILOMETRES DRIVEN
BY WHEELS OF HOPE
VOLUNTEERS



700
CAMP PARTICIPANTS
AT CAMP
GOODTIMES



3,300
WIGS AND BREAST
ACCESSORIES
DISTRIBUTED



334,000
ASSISTED VIA
SMOKERS' HELPLINE
AND TALK TOBACCO

Advocating to protect the health of Canadians

For generations, the Canadian Cancer Society has stood alongside Canadians, united by an unwavering commitment to change the future of cancer. Together with our partners, supporters and people affected by cancer, we are driving collective action to reduce cancer risk and to support people with cancer and their loved ones.

Last year, we championed bold advocacy initiatives that engaged 10,000 community members and 1,060 elected officials and changemakers. This work led to significant policy changes, that improved cancer care and support for people and communities across Canada, including:

Strengthening and expanding cancer screening programs

Detecting cancer early, when it is more treatable, saves lives. Last year, our advocacy prompted many regions to make important improvements to their screening programs to help find more cancers earlier. Breast screening in Newfoundland and Labrador, New Brunswick, Saskatchewan, Manitoba and Ontario was expanded to include those aged 40 to 49 and Quebec expanded access to include those aged 70 to 74. In addition, Ontario, British Columbia, Nova Scotia and Prince Edward Island enhanced screening programs for cervical cancer and Quebec and the Northwest Territories expanded access to screening for colorectal cancer.



“Volunteering as an Advocacy Constituency Team (ACT) Lead with the Canadian Cancer Society has been one of the most healing and empowering parts of my breast cancer journey. Turning my experience into purpose has allowed me to raise awareness, amplify the voices of others and push for meaningful change. Advocacy has given me hope—hope that through action, we can create a future where fewer families are touched by this disease. It’s a reminder that even in the hardest moments, we can channel pain into power and make a difference.”

— Marie Grgic, ACT Lead, Stouffville, Ontario

Making cancer care more affordable and accessible

Our groundbreaking report on the economic impact of cancer in Canada revealed that the average patient faces nearly \$33,000 in cancer-related costs in their lifetime. This new data sparked nationwide advocacy and collective action, leading several provinces and territories to take steps to reduce the cost of cancer for patients and caregivers. Notably, British Columbia committed \$20 million over 2 years for patient travel and lodging support, Manitoba doubled its fertility tax credit and Nova Scotia introduced a wig rebate program for low-income residents.



Securing job-protected leave for patients

Access to job-protected leave is critical for those affected by cancer, as it allows them to focus on treatment and recovery without the fear of losing their livelihood. That’s why we continue to advocate for legislative changes that allow patients and caregivers to take time away from work without worrying that they will lose their jobs. As a result of these efforts in 2024/25, Ontario, Manitoba, Newfoundland and Labrador, Nova Scotia and Prince Edward Island extended job-protected sickness leave from a low of 3 days to at least 26 weeks for those facing life-threatening illnesses, providing peace of mind and compassionate care for Canadians affected by cancer.

Advocating for landmark tobacco control legislation

Tobacco use remains the leading preventable cause of disease and death in Canada, responsible for 30% of cancer deaths. Last year, we worked with provincial and federal governments to influence stricter regulations on nicotine pouches, including limits on their promotion and accessibility. These restrictions aim to protect youth from the tobacco industry and deter them from developing lifelong addictions.

Left to right: B.C.'s Health Minister Adrian Dix, B.C.'s Premier David Eby, Andrea Seale, Surrey Schools substance use liaison Colette Lees, Charles Aruliah and Sandra Krueckl

Mobilizing communities to raise hope and awareness

Across Canada, hundreds of thousands of people of all ages and backgrounds came together, united by the belief that every action, no matter how big or small, helps change the future of cancer. From cycling tours to our CIBC Run for the Cure and Relay For Life events and independent fundraising events, 726,000 participants and organizations raised millions to provide vital resources and care to people facing cancer.



“The CIBC Run for the Cure was not just a race for me; it was a celebration of life despite adversity.”

— Anick Veillete, CIBC Run for the Cure volunteer, Val-d’Or, Quebec



Thank you to everyone who participated, raised funds and volunteered their time. You spread awareness far and wide and made a difference!



Our impact through strategic corporate partnerships

We are grateful for corporate partners who stand with us to take on cancer’s biggest issues. These valued partnerships contributed an outstanding **\$15.3 million** through employee matching programs, sponsorships, cause marketing campaigns and in-kind donations. Your commitment has fuelled progress and continues to bring hope to the people we serve.



Fueling hope through generosity

None of our work would be possible without the boundless generosity of our donors. This report is a testament to how every dollar matters. Donor contributions enabled us to invest **\$124.2 million** in groundbreaking research, compassionate support for those who needed it most and advocacy that helped shape health policies.

Thank you for your support. Together we are changing the future of cancer, forever.



“Why do I keep giving? Because everybody is touched by cancer. I've never ever had a conversation with somebody who didn't know someone affected. People with cancer need to know that they can stay in a lodge and not worry about the cost, or know their flight is covered. Easing that burden is extremely important for me.”

— Sally Emory, Planned Giving donor, Mill Bay, British Columbia

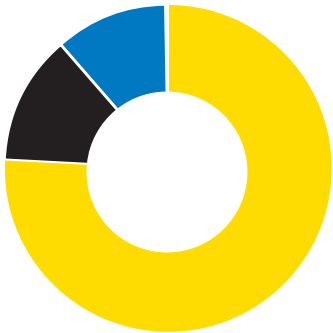


Investing in our mission

Our revenue

Thanks to our donors and partners, we generated \$191.4M in revenue through the following channels:

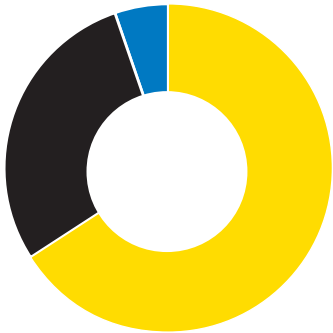
● Individual and corporate	\$145.2M
● Government-sponsored projects and grants	\$24.6M
● Investment and other income	\$21.6M



Our expenses

Of the \$187.9M total spending, we invested in:

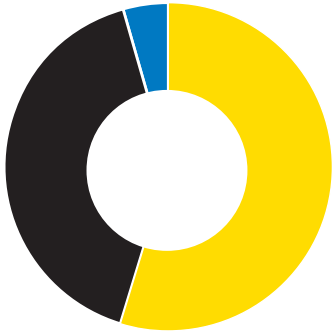
● Mission	\$124.2M
● Fundraising	\$54.1M
● Administration	\$9.6M



Investments in our mission

Thanks to you, of the \$124.2M we spent on our mission, we invested in:

● Information, services and programs	\$68M
● Research	\$50.8M
● Advocacy	\$5.4M



Download our detailed [financial statements](#).

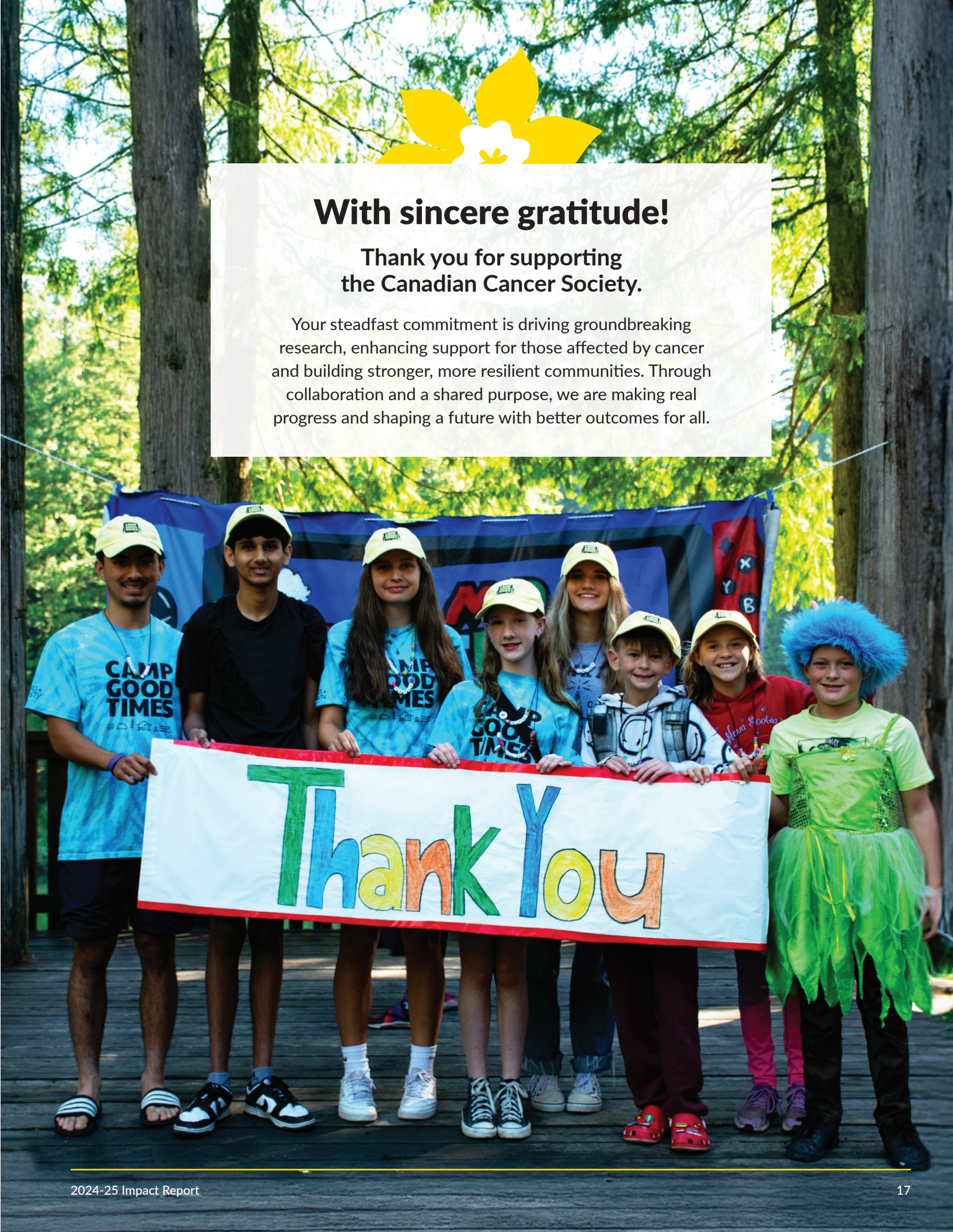
Our board of directors

Christopher Wein (Board Chair)	Dr Jonathan Irish	Hilary Pearson (Vice Chair)
Manon Boisclair	Dr Eshwar Kumar	Tony Ritlop
Dr Chen Fong	Rex Lee	Dr Stephen Robbins
Stephen Forbes	Lauren MacDonald	Robin Speer
Chan Hon Goh	Virginia McLaughlin	John Trang (Vice Chair)
Arthur Heinmaa	Cindy Morton	

Year over year metrics

2022/23	2023/24	2024/25	IMPACT
\$50.1M	\$44.7M	\$50.8M	invested in cancer research and innovation
N/A*	69,000	76,000	night stays at CCS lodges
16.2M	18.4M	18.3M	individuals reached through cancer information platforms
29	29	67	CCS-led health policy wins
\$35.8M	\$32.2M	\$31.4M	to enhance treatment and quality of life
\$3M	\$2M	\$3.2M	in research to prevent cancer
\$5.9M	\$4.7M	\$6.7M	to improve early diagnosis
\$1.6M	\$2M	\$3.8M	to advance equitable and timely access to care
387	600	700	camp participants at Camp Goodtimes
3,300	4,000	3,300	wigs and breast accessories distributed
N/A*	206,000	334,000	assisted via Smokers' Helpline and Talk Tobacco
65,000	81,000	135,000	people supported in finding cancer-related services
600	730	1,060	elected officials and policy makers engaged
3,665	3,057	3,973	people received access to clinical trials
394	400	470	research projects supported
\$109.7M	\$108.9M	\$124.2M	overall investment in our mission

*Data not available due to change in methodology.



With sincere gratitude!

Thank you for supporting
the Canadian Cancer Society.

Your steadfast commitment is driving groundbreaking research, enhancing support for those affected by cancer and building stronger, more resilient communities. Through collaboration and a shared purpose, we are making real progress and shaping a future with better outcomes for all.

Contact us

connect@cancer.ca

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