

Life is bigger than cancer

Impact Report
2019/20



Canadian
Cancer
Society

CANCER.CA



Life is bigger than cancer

This report highlights some of the Canadian Cancer Society's (CCS) best work from the 2019/20 year – a very different year than what we now face from COVID-19. While we confront the impact of COVID-19 on research, cancer care and the people we serve, we are reimagining CCS with our steadfast vision of creating a world where no Canadian fears cancer.

For people affected by cancer, the pandemic has amplified anxieties and feelings of isolation as they have watched their reliable cancer system – clinical care and support - strained by COVID-19. When the pandemic began, CCS quickly committed to protecting our most vulnerable Canadians, and we found creative solutions to help those who need us, driving innovation to match the crisis we're facing.

This dedication to support people affected by cancer is allowing CCS to adapt faster than we imagined would be possible, using technology to strengthen and expand our program delivery, support the best research, and reinvent how we fundraise. We are becoming more agile so we can continue to be there for all Canadians.

The passion of our community defines and drives us to unite and inspire Canadians to take control of cancer. At a time when nearly 1 in 2 Canadians will be diagnosed with cancer in their lifetime, and with more Canadians surviving cancer than ever before, we know that CCS is fundamentally important to patient care, research and advocacy for people with cancer. We remain determined to improve the cancer experience by ensuring people live longer and have the best possible quality of life, during and after this pandemic.

It is thanks to you, our dedicated donors, that we were able to accomplish so much in the 2019/20 year, giving us a strong foundation for the changes we are implementing in 2020. And it is also thanks to you that we will keep demonstrating to all Canadians that life is bigger than cancer.

Thank you for your continued support and encouragement.

Sincerely,



Robert Lawrie
Chair, Board of Directors
Canadian Cancer Society



Andrea Seale
Chief Executive Officer
Canadian Cancer Society

Saving lives

“Research is the only way we can turn today’s understanding of cancer into tomorrow’s treatments.”

– Dr Brad Nelson, CCS-funded researcher, distinguished scientist and director, Deeley Research Centre



Every year, more than 200,000 Canadians are diagnosed with cancer. With your support, we can better prevent cancer, improve treatments through research and advocate for policies to make healthy living easier. Together, we can save lives.

First Canadian study on preventable cancer risk

In 2019, CCS released the results of the Canadian Population Attributable Risk of Cancer (ComPARE) study, which found that about 4 in 10 cancer cases can be prevented. The first of its kind in Canada, the ComPARE study was conducted by CCS in collaboration with a pan-Canadian team of experts. It estimated how many current and future cases of cancer would be due to risk factors that could be changed. It also revealed that the top 5 leading preventable causes of cancer are smoking tobacco followed by physical inactivity, excess weight, not eating enough vegetables and fruit, and sun.

Thanks to this study, Canadians can now have insight into how they can take control and make the biggest difference when it comes to cancer prevention.

In 2019, we invested **\$42.1 million** in life-saving research, including:

\$19 million

to make cancer diagnosis and treatments more effective

\$3.4 million

to better prevent cancer

\$1.3 million

to enhance screening and early detection

\$4.7 million

to offer 122 active clinical trials involving 3,600 people to test new strategies to prevent and treat cancer

Plus investments in other important areas of cancer research.

Thanks to you, we are working hard to reduce the number of people diagnosed with cancer and make sure that more survive.



We started construction on our Centre for Cancer Prevention and Support – a national hub of excellence located in Vancouver that will benefit Canadians from coast to coast.



Through our Smokers’ Helpline and our Walk or Run to Quit program, we helped over 23,700 Canadians try to quit smoking.



CCS supported the release of Canada’s new Food Guide – a nutrition guide for all Canadians created by Health Canada – which emphasizes eating vegetables and fruits, whole grains and protein, advises on foods to avoid and provides tips for healthy eating.



After decades of advocacy work led by CCS, the federal government adopted new national regulations for tobacco plain packaging that are the most effective in the world. Tobacco use is the leading cause of preventable disease and death in Canada and these regulations will reduce tobacco use and save lives.



With CCS funding, Dr Sangita Sharma produced culturally appropriate information videos for the more than 20,000 Indigenous people living in the Northwest Territories. The goal was to improve the use of screening programs so that more cancers are detected earlier and chances of successful treatment are higher.

Coping with cancer

“I didn’t know what to expect when I called the Canadian Cancer Society’s toll-free helpline. What I found was a sympathetic ear of support and an information agent who encouraged me to let it all out, including the tears I didn’t know I’d been holding back.”

– Nadège St-Philippe, colorectal cancer survivor



We’re helping Canadians live their lives as fully as possible by helping them manage life with cancer, providing community and connection, and building wellness and resilience.

Improving cancer care

Thanks to CCS’s valuable sightline on Canada’s cancer landscape through our research, support system and advocacy work, we were uniquely positioned to contribute to the development of the Canadian Strategy for Cancer Control – a 10-year roadmap developed by the Canadian Partnership Against Cancer (CPAC). The strategy contains 5 new priorities to help improve cancer care over the next 10 years, and CCS is one of several Canadian healthcare partners that contributed to the development of the priorities.

The strategy aims to provide guidance to help Canada deliver world-class cancer care and a sustainable, equitable cancer care system for the future. These priorities are:

- decreasing the risk of people getting cancer
- diagnosing cancer faster, accurately and at an earlier stage
- delivering high-quality care in a sustainable, world-class system
- eliminating barriers to people getting the care they need
- delivering information and supports for people living with cancer and their families and caregivers

By working with partners and stewards like CPAC and supporting the priorities of the Strategy, we can improve the cancer experience for all Canadians.

Our donors are the reason we can support Canadians as they navigate cancer. Last year, thanks to you, we:



invested \$19.1 million in groundbreaking cancer research to improve how people are diagnosed and treated.



educated and empowered 19.2 million people with credible, evidence-based cancer and prevention information at cancer.ca.



drove more than 12,500 people to treatment and home again through over 235,900 rides offered by our transportation program and our volunteer drivers with the Freemasons Cancer Car Program. Our transportation service covered more than 9.6 million kilometers, which is almost the equivalent of 25 one-way trips to the moon!



answered calls and emails from 46,000 Canadians with questions about cancer and in need of community resources and support.



provided community and support to 287,000 people through our peer support programs, like CancerConnection.ca.



created and shared 315,000 printed brochures and booklets of accurate and reliable cancer information, which is a preferred method of receiving information for CCS’s clients.



offered 6,114 people a caring and supportive home away from home when they needed to travel for their cancer care.



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

Life is bigger than cancer

“My quality of life has become a priority to me since I’ll have to live with the side effects from treatment for the rest of my life. I’m thankful that the Canadian Cancer Society funds research that is helping improve treatment options for people like me.”

– Jack Shore, prostate cancer survivor



Cancer can change everything, but it doesn’t have to define who you are. Together, we are helping people with cancer live their lives to the fullest.

Giving patients more options

For a common type of low-risk thyroid cancer, there is increasing evidence that active surveillance may be a safe alternative to surgery to remove the thyroid, which can leave the patient with life-altering side effects. Active surveillance means that the cancer is closely monitored and doctors advise if treatment becomes necessary.

Thanks to funding from CCS, Dr Annie Sawka and her team are leading the first, and only, Canadian study to offer active surveillance to people with this type of cancer. Their goal is to understand how often and why people choose one treatment over the other. They also want to learn if people regret their treatment decision, how the cancer progresses and how it affects their quality of life.

This study hopes to provide important evidence that could lead to more choices being offered to people with cancer.



We helped people with cancer live their lives to the fullest in 2019. With your support, we:



invested \$6.15 million in research focused on improving quality of life during and after cancer. Our advances in improving how we prevent, diagnose, treat and help people live with and beyond cancer mean that today 63% of Canadians diagnosed with cancer are expected to survive 5 years or more. To drive change for the 1 in 2 Canadians who will be diagnosed with cancer in their lifetime, we must continue to fund Canada’s best quality of life research.



gave more than 600 children with cancer and their families the chance to attend Camp Goodtimes, a camp in BC, Nova Scotia and New Brunswick with expert staff and equipment to care for children with cancer while they make memories and enjoy some classic childhood activities.



distributed over 3,100 wigs, headwear and breast prostheses. Through our compassionate support system, we help people living with cancer feel more confident and comfortable as they face cancer and some of the challenges that come with it.



hosted 22 Breast Reconstruction Awareness (BRA) Day events in communities across Canada, where more than 2,495 attendees learned about post-mastectomy breast reconstruction options from doctors and women who have been there and discussed the most popular subjects on breast reconstruction.

Engaging our volunteers

“It feels good to be involved in Relay For Life because CCS has done so much for me. It is also amazing to see everyone come together and form a community to make a difference. I will do all that I can to get more people involved.”

– Emma Maclean, CCS volunteer



We are a collective of people united by the same goal. We're the only charity with a powerful national network of over 100,000 volunteers who support Canadians affected by cancer in communities across the country. Together, we are creating a world where no Canadian fears cancer. We couldn't do what we do without you.

More than **100,000** youth and adults showed that community is bigger than cancer at Relay For Life, raising almost **\$23 million** in 371 different events.

85,000 Canadians, united through the CIBC Run for the Cure, raised **\$17 million** for the breast cancer cause.

28,000 volunteers raised over **\$10 million** to help people with cancer live their lives more fully during our Daffodil Campaign.

More than **2,600** people have directly contributed to improving the lives of 21,000 people facing cancer by volunteering with CCS's support programs.

Canadians came together to host more than **450** independent fundraising events and with commitment, creativity and generosity raised almost **\$8 million**.

Our partners

Our dedicated corporate partners help us reach more people and increase our impact. In 2019, we strengthened our existing partnerships and developed new ones, too. Here are just a few examples:



CIBC has been a valued national partner for over 2 decades. Last year, 15,000 CIBC team members volunteered and participated in the CIBC Run for the Cure to raise nearly \$3 million. Since 1996, CIBC has raised more than \$54 million for CCS breast cancer research and support, including our online community CancerConnection.ca.



Since the inception of WICC in 1996, with the help of the entire insurance industry and its supporters, over \$17,500,000 has been raised in support of cancer research and education. This has been achieved from industry support at a variety of WICC functions.



Coast Capital Savings has been a dedicated sponsor of the Cops for Cancer program for over 20 years, helping to raise awareness and funds for childhood cancer research and support programs. With the support of Coast Capital Savings, Cops for Cancer raised \$2.4 million in 2019.



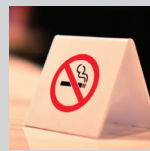
The Honda Canada Foundation donated ten 2019 Odyssey minivans to be used as part of CCS's Wheels of Hope program in Ontario, Alberta, Saskatchewan and Manitoba. The program helps people with cancer get to and from their appointments for cancer treatment.

In addition to our corporate partners, CCS works with advocacy groups and health organizations to help Canadians live longer, healthier lives. In 2019, we continued to work with the Stop Marketing to Kids Coalition, as well as the Chronic Disease Prevention Alliance of Canada.

Thanks to you, we invested more than **\$102.3 million** in cancer research, advocacy and support programs in 2019.

CCS from coast to coast

CCS is the only pan-Canadian cancer charity that has a presence in communities across the country. Last year, communities from all across Canada came together as volunteers, activists and donors. Below is just a small sample of the incredible things we have accomplished together.



NORTHWEST TERRITORIES: Northwest Territories extended the number of outdoor smoke-free areas and introduced regulations for the sale, display and advertising of vaping products, including a ban on the sale of tobacco and vaping products to people under the age of 19. These changes in tobacco and vaping legislation were actively lobbied for, and supported by, CCS.



YUKON: Thanks in part to CCS's advocacy work, the Yukon government implemented the Tobacco and Vaping Products Control and Regulation Act, increasing the legal purchase age for tobacco and e-cigarettes to 19 years old, banning the use of e-cigarettes in places where tobacco use is banned and prohibiting the sale of e-cigarettes in pharmacies and other places where tobacco sales are banned.



ALBERTA: A remarkable 797 volunteers attended 7 CIBC Run for the Cure sites across Alberta. Route marshalls, registration volunteers and survivor tent hosts made sure participants had a smooth and enjoyable Run.



BRITISH COLUMBIA: In addition to a successful summer season, Camp Goodtimes hosted year-round programming for children and youth with cancer and their families. The programs included winter retreats, day events and family camping weekends.



SASKATCHEWAN: The virtual independent fundraising event Pink Day in LA is organized annually by Gamers Giving Back and this year participants played Guild Wars 2.



MANITOBA: Brian and Amber Sutherland of Brandon, MB, brought their 10-acre property to life for a Halloween haunt to scare away cancer. In the last decade, thousands of visitors have donated over \$100,000 to support CCS!



QUEBEC: CCS partnered with CQDM in Quebec and invested nearly \$10 million in 4 breast cancer research studies. This includes a project with Dr Morag Park, who is using a 3D printer to reproduce a tumour from breast cancer cells to test drugs and determine which would be most effective.



NEW BRUNSWICK: The fifth annual KitchenAid Cook for the Cure in Greater Saint John raised \$45,000 for CCS, with 5 celebrity chefs joining local chefs to compete for the 2019 Golden Spoon Trophy.



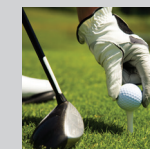
PRINCE EDWARD ISLAND: After extensive advocacy efforts by CCS, Prince Edward Island adopted "first in Canada" legislation that increases the minimum sale age for tobacco and e-cigarette products to 21, restricts the sale of e-cigarettes to specialty stores, and allows for development of new regulations for flavoured e-cigarette products.



NEWFOUNDLAND AND LABRADOR: CCS was proud to host members of the House of Assembly in the first engagement event at Daffodil Place in St John's. Members learned about the province's youth vaping policy and the financial impact of travelling to get cancer treatment.



NOVA SCOTIA: CCS was proud to work with students from the U-Knighted For Health Team at Millwood High School, to advocate for better youth vaping policy. In November, Nova Scotia became the first province in Canada to announce plans to eliminate flavoured e-cigarettes.

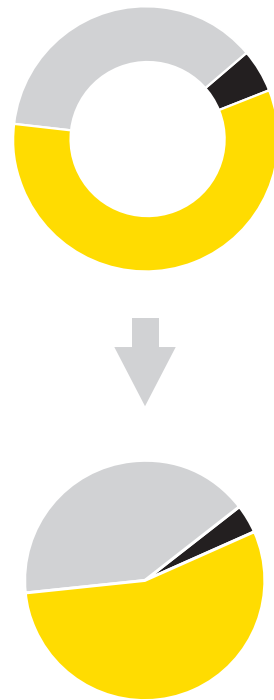


ONTARIO: The 33rd Wheels of Hope Golf Classic tournament was held in Guelph with more than 200 golfers, plus huge live and silent auctions. Each year, the tournament raises about \$150,000 for CCS's Wheels of Hope driving service.

Your donations at work

Every dollar you give enables us to continue our work to create a world where no Canadian fears cancer. Your support helps us fund groundbreaking research, power our compassionate support system including our helpline, and work with governments to shape healthy policies to save lives.

The financial statements for the year ending January 31, 2020, including the notes to the financial statements and the auditor's report, are available at cancer.ca.



Of the \$176.5 million we spent, we invested:

- \$102.3 million toward our mission
- \$65.1 million toward fundraising
- \$9.1 million toward administration

Thanks to our donors, of the \$102.3 million we spent on our mission, we invested:

- \$56.5 million in information, services and programs
- \$42.1 million in research
- \$3.7 million in advocacy

Many people wonder why we don't have a cure for cancer yet, but the reality is that, while we have made significant progress through research, cancer isn't a single disease with a single cause. It's 100 different, shape-shifting diseases with multiple moving targets.

That's why at CCS we approach cancer from all angles. As our population ages and cancer diagnoses increase, our families, communities and healthcare systems are challenged. With this disease, we can't afford to be narrowly focused. There's simply too much at stake.

Fuelling discoveries through research is key to learning more about effective cancer treatments, but we also know how vitally important it is to look at how we can reduce cancer risk, ensure that people with cancer can live longer and fuller lives, and find the most effective ways to diagnose cancer, among many other things. By working in this way – through every part of the cancer continuum – we can ensure that research changes the future of cancer. Together, we will continue our work to show Canadians that life is bigger than cancer.

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¹ Term started September 13, 2019

² Term ended September 13, 2019

³ Term started December 4, 2019

⁴ Term ended August 19, 2019

Thank you!

For a full list of corporate partners and charitable groups that contributed \$10,000 or more in 2019/20, please visit cancer.ca/impactreport.

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

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