



Changing the future of cancer

2021/22 Impact Report



Canadian
Cancer
Society

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

Unstoppable determination

In this report, you will read about how your steadfast commitment and boundless support has helped us make life better for people affected by cancer in 2021/22.

Last year was a year of recovery, stability and growth for the Canadian Cancer Society (CCS).

On the heels of a year that challenged all of us to think differently and adapt quickly, we continued our relentless pursuit of innovation. Guided by a bold strategic plan, we continued charting our path forward to best serve communities across the country. And we continued to provide hope and cared for all those affected by cancer through world class research, transformative advocacy and compassionate support.

Thanks to you, we made significant progress. We funded over 100 new research projects to fuel discovery and improve the lives of people facing cancer. We opened the doors of the Centre for Cancer Prevention and Support to take research discoveries from the lab to life faster, help prevent cancer before it happens and further support those living with and beyond cancer. We took a stand on important cancer issues to build a healthier society and worked with governments to influence policies and prioritize the needs of people with cancer. And we formed a grassroots advocacy movement called Voices for Change to empower and unite people across the country to take action to help make cancer care better. Through it all, we offered high-quality, compassionate in-person and online support as well as trusted, evidence-based cancer information to all who need it.

Thank you – we couldn't have achieved this without our dedicated community of donors, partners, volunteers and staff, and we are deeply grateful for the support. Together, we can change the future of cancer forever.



Andrea Seale

Chief Executive Officer
Canadian Cancer Society



Dr David Huntsman & Valerie Steele

Co-chairs
Canadian Cancer Society

A snapshot of our impact

At CCS, we know that profound progress is possible when we act together. In 2021/22, over 470,000 donors, more than 20,000 organizations and over 95,000 event participants and volunteers helped us invest \$97.8M in our mission. We couldn't do what we do without you.

INVESTED

\$44.3M

IN HIGH-IMPACT RESEARCH

SUPPORTED

190 

TALENTED LEAD
RESEARCHERS

EMPOWERED

16.8M

VISITORS TO CANCER.CA
BY PROVIDING RELIABLE
INFORMATION

**LED 29 POLICY
CHANGES**



TO SHAPE A
HEALTHIER SOCIETY

ANSWERED

34,000+ 
QUESTIONS

ABOUT CANCER



PROVIDED

4,500+

STAYS IN CCS LODGES



CCS-funded researcher Dr Warren Chan and his team

Research - Fuelling discoveries for a brighter tomorrow

Our bold approach to funding innovative, world-leading research is making life better today while transforming the future of cancer forever. In 2021/22, we engaged people with cancer and caregivers in research in new ways to deepen our impact. We also advanced the CCS Research Inclusive Excellence Action Plan. And we added new grants to expand our portfolio of funded research to continue to improve how we prevent, diagnose, treat and live with and beyond cancer.

Thanks to our donors, we invested \$44.3M in cancer research which included:

\$25.7M



TO IMPROVE
CANCER DIAGNOSIS
AND TREATMENT

\$6.3M

TO ENABLE
111 CLINICAL TRIALS



\$2.9M

TO ADVANCE CANCER
PREVENTION STRATEGIES

\$3.3M

TO IMPROVE EARLY
DETECTION AND SCREENING

\$4.8M TO ENHANCE

QUALITY OF LIFE

INCLUDING SURVIVORSHIP
AND SUPPORTIVE CARE

PLUS, ADDITIONAL
INVESTMENTS

TO DRIVE WORLD-LEADING
CANCER RESEARCH

How we advanced cancer research

Our donors enabled us to support promising cancer research across the country and help strengthen Canada's research landscape. With your support we:

- began funding 100+ new projects, including investing in the next generation of cancer researchers and in research that is leveraging new technology to transform cancer care
- launched 4 new grants competitions to continue to drive progress across the cancer experience and across all cancer types
- formed 14 new impactful partnerships to help us fund even more meaningful, innovative research. Together, we invested \$5.7M in new projects.
- engaged 72 patient and caregiver partners in multiple stages of the research funding process to gain critical insights and help maximize the benefit of our funded research for people with cancer
- awarded the inaugural Inclusive Excellence Prize, recognizing 2 researchers who have demonstrated leadership in the advancement of diversity, equity and inclusion across Canada's cancer research ecosystem

For more information about the research we fund, visit cancer.ca/research.

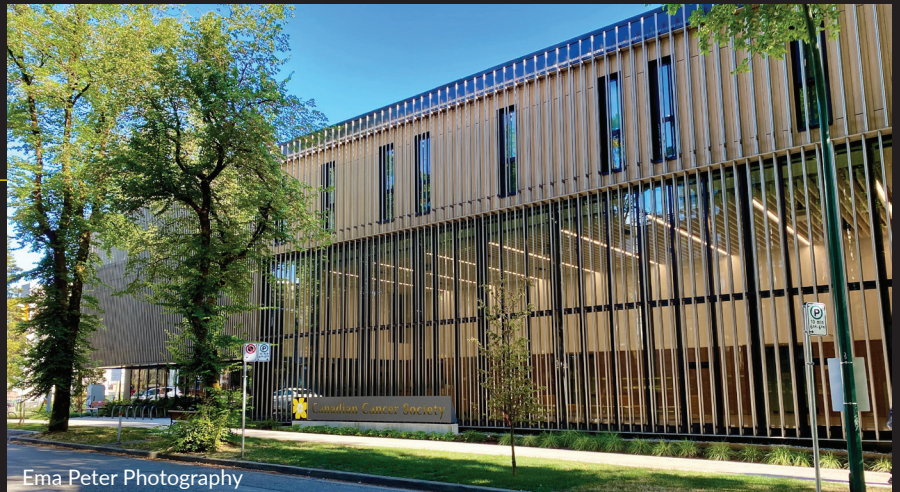


“I am a 3-time cancer survivor. I was first diagnosed when I was 10 years old, and it is thanks to research into treatment and the long-term and late effects of treatment that I am alive and doing well today.”

– Kirsten Efremov, CCS patient partner and childhood cancer survivor

Introducing the Centre for Cancer Prevention and Support

With your support and funding from the Government of British Columbia, in 2021 we launched the Centre for Cancer Prevention and Support (CCPS). It's a first-of-its-kind national hub for research and programs focused on cancer prevention and support that takes discoveries from the lab to life faster.



Ema Peter Photography

Currently, nearly 300 people across Canada are involved in our Cancer Survivorship Research Network. This includes researchers, clinicians, people with cancer, caregivers, community partners and health care administrators who collaborate on projects to change the future of cancer prevention and survivorship.



Information and support – Helping to ensure no one faces cancer alone

We offer a nationwide support system for people with cancer and their family, friends and caregivers. In 2021/22, as COVID-19 continued to impact communities across Canada, we remained dedicated to providing safe, high-quality in-person and online support as well as trusted, evidence-based cancer information to all who need it. Additionally, we bolstered our cancer prevention efforts to help more people reduce their risk of cancer and we developed new resources and programs tailored to people in underserved communities.

With your support, we helped people manage life with cancer, find community and connection, and build wellness and resilience. Because of you:

320,000+

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

68,000+

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

4,300+

PEOPLE RECEIVED TRANSPORTATION SUPPORT THROUGH OUR WHEELS OF HOPE PROGRAMS

9,500

PEOPLE REACHED OUT FOR PERSONALIZED SUPPORT WITH QUITTING SMOKING OR STAYING SMOKE FREE

538

CHILDREN AND THEIR FAMILIES ATTENDED CAMP THROUGH CAMP GOODTIMES

3,300+

PEOPLE RECEIVED BREAST ACCESSORIES, WIGS AND HEADWEAR TO FEEL MORE COMFORTABLE AND CONFIDENT

How we provided support to all who needed it

Our donors enabled us to create new resources and provide critical compassionate and practical support. Thanks to your generosity we:

- collaborated with Pauktuutit Inuit Women of Canada to launch culturally and linguistically appropriate e-learning modules to increase knowledge about cancer for Inuit with cancer and their families and to educate non-Inuit healthcare providers about the Inuit cancer experience to enhance quality of care
- created a new nationwide smoking cessation campaign called Smoke Free Curious in partnership with the Canadian Lung Association, Canadian Public Health Association, Heart & Stroke, and the Ontario Tobacco Research Unit. The campaign reached more than 2.5M people.
- launched the Expand Project with our partners at the Ontario Tobacco Research Unit and with funding from the Public Health Agency of Canada. The project strives to both start and expand conversations around nicotine and tobacco among queer and trans young adults between the ages of 18 and 29.
- engaged more than 2,500 people with cancer and their caregivers in surveys and panel discussions to help us understand their cancer care needs both during and beyond the COVID-19 pandemic
- collaborated with Women's College Hospital to host a virtual Breast Reconstruction Awareness (BRA) Day event where more than 1,100 attendees learned more about post-mastectomy breast reconstruction from doctors and women who have been there
- piloted Breaking Borders, a program that invites young adults who have survived cancer to participate in a multi-day wilderness hike to help them find support from their peers, gain self-confidence, and learn and grow



“At the Canadian Cancer Society lodge, I immediately felt safe, comfortable and supported. The care I received there improved my experience with cancer and changed my life.”

– Fred Paquette, who is living with prostate cancer



Advocacy – Championing change to create a healthier society


As the voice for Canadians who care about cancer, we know that changing public policy is one of the most effective ways to prevent cancer and to help those living with and beyond cancer. In 2021/22, we engaged communities and worked with governments at all levels to bring about healthy public policies, and we made significant progress. We also continued to ensure the needs of people with cancer were not forgotten during the pandemic and found new ways to mobilize Canadians to help change the future of cancer.

Together, we took a stand on important cancer issues and made a meaningful difference. Thanks to you, we:

IMPACTED OVER
8.7M PEOPLE
IN CANADA THROUGH
CCS-DRIVEN POLICY
CHANGES THAT **SHAPE**
A HEALTHIER SOCIETY

ENGAGED **500+**
ELECTED OFFICIALS
AND POLICY MAKERS
IN DISCUSSIONS TO HELP
**ENACT CHANGE THAT
PRIORITIZES HEALTH**

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

ADVOCATED FOR
PROVINCIAL AND FEDERAL
TOBACCO TAX INCREASES TO
REDUCE CONSUMPTION FOR
4.2M TOBACCO
USERS 

INFLUENCED CHANGES TO
E-CIGARETTE REGULATIONS
TO HELP PROTECT
**3.8M YOUTH
FROM VAPING**

How we took action to save and improve lives

Through our advocacy work, we take action to contribute to a healthier society. With the help of our supporters, we:

- called for immediate, urgent action to address the backlogs in cancer screening and care as a result of the COVID-19 pandemic
- urged all national political parties to make cancer a priority ahead of the 2021 federal election
- advocated for the 2021 Federal Budget to include important measures to reduce cancer risk and increase support for people facing cancer and their loved ones
- launched a new advocacy team dedicated to transforming hospice palliative care across Canada with support from the Don and Shirley Green Family Charitable Foundation
- enabled people across Canada to raise their voice in support of important cancer issues through our new e-advocacy tool and our Voices for Change network

For more information about how we work with governments to take control of cancer, visit cancer.ca/advocacy.



“Due to delays, I waited a full year to get my biopsy, anxiously wondering if I had cancer. The procedure showed abnormalities and I needed surgery to remove the tumour. CCS’s advocacy work to address the backlogs caused by the pandemic will make a difference for others facing delays in their cancer screening or care.”

– Mélodie Cyr, CCS volunteer



Our collective – Together, we are unstoppable

With the support of our dedicated community of donors, volunteers, partners and staff, we're making lives better today and transforming the future of cancer.

Last year, more than 95,000 participants, volunteers and corporate partners helped raise nearly \$171.9M to help fuel our mission.

CIBC RUN FOR THE CURE

20,000+ PEOPLE
HELPED RAISE \$11M

RELAY FOR LIFE AND RELAY FOR LIFE YOUTH

15,000+ PEOPLE
HELPED RAISE \$5.1M

DRY FEB CAMPAIGN

30,000+ PEOPLE
HELPED RAISE \$5.1M

DAFFODIL CAMPAIGN

30,000+ PEOPLE
HELPED RAISE \$6.8M

COPS FOR CANCER

162 RIDERS
HELPED
RAISE \$1.2M



PLAID FOR DAD

180 TEAMS IN WORKPLACES
ACROSS CANADA HELPED
RAISE \$352,000



“The Canadian Cancer Society has been an incredibly supportive environment for my personal and professional growth. Volunteering is a way for me to honour loved ones in my life who’ve faced cancer and to show support for others affected in the community.”

– Rachel Ma, CCS volunteer

Our partners

Our community of corporate partners enabled us to work toward our vision of championing world-leading outcomes in cancer prevention, treatment and support. Thank you to our committed partners:



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

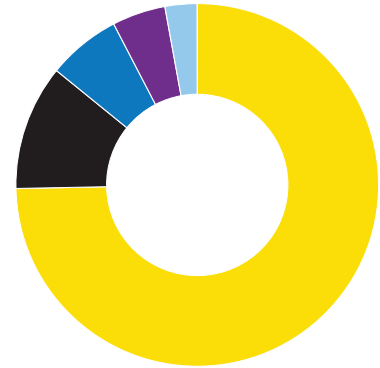
Your donations at work

Your boundless support has made a powerful financial impact. Thanks to you, we're able to fund the most promising cancer research, provide a support system for all those affected by cancer and shape a healthier society.

Our revenue

Thanks to our donors and supporters, we generated \$171.9M in revenue through the following channels:

● Individual and corporate donations	\$128.4M
● Government-sponsored projects and grants	\$19.2M
● Lotteries	\$11.2M
● Investment and other income	\$8.2M
● Government assistance related to COVID-19	\$4.9M



Our expenses

Of the \$149.8M we spent, we invested toward:

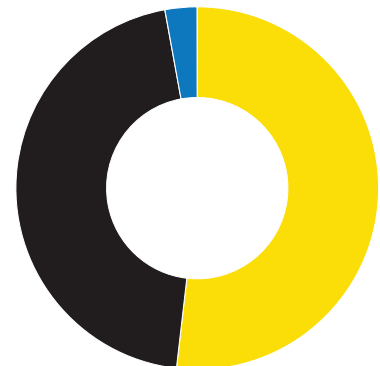
● Our mission	\$97.8M
● Fundraising	\$35.8M
● Administration	\$8.7M
● Our lottery	\$7.5M



Investments in our mission

Thanks to our donors, of the \$97.8M we spent on our mission, we invested in:

● Information, services and programs	\$50.7M
● Research	\$44.3M
● Advocacy	\$2.8M



Thank you!

Thank you for your generous and unwavering support. Together, we made a meaningful difference for people affected by cancer, and we are deeply grateful.

Contact us

connect@cancer.ca

1-888-939-3333

View the full Impact Report on cancer.ca/impactreport



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