



Canadian
Cancer
Society

Atlantic Cancer Support Fund

A look at last year's highlights and progress

IT TAKES A SOCIETY

2023 Atlantic Impact Report



Thankful for you

Each of us has a role to play when it comes to taking on cancer. Your generosity has made a significant difference in the Atlantic region, and we want you to know that your kindness has not gone unnoticed. Whether it is through supporting a lodge, giving to the Wheels of Hope program, or advocating for better cancer care, you are there, and we could not be more grateful for you. You help to make the vast Atlantic region feel like a community. Your generosity is a beacon of hope and a catalyst for positive change.

We hope that as you read this report, you recognize the impact of your generosity and our immense gratitude. It takes a society to take on cancer.

“Our Firm is proud to support the Atlantic Cancer Support Fund focused on improving the quality of life for people living with cancer. The disease affects so many families in Atlantic Canada and the Canadian Cancer Society’s work helps shape health policies to prevent cancer and to support those living with it. Members of our Firm have long supported other initiatives of CCS such as DRY FEB, the Daffodil Campaign, the Lodge that Gives and Plaid for Dad. This donation provided the opportunity for us to collectively make an impact.”

– Lydia S. Bugden, K.C. Chief Executive Officer and Managing Partner, Stewart McKelvey



Managing the day to day needs of our guests.

For Carol-Ann Oster, the manager of the Halifax Lodge That Gives, there is no average day. “You never know what each day will bring,” says Carol-Ann. With 32 rooms, there are usually between 40 to 50 people calling the Lodge ‘home’ on any given day. Most of her guests are from around Nova Scotia, but they have been known to welcome guests from each Atlantic province, depending on the treatment needs of the guest. Carol-Ann shares that Monday through Friday are typically the busiest days, as some guests go home over the weekend, but in recent years there has been an uptick in guests staying for the duration of their treatments, as the costs of returning home can be prohibitive.

“People stay here over the weekends for a lot of reasons, but one of the reasons that I hear often is that guests like the sense of community that they have at the Lodge,” says Carol-Ann. She details that while guests

have the amenities of a hotel – private rooms and bathrooms, linens, and more – the overall feeling of the Lodge is more of a home, with cozy spaces to watch TV together, areas for puzzles and games, and even a return to pre-COVID activities, such as movie nights, singalongs, the ever-popular Bingo night and St. John’s Ambulance puppy visits. These are all welcome diversions from the day-to-day focus on cancer and are made possible thanks to the generosity of donors and volunteers.

Carol-Ann says that her favourite part of working at the Lodge is when guests get to return to their homes and daily lives. She explains that when they arrive, they are often filled with anxiety and dread, but when they are done their treatments and ready to go home, they are relaxed, happy, and sometimes emotional at the thought of leaving the tightknit community that they have become a part of. She notes that some of the things that make their stay special are as simple as helping them connect to the internet, calling a cab when it is raining or setting aside a meal in the fridge when they won’t be back from their treatments on time for lunch. “The smallest things can really make the biggest impact on someone’s day.”

Lodges

Individual Guests

- Atlantic region – 1,623
- Halifax – 807
- St John’s – 816



Nights Stayed

- Atlantic region – 19,804
- Halifax – 8,414
- St John’s – 11,390



“Cancer affects so many people and has touched everyone in one way or another here at StandardAero. We are so happy to be a supporter of the Susan K. Roberts Lodge that Gives, as many people on and off PEI benefit from using this free, friendly ‘home away from home’ accommodations and care.”

– StandardAero

The Canadian Cancer Society's (CCS) Wig program provides a wide range of donated and new wigs to cancer patients who have undergone cancer treatment or have lost their hair as a result of cancer treatment. These services are provided in English and French and can be accessed from anywhere in Atlantic Canada. For many women, hairstyle is a way to express identity and individuality, allowing them to have a strong sense of self-confidence. During many women's cancer experience, this personal expression is often taken away as a result of cancer treatment. This can be physically devastating and can negatively impact a woman's mental health at an already vulnerable time.



Lamby McGuire's Story: CCS Wig Bank

Like many cancer patients, Lamby McGuire experienced hair loss during treatment for stage 4 breast cancer. Though she didn't mind being bald, she did find there were certain occasions when it made her feel less self-assured and began to consider options for wearing a wig. In her search, Lamby found that some women would pay hundreds to thousands of dollars for just 1 wig.

"I went into the bathroom and there was hair in the sink. I took it upon myself to shave my head because I thought 'well, I'm not going to let this get to me, I'll take control of this,'" she remembers. Lamby's hair loss from cancer treatment was not something she initially thought would bother her. Though after she first began experiencing it, she noticed it had an impact on her day-to-day confidence.

Luckily, after doing some research, Lamby learned about CCS's Wig Bank program. Finding a Wig Bank office* near her, Lamby booked an appointment where she was able to try on different lengths, colours, styles and receive consultation from a knowledgeable and compassionate CCS team member. "I brought a girlfriend with me to help choose which one I should go with. I said: 'well, I'm naturally a brunette, so let's go blonde.' The best part was that the wig was completely free!"

After receiving her wig, Lamby had new-found confidence when it came to public outings. "I would often wear my wig if I was in a situation where I didn't know a lot of people," says Lamby. "When you lose your hair, it can be pretty traumatic. Thankfully, I was able to find a lot of support through CCS."

"It's online now and my sister-in-law ordered a wig which was perfect.
It's a great program."

*The CCS Wig Bank is now a convenient online service available to people across the country. Consultations are available over the phone and wigs can be delivered to a home address or available for curbside pick-up at a local CCS location.

Breast prosthesis and wig services



Atlantic total
720 prostheses
distributed



Atlantic total
1,134 wigs
distributed



Lloyd & Kathy’s story: Wheels of Hope

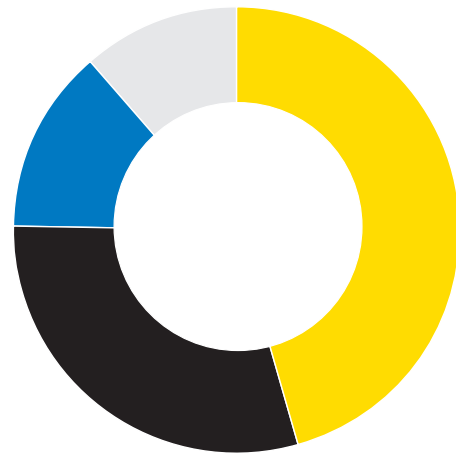
Treatment centres in the Atlantic region are located in the larger cities, often far away from where those who need the therapies live. Such was the case for Lloyd and Kathy.

Kathy’s husband, Lloyd, was facing prostate cancer. After his diagnosis, Lloyd learned that he would have to travel to Saint John, New Brunswick to receive treatment. Shortly after receiving this news, Kathy called the Canadian Cancer Society and discovered the Travel Treatment Fund (TTF), a service which provides financial coverage for cancer patients who must travel to receive treatment.

“Because of the Travel Treatment Fund, Lloyd was able to receive his treatment in Saint John, New Brunswick throughout the week and return home on the weekends. All I had to do was just call up the Canadian Cancer Society, and they set everything up.”

In 2023, 214 people living with cancer and their caregivers made use of travel assistance to offset the financial impact that cancer had on them.

| | |
|------------------------|-----|
| ● New Brunswick | 133 |
| ● Newfoundland* | 74 |
| ● Nova Scotia | 53 |
| ● Prince Edward Island | 28 |



*Air Daffodil – flights from Labrador to St. John’s

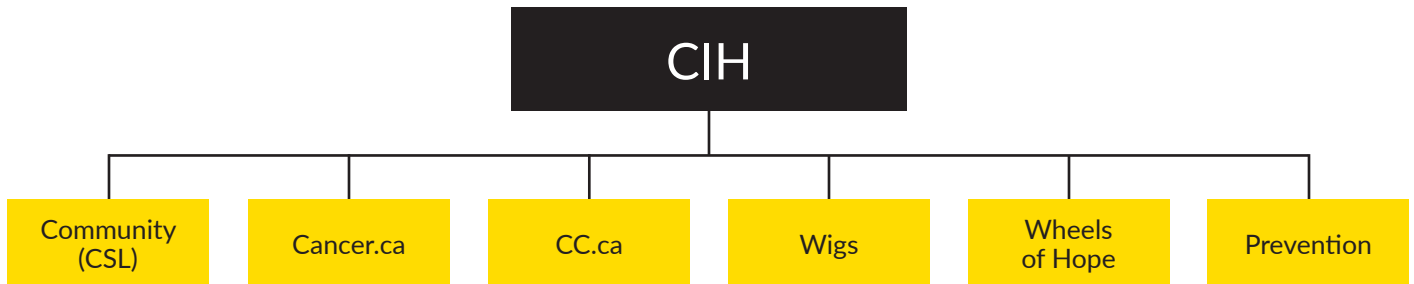
“Sadly, most everyone will be affected by cancer in their lifetime in one form or another. For this reason, we feel it is important to do our part and support those battling with the disease. By donating to the Atlantic Region Cancer Support Fund – New Brunswick transportation program, we are helping our communities by relieving some of the financial burden brought on by cancer.”

– Employees of Imperial Manufacturing Group

Cancer Information Helpline (CIH)

For all people in Canada and for any cancer information or support need, the Cancer Information Helpline (CIH) is here to help. For most people, “you have cancer” are life-altering words. People diagnosed and their loved ones are often fearful of the future, thrust down a path of uncertainty and must face an unfamiliar and overwhelming cancer treatment system.

Many don't know what to ask and don't know where to turn to get their questions answered, access resources they need and illuminate the path ahead. Meeting these needs is the purpose of the CIH. Staffed by professionals who know oncology and the many ways a cancer diagnosis can impact one's life, it is a safe and trusted resource for any cancer need.



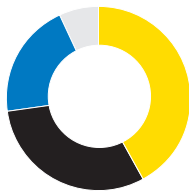
Cancer Information Specialists are equally skilled in providing information and resources as they are in providing much needed emotional support and conveying the CCS values of caring and compassion.

In addition to helpful information and compassionate support in the moment, the Cancer Information Helpline serves as hub for clients to access other CCS programs that can help, as well as programs of their cancer treatment centre or community-based organizations in their neighborhood.

Cancer Information Helpline (CIH)

Atlantic – 1,801 users

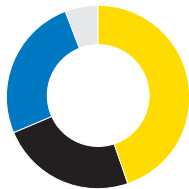
| | |
|------------------------|-----|
| ● Nova Scotia | 774 |
| ● New Brunswick | 548 |
| ● Newfoundland | 358 |
| ● Prince Edward Island | 121 |



Community Service Locator (CSL)

Atlantic – 6,260 users

| | |
|------------------------|-------|
| ● Nova Scotia | 2,800 |
| ● New Brunswick | 1,500 |
| ● Newfoundland | 1,600 |
| ● Prince Edward Island | 360 |



Cancer.ca

Cancer is scary. The idea of it. The unknowns. The word itself. But thanks to you, cancer.ca is there to help answer any question that a person might have. Whether they are wondering what their diagnosis means, what a prognosis is, or how to help a loved one on their cancer journey, your support of cancer.ca provides the response.



Brian's story

Shortly after visiting his family doctor for a routine check-up, Brian O'Connell was in disbelief to be diagnosed with prostate cancer. Although Brian knew his dad had been hospitalized with prostate cancer, it was not something that was discussed.

Brian had no symptoms. There was nothing to indicate that there was a problem. "Men often expect that there's going to be some severe pain or disruption when you urinate or any number of things, but nothing," says Brian. "There was nothing."

Brian's doctor explained to him that his Gleason score was high, indicating he had prostate cancer. At that moment, Brian stopped listening.

"I was just trying to process it. Suddenly, I had these numerous choices to make. What do I do? Do I have to do radiation treatment? Do I need surgery? Where do I go from here?"

Following his diagnosis, Brian had a biopsy done and found out that his prostate had become over 55% cancerous. He visited his radiation oncologist who provided him all the options for radiation. Brian remembers it being a tremendous amount of information to take in before deciding to proceed with surgery. About a year later, Brian's PSA number started to rise again. His doctor decided to send him for 33 radiation treatments. A while after, the PSA number went up yet again. "It's been a roller coaster ride of PSA ups and downs," says Brian.

"One of the things that people you know don't realize is once you're told you have cancer, then suddenly your life changes because you think this could be the end of my life. This could take off and there's so much I have to live for," says Brian.

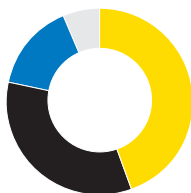
Throughout all of this, Brian started speaking to other men about prostate cancer. He would share his experience about what he went through and what they're going to be facing.

Because of what Brian went through, he is a strong advocate for early screening. Brian had no symptoms, and because of early screening, his cancer was found.

Cancer.ca

Atlantic – 204,000 users

| | |
|------------------------|--------|
| ● Nova Scotia | 91,000 |
| ● New Brunswick | 69,300 |
| ● Newfoundland | 31,100 |
| ● Prince Edward Island | 12,600 |



"Go to the Canadian Cancer Society for trusted cancer information. They will give you correct information and, most of all, that gives you hope."

– Brian O'Connell, cancer survivor

CancerConnection.ca

When facing an often-terrifying cancer diagnosis, people feel alone or isolated in their fear. That is where CancerConnection.ca comes in. A virtual community of thousands across Canada and the world,

CancerConnection.ca links people living with cancer and their loved ones so no one feels alone. Moderators make sure that no post goes unanswered.

The public nature of the forum allows for people to find the answers they are looking for and gain a supportive network of people with similar lived experiences.

Trinky posted.
August 6, 2023 at 9:12 PM

Halifax Public Gardens

Having radiation this week love going here in my down time.

Labels: Monday Moments Public Gardens Week Love +1 More

Like Reply Share

2 answers | 65 views

S2020 and Trillium like this.

“I find the website helpful as it connects me to others who have experienced cancer and truly unless you go through it yourself you haven’t an idea what it is like. People on the site have this understanding.

I share because despite all the sadness of the disease, Monday Moments highlights some things that are positive in our lives. Also, it gives us a break from talking about cancer. Communicate together on another topic.”

– User name ‘Trinky’

CancerConnection.ca – English users

Atlantic total – **3,750 users***

Nova Scotia – **1,886**

New Brunswick – **813**

Newfoundland and Labrador – **808**

Prince Edward Island – **243**

*these numbers reflect 2021/2022

ParlonsCancer.ca – French users

Atlantic total – **310 users***

New Brunswick – **208**

Nova Scotia – **88**

Prince Edward Island – **9**

Newfoundland and Labrador – **5**

Camp Goodtimes

Camp Goodtimes provides children, youth and their families affected by cancer the opportunity to enjoy an authentic camp experience in a medically accommodating environment.

At Camp Goodtimes, campers can see that they are not alone. We believe that this creates a sense of belonging, community, and empowerment that cannot be achieved in the same way in other programs.

Atlantic total – 156 campers

Nova Scotia – Camp Brigadoon – 95

New Brunswick – Camp Rotary – 55

Newfoundland and Labrador*

Prince Edward Island – 6



*CCS provides financial support for travel. Campers in NFLD attend Camp Delight operated by the Candlelighter's Association of Newfoundland and Labrador.



Phyllis's story

A cancer diagnosis is life-altering at any age, and it can be especially difficult for young children who should be focused on just being kids. Phyllis Branch, an oncology nurse, ensures that children and their families can return to experiencing the wonder of childhood through Camp Goodtimes.

"I just feel so happy when I'm there," Phyllis shares. "It feels really good to be a part of something that makes children feel so normal and happy. As a nurse, I see them in a different environment and witness the strength that they have going through treatment, while growing and developing at camp."

Through her nursing experience, Phyllis has met parents who are at first hesitant to send their children to Camp. However, by developing bonds through treating their children, they now feel confident and safe sending their children to Camp Goodtimes, knowing that Phyllis will be there.

"I remember nursing two young boys, who were probably 2 years old at the time," says Phyllis. "They didn't know each other beforehand, but once they started attending camp at age 7, they realized that they both knew me and became friends quickly. Both are in their 20's now and are still friends to this day."

Camp Goodtimes helps children develop and grow beyond their cancer diagnosis. This uplifting experience allows for some normalcy and happiness back into their lives, as they are in a safe space where they can be themselves again. During Family Camp, parents can also enjoy the benefits of Camp Goodtimes, as they join children for a weekend of fun.

Phyllis continues to volunteer at Camp Goodtimes and Family Camp. During her very first summer at Camp, Phyllis brought her young son with her, who worked as a counselor. He is now a volunteer nurse at Camp Goodtimes.

To hear more about Camp Goodtimes, watch this short video with Phyllis - [click here](#)

Advocacy

Changing public policy is one of the most effective tools for preventing cancer and helping those living with and beyond cancer. That's why the CCS works with government to bring about healthy public policies that will help prevent cancer and improve the lives of people living with cancer and their caregivers. Thanks to you, our advocacy work is making a difference.

Day on the Hill

On April 18, 25 Ambassador Constituent Team (ACT) Leads from across Canada arrived at the nation's capital for a "Day on the Hill". In just one day, volunteers met with over 40 elected officials on Parliament Hill and hosted a packed crowd at a lobby day breakfast that showcased our [Get Better campaign](#) and our advocacy priorities.



Parliamentary Cancer Caucus

Following our success on the Hill, we continued to work with key elected officials on the [creation of an all-party cancer caucus](#), which launched on June 14. The non-partisan cancer caucus brings together representation from all political parties to learn more about cancer, enable Parliamentarians to better engage their constituents on cancer and help Parliamentarians advocate for governments to take steps to prevent cancer and support those living with the disease. We will continue to engage as an active participant in the federal all-party cancer caucus to ensure that decision-makers make cancer care a priority.

Tobacco Control

Canada adopted a world first with a regulation requiring a [health warning on every individual cigarette](#).

"A health warning on every individual cigarette is innovative and world precedent setting," says Rob Cunningham, Senior Policy Analyst, Canadian Cancer Society. "The measure means that health messaging will be conveyed with every cigarette and every puff, will be there during every smoke break, and will reach youth who experiment by borrowing cigarettes from a friend. This measure will reduce smoking and the appeal of cigarettes, thus preventing cancer and other diseases."





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