



Canadian
Cancer
Society

Atlantic Cancer Support Fund.

Thank you for making a difference across the Atlantic region.

IT TAKES A SOCIETY

2025 Atlantic Impact Report

Thankful for you

The Canadian Cancer Society (CCS) extends heartfelt thanks to donors like you for making the Atlantic Cancer Support Fund such a success in 2025. Your generosity and compassion helped deliver vital cancer support programs and resources, strengthening communities and offering hope to people facing cancer across Atlantic Canada. Your support has made a meaningful difference for people living with and beyond cancer in our region.

“We are happy to donate to the Atlantic division of the Canadian Cancer Society to support vital programs that help members of our community and their families navigate the many challenges of their cancer diagnoses, treatment and recovery journeys.”

– D’Arcy and Barb Murphy,
Murphy Restaurant, Ltd.





Cancer.ca

When cancer turns life upside down, people need answers they can trust. Cancer.ca brings evidence-based guidance and pathways to support services together in one easy-to-access place. Your support keeps this vital resource available – so no matter where someone lives, they can find credible information, practical help and hope when they need it most. In 2025, cancer.ca helped more than 14.5 million people globally find trusted information and support – including 184,900 users in Atlantic Canada.

Cancer Information Helpline

Understanding cancer and coping with its challenges can feel overwhelming. Having access to someone you can rely on for up-to-date, trustworthy information can bring comfort and clarity during a time of uncertainty. The Cancer Information Helpline is a national, toll-free resource supporting people affected by cancer, including patients, caregivers, families, friends and healthcare professionals. In 2025, this lifeline handled more than 1,600 inquiries from Atlantic Canada, offering guidance on a range of topics.



CancerConnection.ca

CancerConnection.ca is more than an online forum – it's a place of comfort, connection and shared strength. It offers a listening ear, a virtual embrace and a space to celebrate milestones together, ensuring no one in Atlantic Canada has to face cancer alone. We are deeply grateful for visionary donors like you who help bring our vision to life: a community where every post is met with care and every person is supported. In 2025, your gift helped welcome 220 new registrants and supported 26,600 sessions in the Atlantic region.

**“Support offered on
CancerConnection.ca
was like being wrapped
in a warm blanket.”**

– CancerConnection.ca user



Community Services Locator

The Community Services Locator helps people living with cancer and their loved ones find cancer-related services and programs close to home, including support groups, financial help, places to stay and so much more. In 2025, your generosity helped 10,900 users find services they needed in the Atlantic region.

Lodges

The CCS lodges in Atlantic Canada – Daffodil Place in Newfoundland and Labrador and the Dr Susan K Roberts Lodge That Gives located in the Sobeys Cancer Support Centre in Nova Scotia – provide a warm, supportive home away from home for people travelling for cancer treatments. The lodges are more than just a place to stay; they're a place to decompress and connect with others who understand. Thanks to your support, 1,567 guests found community and comfort at the lodges over the last year, collectively staying an incredible 21,0314 nights.

September 2025 - Celebrating the 35th anniversary of The Dr Susan K Roberts Lodge That Gives located in the Sobeys Cancer Support Centre



Premier Tim Houston, Andrea Seale (CEO Canadian Cancer Society), Lieutenant Governor Mike Savage and Darlene Savage

Wig and Breast Puffs

The Wig and Breast Puff program is delivered virtually and coordinated through CCS hubs. Our service to our Atlantic clients is distributed through our hubs in Halifax and St. John's. To access the program, clients complete a short online form or they can call the Cancer Information Helpline to connect with an agent who can submit the form on their behalf.

Once a client is enrolled, our wig bank team carefully chooses a selection of wigs that they feel best match the client's request. Photos of these wigs are shared so the client can explore the options at their own pace and choose the wig that feels most like them.

Each wig or breast puff is carefully packaged and includes care instructions. Thanks to the generosity of donors like you, the program offers a personalized, compassionate experience that helps clients feel supported and cared for throughout their cancer experience.



Wig and breast puff services



974 wigs
distributed



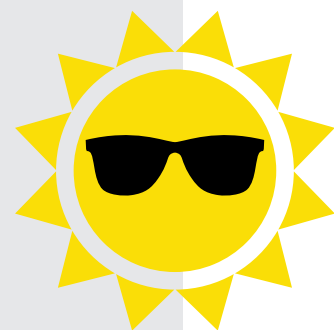
543 puffs
distributed

“It’s so important for everyone to be involved in fundraising for CCS’s support services and research so everyone can be supported through cancer, and more people can have good outcomes like me.”

– Sonya White-Bujold, colon cancer survivor and early detection advocate

SunSense

With your support, CCS is proud to deliver SunSense, a national, web-based sun safety program that helps reduce skin cancer rates in Canada through early intervention and education. By promoting healthy sun safety behaviours during childhood, SunSense helps protect future generations. The program provides free resources to schools and daycares to support the creation of sun-safe environments and educate children about sun protection, while also offering parents tools to help safeguard their families from harmful ultraviolet radiation. In Atlantic Canada alone, 118 new schools and 141 new daycares registered for SunSense in 2025, and the SunSense website logged 139,852 views.



Camp Goodtimes

Camp Goodtimes is a special place where connection, encouragement and inspiration thrive, fostering friendships and creating lasting memories. Thank you for giving campers of all ages and their families the opportunity to be part of this uplifting program. In 2025, 178 children and families attended camp in the Atlantic region, including 56 from New Brunswick, 111 from Nova Scotia and 11 from Prince Edward Island.

“The Masonic charities and housing committee are very pleased to support, for 35 years, Camp Goodtimes. We are very hopeful that the financial support we have provided will in some small way help relieve some of the burden placed upon the children and their families. On behalf of the entire Masonic family of New Brunswick, we hope we will be able to show our support for many years to come.”



Aliyah Fraser and Brigadoon village staff member

Q&A with Aliyah Fraser, Atlantic Camp Coordinator

Can you please introduce yourself and tell us a bit about your role at CCS?

My name is Aliyah Fraser, and I'm the Atlantic Camp Coordinator with the Canadian Cancer Society. I oversee Camp Goodtimes programming across Nova Scotia and New Brunswick. I work closely with healthcare partners, families and volunteers to create a safe, inclusive and medically supported environment where kids living with cancer can just be kids. From logistics and registration to program development and community outreach, my focus is making sure every family has a meaningful and seamless camp experience.

If you had one word to describe Camp Goodtimes, what would it be and why?

Transformative. Camp Goodtimes creates space for kids and families to step outside of their cancer experience and rediscover joy, confidence and connection. You see kids try things they didn't think they could do, build friendships with people who truly understand them and leave camp feeling more like themselves again. It's powerful to witness.

What would you say to donors or someone who is thinking of giving to camp?

I would say that your support truly changes lives. Camp Goodtimes is offered at no cost to families, and that's only possible because of donors. You're not just funding a camp; you're creating moments of joy, connection and healing for children and families navigating cancer. You're helping kids feel seen, supported and empowered. If you're considering giving, know that your contribution has a direct and lasting impact on the lives of the families we serve.



Transportation

Last year, thanks to the generosity of donors like you, the Canadian Cancer Society's Wheels of Hope Transportation program – including the volunteer driver program, Air Daffodil and the Travel Treatment Fund (TTF) – supported cancer patients across the Atlantic region by helping them access life-saving cancer treatment.

In Newfoundland and Labrador, Air Daffodil helped 84 individuals fly to essential treatment appointments, while volunteer drivers completed 893 one-way trips to support 77 clients. Across the Maritimes 888 TTF grants totalling more than \$438,000 helped ease the financial burden of travel related costs.

Your compassion helps remove obstacles to care, allowing patients to focus on what matters most: their journey toward recovery. Together, we are making a meaningful and lasting difference for our friends and neighbours who are facing cancer.



Your kindness is easing the burden of cancer for people like Tiffany.

In November 2022, Tiffany was diagnosed with acute lymphocytic leukemia after a routine ultrasound to monitor her endometriosis and polycystic ovarian syndrome. She started chemotherapy right away but quickly became very sick and was moved to the intensive care unit (ICU).

Tiffany's cancer treatment was put on pause as she was too weak to continue, and she spent months bedridden in the hospital.

When she was transferred out of the ICU and resumed chemotherapy, Tiffany had been bedridden for so long that she had to relearn how to walk. This brought on additional expenses they hadn't expected, such as a wheelchair, walkers and a commode to support Tiffany at home.

Once she was back home in May 2023, Tiffany began a year and eight months of weekly chemotherapy. Each trip to the hospital for treatment included the cost of gas, parking and bridge tolls, easily adding up to over \$40 per trip. On top of that, Tiffany had to pay \$200 out-of-pocket every time she picked up her medications, even though they were partially covered by her insurance.

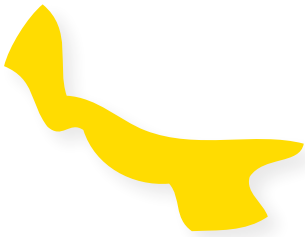
Tiffany and her husband found themselves deciding whether they wanted to pay for their mortgage or her cancer medication. The stress continued for months until she heard about the CCS Travel Treatment Fund (TTF) in 2024 from a social worker.

Tiffany filled out the application and was surprised how quickly she heard back, receiving a one-time payment shortly afterwards. With the funds, she was able to offset some of the transportation costs for the remainder of her cancer treatment. TTF also supported Tiffany and her husband mentally, as they slept better and felt less stressed about how they'd cover all their expenses.

Advocacy

In 2025, we saw meaningful progress and achieved more than 20 advocacy and policy wins across Atlantic Canada through strong partnerships with governments, healthcare leaders, community organizations, and people with lived experience. Guided by our strategic plan, the Canadian Cancer Society champions these priorities through advocacy—not funding. Key efforts focused on improving timely access to care, reducing the financial burden of cancer, reducing barriers across the cancer journey, and advancing prevention. This work reflects the power of collaboration in improving outcomes and building healthier communities across Atlantic Canada.

Some Atlantic advocacy highlights and policy wins in 2025 provincial budgets include:



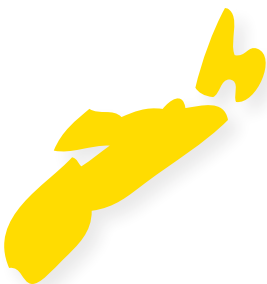
Prince Edward Island

- Funding up to 2,600 diagnostic imaging and radiological appointments is improving access to timely care for Islanders.
- Expanded travel support is helping rural Islanders get to the care they need.
- The At Home Caregiver Benefit now includes palliative care, providing more support to families during critical times.
- An increase in tobacco tax is helping reduce cancer risk and support prevention efforts.



New Brunswick

- More than \$1.9 million to help fund one round of IVF for families facing cancer-related infertility, easing financial and emotional strain.
- A government commitment to develop and implement a Caregiver Benefit, advancing a long-standing CCS priority.
- An investment of \$462,000 to support the transition to HPV as the primary cervical cancer screening tool, alongside the introduction of at-home self-collection options to improve access and convenience.
- A \$19 million investment in a school lunch program supporting child and family health and prevention.



Nova Scotia

- New investments in cancer imaging technology and radiation equipment are strengthening the province's capacity to diagnose and treat cancer.
- 5 new take-home cancer drug (THCD) options are improving access to treatment.
- Lung cancer screening has expanded beyond the pilot stage to full rollout province wide
- CCS has also raised awareness about the link between alcohol and cancer to support informed public health decisions.



Newfoundland and Labrador

- \$1 million added to strengthen medical travel support
- 18 new drugs added to the provincial formulary, including cancer therapies
- HPV screening program advancing early detection of cervical cancer.
- Lung cancer screening expanding from pilot to full program, improving early diagnosis.



Thank you.

Together, the progress captured in this report reflects more than programs delivered or services accessed—it represents lives touched, hope restored, and communities strengthened across Atlantic Canada. Thanks to the unwavering generosity of donors, partners, volunteers, and supporters, the Canadian Cancer Society continues to ensure that no one faces cancer alone. As we look ahead, we remain committed to expanding equitable access to support, advancing critical research, and advocating for a healthier future for all. Every contribution fuels meaningful change, and together, we are moving closer to a world where no one fears cancer. Because nothing big in cancer gets solved by one person or one organization. It takes all of us. It takes a society.





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*IT*TAKES A
SOCIETY

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