



Canadian
Cancer
Society

Newfoundland & Labrador Support Fund

Thank you for making a difference across the province.

IT TAKES A SOCIETY

2025 Impact Report

Thankful for you

The Canadian Cancer Society (CCS) is deeply thankful to donors like you for helping make the Atlantic Cancer Support Fund such a success over the past year. Your generosity has provided vital support and resources to individuals and families affected by cancer across Atlantic Canada. This report highlights the meaningful impact

of your contributions in Newfoundland and Labrador. Through your compassion, you are strengthening communities, offering hope to those navigating cancer, and advancing progress against this disease. Thank you for making a lasting difference in the lives of so many.



Cancer.ca

In 2025, Cancer.ca reached more than 14.5 million people globally, with 32,600 users in Newfoundland and Labrador alone. For people affected by cancer, Cancer.ca is more than a website—it's a trusted source of information, reassurance, and support. From understanding diagnoses and treatment options to accessing services and connecting with others, the website empowers people to face cancer with clarity and hope. Thanks to your generosity, Cancer.ca remains an essential resource for communities in Newfoundland and Labrador and beyond.

Cancer Information Helpline

Cancer can be difficult to understand and coping with it can be stressful. It can help to talk to someone you can trust to give you current, reliable information. Our Cancer Information Helpline (CIH) is a national, toll-free service for people with cancer, their caregivers, their families and their friends, as well as the general public and healthcare professionals. In 2025, CIH fielded 300 inquiries from Newfoundland and Labrador, taking the time that people needed to answer their questions and provide information about:

- cancer treatment and side effects
- clinical trials
- coping with cancer
- emotional support services
- prevention
- help in the community
- complementary therapies



CancerConnection.ca

CancerConnection.ca is far more than a digital space—it’s a source of comfort, empathy, and connection for people affected by cancer. Your generosity supports the ongoing operation of CancerConnection.ca, helping ensure that questions are met with care, compassion is freely given, and no one is left without support. Thanks to donors like you, our vision continues to grow: no unanswered posts and no one facing cancer alone. In 2025, your gift supported 40 new registrants and 2,400 sessions in Newfoundland and Labrador.



Community Services Locator

The Community Service Locator (CSL) is an online searchable by location directory that helps people affected by cancer, their caregivers, and health professionals find local programs and services, including support groups, wigs and breast accessories, financial assistance, and accommodations. In 2025, 1,900 people in Newfoundland and Labrador used CSL to access the support they needed.

Lodges

Daffodil Place Newfoundland offers a welcoming and supportive home away from home for individuals and families traveling for cancer treatment. More than a place to stay, it provides comfort, community, and a sense of relief during an incredibly difficult time. Over the past year, 736 guests found support at Daffodil Place, accounting for a total of 11,765 nights of accommodation. This compassionate service helps ensure that no one has to face the challenges of cancer treatment alone, offering care and understanding when it is needed most. In 2025, thanks to your generosity, the facility was expanded to include a beautiful outdoor patio, creating an additional space for rest, connection, and healing.

“I would say on a basis of 1 to 10, Daffodil Place was an eleven. It was a beautiful accommodation. The staff were excellent. I can’t say enough about them. They made me feel very comfortable. It felt like I was in my hometown, in my own home - that’s how they made me feel.”

– Darrel Brenton



“These numbers reflect more than activity, they speak to the strength of connection, the generosity of shared experience, and the commitment our community shows in responding to one another with empathy and care.”
– CancerConnection.ca moderator



Wig and Breast Puffs

The Wig and Breast Puffs 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 visit the Wig and Breast Accessories Services page on Cancer.ca and 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 will carefully choose a selection of wigs that they feel best match the client’s request. Photos of these wigs will be sent so the client can review the options and make their choice and arrange delivery of the most appropriate product. Each item is carefully packaged and includes care instructions, along with information about other CCS support services available. The goal of the program is to offer a personalized, compassionate experience that helps clients feel supported and cared for throughout their cancer journey.

In Newfoundland & Labrador in 2025, you helped make this possible:

Breast puffs and wig services



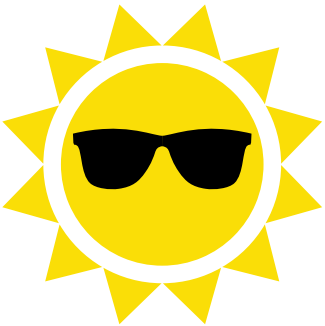
73 puffs distributed



106 wigs distributed

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, and in 2025 the SunSense website logged 139,852 views.





Transportation

The Canadian Cancer Society's Wheels of Hope Transportation program—including Air Daffodil—provided vital support to cancer patients across the Atlantic region. In 2025, these programs helped 84 individuals travel by air for treatment and supported 77 clients in Newfoundland and Labrador with 893 one-way drives to access lifesaving care. Your compassion helps remove transportation barriers so patients can focus on what matters most—their health and recovery. Together, we are making a meaningful difference.

Advocacy

With your support in 2025, the Canadian Cancer Society (CCS) made meaningful advances in advocacy for better cancer care and prevention. These efforts helped drive policy changes across the country, including several significant wins in Newfoundland and Labrador:

- the introduction of a new HPV screening program and the expansion of lung cancer screening from pilot to permanent program
- a \$1 million investment for expanded Medical Transportation Assistance Program (MTAP) supports in Budget 2025
- the addition of 18 new drugs to the provincial formulary, including oncology treatments, in Budget 2025



Festival of Trees

Festival of Trees is a truly magical evening where generosity, community, and celebration come together in support of an inspiring cause. Guests enjoy exceptional food, live entertainment, and the excitement of bidding on beautifully decorated Christmas trees, exclusive experiences, and sought-after items—all while making a meaningful difference. Last year's milestone 30th anniversary event welcomed a sold-out crowd of 467 guests across 44 tables and raised an incredible \$400,000—the highest total in the event's history! The night was brought to life by ECMA-winning artist Kellie Loder, with Yvonne Jones and Seamus O'Regan as engaging co-hosts, creating an atmosphere that was both heartfelt and joyful. Thanks to the extraordinary generosity of donors, more than \$120,000 was raised through the Nights at Daffodil Place Auction alone, helping ensure families continue to find comfort, hope, and care when they need it most.



Thank you.

Your generous support of the Canadian Cancer Society's Atlantic Cancer Support Fund in Newfoundland & Labrador has made a meaningful difference for individuals and families facing cancer across our communities. Because of you, essential services and resources are reaching those who need them the most—bringing help, hope, and reassurance during some of life's most challenging moments. Thank you for standing with us—because nothing big in cancer is solved by one person or one organization. It takes all of us. It takes a society.



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