



**Canadian
Cancer
Society**

BRITISH COLUMBIA AND YUKON

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BOARD CHAIR Leonard Schein

CHIEF EXECUTIVE OFFICER Barbara Kaminsky

Message from the CEO

Cancer is the number one health concern today. The work of the Canadian Cancer Society, a community-based organization of volunteers and staff, is directed towards the eradication of cancer and the enhancement of quality of life for people living with cancer. More than 20,000 volunteers and another 24,000 event participants are united under the bright yellow daffodil.

Although there are hundreds of other cancer organizations, the Canadian Cancer Society is distinct. Its reach extends to more than eighty communities in BC and the Yukon. Donors are confident that the Canadian Cancer Society is their best investment in the cancer cause. Why?

- The Canadian Cancer Society addresses all types of cancer.
- It is the largest national charitable funder of cancer research in Canada.
- People know that the Society provides trusted, evidence-based cancer information and offers high quality support programs.
- The Canadian Cancer Society is unique because of its leading role in driving cancer prevention initiatives.

The Canadian Cancer Society values the trust and the support of its donors, fundraisers, and partners and operates with a keen awareness of its responsibility to be fully accountable and transparent in reporting. The Society is vigilant in using donations sensibly, responsibly and efficiently.

Thank you for your confidence and support.

Barbara Kaminsky

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