



The Society's Impact in Nova Scotia



Dr. Louise Parker, Canadian Cancer Society—Nova Scotia Endowed Chair in Population Cancer Research, Halifax, NS



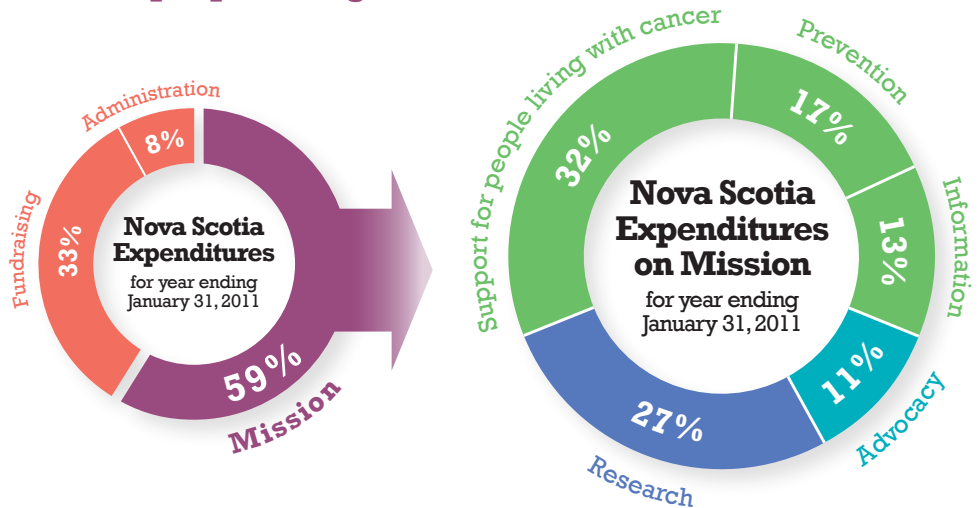
Dave Stoddart, Cancer survivor and former resident of *The Lodge That Gives*, Greenwood, NS



Carol Anne Dobbs, Cancer survivor and CancerConnection volunteer, Sydney, NS

Our Mission

The Canadian Cancer Society is a national, community-based organization of volunteers, whose mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer.



Programs (Support, Prevention, Information)

The Society works to promote prevention and early detection so that people know how to reduce their risk of developing cancer and how to improve their odds of fighting it. A cancer diagnosis can be difficult to understand and coping can be stressful. The Canadian Cancer Society provides **information and supportive care services** you can trust so that no individual needs to face cancer alone. The Canadian Cancer Society's *Lodge That Gives* eases the financial burden of a cancer diagnosis by providing a home away from home to Nova Scotians receiving treatment in Halifax.

Research

The Canadian Cancer Society is the largest national charitable funder of cancer research in Canada, funding a broad range of research on all types of cancer. In 2010-11, the Society **invested over \$48 million nationally** to support leading-edge research projects across the country. Today, over 60% of Canadians diagnosed with cancer will survive at least 5 years after their diagnosis. In the 1940s, survival was approximately 25%.

Advocacy

The Canadian Cancer Society mobilizes Nova Scotians to create social and political change to help control cancer through the development of **healthy public policies** that make our communities healthier. In 2010, the Society was instrumental in the creation of *The Tanning Bed Act*, provincial legislation banning Nova Scotian youth under the age of 19 from using tanning beds. **Nova Scotia was the first province** in the country to enact province-wide legislation of this kind.

Fundraising and Administration

We undertake our fundraising activities for one reason and one reason only—to raise funds to fulfill our mission of eradicating cancer and improving the quality of life for people with cancer and their families. Our fundraising efforts last year allowed the Canadian Cancer Society in Nova Scotia to invest **more than \$3.9 million** in our mission work.



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Dana Tynski, Cancer survivor and advocacy supporter, Sydney, NS



Spencer Hubley, Cancer survivor and Camp Goodtime camper, Dartmouth, NS



Nancy Barteaux, Donor and volunteer Chair of the Canadian Cancer Society Board of Directors, Halifax, NS

Our Mission in Action

Thanks to the support of volunteers, donors and staff, the Canadian Cancer Society achieved some incredible milestones in 2010-11—truly a reflection of our mission in action.

- The Canadian Cancer Society **invested over \$48 million** in leading-edge cancer research helping to identify new and better ways of preventing, diagnosing and treating cancer.
- From 2002-2010, the Society **awarded more than \$6.3 million** to cancer researchers in Nova Scotia. Society-funded researchers in Nova Scotia are at the forefront of cancer prevention research. Dr. Louise Parker, the Society's Endowed Chair in population cancer research, is studying the possible link between kidney and bladder cancer rates and well water. Society-funded researcher, Dr. Brent Johnston, is studying how to stop cancer from spreading to other parts of the body.
- Nova Scotia's smoking rates have reached a plateau in recent years with the highest rate of smokers in Canada between the ages of 20-24. The Canadian Cancer Society was instrumental in **advocating for the ban** on candy-flavoured cigarrillos.
- 1,325 Nova Scotians called the **Cancer Information Service** for answers to their questions about cancer and 180 Nova Scotia residents were supported through **CancerConnection**, the Society's peer support program.
- The Canadian Cancer Society brought voice to cancer issues leading to the creation of **healthy public policies** banning the use of cosmetic pesticides and improving cigarette package health warnings.
- The Society made a **gift of \$100,000** to the Cape Breton Regional Hospital Foundation in support of the delivery of excellent cancer care in Cape Breton.

Support in Your Community

Camp Goodtime is a Canadian Cancer Society-funded summer camp for children diagnosed with cancer. In 2010, 79 campers attended the **25th year** of Camp Goodtime.

The Society eased the financial burden of **1,056 Nova Scotians** who called *The Lodge That Gives* their "home away from home" while undergoing cancer treatment in Halifax. In 2010, the Lodge marked **20 years** of supporting Nova Scotians in their fight against cancer.

How Much Money is Raised in Nova Scotia?

Thanks to our generous supporters, the Canadian Cancer Society **raised over \$6.4 million** in 2010-11 in the fight against cancer in Nova Scotia. Expanding and diversifying our fundraising activities enables us to have an even greater impact on the lives of Canadians. Ensuring that we provide opportunities for Canadians to contribute to the fight against cancer in ways that are meaningful to them is important.

