When you’re in the fight for life, you give it everything you’ve got.

That’s why the Canadian Cancer Society is Canadians’ cancer charity of choice. They know that their choice means we are having more impact, against more cancers, in more communities, than any other cancer charity in Canada. We do this by fighting all cancers on multiple fronts: through prevention, advocacy, research and supporting those living with cancer.

Stand with us for life. Find out how at fightback.ca.
Our impact against cancer has been guided over the last year by the implementation of our Fight for Life: Nationwide Strategic Plan 2010–2015. Building on our strengths, we are further focusing our efforts to detect, defeat and defy cancer so fewer Canadians are diagnosed with this disease and more survive with good quality of life.

Funding excellent, innovative research that will have a meaningful impact on Canadians is a core priority. To further this goal, we launched a redesigned research program last year that more strongly focuses our efforts on our strategic plan’s goals of reducing both cancer incidence and mortality and improving the quality of life for those living with and beyond cancer.

We were thrilled last year to answer the one-millionth inquiry to our Cancer Information Service. This milestone underscores the importance of helping Canadians with information and support as they navigate the cancer journey. Through our online presence, we connected and supported more Canadians than ever. We launched CancerConnection.ca, a safe and welcoming online community where English and French-speaking Canadians can share ideas and experiences of cancer and build friendships that will support them in their fight for life. Our website, cancer.ca, known for featuring credible, accurate cancer-related information, received more than 4.1 million visits.

Across the country, more and more Canadians are joining with us in the fight for life. This year, over 200,000 Relay For Life participants raised nearly $55 million in more than 550 communities throughout Canada. Whether it’s through community events like Relay For Life or via our online presence, the Canadian Cancer Society strives to be your charity of choice by continually having the most impact against more cancers, in more communities, than any other cancer charity in Canada.

Our impact in fighting cancer would not be possible without the dedicated commitment of our many donors and volunteers across Canada. Our achievements are yours. Thank you for making us your partner in the fight for life.
Largest national charitable funder of cancer research

The Society funds more research into more types of cancer than any other national cancer charity. Last year we funded 336 research projects that are making gains in cancer knowledge.

As a result of these projects:

- Women at elevated risk of developing breast cancer got a new prevention option as demonstrated in a landmark clinical trial of exemestane.
- Tobacco reduction programs can be developed to better target youth after a study found that young Canadian men are prime users of smokeless tobacco.
- Important findings were made about the genetics of ovarian cancer, the main cause of death from gynecological cancers in Canadian women.
- Children with a high risk of developing cancer due to Li-Fraumeni syndrome can have their cancers detected earlier and survival rates increased with a new cancer surveillance approach.
- Better palliative care for cancer patients and their families is on the way, thanks to development and study of an assessment tool called the Patient Dignity Questionnaire.

Innovative research program launched

The Society is set to enhance its research impact by embarking on an exciting new portfolio of research programs to increase and better coordinate prevention and risk reduction research, maintain excellence in basic biomedical, translational and clinical research and sharpen our focus on quality-of-life research.

Our new innovation grants, awarded in January 2012, were the first grants to be funded in our redesigned research program and represent an exciting new direction. This program will support projects that may otherwise be overlooked by traditional funding criteria because they explore unconventional concepts, approaches or methodologies as a creative means to solving the cancer puzzle. We believe these “high risk, high reward” grants will accelerate the introduction of innovation into the entire cancer research system and contribute to the scientific idea pipeline.
Advocating for life

We continue to be a strong voice for Canadians by advocating for legislative and regulatory changes that will reduce their exposure to cancer-causing products and environments. The Society led the fight that will see new warnings implemented this year across Canada on tobacco products covering 75% of the package. We continue to push governments to ban the use of commercial tanning beds by young people, as well as advocating for an end to cosmetic use of pesticides.

We are working relentlessly to eliminate Canadians’ exposure to asbestos. The Society publicly registered its disappointment with the federal government’s opposition to adding asbestos as a hazardous substance to the Rotterdam Convention, as well as its decision to continue funding an asbestos industry lobby group. We will keep urging the federal government to adopt a comprehensive asbestos strategy to protect Canadians.

Supporting family caregivers

Family caregivers are a key part of the cancer care team. It’s crucial they receive what they need so they can focus on looking after their loved ones. That is why the Canadian Cancer Society is leading the call for financial, practical and emotional assistance for family caregivers. We applaud the federal government’s new Family Caregiver Tax Credit and the enhancement to the Medical Expense Tax Credit. But we will keep working towards further improvements, including increased flexibility in work and benefit programs to ensure workers remain employed and supported as they care for loved ones facing a serious health issue.
Saving lives through colorectal cancer screening

We know colorectal cancer screening programs and appropriate follow-up could prevent up to 15,000 deaths over the next decade. The Society’s work across Canada has helped lead all provinces to launch or plan to launch these programs. But government is only one part of the picture, so we are committed to increasing screening participation numbers. To that end, we have organized a major media project to raise Canadians’ awareness this year of the importance of getting themselves screened and how this can be done using a simple at-home test.

Connecting with Canadians

When Canadians want to learn about cancer, they turn to the Canadian Cancer Society. Through print materials, telephone, online and mobile services, the Society is educating, connecting and lending support to those who are on the cancer journey, those helping them or those who simply want to know more. Our new online sharing community, CancerConnection.ca, has already been visited more than 40,000 times by cancer patients and their caregivers since the service was launched in March 2011. Users of this site are able to share experiences and build relationships to ease the stress and isolation that can come with a cancer diagnosis.

Our website, cancer.ca, received more than 4.1 million visits. And we have more than doubled our social media fans and followers via Facebook and Twitter. The Society’s Cancer Information Service responded to more than 56,000 requests for personalized information and since launching in 1996 it has responded to more than one million inquiries across the country.

The Society also distributed another 1.4 million print materials on cancer topics to medical offices and other information centres across the country. And because we know having someone to talk to can make all the difference, the Society’s telephone-based peer support program, CancerConnection, brought 5,600 Canadians in touch with an experienced and listening ear.

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Relay For Life – Canadians’ cancer fundraiser of choice

The tents are pitched, luminaries line the track and excitement is in the air as friends, neighbours, co-workers and family members unite to celebrate life, remember loved ones and fight back against cancer.

Hosted in more than 500 communities across Canada, Relay For Life, the Canadian Cancer Society’s signature fundraiser, raised $55 million last year.

In 2011, 162,000 Canadians participated, 30,000 cancer survivors served as an inspiration at Relays nationwide and nearly 39,000 volunteers led the charge to make Relay a success.

Volunteers play a vital role in the success of Relay For Life, and the Society salutes the 39,000 Canadians who chose to put their volunteer efforts behind Relay last year. For some, making a difference by joining a Relay team can be the first step to becoming involved in supporting the Society’s work. As volunteers are our main asset, we welcome their continued interest and commitment. Our volunteers are the key to our success, and it is thanks to their efforts that we can make a meaningful difference in the lives of Canadians each and every day.

“I’ve always volunteered in some way for various organizations, but never as much as this,” says Edmonton volunteer Christine McCourt. “I’m hooked.” (Photo: top right) McCourt lost her husband Jon to esophageal cancer in 2005, three weeks after the birth of their second child. She started out as a Relay For Life team captain in 2007 and helped with communications too, but quickly moved on to chairing the Edmonton Relay three years in a row.

Currently she is part of the Alberta and Northwest Territories’ provincial Relay Advisory Planning Team and also serves nationally as a strategic advisor to the National Relay Business Unit.

The leadership development opportunities McCourt has received have been “incredible” she says and the whole journey has been “very cathartic.”

But her biggest reason for being a Relay For Life volunteer is McCourt’s commitment to doing what she can to ensure her children don’t face the same fight their dad did.

“I am not a scientist. I am not going to be the one who finds the cure,” she says. “But I am doing everything I know how to do to help build this army of cancer fighters.”
Our partners show their support through philanthropic donations, employee resource groups and payroll deduction, cause marketing campaigns, and in-kind donations. We are pleased to highlight several of these contributions:

- **Cause marketing campaigns** bridge corporations and charities while building awareness and providing consumers with the choice to support an important cause. Best Made Toys Group of Companies produces a teddy bear with sale proceeds going to our breast cancer research efforts.

- **Integrated partnerships** encourage employee engagement and show the importance of giving back to the communities where they work. Laura Canada carried out several initiatives, including a year-round promotion tied to its Laura Privilege customer loyalty program and participation in annual Relay For Life fundraisers.

- **Annual programs** present opportunities for corporate partners to provide yearly support in ensuring essential resources to fulfill our mission. Golf Canada made us its charity of choice for Golf Fore the Cure, an annual event that raises money for the fight against breast cancer while promoting women’s participation in golf.

- **The nationwide Daffodil Month campaign** asks Canadians to make a donation in exchange for a pin to demonstrate support for someone on a cancer journey. Pacific Health Services Inc. is a committed nationwide pin partner distributor. In addition, as part of its 2011 Help Fight Cancer campaign, Lioness donated $50 towards the cancer fight for every night booked with the redemption of a discount coupon.

- **Employee engagement**. To do well in business, corporations must do “good” in the communities where they live, work and serve. TELUS employees provide tremendous support through payroll deductions, matching programs and volunteerism. By making the Canadian Cancer Society their charity of choice, our corporate partners show the fight for life is their fight too and are giving us the means to carry it on.

- **Products, services and gifts-in-kind donations** are vital in order to provide support programs to Canadians living with cancer. Procter and Gamble Canada’s Pantene Beautiful Lengths campaign encourages Canadians to donate their hair to create real-hair wigs for women who have lost their hair due to cancer treatment. Wigs are manufactured by Proctor and Gamble and distributed across the country providing wigs free of charge to patients on the cancer journey.

**CORPORATE SOCIAL RESPONSIBILITY** bridges the importance of philanthropy and business.
The Canadian Cancer Society’s corporate donors are committed, generous and united with us as we do everything we can to prevent cancer, save lives and support those living with cancer.

By choosing the Canadian Cancer Society for their philanthropic initiatives, these model corporate citizens are taking a leadership role in the fight for life and are truly making a difference. They show their employees and customers that they care about protecting their health and that the fight against cancer is everyone’s fight.

We thank all of our corporate donors for helping us to have more impact, against more cancers, in more communities, than any other Canadian charity. The following are the Society’s top corporate contributors in 2011/2012. Although we appreciate all gifts, organizations that contributed $10,000 or more are listed.

WHEN IT COMES TO THE FIGHT FOR LIFE, we have the very best supporters in our corner.
We are pleased to present the Statement of Financial Activities for the Canadian Cancer Society for the year ended January 31, 2012, with comparatives for the year ended January 31, 2011. Our strong financial position and diversified fundraising activities ensure our continued ability to fund the best cancer research, influence public policy for quality cancer care, and offer programs supporting the needs of cancer patients and caregivers.

The Canadian Cancer Society's National Board of Directors (Board) is committed to careful stewardship of the Society's financial resources. The Board ensures that management fulfills its responsibilities in the preparation of annual audited financial statements. The Finance, Audit and Risk Management Committee (FARMC) of the Board supports the Board and management in ensuring that the Society's financial reporting is accurate, complete and comprehensive, and reviews the annual audited financial statements. FARMC and management discuss accounting policy choices, management judgments and estimates, presentation and disclosure, and changes in accounting standards. FARMC evaluates the qualifications, independence and performance of the external auditor, KPMG LLP. Upon completion of its review of the financial statements, FARMC recommends them to the National Board for approval.

The voting members of FARMC and of the National Board are all Canadian Cancer Society volunteers.

The financial statements for the year ended January 31, 2012, with comparatives for the year ended January 31, 2011, including the notes to the financial statements and the auditor's report, are available on our website, cancer.ca, or by calling our national office at 416 961-7223.

Marion Kirsh
Chair, Finance, Audit and Risk Management Committee (FARMC)

### Financial highlights

For the period February 1, 2011 to January 31, 2012

#### Statement of financial activities

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<th>Year ended January 31, 2012, with comparative figures for 2011</th>
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<td><strong>Revenue:</strong>&lt;br&gt;Relay For Life</td>
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<td>Major gifts</td>
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<td>Planned gifts</td>
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<td>Tributes</td>
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<td>Lotteries</td>
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<td><strong>Capital campaign</strong></td>
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<td><strong>Total revenue</strong></td>
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#### Expenditures:

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<tr>
<td>Research</td>
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<td>Advocacy</td>
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<tr>
<td><strong>Total expenditures</strong></td>
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#### Supporting:

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<th>Year ended January 31, 2012, with comparative figures for 2011</th>
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<td><strong>Indirect fundraising</strong></td>
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<td>Administration</td>
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<td><strong>Total supporting</strong></td>
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#### Increase (decrease) in resources:

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#### Notes to the financial statements:

- The statements for the year ended January 31, 2012, with comparatives for the year ended January 31, 2011, include the notes to the financial statements and the auditor's report, are available on our website, cancer.ca, or by calling our national office at 416 961-7223.
Elizabeth Newson, Chair
New Glasgow, PE
Bob Ascah
Edmonton, AB
Glenn Beers
Quispamis, NB
Jean-Daniel Brisson
Montreal, QC
Steve Craig
Lower Sackville, NS
Roger Deeley *
Kingston, ON
Marc Généreux
Montreal, QC
Susan Holmes
Regina, SK
Marion Kirsh
Thornhill, ON
Maria Matthews *
St John’s, NL

National Board of Directors 2011/2012

Marie-Elise Parent
Westmount, QC
Donald Paterson
Thunder Bay, ON
Ian Preven
Stonewall, MB
Mark Robinson
Oakville, ON
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Charlottetown, PE
Karen Whonnock
Terrace, BC

David Williams *
Georgetown, ON
Michael Woods
St John’s, NL
Dallan Young
Calgary, AB
John Paterson **
Honorary Solicitor
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* Terms ended July 31, 2011
** Until June 2011

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