

Canadian Cancer Society

IMPACT REPORT

15/16



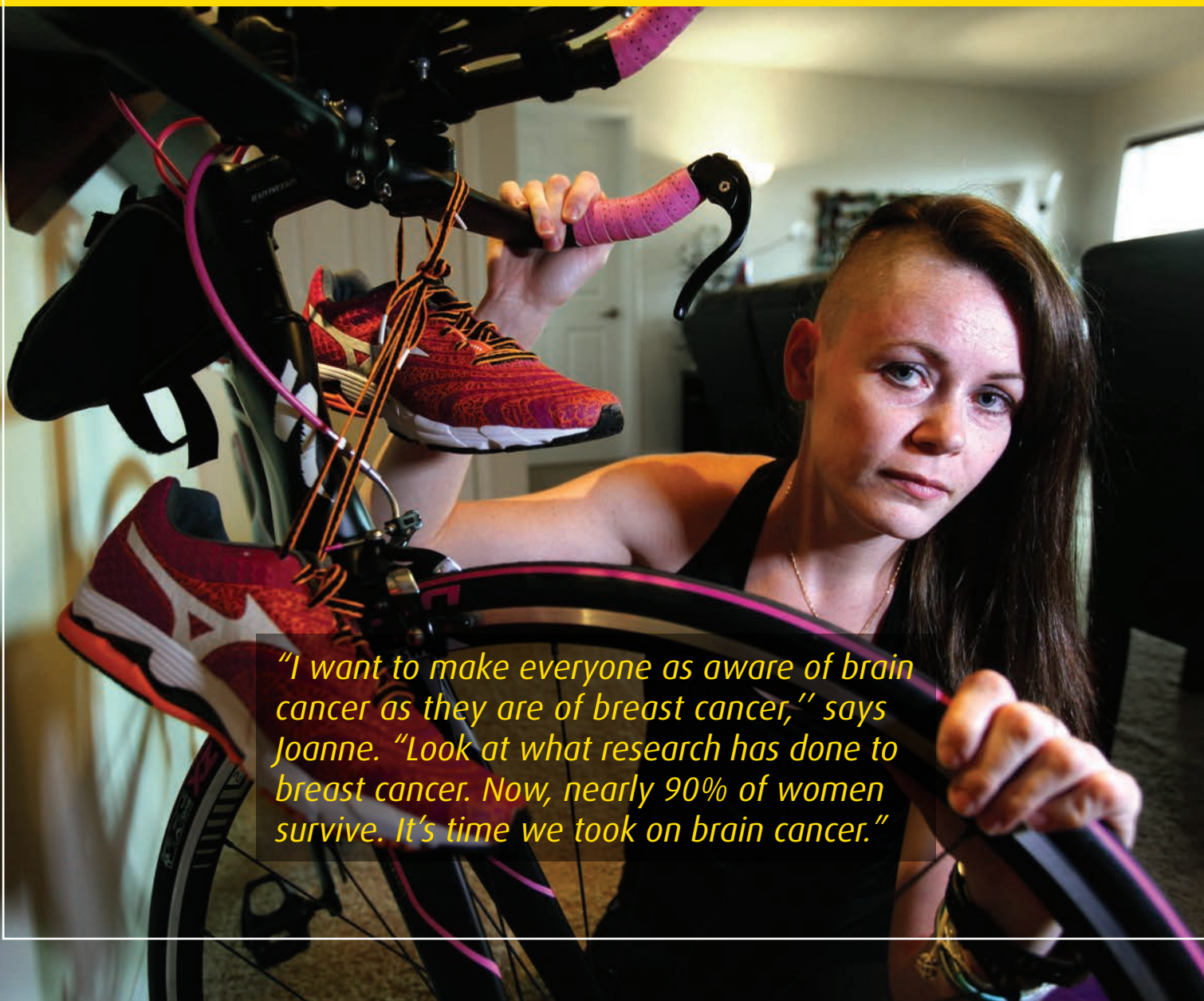
cancer.ca

Joanne Schiewe (cover photo and below) ran in this year's Winnipeg Police Service Half Marathon before competing in a half Ironman in Calgary. Those are impressive achievements. But consider the fact that Joanne, 35, is also undergoing treatment for glioblastoma multiforme, an aggressive form of brain cancer.

Last February, Joanne's doctor said she had 12 to 18 months to live. More than a year later, Joanne is not slowing down. A big part of what's driving her? The determination to raise money and awareness in the fight against a disease that kills about 2,000 Canadians a year and has a 5-year survival rate of 25% – less than half the overall cancer survival rate.

Amid surgeries, radiation and chemotherapy treatments, Joanne has tirelessly raised money for research, including \$25,000 that is being matched by Brain Canada through the Canada Brain Research Fund (a public-private partnership established by the Government of Canada), another example of the Canadian Cancer Society's commitment to build important partnerships for the benefit of cancer research. This collaboration will also enable the Winnipeg Police Service Half Marathon committee to raise \$1.25 million (including the Brain Canada match) for brain cancer research over the next 5 years.

"Any fundraising for brain cancer means that I may get to eventually benefit from it and hopefully extend my chance at living a long and healthy life," Joanne says. "Even if I specifically don't get the chance to benefit from this, others will. That matters to me."



"I want to make everyone as aware of brain cancer as they are of breast cancer," says Joanne. "Look at what research has done to breast cancer. Now, nearly 90% of women survive. It's time we took on brain cancer."

Executive summary

Your support is the key

In 2015/16, your support made it possible for us to deliver on our promise to have more impact, against more cancers, in more communities, than any other cancer charity in Canada. Quite simply, no one else is doing what we do for the benefit of Canadians – and no other cancer charity accomplishes more.

The success of the Canadian Cancer Society is only made possible through your support and generosity. Together we are saving lives. We're doing it through investments in research that open the doors to treatments and therapies that were unimaginable only a few short years ago. We're doing it by dramatically advancing the way we understand, treat and live with cancer, working with Canadians on prevention initiatives that stop cancer before it starts. We're doing it through programs and services that reach into communities across Canada and through information and public policy that reinforce our leading role as the voice of all cancers, empowering Canadians with cancer to live fully through their cancer journey.

Working in partnership with you, as the largest national charitable funder of cancer research in Canada we invested \$44 million in research on a broad range of cancers including those that are rare or difficult to treat. Discoveries from Society-funded research benefit all Canadians regardless of where they live.

Your donations supported advocacy efforts that helped governments limit flavoured tobacco and electronic cigarettes, particularly to minors. Bans on the use of indoor tanning facilities by minors are in place almost everywhere in Canada. The newly elected federal government's commitment to address national healthcare challenges – including caregiver support, home care services, healthy eating, and plain packaging of tobacco –

continue to be advanced through the Society's support. Together we are making change happen for the benefit of all Canadians.

As Canada's cancer charity for nearly 80 years, we're taking every step to stop cancer in its tracks. However, we can't do it without you, and the need for continued support has never been greater. Survival rates are higher than they have ever been before yet the number of new cancer cases in Canada will rise about 40% in the next 15 years due in a large part to Canada's aging population.

Many thousands of Canadians participated in our signature fundraising events, Relay For Life and Daffodil Month. Many more volunteered in support of our mission-related programs and activities. Your contributions resonate with Canadians everywhere and play a vital role in all that we do.

Thank you for your compassion, your generosity and your continued support.



Anne Vézina
Interim President and CEO
Canadian Cancer Society



Stephen Baron
Chair, Board of Directors
Canadian Cancer Society

We wish to acknowledge the contributions of former President and CEO Pamela Fralick, who in 2015 played a key role in laying the foundation for continued Society success. Her leadership and commitment were critical to ensuring the Society remains your charity of choice and your best investment in the fight against cancer.

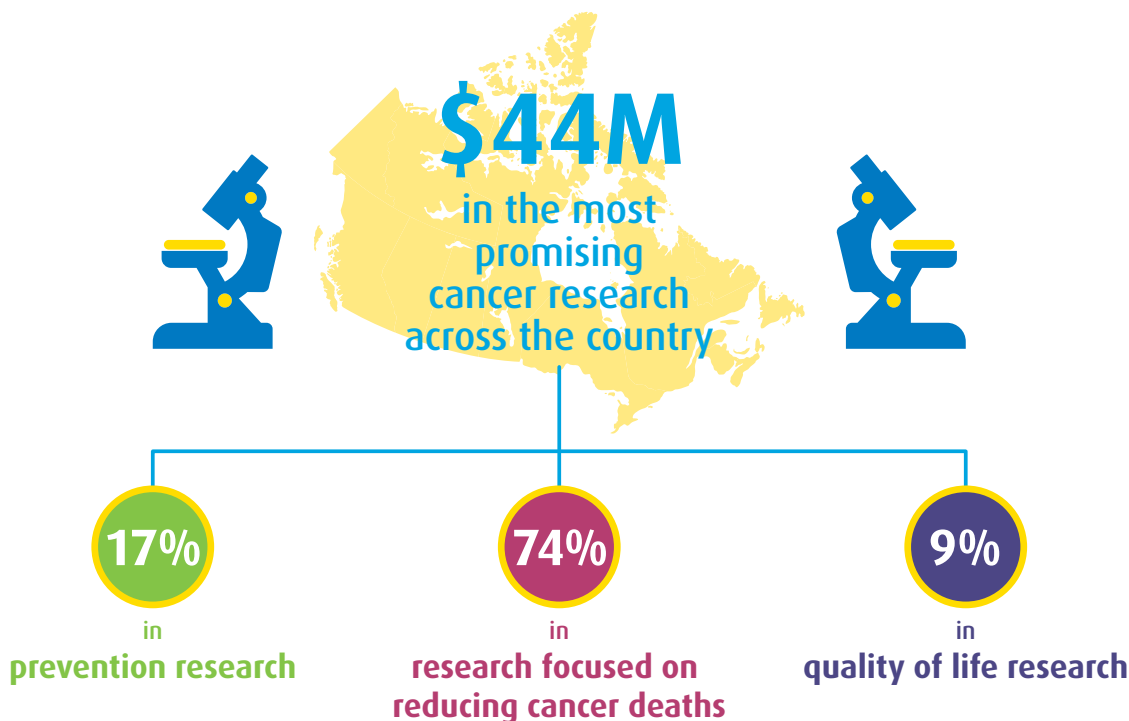
You're putting more brainpower to brain cancer

In children, medulloblastoma and neuroblastoma can be aggressive and hard to treat. **Dr Poul Sorensen** at the University of British Columbia believes he has found the Achilles heel of tumour cells: an enzyme that enables cells to adapt and survive under stress. With the Ride2Survive Brain Cancer Impact Grant of the Canadian Cancer Society and Brain Canada, Dr Sorensen is testing whether blocking this enzyme makes cells more sensitive to treatment. Thanks to you, and the generosity of our top donors Brain Tumour Foundation of Canada, Winnipeg Police Services Half Marathon and Ride2Survive, our partnership with Brain Canada funded 4 \$1.25 million Impact Grants in brain cancer research in 2015.



Research

Through the generosity of donors like you, in 2015 we were able to support:



Just a few examples of what your donations have accomplished:

Prevention



Dr David Hammond at the **University of Waterloo** revealed that the use of e-cigarettes in Canada is highest among tobacco smokers and young people, underlining the need to fully understand their health effects as they rise in popularity.

Reducing cancer deaths



Dr Robert Day at the **Université de Sherbrooke** provided the first evidence that blocking a protein called PACE4 stops prostate cancer growth in mice. Drugs that block PACE4 are being tested as new cancer therapies.

Quality of life



Dr Lisa Barbera at the **Sunnybrook Research Institute** and the Society-supported **Canadian Centre for Applied Research in Cancer Control** found considerable variation in end-of-life care across 4 provinces and established quality benchmarks to improve healthcare services for patients.

Additional highlights

- **357** total investments in **10** provinces across **39** research institutions
- **1,073** publications, **1,932** presentations, **1,987** collaborations
- **22** research findings changed clinical practice or influenced program delivery

**You've made Nova Scotia
a world leader in tobacco
control**



Nova Scotia made history in May 2015 by becoming the first jurisdiction in the world to ban flavoured tobacco, including menthol. Smoking accounts for approximately 30% of all cancer deaths in Canada, and the Society has been campaigning for a ban on flavoured products, which often appeal to young people. This historic achievement signals a firm commitment to the prevention of tobacco-related disease.



Advocacy

Priorities for the new federal government

In July 2015, the Canadian Cancer Society released a federal election platform document pointing to 3 specific areas where the incoming federal government should take immediate action to repair existing policy gaps and lay the foundation for further progress: prevention (including tobacco), research and palliative care.

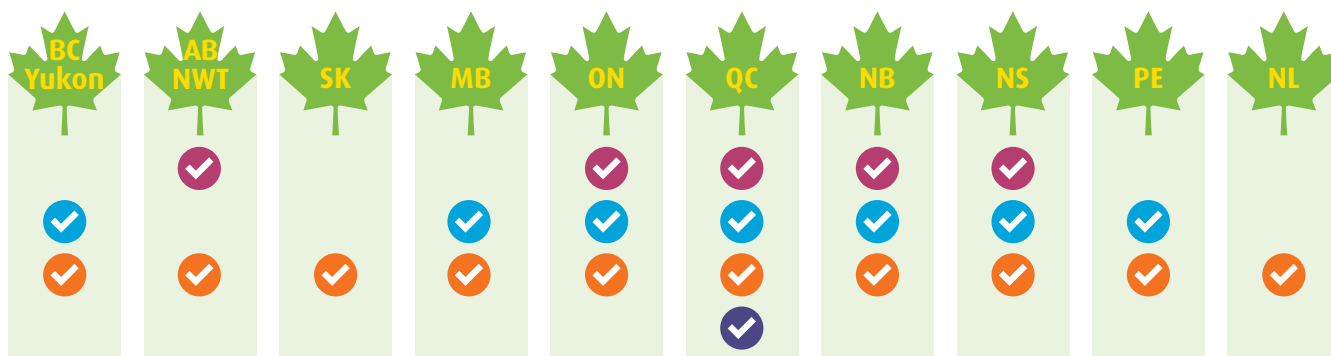
The newly elected government in Ottawa has said it will take action on some of the Society's most important priorities. Among the new government's most important commitments are its promises to:

- reduce tobacco use by introducing plain packaging rules
- improve financial support for family caregivers
- invest \$3 billion over 4 years to improve access to home care services
- promote healthier eating



The Canadian Cancer Society is making progress in many areas through its advocacy with government

- ✓ **Flavoured tobacco:** 5 provinces (AB, ON, QC, NB, NS) have adopted legislation to ban flavoured tobacco, including menthol.
- ✓ **E-cigarettes:** 7 provinces (BC, MB, ON, QC, NB, NS, PE) have brought forward legislation to regulate electronic cigarettes, including bans on sales to minors and prohibiting e-cigarette use in places where smoking is banned.
- ✓ **Indoor tanning:** Bans on the use of indoor tanning facilities by minors are now in place or being developed in every province and territory in Canada.
- ✓ **Palliative care:** The Government of Quebec has announced a 5-year plan to improve palliative care. The Society's palliative care report, Right to Care: Palliative Care for all Canadians, released in January 2016, calls for action to improve care across the country.



You're bringing cancer education to Inuit communities

Cancer hits Inuit hard. Compared to the general population, Inuit have almost double the incidence of cancer, and knowledge about cancer and awareness about screening and prevention in these communities are low.

But thanks to the generosity of Jaguar Land Rover Canada an ambitious initiative has been launched to build knowledge and improve outcomes. In partnership with the Society, Jaguar Land Rover Canada funding has fostered The Inuit Cancer Project, benefiting Pauktuutit Inuit Women of Canada – a national not-for-profit organization representing all Inuit women in Canada.

Thanks to a leadership gift from Jaguar Land Rover Canada, culturally appropriate resources are being developed to facilitate and improve Inuit access to cancer information and knowledge about cancer. Better access to information will greatly reduce the kind of fears that can prevent people from getting help and will improve access to care.

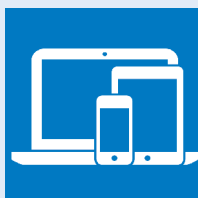


Members of the Inuit Cancer Project Advisory Committee

Information and support

Because of you, we're able to provide people with cancer and their caregivers in communities across the country access to information and a wide range of support services.

In 2015 alone:



We answered nearly **50,000 inquiries** by phone and email.



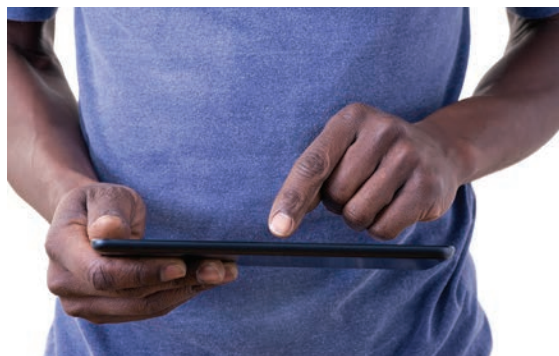
We distributed more than **1.1 million copies** of print materials.



Our peer support program gave **4,253 people living with cancer** a place to discuss their experiences with volunteers who have been there.

We're proud to be a trusted source, responding to Canadians' evolving online and mobile information needs:

- There were over **11 million** visitors to cancer.ca – an increase of about 29% over the previous year.
- Cancer information resources were viewed by **92%** of cancer.ca visitors.
- Visitors to our online community, CancerConnection.ca, increased by **30%** over 2014.
- Visitors through mobile devices grew to **5.4 million** – an increase of 56% over 2014.



We're engaging with Canadians on social media. In 2015, we kept the conversation going:

We have 140,000 fans and followers across all nationwide social platforms.



#1

We are the number 1 most influential cancer charity in Canada on Twitter.

Promoting health across Newfoundland and Labrador



Residents of Newfoundland and Labrador have the country's highest cancer incidence rates and the highest smoking, drinking and obesity rates. The Husky Energy Cancer Prevention Program aims to change that. Launched in early 2015, thanks to a \$1.05 million gift from Husky Energy, the program is taking the cancer prevention message to people in the province's remote outposts and urban centres like never before.

About half of cancers can be prevented by making healthy lifestyle choices. The Husky Energy Cancer Prevention Program is making a difference by communicating this vital message in schools and workplaces, to sports groups and at community events.



Susan Penney, health promotion coordinator,
Canadian Cancer Society, at a cancer prevention fair.

Policy and prevention

Canadian Cancer Society content experts constantly review research and engage with health stakeholders to improve our understanding of what causes cancer, how to prevent cancer and how to find cancer early, so that we can inform and advocate in the interests of improving life for all Canadians.

The focus of our attention last year included:

red meat



e-cigarettes



asbestos



marijuana



HPV vaccines



breast cancer screening



We worked with researchers and other health groups on cancer prevention initiatives that led to:

- updated sun safety guidelines
- new information on the burden of occupational cancers
- agreement on cancer and chronic disease prevention priorities for Canada



2015 marked the one-year anniversary of our online, interactive tool **It's My Life!** – designed to educate, engage and empower Canadians in their understanding of cancer statistics and how their lifestyle can affect their risk of developing cancer.

A Dream Team to help make our mission a reality

Relay For Life is one of Canada's most important cancer fundraisers. In 2015, the Society put a new twist on the event with a national Relay For Life Dream Team, made up of 50 business and community leaders who each pledged to raise \$10,000.

Cancer survivor **Bert Munro** was one of the inaugural nationwide Dream Team members. With the support of his employer, Associated Engineering, Bert created a dynamic one-man Saskatoon Relay For Life team. Since 2005, Bert has raised a total of \$220,000 for the Society.



Get involved

Relay/Daffodil

Your generous donations, countless volunteer hours and passionate contributions to our fundraising events allow us to continue the fight against all cancers, for all Canadians.

Relay For Life

Since 1999, Relay For Life in Canada has been a fundamental part of the Canadian Cancer Society as an experience that embodies the values of the organization and a fundraiser that fuels our mission.

2015 highlights

- **421** Relay For Life events were held.
- Over **\$33 million** was raised to advance cancer research and support Canadians living with cancer.
- **197 (47%)** of these Relay events have been running for **10 years or more**, while **35** were new additions in 2015.



Daffodil campaign

Over **\$16.5 million** was raised in support of the fight against cancer, thanks to the work of **53,000** volunteers who canvassed, sold flowers and pins, and organized special events.

New initiatives

British Columbia and Yukon introduced the Daffodil Dash, a fun, family-oriented walk and run.

- Held the last Sunday in April, Daffodil Dash provided a fitting close to the month and was an opportunity to celebrate and thank donors and supporters.
- Daffodil Dash raised over **\$90,000** across 4 locations.



Paint your workplace/school yellow

- A new program to introduce daffodil-themed fundraising activities in workplaces and schools.
- **500 workplaces** and **237 schools** participated in the Ontario pilot, raising over **\$158,000**.

Awards for Excellence in Cancer Research

The Awards for Excellence in Cancer Research promote and recognize outstanding achievements and progress in Canadian cancer research. Last June, the Canadian Cancer Society honoured the 2015 recipients of the award for their tremendous contributions. Long-time Society supporter Patricia Lovett-Reid hosted the event and moderated a lively panel discussion.

Thanks to our generous donors, we are able to support these researchers and many others like them in life-saving work.



Discussion panel with award recipients

Awards

2015 Canadian Cancer Society Impact Awards

The Canadian Cancer Society Impact Awards celebrate Canadians from coast to coast who are making a difference in the fight against cancer. We were proud to recognize the following individuals, groups and corporations last year for their exceptional efforts.

Leadership Awards

Outstanding Youth Leadership Award

Justin Morin (Ontario)

Leadership in Community Engagement

Yik Fung Au-Yeung (British Columbia/Yukon)

Medal of Courage

Michael Permack (Alberta/Northwest Territories)

Sharon Scherer (British Columbia/Yukon)

Emile Gallant (New Brunswick)

Aubrey Bonnell (Newfoundland and Labrador)

Robin McGee (Nova Scotia)

Lesley Jannis (Ontario)

Janet MacQuarrie (Prince Edward Island)

Martha Moore (Quebec)

Sylvain Poissant (Quebec)

Susan Holmes (Saskatchewan)

Program Delivery

Program in Action Award

Hospice Calgary Living with Cancer
(Alberta/Northwest Territories)

Public Policy

Leadership in Public Policy Award

Michael Perley (Ontario)

Revenue Generation

Community Achievement Award

Paul Murr Golf Tournament (Ontario)

Corporate Achievement Award

Shaw Media (British Columbia/Yukon)

Golden Corporate Achievement Award

Husky Energy (Newfoundland and Labrador)

Relay For Life Award of Excellence – Team

Team Salama (British Columbia/Yukon)

Awards for Excellence in Cancer Research

Robert L. Noble Award

Dr Rama Khokha (Toronto)

Dr James Rutka (Toronto)

Bernard and Francine Dorval Prize

Dr Russell Jones (Montreal)

O. Harold Warwick Award

Dr Laurence Klotz (Toronto)

William E. Rawls Award

Dr Michael Taylor (Toronto)

Named funds and grants

Together, we're making a difference. Thank you!

Donors are at the heart of everything we do – because, simply put, we couldn't do any of it without you. Your support enables the Canadian Cancer Society Research Institute (CCSRI) to fund the most promising research projects with the greatest potential for impact. And your generosity sustains our work as the most trusted voice on cancer and a source of meaningful support for programs and advocacy.

We are pleased to honour the donors whose generous gifts named a research grant, award, program or fund.

Research grants

Brain Tumour Foundation of Canada Impact Grant of the Canadian Cancer Society and Brain Canada

Brooke's Donkeys Innovation Grant of the Canadian Cancer Society

GIVETOLIVE Research Scientist Award in Prevention Research

Glentel Innovation Grant of the Canadian Cancer Society

Mrs Grace Limbert Innovation Grant of the Canadian Cancer Society

Great Canadian Innovation Grant

The John Murphy Innovation Grant of the Canadian Cancer Society

Louisa Gale Scholars

Lotte & John Hecht Memorial Foundation Innovation, Innovation to Impact, and Impact Grants of the Canadian Cancer Society

Marilyn Hopper Innovation Grant of the Canadian Cancer Society

Marjorie Sheridan Innovation Grant of the Canadian Cancer Society

Minor Hockey Fights Cancer/Mannarn Family Innovation Grant of the Canadian Cancer Society

Nick Natale Innovation Grant of the Canadian Cancer Society

Pedal for Hope Impact Grant of the Canadian Cancer Society

Prairie Women on Snowmobiles Innovation Grant of the Canadian Cancer Society

A Quality of Life Grant of the Canadian Cancer Society in memory of James Tyrrell

A Quality of Life Grant of the Canadian Cancer Society in memory of Frank Tyrrell

A Quality of Life Grant of the Canadian Cancer Society in memory of Edna Goebel

Rachelle Archambault Innovation Grant of the Canadian Cancer Society

Ride2Survive Brain Cancer Impact Grant of the Canadian Cancer Society and Brain Canada

W. Gary Rowe Innovation Grants of the Canadian Cancer Society

WICC Ontario (Ottawa Region) Innovation Grant of the Canadian Cancer Society

Named funds

AirSprint Cancer Prevention Fund

Allnorth Allstars Kordyban Lodge Catalyst Fund

Bill Barley Innovation Fund

Birdsell Family and Friends Brain Cancer Research Fund

Cardone Family Cancer Fund

Circles of Friends Pancreatic Cancer Research Fund

Cleans for Cleavage Breast Cancer Research Fund

Comda Conquering Cancer Fund

Craig's Cause Pancreatic Cancer Research Fund

The Diller Project Catalyst Fund in support of Brain Cancer Research

Ed Kozystko and Frances Kozystko Fund for Cancer Research

Face Off Against Cancer Fund

Fonds Catalyst de la Caisse Desjardins de Nicolet pour la recherche sur les sarcomes

Fonds Sylvain Poissant pour le cancer du peau

Fung and Duen Au-Yeung Foundation Fund

Ginty Jocius Brain Cancer Research Fund

Haladner Memorial Foundation Research Fund in Memory of Gertrude Green

Helen Mary Storey Ovarian Cancer Research Fund

Hodgson Family Ovarian Cancer Research Fund

Jack Dell'Accio Fund in honour of Vito Dell'Accio for Research into Hard-to-Treat Cancers, Prevention Awareness, and Survivorship

Jaguar Land Rover Canada Family Transportation Fund

jEDI's Catalyst Fund to support Kordyban Lodge

Junk Rangers Fund for Cancer Research

Just Breathe Fund

Lilies for Lillie Cancer Impact Fund

Kate Linder and Friends Fund for Women's Cancer Research

Kootney Savings Community Catalyst Fund

Love for Lizzie Fund

Lusomé Cancer Research Fund

The Marion Dorothy Pauderis Innovation Fund

Medics on the Move Fund

Michael Albert Garron Foundation Synovial Sarcoma Research Fund

Mont Gabriel/Canadian Cancer Society Research Fund

Norris Family Pediatric Brain Cancer Research Fund

Peter Nikkel Fund in support of Prostate Cancer Research

Prairie Women on Snowmobiles Breast Cancer Research Impact Fund

Red Lipstick Warriors Catalyst Fund to support Colon Cancer Research

Sarcoma Steps Fund

TELUS Catalyst Fund

Tets Haya Memorial Fund

Walk the Talk Lymphoma Research Catalyst Fund

Webnames.ca Cancer Prevention Centre Fund

WICC Alberta Brain Cancer Research Fund

WICC BC Fund for Cancer Prevention & Camp Goodtimes

Programs & awards

The Bernard and Francine Dorval Prize Award for Excellence

Gertrude & LeRoy Rellinger Youth Volunteer Scholarship

Gloria Aaron Volunteer Award

Husky Energy Cancer Prevention Program

Mary Burleigh Stewart Cancer Research Scholarship

R.G. Heimbecker Media Arts Program at Camp Goodtimes

The Victor and Anna Kern Leadership Program

Brain Canada gift-matching initiative

Thank you to Brain Canada, and to the following donors whose investments in this partnership enabled the full funding of 3 Impact Grants in brain cancer research. Together, we are advancing research with the greatest potential to unravel this complex disease.

Brain Tumour Foundation of Canada

Ride2Survive

Winnipeg Police Services Half Marathon

Strength through partnerships

Funding partnerships extend the impact of donors to the Canadian Cancer Society and promote coordinated action against cancer. We are proud to work with the following organizations to support excellent cancer research:

Brain Canada

Brain Tumour Foundation of Canada

Canadian Breast Cancer Foundation

Canadian Institutes of Health Research – Institute of Cancer Research

Craig's Cause Pancreatic Cancer Society

Lotte & John Hecht Memorial Foundation

National Pancreatic Cancer Foundation of Canada

New Brunswick Health Research Foundation

Princess Margaret Cancer Centre

Prostate Cancer Canada

QEII Foundation

Thank you!



The Canadian Cancer Society gratefully acknowledges our corporate partners and charitable group contributors for their generous support this past year. It is because of them, and each of our generous donors, that we're able to fund life-saving research and provide Canadians from coast to coast with the most reliable information and support programs.



Golf Fore the Cure participants

Corporate recognition

“

We're honoured to be championing such a worthy cause. It's truly rewarding to be part of something this significant that's making a tremendous difference in the lives of so many Canadians, and we're confident that the impact of our partnership with the Society will continue to unfold in the years to come.

Jeff Thompson, Chief Sport Officer, Golf Canada

We embrace and support our communities every day by volunteering our time and contributing to local charities. Selling daffodil pins during the month of April is one way Pharmasave can improve the lives of our customers. Together, our stores have raised \$300,000 for the Canadian Cancer Society, with the sale of each daffodil pin going directly back to the province in which it was raised. Supporting what matters in our community is important, because our community matters at Pharmasave.



Jennifer Engele, National Brand Communications Manager, Pharmasave

We recognize that the Help Whip Cancer program has made a real difference in the lives of many Canadians. The success of our partnership with the Society is driven by the shared vision of a world where no one need fear cancer. For these reasons, we are proud to support the work of the Society in breast cancer research and awareness.

Dahna Sanderson, Director of Marketing & Communications, Pampered Chef – Canada

”

Our donors

Following is a list of corporate partners and charitable groups that contributed \$10,000 or more in 2015/16.

The 7 Days In May Foundation/People On Bikes

49th Parallel Grocery #2

97.3 The Wave Saint John

Abbott Nutrition

The Abercrombie Foundation

Aikins, MacAulay & Thorvaldson LLP

Al Roadburg Foundation

Alberta Milk

Allnorth Consultants Ltd.

Ames Family Foundation

Amex Bank of Canada

Apotex

Aqueduct Foundation

Around the Bend Foundation

Astaldi Canada

AstraZeneca Canada Inc.

ATCO

Avon Foundation for Women

Bank of Montreal

BCE Inc. (Bell Canada Enterprises)

Beedie Development Group

BELFOR Property Restoration

Belron Canada Inc.

The Birks Family Foundation

BMC Software

Boston Consulting Group

Boulangerie Première Moisson Lachenaie

Bowl Canada

Brain Tumour Foundation of Canada

Brunswick News Inc.

Burnaby Elks Lodge #497

Business Development Bank of Canada

The Cadillac Fairview Corporation Ltd.

CAE

Caisse de dépôt et placement du Québec

Caisse Desjardins de Saint-Eustache - Deux-Montagnes

Caisse Desjardins de Terrebonne

Caisse Desjardins des policiers et policières

Caisses populaires acadiennes

Canadian Tire

Canadian Union of Public Employees

Canfor Pulp Ltd. Partnership

The Cartier Foundation

Cassels Brock & Blackwell LLP

CGI

Chemainus Health Care Auxiliary

Chubb Insurance Company of Canada

CIBC

Cirque du Soleil Inc.

Clearwater Seafoods

CN Employees' and Pensioners' Community Fund

Coast Capital Savings

Coast to Coast Against Cancer Foundation

Coca Cola

Cole Foundation

COMDA Advertising Connections

Compugen

Conexus Credit Union

Crane Fund For Widows and Children

Crawford & Company (Canada) Inc.

Credit Unions of PEI

Credit Valley Golf & Country Club Limited

Cressey Development Group

Cunningham Lindsey

The David and Faye Sobey Foundation

David R. Budd Law Corporation

Davies Ward Phillips & Vineberg LLP
 Day & Ross
 DBRS Limited
 Deloitte
 Deloitte Foundation Canada
 Delta Brunswick
 Desjardins Financial Security
 Domino's Pizza of Canada Ltd.
 Donate A Car Canada Inc.
 Dorothy & Hugh Cole Foundation
 Duocom
 Echo Foundation
 Economical Mutual Insurance Company
 Électro Saguenay Ltée
 Embassy of the United Arab Emirates (Ottawa)
 Enterprise Holdings Foundation
 Ernst & Young LLP
 The Etta I. Jackson Charitable Foundation
 Federated Health Charities Corporation
 Fédération des Caisses Desjardins du Québec
 Fiera Capital Corporation
 Fleming Foundation
 Fondation communautaire du Grand Québec
 Fondation Denis Chartier
 Fondation du CHU de Sainte-Justine
 Fondation Famille Lemaire
 Fondation Jacques & Michel Auger
 Fondation Mirella & Lino Saputo
 Fondation St-Hubert
 Frischkorn-Médiaco
 Future Pro Goalie School - Steve McKichan
 Gildan
 Goldcorp Inc.
 Golf Canada
 Grant Thornton
 Great-West Life Assurance Company
 Greatus Financial Services Inc.

Green Acres Lawn Landscape & Irrigation
 Groupe BMR inc.
 The Guarantee Company of North America
 HealthPartners
 Hewitt Equipment Ltd.
 Holland America Line
 Husky Charitable Fund/Husky Energy
 Hydro One - Employees' and Pensioners' Charity Trust Fund
 IDI Independent Distributors Inc.
 Immeubles Vista
 Industrial Alliance Insurance & Financial Services Inc.
 Intact Insurance Company
 International Paper
 Irving Oil Limited
 ITC Construction Group
 The Jack & Marjorie Todd Foundation
 Jaguar Land Rover Canada ULC
 Janis Foligno Foundation
 Janssen Inc.
 Jarden Consumer Solutions
 Jennifer J. Traub Law Corporation
 John Deere Foundation of Canada
 Johnson & Johnson Inc. Canada
 Jubilant DraxImage Inc.
 K94.5, Max FM, BOFM Moncton
 Kal Tire
 Kent Building Supplies
 Kevric Real Estate Inc.
 Kin's Farm Market
 KOA Care Camps
 Koffman Kalef LLP
 KPMG
 La Cie Canada Tire Inc.
 La Revue de Terrebonne
 Lamarche Family Foundation
 Langley Concrete Group
 The Lawrason Foundation

LCBO	The NWM Private Giving Foundation
Ledcor Construction Ltd.	Normandin Beaudry
Leon's Furniture Limited	Northland Auto Group
LGM Financial Services Inc.	NRJ Astra Radio
LifeLabs	Offshore Fish Resources Harvestors
Lions Club of Vancouver Cambie	On Side Restoration
Loblaws Inc.	Ontario Power Generation
London Drugs Ltd.	Otto and Marie Pick Charitable Foundation
Lotte & John Hecht Memorial Foundation	Overwaitea Food Group
Lundbeck Canada	Pacific BioEnergy Prince George Ltd. Partnership
MacDon Industries Ltd.	Pacific Western Brewing Co
Macquarie Group Foundation Limited	Paladin Security Group Ltd.
Madeleine (Hornby) Investments Ltd.	The Pampered Chef
Market Measurement, Inc.	Pantene
MBNA Canada Bank	Patten Family Foundation
The McCain Foundation	Payless ShoeSource Canada
McCall MacBain Foundation	PCI Holdings Corp
McKellar Structured Settlements	Peel Regional Police, Senior Officers Association
McKesson Canada	PEI Liquor Control Commission
McKesson Foundation	Peninsula Consumer Services Co-operative
McNeil Consumer Healthcare	Peterbilt Pacific Inc.
Merck Canada Inc.	Pharmasave
Michael Albert Garron Foundation	Phoenix Transportation
Michelin North America	Pictou County Prostate Cancer Support Association
Mortgage Alliance	Plomberie Richard Jubinville Inc.
The Morris and Rosalind Goodman Family Foundation	Potash Corporation of Saskatchewan
NAPA Cambridge DC	Power Corporation of Canada
National Bank	Prairie Dawn Foundation
National Bank Financial	Pratt & Whitney Canada
National Bank/Spiring Wealth Management Group	PricewaterhouseCoopers
National Tile (2005) Ltd.	Private Giving Foundation
NB Masonic Charities & Housing Co. Ltd.	Province of BC - Ministry of Health
Nechako Construction Ltd.	Provincial Airlines
Neutrogena	Provincial Employees Community Services Fund
Newfoundland and Labrador Nurses Union	Provincial Health Services Authority
Newfoundland and Labrador Association of Private and Public Employees	QEII Health Sciences Centre Foundation
	QLO Management Inc., Suds Express Inc.

Québecor Inc.	Swarovski Canada Limited
RBC Foundation	T & E Ventures Inc.
RBC Royal Bank	Tandem Expansion Management Inc.
Redwood Construction	Tata Consultancy Services Canada Inc.
ReMax	TD Bank Financial Group
Rexall Foundation	TELUS
Risk Management Counsel of Canada (RMC)	Terracon Development Ltd.
Royal Lighting	TEVA Canada Ltd.
RSA Canada	The R. G. Heimbecker Foundation
S&D Smith Central Supplies Limited	Thrifty Foods 10
Safeway	UAP Inc.
Safeway Operations, Sobeys Inc.	Van Berkomp and Associates Inc.
Saskatchewan Heavy Construction Association	Van-Whole Produce Ltd.
Scholar's Choice	Vector Aerospace
SCM Health Solutions	Videoville Showtime Inc. (VVS Films)
Scotiabank	Ville de Repentigny
Seacliff Foundation	Ville La Tuque
Services Or LP/SEC	Vitran Express Canada Inc.
Servier Canada Inc.	Walter and Duncan Gordon Foundation
Shaw Communications Inc.	Wawanesa Insurance
The Shaw Group	Wellington Laboratories Inc.
Shorcan Brokers Limited	Werner & Helga Hoing Foundation
Silver Wheaton Corp	West Fraser Mills Ltd. Head Office
Sir James Dunn Foundation	WICC (Women in Insurance Cancer Crusade)
The Slight Family Foundation	Wilkes Residence Inc.
SNC-Lavalin Group Inc.	Zeller Family Foundation
The Sobeys Foundation	Zurich Canada
Sobeys Inc.	
South Cowichan Rotary Club	
Specialized Property Evaluation Services Limited	
Spirit of the North Healthcare Foundation	
Stanfield's Limited	
Stelcon Industrial Services Ltd.	
Stingray Digital Group Inc.	
Strategic Charitable Giving Foundation	
Sun Life Financial	
Sunbeam Corporation (Canada) Ltd.	

Financial highlights

For the period February 1, 2015, to January 31, 2016

We are pleased to present the Canadian Cancer Society's (the Society's) Statement of Financial Activities for the year ended January 31, 2016. Our financial position and diversified fundraising activities support our ability to fund the best cancer research, influence public policy for prevention of cancer and quality cancer care, and offer programs supporting the needs of cancer patients and caregivers.

The Society's volunteer board of directors, with guidance from the volunteer Finance, Audit and Risk Management Committee, is committed to proactive stewardship of the Society's financial resources.

The financial statements for the year ended January 31, 2016, including the notes to the financial statements and the auditor's report, are available on cancer.ca or by calling our National Office at 416-961-7223.

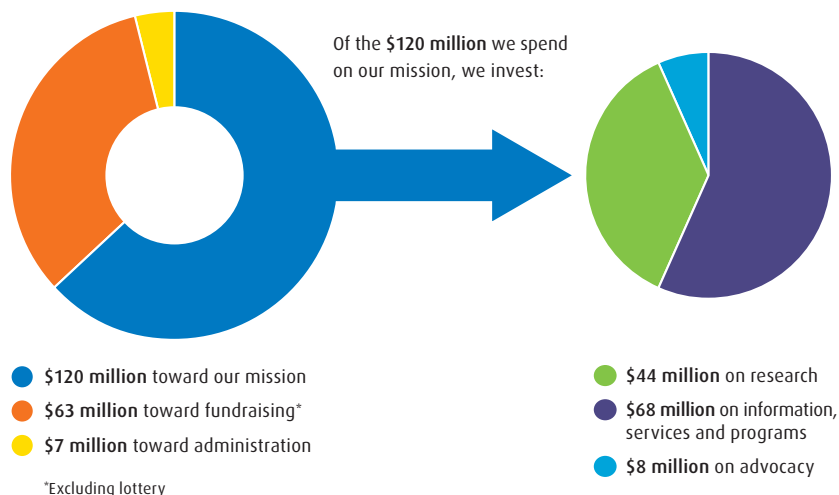


Norman Bellefontaine, CPA, CA

Chair, Finance, Audit and Risk Management Committee

Every dollar you give

The Canadian Cancer Society is extremely thankful for our donors, partners and volunteers whose efforts give us the power to fund groundbreaking research, advocate for healthy public policy, provide information about cancer and prevention, and support those living with cancer. Every dollar given supports our passion to deliver on our mission to eradicate cancer and to enhance the quality of life of people living with cancer.



Statement of financial activities

Operations and externally restricted resources

Year ended January 31, 2016, with comparative figures for 2015

(in thousands of dollars)

	Operations		Externally restricted	
	2016	2015	2016	2015
Revenue:				
Annual giving	\$ 40,093	\$ 41,535	\$ -	\$ -
Relay For Life	33,767	42,345	-	20
Planned gifts	29,699	29,058	82	130
Special events	22,570	24,478	-	-
Lotteries	22,107	32,417	-	-
Tributes	7,068	7,988	-	-
Major gifts	5,351	2,785	25	25
Capital campaign	-	-	3,733	1,779
	160,655	180,606	3,840	1,954
Less:				
Direct fundraising	45,013	44,862	119	353
Lotteries fundraising	14,395	25,128	-	-
Net fundraising revenue	101,247	110,616	3,721	1,601
Government and other sponsored projects	13,350	10,681	-	-
Investment income	688	5,315	(22)	1,364
Other income	5,632	5,540	-	-
	120,917	132,152	3,699	2,965
Expenditures:				
Mission:				
Programs	68,400	69,297	43	138
Research	44,071	43,870	10	48
Advocacy	7,906	8,382	3	5
	120,377	121,549	56	191
Supporting:				
Indirect fundraising	17,551	18,865	23	31
Administration	7,351	7,681	25	25
	24,902	26,546	48	56
	145,279	148,095	104	247
Increase (decrease) in resources	\$ (24,362)	\$ (15,943)	\$ 3,595	\$ 2,718

National board of directors 2015-2016

Mr Cyril Abbott
Gander, NL

Mr Alfred Arsenault *
Wellington, PE

Mr Stephen Baron
Thornhill, ON

Dr Joan Bottorff *
Kelowna, BC

Mr Jeff Cook
Winnipeg, MB

Mr Michael Costello †
Saint John, NB

Mr Neil Currie †
Toronto, ON

Mr Doug Dahl *
Prince Albert, SK

Ms Roberta Dugas *
Caraquet, NB

Mr Marc Généreux †
Montréal, QC

Mr Don Hansen †
Regina, SK

Mr Andrew Hazlewood
Victoria, BC

Mr Jason Holowachuk †
Calgary, AB

Mr Ken Hubley †
Stanhope, PE

Ms Marion Kirsh †
Thornhill, ON

Mr Pierre Lafrenière
Montréal, QC

Mr Robert Lawrie *
Toronto, ON

Dr David Malkin
Toronto, ON

Ms Bretta Maloff
Calgary, AB

Ms Christine McCourt-Reid *
Edmonton, AB

Ms Susan Payne
Port Williams, NS

Mr Pierre Richard *
Repentigny, QC

Ms Dorothy Sanford
Toronto, ON

Mr Rudy Scholaert *
Mississauga, ON

Dr Michael Woods
St. John's, NL

Dr Dallan Young †
Calgary, AB

* Term started September 27, 2015

† Term ended September 27, 2015

Canadian Cancer Society offices

National

55 St Clair Avenue West,
Suite 300
Toronto, ON M4V 2Y7
Tel: 416-961-7223
ccs@cancer.ca

National Public Issues Office

116 Albert Street, Suite 500
Ottawa, ON K1P 5G3
Tel: 613-565-2522

British Columbia and Yukon

565 West 10th Avenue
Vancouver, BC V5Z 4J4
Tel: 604-872-4400
Toll-free 1-800-663-2524
frontdesk@bc.cancer.ca

Alberta/NWT

325 Manning Road NE,
Suite 200
Calgary, AB T2E 2P5
Tel: 403-205-3966
Toll-free (AB) 1-800-661-2262
Toll-free (NWT) 1-877-920-4428
info@cancer.ab.ca

Saskatchewan

1910 McIntyre Street
Regina, SK S4P 2R3
Tel: 306-790-5822
Toll-free 1-877-977-HOPE (4673)
ccssk@sk.cancer.ca

Manitoba

193 Sherbrook Street
Winnipeg, MB R3C 2B7
Tel: 204-774-7483
Toll-free 1-888-532-6982
info@mb.cancer.ca

Ontario

55 St Clair Avenue West,
Suite 500
Toronto, ON M4V 2Y7
Tel: 416-488-5400
Toll-free 1-800-268-8874
webmaster@ontario.cancer.ca

Quebec

5151 de l'Assomption Blvd.
Montreal, QC H1T 4A9
Tel: 514-255-5151
webmestre@quebec.cancer.ca

New Brunswick

P.O. Box 2089
133 Prince William Street
Saint John, NB E2L 3T5
Tel: 506-634-6272
ccsnb@nb.cancer.ca

Nova Scotia

5826 South Street
Halifax, NS B3H 1S6
Tel: 902-423-6183
Toll-free 1-800-639-0222
ccs.ns@ns.cancer.ca

Prince Edward Island

1 Rochford Street, Suite 1
Charlottetown, PE C1A 9L2
Tel: 902-566-4007
info@pei.cancer.ca

Newfoundland and Labrador

P.O. Box 8921
Daffodil Place, 70 Ropewalk Lane
St. John's, NL A1B 3R9
Tel: 709-753-6520
Toll-free 1-888-753-6520
ccs@nl.cancer.ca



Canadian Cancer Society
Société canadienne
du cancer

1 888 939-3333 | cancer.ca
TTY 1 866 786-3934