Cancer affects us all. It is a disease so widespread that one would be hard-pressed to find someone in Ontario who has not been touched by it in some way. Thankfully, we have your support. Together, we’re breathing new life into the cancer fight.

BREATHING NEW LIFE into the cancer fight

Carol Gething
Three-time lung cancer survivor
Tackling the leading cause of cancer deaths: lung cancer

At the Canadian Cancer Society, we are doing everything we can to reduce the cancer burden in Ontario. We have embraced an approach that places the cancer patient and their family at the center of everything we do, while continuously working towards a future where no Canadian fears cancer. With your support, we are able to address all facets of cancer control, including prevention, detection, diagnosis, treatment, and survivorship.

This year, we are putting the spotlight on one of the most commonly-diagnosed cancers in Ontario – lung cancer. Often stigmatized as being a smoker’s disease, this hard-to-treat cancer can affect anyone. In fact, lung cancer claims more lives in this province than breast, colon and prostate cancers combined.

Every action that we take to fight cancer is deliberate and carefully coordinated. We do this through our advocacy initiatives, prevention and early detection programs, information and support services, and world-class research projects.

In 2014, we set out to reduce future cases of lung cancer on a much larger scale. By pushing for smoke-free outdoor spaces locally and provincially, Ontario passed new legislation banning smoking on all restaurant and bar patios. This new ban will help prevent cancer by reducing our exposure to second-hand smoke. We also helped more than 11,000 smokers in Ontario with their quit attempts through our Smokers’ Helpline because we know that smoking continues to be the leading cause of lung cancer.

For many people, life is not the same after a cancer diagnosis. As soon as a person receives the news, we are there to help. This year, we responded to over 20,000 inquiries in Ontario for information about all types of cancer, while our Peer Support program connected patients with trained volunteers who offered encouragement from the unique perspective of someone who’s been there.

We are the leading charitable funder of lung cancer research. In November, we supported a major international clinical trial involving patients in Ontario and around the world. This Canadian-led trial will test the potential for a new drug to improve survival rates in lung cancer patients. It is just one of many different types of research projects that we are proud to support.

Although important progress has been made against lung and all other types of cancer, there is still much more to be done. With your help, imagine the ways we can continue to change the cancer landscape in Ontario and beyond. Let’s continue to breathe new life into the cancer fight for generations to come.
“It takes a community to make the place we live in healthier and we want to be a part of that.”

Kelly Rosaasen, Tecumseh (Ontario) Advocacy volunteers, pictured with her kids (left to right) Joshua, Alysha and Noah
Winning a car was awesome, but the real prize was that I succeeded in quitting.

Ralph Baxter, Thunder Bay (Ontario)
2014 Driven to Quit Challenge winner and non-smoker with partner, Yvonne

“Sometimes I jump out of bed in the mornings thinking that I caved in and had a smoke but then I realize it was just a dream.”

Quitting smoking was one of the hardest things Thunder Bay’s Ralph Baxter has ever had to do. He had been smoking since he was just 11 years old and over the years puffing on a cigarette just became part of his life.

“My brother died of cancer and that made me think about my health and how I want to be there for my kids and grandkids.”

After 33 years of smoking, Ralph Baxter, 45, got the motivation he needed to quit his addiction. He took part in our Driven to Quit Challenge in association with Nicorette and Nicoderm, and with the support of his quit buddy, Yvonne, he put down his last cigarette and brought home the grand prize of a brand new car.

Ralph’s addiction

Adding years to your life

Smoking is related to more than 85% of all lung cancer cases in Canada and any amount of smoking may cause lung damage over time.

For smokers like Ralph, quitting isn’t easy but is worth it. Within the first two days of quitting, an ex-smoker’s sense of smell and taste improve and after 10 years of being smoke-free, the overall risk of dying from lung cancer is cut in half.

Over 20,000 smokers turned to us for help to quit this year.

Since 2000, we’ve been helping smokers overcome their addiction through our Smokers’ Helpline, which is funded by the Government of Ontario. It often takes multiple attempts to quit for good, which is why every quit attempt is important. From providing support through our online community, to sending text messages to individuals on their mobile phones, to speaking with a trained Quit Coach, Smokers’ Helpline tailors its support to fit each person’s needs.

Over 213,000 smokers in Ontario have made a quit attempt through the Driven to Quit Challenge since 2006.

Over 20,000 smokers in Ontario have made a quit attempt through the Driven to Quit Challenge since 2006.

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I learned very early on that I needed to get involved in finding better treatment for lung cancer after seeing so many patients die.

Dr. Glenwood Goss, Head of Clinical and Translational Research, Ottawa Hospital Cancer Centre, University of Ottawa

Improving survival
Dr. Glenwood Goss, a medical oncologist for over 25 years, has dedicated his entire career to improving outcomes for lung cancer patients. He is leading a major international clinical trial that’s been developed by the NCIC Clinical Trials Group, which we fund. The trial is a collaborative effort that includes academic physicians from around the world. Up to 1,100 patients worldwide will be tested to see if a new drug can help the body’s immune system to recognize and attack cancer in patients who’ve already received standard treatment.

“In the last 10 years, we’ve been faster at making improvements in treatment, but it is in the next 10 years that we’ll see dramatic changes to patient outcomes and when we’ll need the most support,” explains Dr. Goss, who’s been involved in over 50 clinical trials and believes that this new cancer drug will prolong patients’ lives and may even cure them.

Research will save lives
When lung cancer is detected early, there’s a better chance of successful treatment. Dr. Kaye-Ann Huang, in Toronto, hopes that her research that links gene mutations and lung cancer risk in certain ethnic populations will help to improve screening of high-risk individuals with inherited mutations. Her research is contributing new knowledge about the genetic basis of lung cancer.

We invested $138 million in lung cancer research in the last 10 years.

We know that smoking is the leading cause of lung cancer and that public policies play an important role in reducing smoking rates. So we’re investing in research that evaluates the effectiveness of public policy to reduce smoking. Among them is Dr Steve Manske’s study, from the University of Waterloo, which is evaluating whether provincial bans on the sale of flavoured tobacco are effective, particularly for youth. This research could help strengthen policies across the country.

It’s a matter of when
It is thanks to research that we will continue to increase our understanding of not only lung cancer, but all cancers. With your support, we can further invest in promising research now that could lead to greater survival tomorrow.

We invested $19.3 million in cancer research that benefits all cancers.

In 2014, we invested $28 million in lung cancer research in the last 10 years.

“Breathing new life into treatments
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We invested $19.3 million in cancer research that benefits all cancers.
LUNG CANCER

The leading cause of cancer deaths in Ontario

Lung cancer kills more people than breast, prostate and colon cancer combined.

Lung cancer 
6,900 
deaths in 2014

Prostate cancer 1,500
Breast cancer 1,950
Colon cancer 3,400

Lung cancer is one of the most commonly-diagnosed cancers in Ontario

4,500 men 
4,300 women 
Diagnoses in 2014

Top 5 risk factors

- Smoking tobacco
- Second-hand smoke
- Radon
- Asbestos
- Outdoor air pollution

How we tackled lung cancer in 2014

$2.2 million
Invested in world-class lung cancer research

$28 million
in the last 10 years

746
Responses to your inquiries about lung cancer

20,000+
Smokers who turned to us for help to quit

10,000+
Postcards and e-letters of support, meetings and demonstrations amounted to over 10,000 actions taken to back a smoke-free Ontario

Now 100%
smoke-free

Restaurant/bar patios 
Sport fields 
Children’s playgrounds

50,000 
Volunteers who supported our work and all of our donors

More needs to be done to improve survival

Only

20% women
14% men

(5-year survival in 2014)

Thank you

Volunteers who supported our work and all of our donors
A turning point

After suffering a heart attack, Carol Gething, of Brighton, was told there was a sizable mass on her left lung. Further tests revealed what the doctors suspected. It was lung cancer.

“I tried to keep calm, but it was a terrible shock. So when I was waiting on surgery, I asked the Canadian Cancer Society for help to speak with someone who had been through a similar experience and the very next day, I got a call from Joe,” she recalls. Joe is one of our trained Peer Support volunteers who is also a lung cancer survivor.

“He answered all my questions, the ones that were very hard and the ones that seemed simple, with the same thoughtfulness and honesty,” explains Carol, who credits our Peer Support volunteer and her family for getting through the ordeal.

“I know that with help from my great family and Joe, that was a turning point for me in fighting this disease.”

After recovering from surgery, Carol became a Peer Support volunteer to help others the way she had been helped. Remarkably, she developed lung cancer two more times, but as of October 2014, she was once again declared cancer-free.

Being there for more people

This year, there were an estimated 73,700 new cancer cases in Ontario and 8,800 of those were lung cancer.

People from across Ontario depend on our services for information and support. In addition to our Peer Support service, here’s how we were there for others in 2014:

- We answered 21,174 inquiries through our Cancer Information Service.
- Our Wheels of Hope volunteers provided 220,402 rides to 11,698 cancer patients going to treatment.
- More than 10,000 people connected online through our online community CancerConnection.ca

An estimated 4,300 women were diagnosed with lung cancer this year.

“I asked the Canadian Cancer Society for help.”

Peer Support is one of the great services and it has given me back so much.

Carol Gething, Brighton (Ontario)
Three-time lung cancer survivor
I wanted to do something to help so I shaved my head for Louise and others with lung cancer.

Nancy Schruder (right), Ottawa (Ontario)
Fundraiser and dedicated friend to Louise Dentinger

“We have to be part of the solution.”
Sitting on the pub patio next door to her office, Nancy Schruder’s hair fell to the ground while an intimate group of 25 friends and colleagues looked on. She had done it. The Ottawa native had shaved her head to raise money for lung cancer research.

“I knew I just had to do something!”
“When my good friend Louise told me she had advanced lung cancer, I wasn’t able to say much to help her but I knew I just had to do something,” explains Nancy, who immediately sprang into action to think of ways she could help. Browsing through our website, she discovered that she could host her own event through our Cancer Fighters program at cancer.ca/fundraise and immediately started planning. Together with Louise’s friends and colleagues, Nancy planned a head-shaving event to raise money for lung cancer research.

When other people at the pub learned what was happening, they started to give too.” By the end of the night, Nancy had raised over $3,000.

Our supporters choose to designate about $43,000 to lung cancer research this year.

“Louise was there through the whole event and when other people at the pub learned what was happening, they started to give too.” by the end of the night, Nancy had raised over $3,000.

“You helped us make a difference
Every dollar raised makes our work possible. We’re glad to have had your support. Here are just some of the other ways you helped us make a difference.

- More than 67,000 people took part in our signature fundraising event, Relay For Life, in communities and schools across Ontario, raising over $15 million.

- During Daffodil Month, $4.4 million was raised through a variety of activities including daffodil pin sales, fresh daffodil sales through our corporate partnership with Loblaw Companies Limited and door-to-door canvassing in communities.

- Over $2.5 million was generously donated through the support of our monthly donors.

- Over $200,000 was raised to fund our Great Canadian Innovation Grant by donating online to our GivingTuesday campaign.

More than 1,000 Cancer Fighters hosted their own fundraising events raising over $3.5 million in 2014. Learn how at cancer.ca/fundraise

BREATHING NEW LIFE into acts of support

More than 1,000 Cancer Fighters hosted their own fundraising events raising over $3.5 million in 2014. Learn how at cancer.ca/fundraise
As Chair of the Canadian Cancer Society, Ontario Division’s Audit Committee, I proudly stand behind the work of the Ontario Division alongside its many supporters including our donors, volunteers, partners and staff.

This has been another challenging year for the Society as fundraising in a new charitable climate continues to put pressure on our revenues, particularly during this period of economic uncertainty. Despite these challenges, we remained determined to deliver on all areas of our mission and were unrelenting in our fight against cancer.

Our generous supporters helped us raise $79.4 million across Ontario. We carefully spent this revenue with the oversight of the Ontario Division’s Board of Directors.

Generous donors enabled us to spend 61% of our revenue directly on our mission. Thanks to you, we were able to invest $19.3 million in world-class cancer research, $29.6 million to maintain services that people in Ontario have come to trust and depend on, and $3 million to continue our advocacy efforts in communities across Ontario.

We continue to remain sharply focused on managing our expenses in a manner that demonstrates our accountability to our supporters.

Although the number of cancer charities in Ontario continues to grow, we are in a strong position to ensure uninterrupted support of the important programs and services we provide to Ontarians impacted by cancer.

As I look ahead to 2015-2016, I am confident about the plans that have been put into place to improve our revenue so that more resources can be dedicated towards our mission delivery. A heartfelt thank you to all our donors and supporters.

Sandra P. Aversa
Chair, Audit Committee

Financial Position
January 31, 2016
(with comparative figures for 2015)
(in thousands of dollars)

<table>
<thead>
<tr>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assets</td>
<td></td>
</tr>
<tr>
<td>Current assets</td>
<td></td>
</tr>
<tr>
<td>Cash and investments</td>
<td>5,528</td>
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<tr>
<td>Other assets</td>
<td>2,346</td>
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<tr>
<td>7,874</td>
<td>17,947</td>
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<tr>
<td>Long-term investments</td>
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<tr>
<td>Capital assets</td>
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<tr>
<td>33,394</td>
<td>40,441</td>
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<tr>
<td>Liabilities</td>
<td></td>
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<tr>
<td>Current liabilities</td>
<td>6,973</td>
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<tr>
<td>Other liabilities</td>
<td>11,771</td>
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<tr>
<td>20,744</td>
<td>20,588</td>
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<tr>
<td>Resources</td>
<td></td>
</tr>
<tr>
<td>12,650</td>
<td>19,853</td>
</tr>
<tr>
<td>33,394</td>
<td>40,441</td>
</tr>
</tbody>
</table>

The above data has been extracted and summarized from the 2015 Audited Financial Statements of the Division. A complete set of financial statements is available on cancer.ca

Operations
Year ended January 31, 2015, with comparative figures for 2014
(in thousands of dollars)

<table>
<thead>
<tr>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td></td>
</tr>
<tr>
<td>Annual giving</td>
<td>19,234</td>
</tr>
<tr>
<td>Major and planned gifts</td>
<td>16,825</td>
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<tr>
<td>Relay For Life</td>
<td>15,009</td>
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<tr>
<td>Special events</td>
<td>7,810</td>
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<tr>
<td>Tribute giving</td>
<td>4,530</td>
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<tr>
<td>Net proceeds from Lottery</td>
<td>6,266</td>
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<tr>
<td>Government-sponsored projects</td>
<td>4,625</td>
</tr>
<tr>
<td>Investment and other income</td>
<td>5,052</td>
</tr>
<tr>
<td>79,351</td>
<td>80,892</td>
</tr>
<tr>
<td>Less direct costs</td>
<td>21,453</td>
</tr>
<tr>
<td>Net revenue</td>
<td>57,898</td>
</tr>
</tbody>
</table>

Expenditures

<table>
<thead>
<tr>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs</td>
<td>29,624</td>
</tr>
<tr>
<td>Research</td>
<td>19,258</td>
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<tr>
<td>Advocacy</td>
<td>3,040</td>
</tr>
<tr>
<td>Fundraising</td>
<td>8,042</td>
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<tr>
<td>Administration</td>
<td>3,345</td>
</tr>
<tr>
<td>63,309</td>
<td>66,385</td>
</tr>
<tr>
<td>Decrease in resources</td>
<td>(5,411)</td>
</tr>
</tbody>
</table>

Sandra P. Aversa
Chair, Audit Committee

The Canadian Cancer Society takes pride in the great care, respect and responsibility we bring to managing every single donor dollar we receive. We are fully committed to transparency and accountability, exercising prudent judgement in balancing the stewardship of the organization’s financial resources with the costs needed to carry out our mission across Ontario. The Society adheres to the standards set out by Imagine Canada’s Ethical Fundraising and Financial Accountability Code.
We invest for impact: answering your questions

Donors deserve clear information to make informed choices about which organizations to support. As part of our commitment to transparency and accountability, we answer your questions.

Why should I donate to the Canadian Cancer Society?

The Canadian Cancer Society is the only cancer charity in Canada that accomplishes all of the following:

• We fund significantly more cancer research than any other charity in Canada and we are the only charity that funds research into all forms of cancer. Scientific panels of international experts select grant proposals through a rigorous review process ensuring we fund only the best research, making the most impact against cancer.

• We are the leading source of comprehensive and reliable information about cancer.

• We provide practical and emotional support so that no one lives alone.

• We help patients get to cancer-related care or who can’t afford the costs associated with travelling.

• Our work in prevention means more people are aware of the importance of healthy living and cancer screening.

• We advocate for public policies that make healthy choices easier and protect Canadians from cancer-causing substances at work, at home and at play. Among our successes are the Smoke-Free Ontario Act, Skin Cancer Prevention and Reform Act, Tawse Reduction Act and Colorectal Cancer.

How do you choose which research projects to fund?

Each year, hundreds of researchers working in universities, hospitals and research centres across Canada apply to the Canadian Cancer Society Research Institute for funds to support their new research projects. These applications are subject to the Society’s rigorous, scientific review process ensuring the gold standard in Canada. This review process involves assembling teams of top Canadian and international scientists with community representatives to discuss and rate the applications based on a number of criteria including scientific merit, innovation and potential impact. This process ensures that we fund only the best research and that our research dollars are invested effectively and efficiently on projects that hold the most promise for all Canadians or that everyone benefits.

How much of my donation goes to fundraising?

We spend 35 cents of each dollar on fundraising. $51.9 million is directed to fund life-saving cancer research and Wheels of Hope.

How much of my donation goes to administration?

Four per cent of expenses is directed to administration. To ensure good governance, we engage in activities such as supporting our board of directors, holding an annual general meeting and strategic planning. We are also required to file financial records with Canada Revenue Agency and produce annual audited financial statements. In addition, we maintain offices that provide services and raise funds in communities across the province.

With all the money that’s been raised, how close are we to turning others into cancer survivors?

Cancer is not one disease. It’s actually about 200 different diseases. Cancer can’t be beaten with one quick fix. There are some cancers we can cure now. We are close to turning others into cancer survivors. We are close to turning others into cancer survivors who live with, not die from.

Our Lottery promotion helps us reach new audiences and communicate what we do so that Canadians know where to turn when they’re faced with a cancer diagnosis or if they are looking for information on how to prevent the disease.

Our Lottery pays for itself. The money spent to purchase and no tax receipt is issued.

Why do you run a lottery?

Our Lottery is a significant opportunity to raise both funds and awareness. Since 2001, our lottery has generated net proceeds of more than $45.5 million and in 2014 alone we raised more than $6.2 million in net proceeds directed to support life-saving cancer research and Wheels of Hope.

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What if I have more questions?

We welcome your questions. You can reach us by calling 1-800-268-8874 ext. 2034 or by emailing us at donorservices@ontario.cancer.ca

Why does it seem like there are more people with cancer now than before?

Even though we’ve made tremendous progress, the number of people with cancer is increasing because of our growing and aging population. Canadians aged 50 to 79 years represented almost 70% of all new cancer cases in 2015. The good news is that cancer death rates are dropping and your chances of getting cancer have decreased. The death rate for all cancer combined has been decreasing for men and women since 1988. Thanks to earlier detection and improved treatments, there are more survivors than ever before.

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Board Of Directors 2014-2015

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Sandra Aversa Chair Audit Committee
Sharon Chandler Regional Representative, Toronto
Siu Mee Cheng Member-at-large
Lisa Coulman* Vice Chair

Steve Donald Member-at-large
Dr Sheldon Fine Member-at-large
Janice Hodgson* Vice Chair Regional Representative, South Central
Jan Hopkins Regional Representative, Ontario East

John Hunt Regional Representative, Southwestern
Connie Innes Regional Representative, Ontario North East
Michelle Joliat Member-at-large
Krysta Logozzo Regional Representative, Northwestern

Garth Matheson Cancer Care Ontario Representative, Central West
Patricia North* Chair Elect
Don Paterson* Immediate Past Chair
Dr Linda Penn Member-at-large

Elisabeth Ronnie-Graham Regional Representative, Central West
Stephen Whitehead* Vice Chair
David Williams* Vice Chair
Robert Yeo Member-at-large

* Executive Committee

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Jeffrey Gullberg Vice President Operations & CFO
Rowena Pinto Vice President Public Affairs & Strategic Initiatives
Lesley Ring Vice President Development & Marketing
Carol Turriff Vice President Community Engagement & Field Operations

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Julie Bertoia

Kerry Danyluk Donald Lofranco
Alison Mullett Robert J. Osborne

Compensation Committee 2014-2015

Neil Currie Chair

Laura Lee-Blake Helen McGill

Nominating & Governance Committee 2014-2015

Don Paterson Chair (April - December 2014)
Janice Hodgson Chair (December 2014 - present)

Vikram Deshmukh Ali Mir Stephen Roche
Joanne Sewell Roxana Sultan Robert Yeo