Impact Report
2011-2012

Canadian Cancer Society

NEW BRUNSWICK/NOUVEAU-BRUNSWICK
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.

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Smokers’ Helpline:
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www.cancer.ca
www.fightback.ca
UNITED IN THE FIGHT AGAINST CANCER

The daffodil has been the Canadian Cancer Society’s symbol of hope and courage for more than 50 years. Every April, also known as Daffodil Month, volunteers sell fresh daffodils to reinforce this symbol of hope, and to help raise awareness and funds in the fight against cancer.

In 2011, the Canadian Cancer Society introduced a complementary campaign, inviting Canadians to unite in the fight against cancer by wearing our daffodil lapel pin during the month of April. These bright yellow pins created a movement across Canada, letting people living with cancer know they are not alone in their fight, and that we won’t give up until cancer is defeated.

Year after year, the Canadian Cancer Society carries out its work with a single purpose in mind – acting on our mission to make a meaningful impact in the fight against cancer. Cancer is now the leading cause of death in Canada, accounting for 29.6% of all deaths in 2008 (Statistics Canada, 2011). Given this, it might appear that we are losing the fight, when in fact, the very opposite is true: new cases and deaths are increasing in large part due to our aging population. We are winning, but our work is not done yet.

Today, thanks to advances in cancer research, more than 60% of those diagnosed with cancer will survive. In the 1940s, the survival rate was just 25%. In fact, for most cancer sites, incidence and mortality rates have stabilized or declined, and for some cancers, the survival rates have improved dramatically.

The Canadian Cancer Society leads the way in the fight against all cancers, and we are very proud to have made enormous impacts through our investment to prevent cancer, reduce mortality and improve the quality of life of people living with cancer. This progress is attributed to the support of our donors, volunteers, researchers, corporate and government partners. Together, we are leading the fight.

Impact is the common thread that links the individuals profiled in our community report this year. They have either made an impact on the fight against cancer, or have been impacted by our programs and services: our Canadian Cancer Society research chairs, Dr. Sandra Turcotte and Dr. Anthony Reiman, are working to advance cancer treatments and patient care; cancer survivor, Teadra Cormier, is thriving beyond cancer thanks in part to our summer camp for children with cancer; Jennifer Marr led one of our most successful Relay For Life teams in honour of her late husband, Harley; Andrew Goodridge fought for a catastrophic drug program so that others would not have to compromise their medical treatment, or face an unrealistic financial burden; and finally, Charlaine Hitchcock overcame a lifelong addiction to tobacco with the help of our Smokers’ Helpline Online program.

Together, we are winning the fight, but our work is not done yet. Looking forward, we are as committed as ever, and with your support, we will continue to lead the way.
HELPING YOU LOWER YOUR RISK OF CANCER

In Canada, it is estimated that smoking is responsible for 30% of all cancer deaths and 85% of lung cancer cases. This is why quitting smoking is the single most important action an individual can take to improve their health and lower their risk of cancer.

The Canadian Cancer Society New Brunswick fights back against cancer by investing in prevention programs so that fewer Canadians face cancer and more survive. Smokers’ Helpline Online is one such program. This free online service offers online tips, tools and support to help smokers quit once and for all.

Charlaine Hitchcock smoked for 43 years. She tried many times to quit over the years, and used many methods. One day, while surfing the internet, she discovered Smokers’ Helpline Online.

“In 2008, I learned about Smokers’ Helpline Online quite by accident. Smokers’ Helpline Online offered the tools and the information I needed to educate myself on what was really going on, and how I could beat this addiction once and for all,” recalls Charlaine.

Through Smokers’ Helpline Online, Charlaine began to better understand the nature of her addiction, and her multiple attempts at quitting smoking without success started to make more sense. For Charlaine, the support she received from the site was the missing piece she needed to quit for good. Many online friends and supporters encouraged her and believed in her during her journey to freedom. She is now four years smoke-free, enjoying her life and, most especially, her grandchildren.

“Believe me when I say you can do it. I am proof of that!”

Cessation support is also available through our Smokers’ Helpline (1 877 513-5333), which is funded by the Department of Culture, Tourism and Healthy Living and Health Canada. In 2011-2012, 725 New Brunswickers received smoking cessation support from Smokers’ Helpline and Smokers’ Helpline Online.

Highlights

The Canadian Cancer Society New Brunswick offers a variety of prevention and early detection initiatives to help people lower their risk of cancer. These include our Eat Well Be Active program, which helps New Brunswickers adopt healthier lifestyles under the guidance of Registered Dietitians, and our Pink and Purple Parties, which help to raise awareness about the importance of early detection and prevention. We also collaborate with a number of partners in our efforts by lending our leadership and support to the New Brunswick Anti-Tobacco Coalition (funded by the Department of Culture, Tourism and Healthy Living) and the Healthy Eating Physical Activity Coalition of New Brunswick (funded by the Department of Culture, Tourism and Healthy Living and the Public Health Agency of Canada).

In 2011-2012, the Canadian Cancer Society New Brunswick invested $900,000 in cancer prevention.
In 2011, the Canadian Cancer Society New Brunswick officially launched a historic partnership and investment to further our local commitment in the fight against cancer, and advance cancer research capacity in New Brunswick.

In partnership with the University of New Brunswick, the Université de Moncton and the Atlantic Cancer Research Institute, the Society introduced two new research chairs, Dr. Sandra Turcotte and Dr. Anthony Reiman. Each brings a unique expertise that will build and expand upon the collaborations and momentum in their respective areas of cancer research.

Dr. Sandra Turcotte is the Canadian Cancer Society Research Chair at the Université de Moncton. Working closely with researchers at the Atlantic Cancer Research Institute, she is concentrating her efforts on further developing targeted therapies for advanced or metastatic kidney cancer.

“The Canadian Cancer Society Research Chair is a wonderful opportunity to expand my research and develop more effective therapies for advanced or metastatic renal cell carcinoma,” Dr. Turcotte explained. “It is also an opportunity to work in collaboration with a team of experienced researchers.”

Dr. Anthony Reiman, Canadian Cancer Society Research Chair at the University of New Brunswick, is a practicing medical oncologist at the Saint John Regional Hospital. His research focuses on applying science to improving cancer patient outcomes, including clinical and laboratory studies of novel cancer therapies and cancer biomarkers. He has active projects in the study of multiple myeloma, lung cancer and lymphoma. His research program, while based in Saint John, will include active collaboration with the Atlantic Cancer Research Institute in Moncton and with colleagues around the province.

“My research revolves around the people I see every day who have been diagnosed with cancer,” Dr. Reiman said. “My goal is to help researchers, clinicians and cancer survivors across this province come together to be part of the solution to better manage the burden of this disease.”

**Highlights**

The Canadian Cancer Society has been funding innovative, impactful research for well over 60 years, and our commitment is as strong as ever. We are the largest national charitable funder of cancer research in Canada, and the research we fund continues to have a global impact. We are extremely proud of this legacy. In 2011-2012, the Canadian Cancer Society New Brunswick invested $851,000 in cancer research.
ENHANCING QUALITY OF LIFE

The cancer experience is both physically and emotionally challenging. Canadian Cancer Society support programs are designed to help cancer patients, their families and caregivers in their time of greatest need.

Since 1989, the Canadian Cancer Society’s Camp Goodtime has been a summer haven for New Brunswick children with cancer, or a history of cancer. It brings them together for a week of fun, games, laughter and friendships. Through Camp Goodtime, children between the ages of seven and 16 experience adventure, forge friendships and create lasting memories during a week that also allows them to just be kids.

Thirteen-year-old Teadra Cormier, of Memramcook, has been attending Camp Goodtime since the age of 10. Diagnosed with Stage 4 Neuroblastoma at just 13 months, she was given a 50% chance of survival. After an aggressive treatment regime, however, Teadra was declared cancer-free in September, 2001. Last year marked her 10th year as a cancer survivor.

In 2011, Teadra decided to enter a team in the Greater Moncton Relay For Life. Her mother, Barb (pictured below) said Teadra’s experience at Camp Goodtime inspired her to want to make a difference for other people battling cancer, and at the same time celebrate her survival with her family and friends.

Her team raised $28,000 for the Greater Moncton Relay For Life that year.

The Canadian Cancer Society New Brunswick has been able to send children to Camp Goodtime for the past 24 years thanks to the support of the New Brunswick Masonic Charities and Housing Company Ltd., the charitable arm of the New Brunswick Masons. The Masons are the major sponsor of Camp Goodtime, contributing approximately $39,000 per year, with an average of 50 children attending each year.

Highlights

Last year, the Canadian Cancer Society New Brunswick reached more than 3,080 New Brunswickers with our information and support services. Through our national, toll-free Cancer Information and Support service (1 888 939-3333), we provide comprehensive information on cancer through our cancer information specialists and connect patients or caregivers with trained volunteers who’ve had cancer or cared for someone with cancer. The Canadian Cancer Society New Brunswick also provides financial assistance to help patients with travel and exceptional costs associated with their cancer treatment. In total, we invested $1.5 million in information and support programs in 2011-2012.
ADVOCATING FOR A BETTER TOMORROW

Highlights

Advocating for legislation and public policies that will help prevent cancer, improve access to care and treatment, and enhance the quality of life of New Brunswickers living with cancer and beyond is an important part of how the Canadian Cancer Society achieves its mission. We do this because approximately half of all cancers can be prevented through healthy living and policies that protect the health of Canadians.

This work is done in partnership with numerous other health organizations, coalitions and individuals, including the New Brunswick Anti-Tobacco Coalition, the New Brunswick Catastrophic Drug Stakeholders Group and the New Brunswick Hospice Palliative Care Association, to name a few. Some of our most recent issues range from the need for a catastrophic drug program in New Brunswick; a legislated ban on cosmetic pesticide use; stronger tobacco control regulations; improved access to palliative care; to banning indoor tanning for 18 years and younger.

In 2011-2012, the Canadian Cancer Society New Brunswick invested $362,000 in advocacy initiatives.

**Catastrophic Drug Program**

For the past three years, the Canadian Cancer Society New Brunswick has led the New Brunswick Catastrophic Drug Stakeholders Group in advocating for a provincial catastrophic drug program. The lack of catastrophic drug coverage is a growing concern as increasing numbers of New Brunswickers bear the burden of prohibitively high drug costs without provincial assistance. As a result, some are forced to go without their medication.

Andrew Goodridge, from Lincoln, NB, understood this issue all too well. Andrew was diagnosed with late-stage colorectal cancer in 2009 at the age of 41. Even when Andrew’s circle of family and friends raised enough money to pay for his medications, he continued to advocate for those New Brunswickers who could not afford to pay for their own medications.

Andrew succumbed to his cancer in October, 2011. He had hoped to see a catastrophic drug program in place before he died. On behalf of Andrew, the many others currently in need and those who will be in the future, the Canadian Cancer Society continues to work with its many partners to ensure the Government of New Brunswick follows through on its commitment to implement a catastrophic drug program.
Tobacco Control

The Canadian Cancer Society has played a key role in tobacco control in New Brunswick for many years. We have successfully advocated for smoke-free public places, the banning of tobacco retail displays, and the banning of smoking in cars with children under the age of 16 present. Most recently, in 2011, we successfully advocated for further increases to tobacco taxes – a proven public health strategy that deters youth from smoking – and an increase in tobacco retail fees.

In spite of all of our successes, however, tobacco use remains a top health concern in Canada. Lung cancer is the leading cause of cancer deaths, and it is estimated that tobacco use is responsible for 85% of all lung cancer cases. Consequently, reducing smoking rates has the potential to impact cancer rates significantly.

According to the Canadian Tobacco Use Monitoring Survey, New Brunswick continues to have a smoking rate that remains high (19% in 2010). Although we have come a long way in the past two decades, there is still much work to do in tobacco control. The Canadian Cancer Society remains a committed partner in the New Brunswick Anti-Tobacco Coalition (funded by the Department of Culture, Tourism and Healthy Living). We also continue to push for government action to expand tobacco-free environments. This includes a ban on smoking in outdoor public places such as sports fields, parks, playgrounds and entrances and exits to public buildings. We are also advocating for subsidized pharmacological support for smokers who wish to quit.

By working with other health charities and government partners, we will continue to make a difference in the fight to protect Canadians from the harmful effects of tobacco.
1. Rick Dunn - $565
2. Kathy Colpitts - $445.00

Draws
Dinner + 2
Ganong Basket
Random Basket

$14,682
Jennifer Marr’s first encounter with Relay For Life was not as a participant. It was 2007, and she and her husband, Harley, were enjoying a cool spring evening walk in Moncton’s Centennial Park. As they walked over the crest of a hill, they encountered hundreds of people. Discovering that it was Relay For Life, held to raise money for the Canadian Cancer Society, Jenn remarked to Harley how lucky she felt that their family had been impacted only minimally by cancer.

Only days later, Jennifer and Harley would learn that he had terminal prostate cancer. For Harley, Jennifer could offer her love, comfort and support, but otherwise she felt powerless. Soon after that day, she made a commitment to do whatever she could to make a difference in the fight against cancer.

In 2008, Jennifer entered a team in the Greater Moncton Relay For Life. She named it Harley’s Heroes, and issued an open invitation to Harley’s friends and family to join the team. By the time Relay For Life took place that June, 57 people had joined the team. Together, they raised more than $15,700 that first year.

“Harley was strong. His faith in the midst of living with cancer gave hope and belief to everyone who knew him. He was our inspiration,” recalls Jennifer.

Harley, pictured below, lost his battle with cancer on May 27, 2011. To date, Harley’s Heroes has raised over $88,000 for Relay For Life. Their goal for 2012 is to raise another $12,000, bringing the team’s five year total to $100,000. “Harley’s Heroes is a team that doesn’t sit back and ‘let it happen,’” Jennifer noted. “We’re fighting back. We’re a team that really wants to make a difference – to have an impact.”

Relay For Life offers participants an opportunity to celebrate survivors, remember those who have lost their battle, and fight back against cancer. It is the Canadian Cancer Society’s signature fundraising event. In New Brunswick, more than $3 million was raised at 36 Relay events in 2011-2012.

Highlights

The Canadian Cancer Society provides our donors and volunteers with numerous fundraising opportunities to help advance our mission. Participating in a fundraising activity is a great way to have fun, build community spirit and raise money to fight cancer. New Brunswickers joined the fight by participating in our Relay For Life, Residential Campaign, Daffodil Days, Curl for Cancer, as well as through In Memoriams and our Planned Giving program. In 2011-2012, more than $5.9 million was raised in New Brunswick for the fight against cancer.

Our corporate partners

Each year, the Canadian Cancer Society New Brunswick benefits from the support of a number of businesses and organizations. Through their involvement, all have demonstrated a commitment to the fight against cancer: A (formerly CTV); Amgen; AstraZeneca; Atlantic Lottery Corporation; C103/XL96; Radio; Day & Ross; Delta Beauséjour; Irving Oil; J.D. Irving, Limited; Kent; L’Etoile; Medavie Blue Cross; NB Masonic Charities & Housing Company Ltd.; Pfizer; Radio Beauséjour Inc.; Sanofi Aventis; Scotiabank; Sunny Corner Enterprises; Telegraph-Journal; The Daily Gleaner; Times & Transcript; Town of Shédiac; Unico Decor; Valley Graphics.
FINANCIAL REPORT

Year ended January 31, 2012, with comparative figures for 2011

Revenues 2012 2011
Campaign 1,407,791 1,505,704
Special events 3,699,986 3,646,907
Personal giving 293,823 237,028
External program support 484,425 360,738
Investment income realized 56,371 11,161
Change in unrealized investment (loss) gain (25,659) 1,723

Total revenues $5,916,737 $5,763,261

Expenditures
Programs 2,395,363 2,587,151
Research 850,734 867,198
Advocacy 362,024 148,963
Revenue Development - Direct 1,637,922 1,440,089
Revenue Development - Supporting 259,530 211,159
Administration 364,645 353,000

Total expenditures $5,870,218 $5,607,560
Increase in resources $46,519 $155,701

This information has been extracted from the financial statements of the Canadian Cancer Society New Brunswick, as at January 31, 2012, audited by Grant Thornton LLP.

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