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President’s Report

We battle cancer everyday. In living healthily through proper nutrition, doing regular exercise, and not smoking, we DETER cancers from occurring early and hopefully prevent cancers altogether.

Although it sometimes appears that the fight against cancers is slow and no “cure” for most cancers is on the horizon, there have been many steps taken to DEFEAT cancers. Treatment regimes have steadily improved over the decades and our ability to identify cancers at earlier stages has significantly decreased mortality rates. For example, childhood cancers mortality rates have fallen almost half since 1985. However, colorectal cancer rates in Newfoundland and Labrador are the highest in the country, as are the mortality rates for this cancer. There remains much research yet to do.

As the incidence rates of cancers increase in Canada, primarily due to our aging population, we have to continue to DEFY the hardships that accompany a cancer diagnosis. In Newfoundland & Labrador, due to the generous support of individuals in this province, the Canadian Cancer Society has built and maintains Daffodil Place - a refuge for those living with cancer. Daffodil Place has become a symbol of hope and optimism for many Newfoundlander and Labradorians. One day, I hope that Daffodil Place will not be needed; but until that day, the Canadian Cancer Society will uphold its mandate to DETER, DEFEAT and DEFY cancers in order to strive for the day that no Canadian fears cancer.

Thanks to the dedication of our volunteers, the generosity of our donors, and the efforts of our staff, there has been much progress made in our efforts to eradicate cancer and enhance the quality of life of people living with cancer. On behalf of the Board of Directors, I invite you to read our Community Report to learn how the Canadian Cancer Society deters, defeats and defies cancer in Newfoundland and Labrador.

Join us in the fight!

Michael Woods
President
Newfoundland and Labrador Division

Mission, Vision & Values

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.

Vision: Creating a world where no Canadian fears cancer.

Values: These serve as guidelines for our conduct and behaviour as we work towards our vision.
Caring • Courage • Integrity • Progressive
For the Canadian Cancer Society Newfoundland and Labrador Division, 2011-2012 could be described as the “Tipping Point” of tremendous growth and success within the organization. So much work goes on behind the scenes at the Canadian Cancer Society and it gives me great pleasure to take this opportunity to share with you just why we are leading the way in the fight against cancer.

We continue to provide the highest standard of programs and services to people throughout Newfoundland and Labrador whose lives have been touched by cancer. Daffodil Place has been a proven success and continues to provide a home away from home for people traveling in to St. John’s for cancer related appointments. Not only is it filling a great need here in our province for accommodations, but it is highly regarded for its supportive services and friendly environment. Our support programs continue to grow and provide people the help they need along their cancer journey. Our Volunteer Driving program offered 4,324 one way rides to cancer appointments. We have provided 3,123 practical supports including wigs, turbans, and temporary prosthesis. For several years now, the Canadian Cancer Society has been delivering programs and services across the entire province through our Regional offices located in Grand Falls-Windsor, Corner Brook, and Happy Valley-Goose Bay. These have proved to be very successful and 2012-2013 will see us providing even more through enhanced staffing of the regional offices.

We are so excited to be able to bring our services into the lives of people across Newfoundland and Labrador. Thanks to the ongoing efforts and initiatives of our board of directors, staff and volunteers, we are a strong professional organization that continues to evolve. The strategic direction and excellence of execution that these three groups provide has been key to our shared success. This report speaks volumes to their efforts and highlights those aspects of the Canadian Cancer Society that have flourished in the past year. As our services continue to evolve, with greater numbers than ever needing our support, so too do our efforts. From the ongoing project work of our support, information and awareness services, to our investment in research and continued growth of Daffodil Place, much good work has been done. We will continue to anchor our mission and remain committed to ensuring value to the entirety of our organization.

We were extremely appreciative to have received the support of so many people towards our mission. In 2013-2014 we will be working very hard to continue to lead the way in the fight against cancer. We are indeed at the “Tipping Point” and I am very excited and proud to be part this very worthy and important organization.

Matthew Piercey
Executive Director
Newfoundland and Labrador Division

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Daffodil Place is a 24 room facility specifically designed for those living with cancer. It has become a home away from home when it matters most for many people living with cancer who have to travel to St. John’s to receive cancer care. Since opening in July 2009, Daffodil Place has welcomed more than 1650 guests from more than 250 communities throughout Newfoundland and Labrador.

"My first impression was one of smiling faces and cheery greetings in a bright and beautiful place — just like the flower after which it is named. I felt so welcomed. It was like they were happy to see me."

Dulcie Osmond
Guest of Daffodil Place

At Daffodil Place, people living with cancer and their loved ones will find allies to help them fight back. Daffodil Place offers programs for wellbeing; access to cancer information, support services, practical supports such as wigs, turbans, and temporary prosthesis, travel to and from cancer appointments, and a commitment to the eradication of cancer.

Daffodil Place is a reality because of the generosity of the people of Newfoundland and Labrador. From businesses to governments, communities and individuals, the entire province rallied around the need to provide affordable accommodations for those who must travel for cancer care. The Canadian Cancer Society is grateful for this enormous show of support. We are confident that as we continue to work towards our mission in the fight against cancer we will continue to receive support from the people of Newfoundland and Labrador.
A Guest’s Experience

On May 17, 2011, I was diagnosed with breast cancer. I had surgery on June 9, 2011 and was told that I needed to undergo a series of chemo and radiation treatments. I had six chemo treatments in my hometown but I had to travel to St. John’s for radiation treatments which would take five weeks. I wasn’t looking forward to being away from home that long and I knew the distance was too long for me to travel back and forth daily. Someone suggested that Daffodil Place would be a great place for me to stay. I am really grateful to that person today as their words were so true.

Daffodil Place was truly a “home away from home”. My stay there helped relieve a lot of stress because you have enough to deal with when you hear the word cancer. Your meals are prepared every day and your room is kept clean. Volunteer drivers are available to take you to and from your appointments if needed. Volunteers and staff coordinate entertainment during the evening hours to help take you mind off what you are going through. The staff at Daffodil Place are angels. They go out of their way to make you feel at home.

Daffodil Place is also a tremendous support for the spouses and caregivers of the patients that stay there. They share their stories which help them realize that they are not alone. During my stay, I saw people sharing their talents. Some learned how to knit, while others learned how to hook mats. I enjoyed putting puzzles together, talking to people and having a few laughs. I have formed many new friendships that will last a lifetime and I will never forget the people at Daffodil Place who made the weeks fly by. Everyone who stays at Daffodil Place is going through the same journey and has the same things in common. What a tremendous support that is.

I am sure that every person in Newfoundland and Labrador has been or will be touched by this ugly demon sometime in your lifetime. It helps so much knowing that there is a place like Daffodil Place to get us through. I am very grateful for Daffodil Place and the volunteers and staff at the Canadian Cancer Society. Your support helped ease the many stresses and anxieties that I faced following my diagnosis and surgery.

Donna Blundon
Practical Supports Services

The Newfoundland and Labrador Division of the Canadian Cancer Society offers the following practical supports, free-of-charge; wigs, turbans, shawls, hats, temporary prostheses and mastectomy kits. Last year, with the help of volunteers and donors, we were able to provide 3123 items. These items included: 313 wigs, 669 turbans, 610 temporary prostheses and 440 mastectomy kits to those affected by cancer.

Volunteer Driving Program

The Canadian Cancer Society offers a volunteer driving program to those affected by cancer.

If you require a drive to or from cancer treatment appointments, please contact the Canadian Cancer Society to find out information on this program. The contact number is, 753-6520 or toll-free at 1-888-753-6520 and ask for the volunteer driving program.
Cancer Information Services

The Canadian Cancer Society provides a telephone service called Cancer Information Service. This service is a national, bilingual, confidential service made available to cancer patients, their families, the general public and health professionals.

When you call the toll-free number you are connected with an information specialist who has knowledge about cancer. These information specialists have health related backgrounds and are trained to help meet your needs. They can provide information about all types of cancers, side effects, clinical trials, ways to cope with cancer, and many other topics.

Since 1996, we’ve answered over one-million inquiries about cancer and within Newfoundland and Labrador 295 individuals have used the Cancer Information Service.

Cancer Connection/Online Community

The Canadian Cancer Society offers support to cancer patients and their caregivers through Cancer Connection, a telephone support service that matches callers with a trained volunteer who has gone through a similar cancer experience. Toll free at 1-888-939-3333.

In March 2011 the Canadian Cancer Society launched a new online community – Cancer Connection/Parlons Cancer.ca – for cancer patients and their caregivers. This community is a safe and welcoming place where Canadians can share their experiences of cancer and build relationships that will support them in their journey.

Cancer Connection/Parlons Cancer.ca is unique among online communities in Canada as it is available in both English and French, and is appropriate for people facing all types of cancer.

Cancer Connection.ca boasts a growing and active community of patients, survivors, caregivers as well as trained moderators who support the community. Community members take part in discussions, write their own blogs, create and join groups, and exchange messages offering emotional support and advice.

Community member Joanne_53 turned to the community for support after being diagnosed with breast cancer in December 2011. Joanne says “Cancer Connection.ca has been a wonderful and very valuable tool and resource in this roller coaster ride. I have gathered much information and sharing my feelings with others has also helped me become stronger, one day at a time. It is also nice when you can share your experiences with others so that they might not be as afraid at the beginning too,” she adds.

Community members discuss a wide range of issues that impact them while on their cancer journey. Here’s a small sample of some recent discussion topics:

- Stress and waiting for test results
- Coping with hair loss due to chemotherapy
- Talking to children about a cancer diagnosis
- Cancer and sexuality
- Balancing a career while going through treatment
- Dealing with the emotional stress of care giving

"Cancer Connection.ca is a safe and welcoming environment that’s available 24/7," says Heather Sinardo, National Senior Manager for the online community. "It’s thanks to the generosity of our donors and efforts of our volunteers that we are able to empower and support people living with cancer through this important service."

The online community is a natural extension and enhancement to the Society’s existing phone and email information and support services. People with cancer and their caregivers, as well as people undergoing diagnosis, now have another option when choosing what type of information and support will best help them through their journey. Staff from our services helps to moderate the community to ensure it is safe and welcoming for all.

To visit go to http://cancerconnection.ca or http://parlonscancer.ca
PROGRAMS & SERVICES

General support groups meet regularly throughout Newfoundland and Labrador to provide those living with cancer and their caregivers with support and understanding.

Social Evening at the Agnes Cowan Hostel

Every Monday evening The Canadian Cancer Society emotional support volunteers hold a social evening for patients staying at the Agnes Cowan Hostel. The Volunteers serve a cup of tea and light snack while offering emotional support to those that attend.

The patients staying at the hostel are from all over Newfoundland and Labrador and St. Pierre. The stay for patients and their families could be as much as 2-3 months depending on the treatments. Often these individuals are away from home for the first time without the support of family or friends.

Most of our Hostel volunteers are cancer survivors or have had experience with cancer in their family, they offer friendship and encouragement and make every effort to help the patients and their families feel at home and comfortable in a very difficult time.

The Volunteers have been holding the Social evening at the hostel for fifteen years. They all agree that it is very rewarding and look forward to the time they spend there. It has been noted that “to know you have helped share the burden is a great reward at the end of the day.”

Prostate Cancer Support Group

This has been an eventful year for the Prostate Cancer Awareness Groups. We have just completed our first year of full affiliation with the national Prostate Cancer Canada Network. PCCN is an organization which, along with our long-time partners The Canadian Cancer Society - Newfoundland and Labrador Division, assists us in expanding our outreach to all corners of the province. Also for the first time this past year, we have nine local support groups with the addition of Bay St. George and Conception Bay North.

The Newfoundland and Labrador Prostate Cancer Advisory Board has played a major role in the development and implementation of programs to promote prostate cancer awareness in this province. The individuals who volunteer to sit on the board, some of whom have been there since 1997, provide an invaluable service.

Our signature awareness event, Walk A Mile In His Shoes, is well under way for the current season, with major corporate sponsors as in the past.

Our awareness video, The Next Step, has been broadcast on province-wide television, bringing our message to over 50,000 households in a very dramatic and effective manner.

All over the province, our trained presenters travel to towns throughout their regions bringing the life-saving message of early detection of prostate cancer to community groups, employee gatherings and church and service clubs. This service has always been provided free of charge, and we are grateful for the generous support of the many thousands of donors to our fund raising campaigns. To date, we have spoken directly to well over 38,000 individuals.

Darrell Yetman
Prostate Cancer Awareness Coordinator
TOP 5 CANADIAN CANCER SOCIETY-FUNDED RESEARCH STORIES

Canadian Cancer Society-funded researchers continue to discover ways to reduce cancer incidence and mortality and enhance the quality of life for Canadians living with and beyond cancer. Here are the top 5 research stories of 2011/12.

1 Landmark trial finds exemestane significantly reduces risk of breast cancer
A large international clinical trial investigating a new way to prevent breast cancer in women at increased risk of developing the disease found that the drug exemestane reduces this risk by 65 per cent compared with placebo. The trial was led by the NCIC Clinical Trials Group, which is funded by the Canadian Cancer Society. This discovery was recognized by the American Society of Clinical Oncology as one of the world’s most important cancer treatment breakthroughs in 2011.

Reference: The New England Journal of Medicine, June 2011

2 New surveillance protocol improves survival for individuals at high risk for cancer
A Toronto research team led by Dr David Malkin found that a new cancer surveillance protocol dramatically improves survival for adults and children with Li-Fraumeni syndrome, a hereditary disease that significantly increases a person’s susceptibility to cancer. The study found that those under surveillance had a 100 per cent survival rate after cancer was detected. For those not under surveillance the survival rate was 21 per cent.

Reference: The Lancet Oncology, June 2011
http://www.thelancet.com/journals/lanonc/article/PIIS1470-2045(11)70119-X/abstract

3 Discovery of human blood stem cell could end search for bone marrow
With his research team in Toronto, Dr Dick identified a human blood stem cell that is capable of regenerating the entire blood system. This breakthrough finding could lead to new ways of treating cancer and other debilitating diseases more effectively.

Reference: Science, July 2011
http://www.sciencemag.org/content/333/6039/6039/abstract

4 Practice-changing trial shows additional radiation decreases cancer recurrence
A Canadian-led clinical trial has found that additional radiation treatment improves disease-free survival in women with early breast cancer and reduces the risk of cancer recurrence – a finding that could change the standard treatment for these women. Interim analysis of the results showed a greater than 30 per cent improvement in disease-free survival for those receiving additional radiation therapy. The trial was led by the NCIC Clinical Trials Group, which is funded by the Canadian Cancer Society. This discovery was recognized by the American Society of Clinical Oncology as one of the world’s most important cancer treatment breakthroughs in 2011.

Reference: American Society of Clinical Oncology annual meeting, June 2011
http://www.asco.org/ASCOv2/Meetings/Abstracts?&vmview=abst_detail_view&confID=102&abstractID=79126

5 New insight into genetics of ovarian cancer development
Dr Abou Elela in Sherbrooke screened ovarian cancer cells and identified several variants in their genetic material that control growth and survival. This work provides important insight into the genetic factors that contribute to the development of ovarian cancers and cancer biology in general.

Reference: Nature Structural & Molecular Biology, May 2011
2011 was an important year in terms of educating our Relay For Life volunteers. In November 2011, there was a Relay For Life Leadership Summit held in Gander where over 50 volunteers from across Newfoundland and Labrador came together to engage in a conference that provided information on how to maintain their successful events and how to build on these successes.

This was a fantastic weekend where leadership volunteers were able to network with each other, share ideas, and celebrate their achievements in the previous year.

REGIONAL HIGHLIGHTS

EASTERN: CONCEPTION BAY SOUTH

On September 30 2011, Conception Bay South held its 1st Relay For Life event. 109 participants forming 9 teams joined together with a very dedicated organizing committee for a night filled with laughter, tears, excitement, chicken coops, belly dancing, Zumba, and local musicians. Through the support from local businesses and the dedication of the residents of this town, over $29,000 was raised to help in the fight against cancer. Planning is well underway for the 2012 event, and the committee assures it will be even bigger and better.
CENTRAL: Triton

Having each lost a parent to cancer, co-chairs, Joann Vincent and Sandy Winsor, decided 2011 was time for the people of Green Bay South to participate in their very own Relay For Life. Their 1st Relay For Life consisted of 7 teams and 73 participants who raised money to help fight back against cancer. The Relay began with 47 survivors wearing yellow t-shirts walking the Survivors’ Victory Lap and ended with over 500 luminaries encircling the arena in memory of friends and loved ones who have lost their battle and in honor of individuals currently fighting this terrible disease.

With the top fundraising team, Mama Mia, raising over $3000 and the top individual fundraiser, Lisa Oake, raising over $600, overwhelming cheers broke out when a total of $16000 was raised at the event. With great community support, a well organized event, and the massive amount of luminaries sold, Triton exceeded their fundraising goal.

Triton hopes to double their number of teams and hopefully double their goal in 2012!

WESTERN: Port aux Basques

Bruce II Arena in Port Aux Basques was a full of excitement on the night of June 11, 2011 as the town held its 6th annual Relay For Life. This event brought together the entire community for a night none of them will ever forget. They raised an astounding $64,098 for the Canadian Cancer Society which was an additional $17,000 from the previous year!

A true sense of community was felt in the arena as 163 cancer survivors walked the Survivor’s Victory Lap – the 1st lap of the Relay. Their strength, courage, and determination certainly gives hope to others battling cancer.

The success of this event would not have been possible without the hard work and dedication of the Relay For Life Committee, survivors, volunteers, the twenty-three teams, and the dignitaries and guest speakers in attendance.

LABRADOR: Charlottetown

On June 03, 2011, the small community of Charlottetown, Labrador (population 350) hosted its 6th annual Relay for Life with 12 teams participating from the communities of L'anse au Clair to Cartwright. The organizing committee set a goal of $20,000, but by the time the night was over the goal had been long surpassed and the final amount raised was over $43,000! In the six years this event has been taking place, Charlottetown and the surrounding communities have raised over $120,000. Despite the torrential rain and having to move the event indoors at one point of the evening it certainly did not dampen the spirits of the participants. It was a night to celebrate, remember and fight back!

Team members participated in many on-site fundraising initiatives throughout the night. One such event was the Mr./Mrs. Penny Pageant where a member from each team dressed up and went around the track begging for pennies. $675 in pennies were collected – that’s 67,500 coins! Health promotion and awareness was a big part of the evening also. Labrador Regional Wellness Coalition provided funding to build a life size fruit basket and purchased fruit for participants to promote healthy eating.
The Canadian Cancer Society - NL Division was thrilled in 2011 to introduce the 1st Relay For Life Dream Team - a group of community and business leaders who have come together to raise significant funds to support the fight against cancer in Newfoundland and Labrador.

On November 4, 2011, the Dream Team presented the Canadian Cancer Society with an astounding $42,000. The Dream Team far exceeded their commitment and this is an amazing contribution to the much needed funds that will be used to support cancer research, prevention, and local support programs and services such as Daffodil Place.

This five member Dream Team was made up of leaders in their respective areas of expertise. Members include Paul Dicks, Q.C., Director, Benson Myles, the Hon. Yvonne Jones, MHA, Leader of Her Majesty’s Loyal Opposition, NL, Jim Burton FRI MVA, Owner/Manager ReMax Plus Realty Inc., Felix Loveless, owner Calco Homes Inc., and Junior Burton, Accountant, Windsor Pharmacy Ltd. They have all made an incredible commitment to better the community in which we all live. Each member of the team committed to raising at least $5000 to support the Canadian Cancer Society and these funds will help change the future of cancer for Newfoundland and Labrador.

The Canadian Cancer Society Relay For Life is more than just a fundraiser. It is an opportunity to get together with family, friends, and co-workers and celebrate cancer survivors, remember loved ones lost to cancer, and fight back in the hope of finding a cure for this terrible disease. This is why the staff of the Canadian Cancer Society decided to come together as a team in the 1st annual Goulds-Southern Shore Relay For Life. The team decided that “Daffodil Angels” would be their name, a name that was actually given to the staff of Daffodil Place by a very special lady who stayed during her extensive treatment.

The team had a great time and raised over $3300 through their fundraising efforts and personal contributions.
**Special Thank You to our Atlantic and Provincial Sponsors**

The Canadian Cancer Society would like to express sincere appreciation to both Atlantic and Provincial Relay For Life sponsors. The commitment and investment these sponsors have contributed is a true testament to their commitment to help improve the quality of life of their employees, their community, and the people they serve. Thank you!

Provincial Sponsor, Provincial Airlines Ltd. presents $10,000 cheque in support of the Society’s signature event, Relay For Life. Provincial Airlines has been a long time partner of Relay For Life and their dedication and contribution to the event has been incredible.

In picture (L –R), Nichole Drodge, Manager of Revenue Development, Canadian Cancer Society, Calvin Ash, PAL Director of Commercial Operations, Connie Fillier, PAL Director of Sales, Al Pelley, Director of Revenue Development, Canadian Cancer Society.

**Why I Relay...**

I am the Program Coordinator with the Canadian Cancer Society NL Division. This year was the first time I experienced Relay for Life first hand. Recently, I was asked, “why do you Relay?” and as I thought of my response it was like watching a film of faces flash in front of me. The faces of guests who stay at Daffodil Place, the young lady who needed a wig to cover the effects of chemotherapy, the man whose wife is very ill and just needed someone to talk to, the scared faces in the waiting rooms, and the smiling faces of the survivors. I Relay because I don’t want to be afraid of cancer. I lost two of the most important men in my life to cancer, my father and my husband and I don’t want to lose anyone else. I Relay for hope! Hope that through the efforts of all those involved in the Relay for Life that we, the Canadian Cancer Society, will continue the fight and Deter, Defeat and Defy cancer.
Volunteers

Volunteer Awards

Citation of Merit
This prestigious national award recognizes Canadian Cancer Society volunteers who have exhibited exemplary leadership and made significant contributions to the Society over an extended period of time, serving at the provincial level and at least one other level of the organization.

Special Recognition
The Special Recognition Award is a national award given to recognize unique, outstanding contributions by individuals and organizations to the mission of the Canadian Cancer Society.

Medal of Courage
The Medal of Courage is awarded to an individual who has exhibited outstanding, unusual courage in their own personal battle with cancer, while contributing significantly to help further the mission of the Canadian Cancer Society or cancer control in general.

Certificate of Merit
The Certificate of Merit is reserved for individuals who have given meritorious service at the Community/Unit and/or at the Divisional level. This Award may be presented to a volunteer who has given either a short or long term commitment in the fight against cancer. A maximum of five awards will be presented each year.

Reverend E.R. (Rex) Kearley Volunteer of the Year Award
The Reverend E.R. (Rex) Kearley Volunteer of the Year Award was established in 1992 by the Provincial Board of Directors to commemorate the contribution of the late Reverend Rex Kearley to the work of the Canadian Cancer Society in Newfoundland and Labrador. It is intended to recognize a volunteer who has, through an outstanding effort, made an extraordinary contribution and demonstrated commitment to the goals of the Canadian Cancer Society. It is intended for volunteers who have had long time association with the Society.

National Winners

Citation of Merit Recipient
Frances Roach, Volunteer Driving Coordinator/Resource Room Volunteer

Special Recognition Recipients
Brian Hooper, Lewisporte Lions Club
Allister Powell, Scotiabank Gander
David Barnes, Dream Team
Gord Delaney, Lilies For Lily
Donna Lambe, Donna Kerrivan Memorial Walk

Medal of Courage Recipient
Yvonne Jones, Former Leader of the Liberal Opposition

Provincial Winners

Certificate of Merit Recipients
Boyce Turnbull, Relay for Life Chairperson, Charlottetown, Labrador
Joan King, Daffodil Days Chairperson, Craft Ladies, Sewing Turbans and Hats for Resource Room
Paul Rodgers, Relay for Life – Grand Falls/Windsor
Dawn Cheeseman, Daffodil Days Committee, Craft Ladies, Sewing Turbans and Hats for Resource Room
Helen Baggs, Daffodil Days Committee, Craft Group Chairperson, Sewing Turbans and Hats for Resource Room

Reverend E.R. (Rex) Kearley Volunteer of the Year Recipient
John Rolls, Volunteer Driver

Together, with our volunteers, we are making a difference in the fight against cancer. We could not do it without you! Thank you.
**SPECIAL RECOGNITION AWARD.**

**GORD DELANEY, LILIES FOR LILY**
Gord Delaney created an event called “Lilies for Lilly”, in memory of his late mother, Lillian Delaney. The Lilies for Lily campaign consisted of the design and sales of a lapel pin with the image of a Lily that has been sold in various venues throughout the province. Gord’s Volunteer committee was also successful in obtaining some corporate support to assist with the sales and has contributed over $100,000 to the Canadian Cancer Society in the past seven years.

**MEDAL OF COURAGE AWARD.**

**YVONNE JONES, FORMER LEADER OF THE LIBERAL OPPOSITION**
Yvonne Jones, Official Leader of the Opposition and MHA for Cartwright - L’Anse Au Clair, was awarded the Canadian Cancer Society’s Medal of Courage at a special ceremony June 18 during the Society’s St. John’s Metro Relay For Life.

The Medal of Courage is a very special award granted to an outstanding individual who in his or her personal battle with cancer has exhibited outstanding and unusual courage, and has significantly helped to further the mission of the Canadian Cancer Society or that of the cancer control community.

Having been diagnosed with breast cancer in August of 2010, Ms. Jones made it her mission to make her diagnosis matter. By making her cancer journey a public one, she was able to reach out to many women, letting them know they are never alone. She has shared her experiences, feelings and emotions about her battle, all the while inspiring others who have been afflicted with this disease. Whenever possible, she continues to urge women about the importance of regular testing for early detection and self care to help prevent cancer.

**REVEREND E.R. (REX) KEARLEY VOLUNTEER OF THE YEAR AWARD.**

**JOHN ROLLS, VOLUNTEER DRIVER**
John has been a volunteer driver with the Canadian Cancer Society for 10 Years. John’s family experienced the difficulties of transportation while going through their own battle with cancer and John admits this is what inspired him to volunteer. John says, “I enjoy meeting people and helping out where I can, but most of all I enjoy listening, sometimes it’s better to just listen.”

Matthew Piercey, Executive Director of the Canadian Cancer Society NL Division, John Rolls, Volunteer Driver and Volunteer of the Year, Faith Flynn, Daffodil Place Lodge Coordinator.

Al Pelley, Director of Revenue Development, Gord Delaney, founder of Lilies for Lilly, Maria Matthews, President of the Canadian Cancer Society NL Division.
Advocacy

The Canadian Cancer Society advocates for healthy public policy which will improve the quality of life for those living with cancer and reduce an individual’s risk of developing cancer; we also advocate for healthy lifestyles and strategies for reducing cancer risks for all individuals. This past year the Newfoundland and Labrador Division has been very active in advocating on behalf of cancer patients and the general public. Our efforts have made a difference.

On July 14th 2011, the Honourable Ross Wiseman, Minister of Environment and Conservation, announced the Government of Newfoundland and Labrador will implement a ban on the sale and use of pesticides for cosmetic lawn care purposes throughout the province.

Improvements to Medical Transportation Assistance Program (MTAP)

To help ease the financial burden of paying upfront for travel for medical services, effective January 1, 2012, eligible residents booking commercial air travel for specialized insured medical services will now have 50 per cent of economy airfare prepaid prior to travel. Before this change, eligible individuals had to absorb the full cost of airfare initially and be reimbursed afterwards with the portion covered by the Medical Transportation Assistance Program (MTAP).

Ban Implemented on Cosmetic Pesticides for Lawn Care

On July 14th 2011, the Honourable Ross Wiseman, Minister of Environment and Conservation, announced the Government of Newfoundland and Labrador will implement a ban on the sale and use of pesticides for cosmetic lawn care purposes throughout the province.

In order to allow adequate time for vendors, homeowners and lawn care companies to prepare for this, the provincial ban will take effect in the 2012 lawn care season. The following pesticides will no longer be permitted for application:

- carbaryl
- 2, 4-D (2, 4-dichlorophenoxyacetic acid)
- mecoprop
- dicamba
- MCPA (2-methyl-4-chlorophenoxyacetic acid)

The CCS-NL has spent approximately ten years to get this ban. Most recently the efforts of our staff, volunteers, and support of the general public and partners have been beyond all expectations. All of the work really made a difference. This was also a great example of how we can use our Relay For Life to help work towards healthy public policy.
Prevention

Cancer prevention starts with healthy living. In fact, about half of all cancers can be prevented through healthy living and policies that protect the health of Canadians. The Canadian Cancer Society is committed to reducing the risk of developing cancer. Programs in cancer prevention and healthy living are offered to the community at large.

SunSense Program

the SunSense program is a cancer prevention initiative that provides information on ways to protect you and your family from UV rays, by using sun screen, clothing and shade. The Canadian Cancer Society employs summer students to travel throughout Newfoundland & Labrador. The students facilitated presentations and staffed information booths at 192 different community events, festivals and daycares, providing information on how to protect your skin while enjoying outdoor activities.

Education Pilot Project

Did you know that up to 35% of all cancers can be prevented by achieving and maintaining a healthy lifestyle? Or that in most cases, the earlier a cancer is detected, the better your chance of survival?

These are facts that we know at the Canadian Cancer Society but many in the general public do not. Newfoundland and Labrador has some of the highest cancer incidence and mortality rates in the country according to the Canadian Cancer Statistics 2011.

In light of the above brief description of Newfoundlanders and Labradors’ health, the Canadian Cancer Society piloted the Education Coordination program with its mission to deter and defeat cancer as the purpose and guiding principles. Our goal was to improve access to, and the understanding of, cancer related information through educational presentations delivered by trained volunteers living throughout Western Newfoundland and Labrador.

Once the presentations were created, volunteers were recruited throughout Western Newfoundland and were trained to deliver the program. The Canadian Cancer Society is now able to deliver the important message of cancer prevention and early detection and screening to save lives through its trained volunteers who are situated across the Western region, from Port-aux-Basques to St. Anthony and are armed with the most up-to-date, accurate information available.
First Annual Tree Lighting Ceremony

The Canadian Cancer Society’s first tree lighting ceremony was a great success! The volunteers and those staying at Daffodil Place enjoyed the festive music played by the CLB Regimental Band. They were amazing!

Jim Bridger, a guest staying at Daffodil Place, lit the Christmas tree while the band played “O’ Christmas tree”. When it came to the eating portion of the event, there were many treats to go around, like eggnog, fruit cake, cranberry loaf and a Christmas cake, which was cut by a guest, Donna Howell.

The Canadian Cancer Society-Daffodil Place staff is delighted to begin an event that will invite volunteers, staff and guest at Daffodil Place to come together at Christmas time.

The Little Helpers of Cartoon Pizza

Nine-year-old Brittany Bemister and her eight-year-old friend, Claire Hanrahan, attend Elizabeth Park Elementary in Paradise. As a project, they started their own business for a day, a restaurant called Cartoon Pizza. The grand opening was at Brittany’s house. Brittany’s mom helped them get all the stuff they needed to make their pizzas and desserts. The girls made up their own menus, upon which they drew pictures of pizzas. Brittany became the waitress and Claire was the Chef. They raised $53, but instead of buying something for themselves, they decided they wanted to donate the money to the Canadian Cancer Society.
First Annual Tree Lighting Ceremony

The Canadian Cancer Society-Daffodil Place staff is delighted to begin an event that will invite volunteers, staff and guests at Daffodil Place to come together at Christmas time.

On November 27, 2011, the Canadian Cancer Society partnered with EastLink TV for our 1st annual telethon. Together, we raised over $50,000 to assist the Canadian Cancer Society in increasing public education and awareness, increasing inventory of practical support items, as well as providing essential upgrades to Daffodil Place.

The hosts were for this event were: Lynn Burry, Randy Simms, Kevin Collins, Rex Goudie, Sherry Sheehan, Daisy Dawe

The entertainment was provided by: Ennis, Shanneyganock, Dana Cox, Rex Goudie, Larry Foley & Patrick Moran and Kevin Collins

Next Year’s event is scheduled to take place on Sunday, December 2, 2012.

Trouble Bound Tattoo Studio Joins the Fight Against Cancer

The staff at Trouble Bound Studio, a small tattoo studio in downtown St. John’s has faced a number of personal battles with cancer over the last few years. Dave Munro, owner of Trouble Bound Tattoo Studio lost his brother to cancer in May 2010. The studio and its team wanted to do something to support the Fight against cancer in this province. In February, 2011, they implemented the first annual “$100 Cancer Ribbon Benefit” campaign in support of the Canadian Cancer Society’s Daffodil Place. Tattooists Alicia Simms, Brad Brown, Dave Munro and Mike Ledrew entered into a tattoo marathon. Over the past two years, they have done 124 tattoos and raised $15,075 for Daffodil Place. On March 22, 2012, the staff from Trouble Bound Studio presented the Canadian Cancer Society with the proceeds from the second event held on February 11, 2012. Pictured from left to Right: Andy Griffin, Tattooist, Alicia Simms, Tattooist, Dave Munro, owner, Trouble Bound Studio and Al Pelley, Director of Revenue Development, Canadian Cancer Society.

The Canadian Border Services Agency Challenge

The Canadian Border Services Agency held a Regional Charity Challenge between its St. John’s and Fortune offices. During June & July the regional offices held bake sales, 50/50 draws, and staff BBQ’s. A total of $1,110.17 was collected and donated in Memory of Colleague Denis Cyr.
GAIL ADAMS
IS A SURVIVOR!

Originally from Milton, near Clarenville, she has been living in Gander for more than 30 years. Gail was diagnosed with acute Myelogenous Leukemia on March 17, 2006. Three days later she was admitted to hospital where she received two lots of chemotherapy treatment before going into remission. This is when she found out she would require a bone marrow transplant.

On September 30, 2006, six months after her diagnosis, Gail received a bone marrow transplant in Halifax from an anonymous donor. After three more weeks in St. John’s, Adams returned to Gander and spent 18 months recovering from her illness, before returning to work on an ease-back program, March 13 the following year. In July of 2009 Gail met her bone marrow donor, the woman she credits with saving her life, Valerie Jones-Bean, in Jones-Bean’s hometown of Peach Tree City, Georgia. They hit it off immediately and spent 4 days together. This meeting also gave Gail the opportunity to thank her donor in person and they have remained in touch ever since. Gail now celebrates two birthdays: her regular birthday and September 30, the anniversary date of her bone marrow transplant. Because of the generosity of strangers, blood donors and her bone marrow donor, she has been there to participate in her son’s wedding, her mother’s 80th birthday, and the birth of her grandchildren.

Now she is supporting her mother, Leah through her cancer journey. Leah is currently battling cancer and had been staying at Daffodil Place in St. John’s. Leah was there every step of the way for her daughter Gail. She even celebrated her 80th birthday while her daughter was recovering from her transplant. Now she is celebrating her 86th with her daughter by her side.

What Daffodil Place means to them: “It’s awesome!” they both echo. Gail wishes there had been such a place when she was going through her cancer journey.”

In early 2009, management and the board of directors of CCS-NL made some difficult decisions to safeguard the future of CCS-NL, as the organization was spending more on its mission than it was receiving through fundraising. The results of these decisions can be seen through the significant positive turn around and elimination of the operating deficit.

Total revenues in the unrestricted operating fund for this fiscal year amounted to $2.5 million. This is largely attributable to the success of our fundraising activities, which raised $2.5 million as compared to $2.4 million in the previous year. That represents an increase of 4.4%. Our main fundraising event, Relay For Life, saw continued success this year bringing in $1.3 million. Daffodil Days, Third Party Events and Annual Giving were also great successes, growing 11.4% to $945,191 to total revenues, and continues to be an important stream of revenue.

During the year there was a focused effort on lowering fundraising expenditures. Through strategic planning and realignment of our goals we were able to increase fundraising revenue by 4.4%, while lowering fundraising costs by 5.9%.

Our cancer control expenditures of $1.4 million reflected the Society’s commitment and contribution to research, advocacy and programs.

CCS-NL is committed to sound financial management and will continue to strive to prudently manage our resources and expenditures. On behalf of CCS-NL, thank you to our donors and volunteers. Your commitment, dedication, and continued support make our contribution to the fight against cancer possible.
The information in the financial report is extracted from the Canadian Cancer Society, Newfoundland and Labrador Division's full financial statements for fiscal year ended January 31, 2012 on which the Division's auditors, Morrissey & Company, have reported.

Copies of their report and full financial statements are available by contacting the Society at 1-888-753-6520 or online at www.cancer.ca.
Cancer prevention is crucial and it starts with healthy living. Lifestyle changes really can make a difference. About half of all cancer can be prevented through healthy living along with good public policies that protect your health.

**Live well:**

- Don’t smoke; if you do smoke, stop.
- Maintain a healthy body weight. You have a higher risk of developing cancer if you are overweight.
- Eat well - lots of fruits and vegetables - foods that are high in fibre and low in fat and sugar.
- Exercise regularly - physical activity helps maintain your body weight and reduces your risk of cancer.
- Limit your consumption of red meat and processed meat.

**Be aware:**

- Know your body and what is normal for you - do not ignore changes.
- Follow cancer screening guidelines - talk to your family physician about what screening tests are appropriate for you.
- Know your family history - inform your family physician of any history of cancer in your family.

DID YOU KNOW?

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