2012-2013 Community Report

Working together to
Deter, Defeat & Defy Cancer
LIFE

Lead research to better prevent cancers.
Influence public policy for quality cancer care everywhere in Canada.
Focus support programs on the greatest needs of patients and caregivers.
Engage more Canadians in the fight against cancers.

For 75 years ...
We’ve been with you in the fight for life
We’ve built a strong foundation of innovative and impactful research. We’re finding new ways to prevent cancer. And we continue to support those living with cancer.
But there is still so much more to do.
Together, we can change cancer forever

explore cancer.ca/75years
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.

Creating a world where no Canadian fears cancer.

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On behalf of the Board of Directors for the Newfoundland & Labrador Division of the Canadian Cancer Society, I invite you to read our community report. Once again this year, our staff and volunteers have put tremendous effort into the CCS mission to eradicate cancer and enhance the quality of life of people living with cancer. As you read through our community report you will see for yourself how we are marching forward to try and create a world where no Canadian fears cancer.

We realize these are lofty goals and their completion depends a great deal on each and every one of us. We all can do a small part in eradicating cancer by making meaningful and healthy lifestyle choices. The scientific evidence is irrefutable that performing regular exercise, not smoking, and having a balanced diet will help prevent the onset of cancer. In addition, early detection of cancer is one of the most important factors for a good prognosis, if one does have cancer. Taking advantage of early detection screening, like what is becoming available at the provincial level for colorectal cancer, can be a lifesaving decision. Of course, a wonderful aspect of living healthily is that it not only reduces your risk of cancers but also helps prevent other chronic diseases that affect Newfoundlanders & Labradorians – particularly heart disease, diabetes and respiratory diseases!

The CCS-NL Division also is very dedicated in helping those with cancer. This is most evident through our commitment to maintain and improve Daffodil Place. It is unfortunate, in some respects, that Daffodil Place is in such need. However, we realize its importance to the individuals living outside the St. John’s environ and are hoping that one day it will not be such a necessity. As of January 31st, 2013, we have hosted at Daffodil Place, 2260 guests from 297 communities. Recent guests would have seen that we have begun construction on the Daffodil Place Healing Garden. This space will provide a peaceful environment and host a vegetable garden that will help deliver our new nutritional program.

Finally, I’d like to thank the donors who have provided us with much of the financial resources we have needed to fulfill our mission. In particular, in 2012, we received a very generous donation from the estate of Gary Rowe which was specifically earmarked to fund cancer research at Memorial University. In a time of funding cuts for research, this is a much welcomed addition.

Keep up the good battle and help us fight cancer!

Michael Woods
President
Canadian Cancer Society, Newfoundland and Labrador Division
The Newfoundland and Labrador Division of the Canadian Cancer Society would not be here today without the vision, commitment and passion of so many people: members of the community, partners, organizations, board of directors, staff, and volunteers. I am privileged to be a part of this wonderful organization that brings together a group of diverse individuals all with a common mission. A mission focused on eradicating cancer and enhancing the lives of people affected by cancer. It is through their vision that we see past our artificial boundaries and consider all that is possible. Members of the community, partners and organizations, willingly share their time, resources, and guidance. Their contribution to the fabric of our organization is extraordinary. The dedicated members of our board of directors, staff, and volunteers make great things happen in our communities. They are filled with pride for what we have accomplished and hope for what they know we will achieve in the future.

As we thank those who helped make the mission of CCS a reality, we also thank our ongoing donors and sponsors for supporting the services and programming that moves us towards achieving our mission. We are enormously grateful for their generosity and we are deeply moved by their confidence in our programs and services. The heart of our efforts will continue to focus on offering support, advocating on behalf of the needs of people whose lives are affected by cancer, funding first class research, and engaging in open dialogue around cancer care. Our strength lies in our ability to represent cancer patients with a strong voice and to listen to the needs of people affected by cancer.

CCS-NL has had the honour and the challenge of operating in our province since 1950 and it is with great pleasure, as the Executive Director, to present you with our Community Report for the 2012-13 fiscal year. CCS was founded with a vision of a world where noone fears cancer. We continue to move closer to this reality and become an effective, results-oriented organization uniquely capable of making a difference in the lives of people.

Thank you for your continued support.

Matthew Piercey
Executive Director
Canadian Cancer Society, Newfoundland and Labrador Division
**OUR MISSION AT WORK**

**Volunteer Driving Program**

The Volunteer Driving Program is provided to those who require a drive to and from their cancer related appointments. This program is offered to guests staying at Daffodil Place and to those in the St. John’s and surrounding areas who do not have transportation.

In 2012, the program provided **6200** one way drives to those affected by cancer. We are seeing an increasing demand for this service. In 2012, we provided an increase of **1900** one way drives in comparison to 2011.

Volunteer drivers offer more than just a drive; they offer comfort, friendship, and support those through their cancer journey.

**Practical Support Services**

The Canadian Cancer Society offers practical support items, free-of-charge, to those affected by cancer. Some practical support items that are offered include wigs, turbans, temporary prostheses, mastectomy kits, and shawls.

In 2012, more than **4300** practical support items were provided to individuals diagnosed with cancer. This number represents an increase of **1243** practical support items from the previous year. With the assistance of generous donations and dedicated volunteers, the Canadian Cancer Society is able to offer these items to individuals affected by cancer across Newfoundland and Labrador.

**Top 5 Support Services**

- 994 Turbans
- 897 Temporary Prostheses
- 394 Wigs
- 386 Mastectomy Kits
- 339 Winter Hats
The Canadian Cancer Society has cancer support groups across the province led by volunteers who have experienced cancer themselves and are now trained in peer support. The Corner Brook Cancer Support Group meets once a month and has been doing so for 16 years. They provide emotional support to people living with and beyond cancer and host information sessions conducted by various professionals in the community. This past year the group has had visits from a dietitian to discuss healthy eating, pharmacist to discuss tips when taking medications, physiotherapist to discuss injury prevention, and Celtic Shamanic practitioner to discuss relaxation and meditation. The facilitators of this group are very passionate about helping anyone who faces a cancer diagnosis along with any family or friends who wish to attend also. Their mission is to ensure that no one has to go through a cancer journey alone.

Facilitator Patricia Bennett

Facilitator Agnes Brake

Finding Support Groups

There are adult support groups in many communities across our province. Trained volunteers facilitate educational and informal discussions to help people living with cancer and their caregivers. The types of groups available in each area may vary. Most groups offered by the Canadian Cancer Society are general support for people living with cancer.

Currently we have groups operating in the following locations:

- St. John’s
- St. Lawrence
- Clarenville
- Twillingate
- Gander
- Grand Falls-Windsor
- Corner Brook
- Stephenville
- Burgeo
- Happy Valley-Goose Bay

We also work closely with external organizations that offer support groups for specific types of cancers. If you have any questions regarding support in your area, please contact your local Canadian Cancer Society office.
Cancer Information and Support

Peer Support
Coping with cancer or caring for a loved one with cancer can be stressful and it helps to talk with someone who understands and can provide support, encouragement and information. Our Peer Support program connects you with a volunteer who has been through an experience similar to yours.

Our caring staff and trained volunteers are dedicated to ensuring that you do not face cancer alone. We’re here to help and support you and your loved ones from the time of diagnosis, during treatment and afterwards.

Talk to an Information Specialist
Our Cancer Information Service is a national, toll-free service available to cancer patients, caregivers, families and friends, the general public and healthcare professionals. They will answer your questions and give you information about:

• cancer treatment and side effects
• clinical trials
• coping with cancer
• emotional support services
• prevention
• help in the community
• complementary therapies

Call: 1-888-939-3333

Connect with our Online Community
Share your cancer experience and develop supportive relationships in our safe and welcoming online community. Take part in discussions, write their own blogs, join groups and exchange messages offering emotional support and practical advice. Membership in this community is free.

Here are just a few of the topics community members are discussing:

• stress and waiting for test results
• coping with hair loss due to chemotherapy
• talking to children about a cancer diagnosis
• dealing with the emotional stress of care giving

Trained moderators support the community, ensuring that it remains safe and supportive.

www.cancerconnection.ca
www.parlonscancer.ca
Sun Safety Program

Since January, the Canadian Cancer Society has been busy delivering their Sun Safety message to schools and community groups throughout the province. Presenters are available to speak with students, youth groups, employee gatherings, service clubs, and the general public about winter and summer sun safety and skin cancer prevention. For high school students in particular, we offer the new Province-wide Tan-Free Graduation Challenge, which aims to inform high school students about the risks associated with indoor tanning, and challenges them to go tan-free for graduation. Information sessions cover the dangers of UV radiation both from the sun and from tanning beds, the increased risk from reflected rays off snow and ice in winter, and the various ways to protect oneself. Depending on the age level of the audience, the students enjoy songs, videos, a slide show, pencil-and-paper activities, and lively discussions.

The Sun Safety program has experienced tremendous success to date and continues to grow with requests for presentations coming in almost daily. With the assistance of our trained volunteers, we will be delivering the Sun Safety message to many hundreds more people.

The Canadian Cancer Society’s Sun Safety program is made possible by a grant from the Department of Health and Community Services, Newfoundland and Labrador.

Did you know that in 2012 we reached almost 10,000 individuals with our Sun Safety and Sun Awareness message?

Did you know that in 2012 we began the first of its kind for this province, “Tan Free Graduation Challenge” for high school students?
The Education Program has been running for almost 2 years. In that time, the volunteers who make up the team of cancer educators have made some major impacts with various community groups, school classes, health care organizations, and special interest groups.

The role of a volunteer cancer educator is to seek out opportunities to deliver cancer-related information, often focusing on prevention and awareness, and to deliver them. Every presentation and information booth that we administer is an opportunity to inform the people of Newfoundland and Labrador about what they can do to reduce their risk of developing cancer. When the audience is one that is involved in caring for people in need of such advice, the impact runs even deeper.

Recently, one of our volunteer cancer educators, Pam Corrigan, delivered a healthy living presentation to the employees of Compassion Home Care. Compassion Home Care is an organization that offers in-home services to people with medical conditions that restrict their ability to look after themselves and their homes. Their services include meal preparation, personal care, respite work, and child care.

The presentation was delivered on 2 separate occasions to a total of 37 home care workers. It focused on using nutrition as a cancer prevention tool and nutritional considerations when cooking for someone going through cancer treatments. This information was very much aligned with the service Compassion Home Care offer and was met with great enthusiasm by the home care workers.

With the help of Pam Corrigan and the administrative staff of Compassion Home Care, the Education Program was able to provide training to those who are on the front lines of offering at-home health care. This training has provided these workers with the tools they need to offer a more enriched service by delivering a cancer-fighting and recovery-promoting diet to those for whom they prepare meals. In doing so, they are ensuring that their clients have the best care they can possibly offer and are reducing their risk of developing cancer at a time of life where risk factors are particularly high.
The Canadian Cancer Society’s focus is to influence public policy to prevent cancer and provide quality cancer care to everyone. Your support in 2012-2013 enabled us to advocate for positive change in key areas:

**Indoor Tanning** — Research shows that people who indoor tan before age 35 have a 59% increased risk of melanoma, the deadliest form of skin cancer. Last year, with your support, we collected almost 1400 letters advocating against indoor tanning. Because of our efforts, recommendations were made to the Minister of Health to enact new legislation banning artificial tanning for individuals under the age of 18. Bill 27 received Royal Assent on June 27, 2012. The new Personal Services Act (or specific sections of the Act) will be proclaimed and come into force at a later date. In addition to this, we are working with the Provincial Government to offer a UV/Sun Safety Awareness program that focuses on raising public awareness on the effects of artificial tanning and ultra violet radiation.

**Tobacco** — Lung cancer remains the leading cause of death in both men and women in Newfoundland and Labrador. It is estimated that 380 people died in our province of lung cancer in 2012. We are committed to prevention initiatives that reduce the consumption of tobacco products, such as new, larger health warnings on cigarette packages. These warnings now cover 75% of the package. The Canadian Cancer Society will continue to advocate for implementation of comprehensive tobacco control strategies that include amendments in the Newfoundland and Labrador Prescription Drug Program to add NRTs and prescription smoking cessation medicines for low-income residents of the province.

**Reduce the Strain of Cancer** — Receiving a cancer diagnosis can be one of the most difficult things a person can ever hear. It is something 1 in 3 people in our province will receive in our lifetime. The Canadian Cancer Society works to reduce the financial and emotion strain that is associated with cancer so people can focus on getting well. Our Division works with our National body to lobby for the development of National standards for equitable access to drugs, care and financial support.
In 2011, **cancer surpassed heart disease as the single largest killer of Canadians**, taking more lives than stroke, diabetes, liver disease, HIV/Aids, and pneumonia combined. Right now, in Canada, every 3 minutes someone hears the words, “You have Cancer”. For Newfoundlanders and Labradorians, that translates to about 9 people a day.

At this very moment, important research is taking place across the country that will impact cancer in the future. This research is chosen by an internationally renowned peer-review system, so you can be sure we are funding only the best, most promising research.

Just 70 years ago, your chance of surviving cancer was 25%. Today, because of the advances in research you help fund, you have a 65% chance of beating cancer.

Research projects continue to lead us towards more effective treatments and cancer prevention strategies. Today, about 1/3 of all cancers can be prevented by eating well, being active, and maintaining a healthy body weight.

**What donors, like you, have helped fund:**

- A clinical trial shows that 65% of breast cancer can be prevented if women at increased risk take the drug Exemestane
- A clinical trial showing that drugs and radiation can sometimes cure small cell lung cancer – this changed treatment in North America
- A discovery of stem cells that led to bone marrow treatments and how blood stem cells could now replace bone marrow
- A finding shows regular pap screening significantly reduces death from uterine cancer
- Research that has improved treatment for children with malignant brain cancer
- A study that found a drug that destroys human cancer stem cells but spares healthy ones
A new partnership with Memorial University School of Social Work began in September 2012 and has enabled the Canadian Cancer Society to meet the needs of our guests and clients to an even larger degree. For the first time, the Canadian Cancer Society became host to a Field Education Program for Social Work students. The placement consisted of a 350 hour commitment over the course of several months. The first 2 students hosted, John Power and Melissa Randell, contributed so much professionalism, skill, and ingenuity. The results of their work include a therapy dog program, a community resource binder, a comprehensive orientation manual for Daffodil Place guests, new policies, as well as an endless amount of supportive counseling for guests and clients.

“It was probably the best experience of my degree program thus far,” explains John Power. “The Canadian Cancer Society showed me that support for those in need does not have to come in a formal, clinical based setting; the amount of knowledge I gained from individuals staying at Daffodil Place far surpassed anything I could have ever read in a book, or studied in a classroom.”

The Canadian Cancer Society has hosted many student placements over the years including; Nursing, Sciences, and most recently Social Work. We look forward to our continued collaborations, as it puts us one step closer to our mission and goal; creating a world where no Canadian fears cancer.
SEWING GROUP FROM SPRINGDALE

A group of ladies from the Springdale area got together to make turbans for the Canadian Cancer Society. These turbans will be provided to those who are affected by cancer, free-of-charge, throughout Newfoundland and Labrador.

Thank you to the sewing group of Springdale for getting together to make these colorful turbans.

NATIONAL CANCER SURVIVOR’S DAY

A National Cancer Survivor’s Day event was held in Corner Brook at Margaret Bowater Park on June 3, 2012. During the event, cancer survivors and their loved ones were given a white paper origami crane to write a special message of hope on. The cranes were displayed around the park for everyone to see. To conclude the special service, the group participated in a bell ringing ceremony. Ringing the bell helps to empower cancer patients and lets them know that cancer can be overcome. When cancer patients ring these bells, it is symbolic for putting cancer in the past and moving forward. A National Cancer Survivor’s Day event also took place in Bowring Park, in St. John’s on the same day. The event was in partnership with Eastern Health, the Dr. H. Bliss Murphy Cancer Clinic, and Young Adult Cancer. The event started with greetings by a health professional and a cancer survivor. The day concluded with a walk through the park and a celebratory cake and social.
Daffodil Place Impacts Many

Daffodil Place Stats  
up to January 31, 2013

<table>
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<tr>
<th>Regions</th>
<th>Communities</th>
<th>Guests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eastern</td>
<td>102</td>
<td>606</td>
</tr>
<tr>
<td>Central</td>
<td>104</td>
<td>780</td>
</tr>
<tr>
<td>Western</td>
<td>76</td>
<td>754</td>
</tr>
<tr>
<td>Labrador</td>
<td>15</td>
<td>120</td>
</tr>
<tr>
<td>TOTAL:</td>
<td>297</td>
<td>2260</td>
</tr>
</tbody>
</table>
When you first get the news that you have cancer and have to have treatment in St. John’s, the first thought is where will I stay. Fortunately, we have this wonderful place called Daffodil Place. It’s certainly a home away from home. From the first day you arrive until the last day you leave nothing is too much trouble. The staff take care of your every need while you devote your energy to getting better. It doesn’t seem to matter how small or trivial it may seem to you, they’re there with a helping hand and a friendly smile.

When you look at the building from the outside it is a building. It looks like any other hotel or apartment building in St. John’s. All that changes the moment you walk through the door and go up a small flight of stairs to the reception desk. There’s a smile waiting for you behind that desk. After the initial introductions, you are taken on a tour of the facility and introduced to the various staff members, all with big smiles on their faces. They all say the same, “you let me know if there is anything we can do to make your stay as pleasant and fulfilling as possible”.

We couldn’t have endured the stress of the 8 weeks we spent in St. John’s without the help and kindness of Daffodil Place and all its’ staff and volunteers. For those 8 weeks, it was truly our home.

We cannot praise Daffodil Place enough and we speak about our time there to everyone we know, with great pride and affection.

Roger Barrett
Reidville, NL

“Thank you from the bottom of our hearts for care, kindness, and compassion we experienced here at Daffodil Place. You all are truly very special people”

“Thank you all for your kindness, thoughtfulness, and rides to my treatments. I can’t express how much I appreciated it all. Thank you from the bottom of my heart.”
Easter Weekend

Thank you to the young adults from the Park Avenue Pentecostal Church who dressed up in their Easter costumes for Daffodil Place. They came with gifts of candy and Sobeys’ gift cards for all the guests. The guests really appreciated their visit.

Pictured » Guest: Shirley, Amanda & Fred
Easter Bunnies: Pentecostal Church Young Adults

Nutrition Month

The guests and staff of Daffodil Place laced up their shoes during the month of March to promote healthy eating and being active for nutrition month.

Each week there was a scheduled walk within the community. After each walk, guests enjoyed a healthy snack that included a variety of fresh fruits and vegetables. The fresh air and invigorating walk was enjoyed by all.

Valentine’s Day

The Canadian Cancer Society would like to express thanks to Sobeys on Ropewalk Lane, St. John’s for their generous donation of carnations on Valentine’s Day. These carnations were hand delivered by our mascot, Daffy, to the guests staying at Daffodil Place. The impact that a simple flower has on an individual can brighten their day during a difficult time.
Daffodil Place Celebrates 3rd Anniversary

In 2004, the Canadian Cancer Society began research on identifying the primary concerns of cancer patients within the province. One of the main issues identified was the cost of accommodations and transportation for cancer patients required to be away from home while undergoing cancer treatment.

In 2007, a $7 million campaign was launched to build Daffodil Place to meet the needs of people receiving specialized cancer care. On May 2, 2007, the campaign was launched with a first gift of $250,000 from the Loyal Orange Lodge Hostel Corporation.

Daffodil Place opened on Tuesday, July 21, 2009 with 13 of their 24 rooms filled. Since then, the “Home Away From Home” has been a much needed residence for over 2400 people from more than 300 different communities throughout Newfoundland & Labrador.

Entertainment & Recreation

The Recreation Program at Daffodil Place gives the guests the opportunity to put thoughts of fear and anxiety aside and relax and enjoy some entertainment from some very talented volunteers. The smiles are abundant and the guests say it helps forget the worries or their illness. The program consists of a variety of entertainers from musical entertainment to magicians, dance groups, Bingo, and Saturday afternoon shopping trips.

Daffodil Place Tree Lighting

A big thank you to the CLB Regimental Band who came to Daffodil Place to play a few Christmas songs for the 2nd Annual Tree Lighting Ceremony. Due to weather, the band had to gather inside but Marilyn King, a guest of Daffodil Place, went outside with her two daughters to officially light the tree. The tree looked beautiful as you could hear the band playing inside. Soon after, everyone gathered in the kitchen of Daffodil Place for a few treats and a cup of hot chocolate.

Guests, volunteers, and staff all enjoyed getting together to celebrate the Christmas season.
A CANCER SURVIVOR’S JOURNEY
SUSAN’S STORY

In 2005, I was diagnosed with breast cancer, I was 37 years old and had 2 young children. As a physically fit, non-smoking, health conscious individual, I was shocked and in denial. For a few days after my diagnoses I did not know whether to cry, scream, or hideaway in my bed. I was lost and confused, angry and terrified. What was cancer? Was I going to see my children grow up? I did not know anyone who had survived cancer. I had, however, heard about people who had died from this dreaded disease. After my first surgical appointment I was given an information kit from the Canadian Cancer Society containing books, pamphlets, and contact cards for many health care professionals. This was my first introduction to cancer research and I wanted as much information as I could get. The Canadian Cancer Society was there to answer any question I had whether it was through the toll free telephone line or the online services, always with a quick response to any of my concerns.

During my first oncology appointment, I heard about a resource room known as "Our Living Room" where I could get more information about what I was about to go through. This resource room was conveniently located on the same floor as my oncologist and chemotherapy treatment area so I did not have an excuse not to visit. I really was not in the mood to talk to anyone at that time, I was scared, tired and just wanted to go home and hide in my bed. Visiting that resource room, provided by the Canadian Cancer Society, changed how I viewed my treatment.

As I entered the room, an 80 something year old volunteer met me at the door with a huge smile, warm hand, and a genuine hug, "Come in my love and I will get you a cup of tea", is a line I will never forget. Tears were in my eyes as I forced a smile and a thank-you. I visited Our Living Room every time I had a treatment or appointment. They provided me with books, hats, scarves, wigs, and resource materials about other programs such as the "Look Good Feel Good" class. For two years cancer controlled my life but with the help of the Canadian Cancer Society, I felt like I always had support and a place to go anytime I felt confused or alone. Our Living Room volunteers gave me hope, they listened to my fears and many complaints about side effects. I met survivors who are still my friends 7 years later. They were encouraging and incredibly helpful. This was a place I could cry, laugh, or simply change my wig style.

I cannot thank the Canadian Cancer Society, or the many volunteers, enough for the support provided to me during my cancer journey. They were there for me on the phone, online, and in person, all I had to do was reach out to them.
Aubrey Bonnell is a volunteer driver in St. John's. He lost his wife to cancer and wanted to find a way to assist people who are living with a cancer diagnosis. Aubrey was delighted to be accepted as a volunteer driver and had been driving cancer patients to and from their medical appointments for just a couple of weeks when he was faced with another loss. The gentleman Aubrey had been driving had passed away suddenly. However, Aubrey had a sense of peace as he recalled his last visit with this gentleman. Aubrey had taken him to his appointment at the cancer clinic and was driving him home when the gentleman asked Aubrey if he would mind dropping him off at the supermarket, saying he would then get a taxi home. Aubrey agreed to do this but went one step further, he went in the supermarket with him, waited, and then drove the man home. That evening the gentleman passed away. Aubrey attended his service a couple of days later and the gratitude the family expressed was overwhelming, they were so appreciative of the work the organization and their volunteers do for so many.

Aubrey said that for him, this was a true healing experience. He said, "that particular situation is one that I will never forget. It was very rewarding and made me so proud of the volunteer work that I do with the Canadian Cancer Society."
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.

NATIONAL Winners

CITATION OF MERIT RECIPIENT
Cathy Smallwood, Daffodil Days & Festival of Trees
Joan Squires, Daffodil Days Community Champion, Relay For Life Committee Member
Debbie Hawco, Relay For Life Committee Member, Former Member of the Provincial Board of Directors, Relay For Life Team Member

SPECIAL RECOGNITION RECIPIENTS
Lorraine Parsons, Salon Frederick’s

PROVINCIAL Winners

CERTIFICATE OF MERIT RECIPIENT
Dianne Greening & Roy Bonnell, Relay For Life Clarenville, Daffodil Days
Darlene Neil, Daffodil Days Committee, Eastlink Telethon
Jean Sheppard, Relay For Life Committee
Melanie Tucker, Relay For Life Committee Chair, Lewiporte Daffodil Days
Agnes McCarthy, Education/Health Promotion Volunteer, Spokesperson, Daffodil Days Campaign

SPECIAL RECOGNITION RECIPIENTS
Eastlink TV: Brian Dawe, Cory Lawrence, Arthur Taylor, Susan Baker
Windsor Pharmacy: Wayne & Mary Morris
Mary Young: Marks Work Wearhouse

REVEREND E.R.(REX) KEARLEY VOLUNTEER OF THE YEAR AWARD RECIPIENT
Craig Andrews, Volunteer Driver, Support Group Facilitator, Daffodil Days Campaign

172 New Volunteers joined the Canadian Cancer Society, NL Division in 2012
Dulcie Osmond
Survivor

Dulcie Osmond is a cancer survivor who has been told by her oncologist, several times, that she is “a living, breathing, walking miracle”. During Dulcie’s battle with cancer she stayed at Daffodil Place in St. John’s. Since that time, Dulcie has become a strong supporter of the Canadian Cancer Society and an even stronger supporter to all cancer patients she meets. Dulcie spoke publicly for the first time on behalf of the organization at the Festival of Trees in 2010. During this time she told her personal story of battling cancer, her determination, encouragement, and her genuine love for life became an inspiration to all who attended. Dulcie has become the public figure that the Canadian Cancer Society calls on to talk at events and privately, she shares her life and experiences with individual cancer patients and their families, offering peer support.

Reverend E.R. (Rex) Kearley Volunteer of the Year Award

Craig Andrews
Volunteer Driver
Support Group Facilitator
Daffodil Days Campaign

Craig Andrews is a cancer survivor and has been a dedicated volunteer with the Canadian Cancer Society since 2005. The inspiration and encouragement that Craig offers as a peer support volunteer is extraordinary. Craig began his volunteering as a volunteer driver in the Conception Bay South area, taking days off work if drives were needed. Craig also plays an important part in the Daffodil Days campaign and will take as many shifts as he can to help out with daffodil sales. But Craig’s main volunteer role today is facilitator of the Cancer Support Group that meets at Daffodil Place twice a month. He offers peer support to patients and caregivers and shares his own personal story of survivorship.

Craig is a very inspirational individual and gives of himself very freely. He brings understanding and humour to all of the support group meetings and is appreciated by all who attend.
Queen Elizabeth II Diamond Jubilee Award

In celebration of the 60th anniversary of Queen Elizabeth II’s accession to the throne, a commemorative medal had been created to recognize outstanding Canadians who have built and continue to build a caring society and country through their service contributions and achievements.

To say that Helen Baggs’ achievements within the Canadian Cancer Society have helped to build a Canada of today would be an understatement. As a Canadian Cancer Society volunteer, Helen has performed various roles for more than 20 years.

Helen has taken on a number of projects, is quick to lend a hand, take a leadership role, and be a smiling face to everyone. This wonderful trait extends beyond her involvement with the organization. In every activity Helen undertakes, she does so with a loving heart and open arms for all to see.

Newfoundland and Labrador Volunteer Hall of Fame

Launched in 2012 by the Provincial Council of the Duke of Edinburgh's Award, the Newfoundland and Labrador Volunteer Hall of Fame honours the efforts of those who make long standing volunteer contributions to their communities and the province.

Margot is the driving force behind many of the fundraising initiatives of the Canadian Cancer Society. In 1967, Daffodil Days was brought to fruition by Margot after discovering that this was a campaign other provinces were taking on. Daffodil Days is currently the Society’s oldest fundraising campaign. Margot is also responsible for introducing a formal Christmas gala that takes place in the weeks prior to the holiday season, Festival of Trees. This Christmas event has been part of the organization for close to 20 years.

Margot has also played a very significant role in establishing programs and services such as offering bandages to cancer patients, a transportation program, and an education program, as well as serving on the Board of Directors.

The impact of her commitment as a volunteer has been felt by many people affected by cancer in Newfoundland and Labrador over the last 62 years.
Canadian Cancer Society’s Signature Event

Relay For Life is an inspirational, non-competitive, 12-hour fundraising event that brings a community together to celebrate life and fight cancer. Relay For Life has a festive-like atmosphere that family, friends and co-workers enjoy – regardless of age or fitness level.

Teams of 10-15 people fundraise individually and as a team to help the Canadian Cancer Society save lives and support those who are facing cancer now.

What makes Relay special?

Relay For Life is a global movement against cancer, taking place in 20 countries worldwide including 26 communities in Newfoundland and Labrador. Although every Relay is unique, they all share:

Survivor’s Victory Lap – Cancer survivors walk the first lap of the evening. In this moment, survivors celebrate success in their battle with cancer and give hope to those still facing the disease.

Luminary Ceremony – Luminaries are special candles that honour cancer survivors and remember loved ones who have lost their fight with cancer. Luminaries provide light and inspiration to participants all night long.

Fight Back – As the sun rises, participants join together to make a personal commitment to fight back against cancer in their own lives all year long.

2012
- 26 Events province-wide
- 9000 Participants, cancer survivors and volunteers
- Over $1.3 million raised

Relay For Life Dream Team

The Relay For Life Dream Team is a group of community and business leaders who have come together to raise significant funds to support the organization’s signature event and the fight against cancer in Newfoundland and Labrador.

In 2012, the Dream Team raised $45,000 for Relay For Life through corporate solicitation and hosting a dinner and auction at Daffodil Place. We are so proud to have such support from such great community leaders that are truly dedicated to the fight against cancer in our province.
Meet our 2012 Dream Team

This seven member Dream Team is made up of leaders in their respective areas of expertise. They have made an incredible commitment to better the community in which we all live.

Members include John Atkins, Owner John Atkins & Co, Jim Burton FRI MVA, Owner/Manager ReMax Plus Realty Inc., Paul Dicks, Q.C., Director, Benson Myles, the Hon. Yvonne Jones, MHA, Leader of Her Majesty’s Loyal Opposition, NL, Felix Loveless, Owner Calco Homes Inc., and Claude Sullivan, Owner East Coast Mortgage Brokers, and Karl Wells, Owner Karl Wells Media Enterprises

Dream Team hosts Dinner & Auction at Daffodil Place

On April 25, 2012, our seven Dream Team members were the hosts of a dining event that took place in the dining area of Daffodil Place. The evening was attended by 40 guests who experienced what a Daffodil Place guest experiences during their stay. They were served a hot meal, typical of what a guest of Daffodil would be served, in the dining area, received a tour of the building, entertainment by local volunteers, and had the opportunity to bid on a variety of live and silent auction items.
EASTERN

Trinity Conception – September 8, 2102

The Trinity Conception Relay For Life held at Paddy’s Garden in Carbonear raised over $85,292 at their 9th event. This was made possible by the outstanding commitment from the steering committee, 29 participating teams, 104 survivors, over 50 volunteers, and amazing community support.

The top fundraising team, Teens of Hope, raised over $9000!! This team was made up of 40 youth from the local High School and raised this outstanding amount in memory of a team member’s mother who passed away with cancer.

CENTRAL

Grand Falls-Windsor – May 25, 2012

The 10th year for Relay For Life in Grand Falls-Windsor proved to be their most successful year yet! The steering committee decided to celebrate, remember, and fight back with a bang and had “Birthday Party” theme for their event. Their goal was to raise $100,000 which represented $10,000 for each year they have participated in Relay For Life.

With 28 teams, 312 participants, over 100 survivors, many volunteers, and the support of local businesses and donors, they were extremely excited and thankful to announce they surpassed their goal and raised $108,000 towards the fight against cancer.
**RELAY FOR LIFE**

**WESTERN**

**Corner Brook – June 2, 2012**

The Corner Brook event also celebrated their 10th year anniversary. This milestone gave the event an air of excitement that permeated all aspects of the event. The Relay For Life steering committee, numerous volunteers, 33 teams, over 200 survivors, guest speakers, and dignitaries all came together to make the 10th year a huge success.

Being the 10th year for Relay in Corner Brook, some care was taken to make this year especially memorable. It was decided early on that the event would have a "Traditional Newfoundland" theme. This theme was reflected in every part of the event, from the decorations, activity names, music, and teams.

The event raised $52,283 in total, and within days of the event some teams were already planning for next year! Corner Brook looks forward to repeating this success in the years ahead.

**LABRADOR**

**Labrador Straits – June 8, 2012**

Residents from the Labrador Straits area held their first Relay for Life this past June in support and in honour of the many cancer survivors in their community.

With 18 teams (200 people), this first time event raised an astounding $62,000. Sheila Chubbs, Event Chair, states that, “This was our first event and it was a tremendous success. While cancer is no question a very serious issue, the Relay for Life event is also about having fun! It is the celebration of life and supporting those currently battling the disease...it was very encouraging to see so many survivors as well as young people take part in this year’s event”.

The communities, organizers, teams, and volunteers are all very thankful of the work that the Canadian Cancer Society does in Labrador and look forward to enhancing programs and services there.
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!

Atlantic Sponsor: Medavie Blue Cross

Provincial Sponsors: Provincial Airlines, Steele Communications, Subway, & Tim Hortons

Thank you to all the participants, volunteers, and survivors who took part in the 2012 Relay For Life events. With 26 events across Newfoundland and Labrador, over $1.3 million was raised in support of the many programs and services offered by the Canadian Cancer Society.

You have made a difference in the lives of people living with cancer in our province.
THE COMMUNITY JOINS THE FIGHT

DAFFODIL DAY CELEBRATED
AT ACREMAN ELEMENTARY

Students at Acreman Elementary in Green's Harbour celebrated Daffodil Day on Monday, April 30, 2012. The students were invited to bring along a donation for Daffodil Place. The students wore their pajamas as a way to recognize that people who are not feeling well often spend time in their pajamas. The children were really excited when mascot, Daffy the Daffodil, showed up and visited every classroom. Students raised $209.50. This was a great activity to not only raise funds, but also raise awareness among a younger audience.

MARY QUEEN OF THE WORLD

A very inquisitive 6 grade class from Mary Queen of the World raised, without any help from their teacher, $420.00.

The fundraiser started when one young student “wanted to do something for cancer”. Initially they wanted to have a bake sale but thought it was too big a project to take on, so they decided to have a penny drive. They collected pennies within their class, rolled all the pennies and took them to the bank.
LITTLE PEOPLES WORKSHOP AFTER-SCHOOL PROGRAM RAISES FUNDS FOR THE CANADIAN CANCER SOCIETY

The children at Little People’s Workshop located at Riverside Elementary school held a fundraiser before Christmas. It all began one day when a child came to the centre with pictures he had drawn. When asked what he was going to do with the pictures, the child said he was going to sell them to raise money for Breast Cancer. The staff at the centre felt this was a wonderful opportunity to involve all the children in organising a fundraising event for the Canadian Cancer Society. Over a period of 2 weeks, they did arts and crafts that they would present to their parents at an art sale. The children were very proud of the different activities that they participated in and very proud they were raising money for a great cause. It fueled many conversations about how they have been affected personally by cancer. They could not wait for the sale to arrive to show their parents what they had made. The fundraising event took place on December 5, 2012 and raised $240. It was a tremendous success. Many thanks to the children at the Riverside Elementary school, Little People’s Workshop, their families and friends for their support.

TAEKWONDO KICKS FOR CANCER

After experiencing the effects of cancer on family, close friends, students, and fellow masters, Master Jens Hosel and Master Wayne Simon decided it was time to use Taekwondo as a vehicle to help people affected by cancer.

On March 31, 2012, a series of kick-a-thons were held across the province. The students performed 1000 kicks. On April 28th, masters and instructors took part in the Masters Shave Our Hair to Show We Care!

Al Pelley & Donna Gear had the pleasure of accepting a cheque for $21,129.69. Master Jens Hosel says his goal is to make Taekwondo Kicks for Cancer a national campaign and together, we shall kick cancer out of Canada!
Ocean Breeze Gift and Flower Shop in Port Au Choix held a pink carnation and bake sale on October 6th, in honor of breast cancer awareness month.

Irene Plowman, owner of Ocean Breeze Gift and Flower Shop, and organizer of the event, said the event was a success. There were over 17 people in the community who contributed to the baking and the local bakery in town donated loaves of bread. The weather cooperated and the sun was shining. The event was well attended and by 12:30 pm they were sold out. They raised a total of $663.

Volunteers who helped with the sale, Tabitha & Taylor Hynes
GLOBAL SANTA FE CHRISTMAS RAFFLE

The Global Santa Fe, Grand Banks Social Committee organizes a Christmas raffle every year onboard the rig, donating all the money to local charities. Part of the proceeds of the 2012 raffle was donated to Daffodil Place. Lynnette Searle, Sr. Materials Coordinator, and Corey Brake, Electrical Supervisor, dropped by Daffodil Place in February and made a $5,000 cheque presentation.

CANADIAN CANCER SOCIETY – EASTLINK 2ND ANNUAL TELETHON

On December 2, 2012, the Canadian Cancer Society – Eastlink 2nd Annual Telethon was hosted by Randy Simms, Glen Carter, Rex Goudie, Larry Foley, Amanda Mews, Aamie Gilliam, and Sherry Sheehan, with Entertainment provided by Ennis, Shanneyganock, Rex Goudie, Larry Foley, and Da Dits.

Together, we raised over $58,000 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 Canadian Cancer Society and Eastlink would like to thank all of the volunteers and donors who helped make this event such a success. Your support helps us on the journey to fulfill our mission of eradicating cancer and enhancing the quality of life of people living with cancer.
Festival of Trees & Holiday Gifts

On November 29, 2012, the Festival of Trees & Holiday Gifts was held at the Delta Hotel in St. John’s. It was the 17th year for the event and the most successful year to date, raising over $170,000. Hosted by Seamus O’Regan, it was a sold out event with 42 tables and over 400 attendees. There were 130 silent auction items ranging from Christmas trees, hockey jerseys, art, jewelry, gift certificates, designer handbags, etc.

Karen Neal had won a 50/50 draw of $2800 which she generously donated back to the Canadian Cancer Society. Later in the evening, her husband, John, went on to win the Diamond Design Raffle where the winner gets to pick a jewelry item from the large Diamond Design display tent.

Lilies for Lillie

The Lilies for Lillie Campaign was started in 2003 in memory of Lillie Delaney after she passed away from leukemia at the age of 53. Her son, Gord, was determined to continue her legacy of helping others. His efforts, through the Lilies for Lillie Campaign, have raised over $375,000 which has helped many charities in our province. The 9th annual Lilies for Lillie Campaign raised $60,000 for the Daffodil Place Healing Garden. The pond in the Healing Garden will be named in memory of Lillie.
Legacy Gift for a Cure

Gary Rowe was a Lawyer and businessman in St. John’s. He was also a well known philanthropist who generously supported many charities over the years. On June 21, 2010, Gary passed away. In keeping with his generous nature, after providing specific gifts for loved ones, the residue of Gary’s estate was distributed to fund scholarships, support medical research, and support the programs of a number of charitable organizations.

Gary highly believed in the value of medical research. The Canadian Cancer Society was one of the beneficiaries of his estate. On December 24, 2012, Gary’s spouse, Elizabeth Simms presented a significant gift to Dr. Michael Woods, President of the Canadian Cancer Society-NL. The gift was designated for cancer research to be done by local cancer researchers at Memorial University.

Cancer research is making a difference. Incidence rates are stabilizing or declining and mortality rates for most major cancers are declining. In the 1940’s, 25% of all Canadians diagnosed with cancer survived their diagnosis. Today, we are proud to say that statistic is now at 65%. More research equals fewer Canadians having to face cancer, an increased survival rate, and a better quality of life for people living with and beyond cancer.

Gary’s gift is a very meaningful and a lasting one that will directly impact future generations.
On Friday, May 25, 2012, the Honourable Paul Davis, Minister of Service NL, joined by volunteer campaign Chairman, Ron Ellsworth, donors and guests of Daffodil Place officially turned the sod to commence the construction of the new Daffodil Place Healing Garden. The garden will feature walk ways, a waterfall feature, a gazebo along with numerous plants, shrubs, and quiet sitting areas. In addition, there will be a community vegetable garden that will serve as the foundation for nutrition and healthy living programs. The addition of the Healing Garden to Daffodil Place is a natural fit as it further strengthens the “homelike” atmosphere offered at the facility and compliments the organization’s mission: to eradicate cancer and enhance the quality of life for those living with cancer.

Ron Ellsworth, a local St. John’s businessman and former Deputy Mayor of the City of St. John’s, accepted the challenge to chair the Healing Garden Campaign. Like so many other Newfoundlanders and Labradors, he has lost family members to cancer. Mr. Ellsworth strongly believes in the mission and work of the Canadian Cancer Society and saw this project as an important means of enhancing the quality of life for people living with cancer.

The financial goal of the campaign is $350,000. Mrs. Susan Patten, a well known philanthropist and long time supporter of the Canadian Cancer Society, made the first donation of $50,000 to the campaign from the Patten Family Foundation. Support for the campaign has been strong. Up to the end of our fiscal year, over $250,000 had been raised. The garden is scheduled to officially open late June 2013.
Husky Energy Employees Lend a Hand

Showing there is strength in numbers, more than 150 Husky Energy employees came to Daffodil Place July 25th to lend a hand in the construction of the facility’s healing garden.

Husky employees helped stain the garden’s privacy fence and lay sod in the garden. In addition to the labour they donated, the Company presented a cheque for $50,000 to help further the garden’s construction.

“Teamwork is very important at our Company,” said Paul McCloskey, Husky’s Atlantic Region Senior Vice-President. “We wanted to show our support for Daffodil Place and the strong men and women and their families who are battling cancer. One of the ways we could demonstrate this commitment was to give our time and energy to help make the Daffodil Place Healing Garden a reality.”

The garden’s construction is made possible by donations from the community. Husky Energy’s generous contribution put the Healing Garden Campaign that much closer to the $350,000 goal.

Deloitte’s Impact Day at Daffodil Place

On September 28th, the grounds of Daffodil Place were flooded with 65 Deloitte employees for their annual Impact Day. Impact Day is Deloitte’s firm-wide day of volunteer service, when the employees dedicate their time to work on community projects, and support the development of the communities in which we all work and live. Instead of going to work in the office, Deloitte staff came to work at Daffodil Place. Impact Day is an initiative that sees more than 8,000 Deloitte professionals volunteering in communities throughout Canada every year.

The Deloitte family in St. John’s spent the entire day at Daffodil Place and assisted with various activities such as painting, tree planting, bench construction, and various indoor activities. We were thrilled to have been selected for Deloitte’s Impact Day and look forward to future partnership opportunities. Thank you, Deloitte!
January marked the end of another successful fiscal year for the Canadian Cancer Society, Newfoundland and Labrador Division (CCS-NL). The Statement of Financial Activities presented here includes our financial results for the fiscal year ended January 31, 2013.

The statement is split into three areas:

- The operating fund, which shows our general fundraising and mission spending.
- The operating fund (invested in capital assets), which shows funds received for and invested in capital assets (mainly Daffodil Place and its Healing Garden) and related depreciation and interest charges.
- Externally restricted funds, which relate to the capital campaign to build Daffodil Place and activity related to the collection of pledged contributions.

Total revenues in the operating fund for this past fiscal year totaled $2.6 million. This is an increase of 4.5% from the previous year and is largely attributable to the success of our fundraising activities, which raised $2.6 million compared to $2.5 million in 2011-12. Our main fundraising event, Relay For Life, saw continued success this year bringing in $1.3 million. Daffodil Days and annual giving were also great successes, growing 3.0%, and continue to be an important stream of revenue. Most notable this year were the substantial increases we saw in special events and major and planned gifts. Revenue from special events throughout province increased by 14.1% from 2011-12 to total $496,208 and major and planned gift revenue increased by 14.4% in 2012-13 from the previous year. In addition to fundraising revenue, we received considerable support from the Government of Newfoundland and Labrador to continue our cancer education and awareness programs into 2013.

In 2011-12, through strategic planning and realignment of our goals, we made great strides to increase fundraising revenue while lowering fundraising costs. Those efforts resulted in a 4.4% increase in revenue and a 5.9% decrease in fundraising expenditures from the previous year. In 2012-13, we continued to focus on increasing fundraising revenue while maintaining the low level of fundraising spending we established the previous year. As a result, we were able to increase fundraising revenues by 4.5% with no significant increase in fundraising expenditures.

Our mission expenditures of $1.7 million reflected the organization’s commitment and contribution to research, advocacy and programs. Our focus on programs, in particular, resulted in a significant increase in the number of cancer patients and caregivers in Newfoundland and Labrador who received information, support services, and products such as wigs and prostheses in 2012. Of total spending for the year, only 36% of total expenditures were on fundraising and administration. Expenditures for programs, advocacy, and research accounted for 55%, 3%, and 6% of total spending, respectively, in 2012-13.

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.
For the year ended January 31, 2013

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<tr>
<th>Fund Type</th>
<th>Operating Fund Unrestricted</th>
<th>Operating Fund Invested in Capital Assets</th>
<th>Externally Restricted Fund</th>
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<td><strong>Revenue</strong></td>
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<td>Relay for Life</td>
<td>$1,329,019</td>
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<td>Special events, gross revenue</td>
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<td>Annual giving</td>
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<td>Major and planned gifts</td>
<td>226,352</td>
<td>197,784</td>
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<td>In Memoriam</td>
<td>91,529</td>
<td>105,625</td>
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<td>Daffodil Place capital campaign</td>
<td>-</td>
<td>-</td>
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<td>Gift in kind</td>
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<td>44,513</td>
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<td><strong>Total Fundraising Revenue</strong></td>
<td>$2,607,279</td>
<td>$2,509,731</td>
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<td><strong>Less direct fundraising costs</strong></td>
<td>$(327,441)</td>
<td>$(359,941)</td>
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<td><strong>Net Fundraising Revenue</strong></td>
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<td>$2,149,790</td>
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<td><strong>Government funding and other income</strong></td>
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<td><strong>Daffodil Place lodge income</strong></td>
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<td><strong>Total revenue</strong></td>
<td>$2,647,265</td>
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**Expenditures**

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<td>Programs</td>
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<td>Research</td>
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<td>Advocacy</td>
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<td><strong>Total Mission Expenditures</strong></td>
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<td><strong>Supporting</strong></td>
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<td><strong>Total Supporting</strong></td>
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<td>$626,919</td>
<td>$4,138</td>
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Increase(decrease) in resources

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Canadian Cancer Society Office Locations

**Eastern Region and Provincial Office**
PO Box 8921
Daffodil Place
70 Ropewalk Lane
St. John's, NL A1B 3R9
Phone: 709-753-6520
Toll-Free: 1-888-753-6520
Fax: 709-753-9314

**Central Region**
10 Pinsent Dr.
Grand Falls-Windsor, NL A2A 2R6
Phone: 709-489-5822
Toll-Free: 1-866-545-9534
Fax: 709-489-2795

**Western Region**
Suite 304, CIBC Building
9 Main Street
Corner Brook, NL A2H 1C2
Phone: 709-634-6542
Toll-Free: 1-866-545-9533
Fax: 709-634-6030

**Labrador Region**
217 Hamilton River Road
PO Box 315 Stn C
Happy Valley Goose Bay, NL A0P 1C0
Phone: 709-896-4500
Toll-Free: 1-866-996-4500
Fax: 709-896-4520

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*If you or someone you know has cancer, we’re here to help.*
1 888 939-3333 | www.cancer.ca