Finding Comfort in Song

Daffodil Place, the Canadian Cancer Society’s largest support program, has been a home away from home to 3,580 guests since it opened its doors in 2009. Recently, Frank Cusick and his daughter Sandra, from Saint Pierre et Miquelon, stayed at Daffodil Place while his daughter underwent cancer treatment.

Daffodil Place offers many of the amenities of home, such as hot meals, board games, Internet, and a guitar that Frank would often play for Sandra.

“I love to sing, and at Daffodil Place we can play the guitar and sing together. It is wonderful,” says Frank. “When you listen to music, you can forget about the sickness and the cancer. You enjoy the music and your worries go away.”

Daffodil Place also has many volunteer drivers that graciously drive guests to and from their hospital appointments.

“Staying at Daffodil Place has relieved financial stress for both of us. Even the small things, like not having to call for a taxi ride every day, make this cancer journey a lot easier. When you wake up at Daffodil Place you have everything you need. It is like you are at home. It’s a family – one, big family,” says Frank.
**DAFFODIL MONTH**

During the month of April, we ask Newfoundlanders and Labradorians to reflect upon the thousands of people who are living with cancer and to remember loved ones lost to the disease. Society volunteers are involved in numerous activities to raise vital funds in this annual national campaign. This year, during Daffodil Month, we:

- Mobilized almost 1,000 volunteers across the province
- Sold 30,000 daffodils
- Raised $249,286

“Your support during Daffodil Month has helped fund vital services, such as our transportation assistance programs, our support groups, our practical support programs, and also Daffodil Place. Donations bring us one step closer to preventing cancer and helping Newfoundlanders and Labradorians live longer, healthier lives,” says Matthew Piercey, CEO, Canadian Cancer Society Newfoundland and Labrador.

Donors have made it possible for the Society to become the province’s most trusted source of information and support for people living with cancer and their families. Current statistics show that progress has been made – today over 60% of Canadians diagnosed with cancer will survive at least 5 years after their diagnosis. In the 1940s, survival was about 25%.

“The generosity of our donors has brought us closer to a world where we will no longer have to fear the word cancer,” says Piercey. “But, there is still work that must be done, and that’s why we need your continued support.”

Current statistics show that the number of new cancer cases continues to rise steadily as the province’s population grows and ages. Almost half of all Canadians are expected to develop cancer in their lifetimes and it is the leading cause of death in this country. Last year, an estimated 3,400 new cases of cancers were diagnosed in the province and 1,500 Newfoundlanders and Labradorians died from the disease.

“Change won’t happen without you,” says Piercey. “By purchasing our daffodils and our daffodil pins every April during our Daffodil Month campaign, you join and support a vibrant team that is working to transform the way we understand this disease and live with it.”

We all have a story about how cancer affects us. By supporting Daffodil Month we are collectively saying that we are in this together and we won’t give up until all forms of the disease are defeated.
Daffodil Day – April 30 – Wrapped up the Canadian Cancer Society’s Daffodil Month Campaign

On April 30th, numerous businesses and organizations proudly wore the daffodil pin to show their support for Newfoundlanders and Labradorians living with cancer. Below are local businesses who purchased the Society’s daffodil pin and proudly wore it on April 30th in honour of Daffodil Month.

Photos (left to right): Husky Energy, Canadian Cancer Society staff and Daffodil Place guests, Cougar Helicopters, Steers Insurance, DF Barnes, Vale, DF Barnes, Cougar Helicopters, Roebothan McKay Marshall, and GJ Cahill. Once again, thank you to all of our supporters.
DAFFODIL DAYS

From March 27th - April 4th, our volunteers were very busy delivering daffodils to local businesses and selling the fresh cut flowers in various locations across the province.

Our mascot, Daffy the daffodil, was also very busy during daffodil days and was a great help to our volunteers. The daffodil is a symbol of hope. During daffodil days, thanks to our dedicated volunteers, we were able to bring hope and offer support to cancer patients in communities across the province.
Lewisporte Relay for Life

Relay for Life season has begun! The Lewisporte Relay for Life took place on May 23rd. The Relay for Life fight back zone was filled with lots of great information on ways to fight back against cancer. Volunteers shared information on early detection and screening for cancer, as well as healthy eating and physical activity guidelines. Premier Paul Davis even stopped by the fight back zone to commend the Canadian Cancer Society on their prevention and advocacy efforts.

Stephenville Cancer Support Group

The Society runs many support groups across the province. Recently, Sara Young, the Society’s Community Service Coordinator, provided a presentation to the Stephenville support group about the programs and services we offer to cancer patients and survivors. The group also had a great time playing a "Reduce Your Risks of Cancer" bingo game. The Society presented an award to Joan Fromm, the group facilitator, called “Distinction for Program Support.”

Cheque Presentations

Every donation is an expression of trust. Every donation is one step closer to preventing cancer and detecting it earlier. We would like to extend a thank you to a couple of our recent donors, Knights of Columbus NL and RNC Association Sgt. Geoff Walsh Room, for their donations of $5,000.
**Putting a Focus on Life After Cancer**

People are being diagnosed with cancer earlier, yet living longer, than ever before. Therefore, in an effort to support cancer survivors, the Canadian Cancer Society launched a six-week pilot program, called the *Defy Cancer Program*, to focus on survivorship and recovery.

“The purpose of this program was to help people to not only survive after cancer, but to thrive after cancer. The program aimed to motivate cancer survivors to become physically active, and to educate them on how to move forward from cancer treatments and take control of their recovery,” says Susan Penney, Health Promotion Coordinator, Canadian Cancer Society.

The *Defy Cancer Program* was a free after-cancer care program that began in April, and took place at New World Fitness in St. John’s. Every Tuesday, from 12:00 p.m. – 2:30 p.m., cancer survivors were guided through a proper low impact fitness program by a qualified personal trainer that built in intensity as the weeks progressed.

“This program allowed for a fun, interactive, and supportive environment aimed at personal growth,” continues Penney. “It’s important to provide quality programs for individuals going through treatments and post cancer diagnoses.”

Each session began with a guest presenter addressing important cancer-related topics. Afterwards, the fitness instructor guided participants through an exercise program in the gym and provided information packages with take-home strengthening exercises. The sessions finished in a pool with an aquatic exercise program to encourage circulation, to build endurance, to focus on flexibility, and to offer a form of relaxation.

“The *Defy Cancer Program* centered around physical, mental and social well-being. Our aim is to enhance the quality of life of people living with cancer, and this program is one way in which we are doing that,” says Penney. “Our pilot program was a huge success and we can’t wait to roll out the second phase!” she says.

**What program participants had to say:**

“I have just been through a bout of depression and this program was just what I needed to get me back on track.”

“This program has changed my outlook on survivorship, thank you so very much.”

“I was never comfortable about exercising in front of people, especially with my mastectomy. This program has given me confidence to join other exercise programs and I feel much better about myself.”

“This is a critical and much needed program for cancer patients and survivors. Please offer it again and possibly longer in duration.”
Hair Donations

Thank you to all of our hair donors. The simple act of generosity makes a world of difference to women with cancer. It takes 8 to 15 ponytails to create 1 real-hair wig. This is why your support is so important. Pictured below are a few of our latest hair donations. Photos (left to right): Madison, Sofia, Shelby, Devlin, Emma, Cadence, Rachel, Jenette, and Erica.
Volunteer Appreciation Night

Our volunteers are at the heart of everything we do in communities across Newfoundland and Labrador. As a gesture of appreciation for our dedicated volunteers, the staff of the Canadian Cancer Society hosts a Volunteer Appreciation Night every year. It is a night filled with cheer, laughter, and gratitude. Volunteer awards are presented to several volunteers as a thank you for their continued support and dedication throughout the year. The Canadian Cancer Society is a volunteer based organization and without our volunteers we could not complete the work we do. On behalf of the Canadian Cancer Society, and on behalf of the many lives that have been touched by our kind volunteers, thank you for all you do, you are making a difference!

This year’s theme for volunteer week was “the many faces of volunteering.” This theme highlighted the diversity of the people who volunteer in our communities and the many ways that they are involved.

The Canadian Cancer Society Eastern Region transformed the office into a carnival for the night. Volunteers enjoyed visits from clowns, fortune tellers, and had lots of fun dressing up for a photo booth.

The Canadian Cancer Society Western Region’s sixth volunteer appreciation night was filled with entertainment, nutritious food and prizes. Over 70 dedicated volunteers came to join the fun.

The Canadian Cancer Society Central Region celebrated the many faces of volunteering by inviting their volunteers to a special cake cutting ceremony, where they also had refreshments and prizes for those who attended.

The Canadian Cancer Society Eastern Region transformed the office into a carnival for the night. Volunteers enjoyed visits from clowns, fortune tellers, and had lots of fun dressing up for a photo booth.
Sun Safety
Our health promotion team has been busy presenting to school groups on the importance of sun safety and UV ray protection. Our sun safety tip of the month is: If you can, plan outdoor activities before 11 a.m. or after 4 p.m., when the sun is not at its strongest, or any time of the day when the UV Index is 2 or less. It’s also important to use sunscreen properly. Use an SPF of 15 or higher, and if you work outdoors or are planning to be outside most of the day, use an SPF 30.

End-of-Life Care
Thanks to funding received from the Avalon East Wellness Coalition, we are able to provide a new resource for those transitioning into terminal illness or palliative care. Our End-of-Life Kits include various information on end-of-life care, a notebook, a pen and personal care items. We provide these kits free of charge to cancer patients or families in need. To receive a kit, please call your local Canadian Cancer Society office.

Western Office Receives Nomination
The Canadian Cancer Society - Western Region was nominated for an Achievement in Community Excellence Award for Non-Profit Organization of the Year. Staff members Cara-Leigh Wyllie and Sara Young attended the awards banquet. Congratulations to our Western Region on a job well done.

Heritage Fair
This year, for the first time, the Society sponsored prizes at various Regional Heritage Fairs held in schools around the province. In each region, a cash prize and a certificate were presented by the Society to the students who submitted a winning project on a health-related theme. The photo above is of one regional winner, Ben Jacobs, a grade 8 student in Churchill Falls. We could like to congratulate the other winners as well: Sheridan Clarke from Port Rexton, Halie Hindy from Winterton, and Hajra Ahmad from Corner Brook.
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Nikola Allen, Front Desk
Sarah Neil, Revenue Development Coordinator
Susan Penney, Health Promotion Coordinator

Western Region
Cara-Leigh Wyllie, Health Promotion Coordinator
Sara Young, Community Services Coordinator
Tarragh Shanahan, Community Resource Coordinator

Central Region
Cathy Farr, Community Services Coordinator
Penny Pardy, Community Resource Coordinator

Labrador Region
Kim Hipkins, Community Resource Coordinator

Mission
The Canadian Cancer Society Newfoundland and Labrador is a local, 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.