

Mission, vision and 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.

The Canadian Cancer Society achieves its mission through research, education, patient services and advocacy for healthy public policy. These efforts are supported by volunteers and staff and funds raised in communities across Canada.

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.

We have INTEGRITY.

“Our volunteers and staff are honest and ethical in all that we do, and engage in responsible decision-making that reflects the highest standards of conduct. This ensures that our credibility, leadership and use of donor dollars is never in question.”

We are CARING.

“We are passionate, considerate and empathetic toward colleagues and those individuals and families touched by cancer. Our encouraging and supportive environment allows volunteers and staff to thrive, and contributes to our ability to advance the cause.”

We have COURAGE.

“We value the determination and drive of our volunteers and staff to take bold steps to effect positive change. We recognize that such spirit requires a unique strength of character - an inherent quality found in the hearts and minds of people who champion the cancer cause.”

We are PROGRESSIVE.

“We value our history of learning as we strive for continuous improvement and development at all levels of the organization. We embrace a creative approach to finding solutions that are appropriate and consistent with the strategy, character and abilities of our organization.”

What is the residential canvass?

Every April, during *Daffodil Month*, the Canadian Cancer Society holds a residential canvass campaign in Ontario. Thousands of volunteers are fighting back by knocking on doors collecting valuable funds for the Society.

The canvass was established as a neighbourhood-driven program. By asking neighbours to call upon their neighbours, the Society continues to identify ongoing, long-term donors, and maximize donations.

The residential canvass is one of our largest fundraising events. The funds raised help the Society support research on **all** types of cancer, offer comprehensive and credible information and provide support services for people living with cancer, family members and friends.

The annual neighbourhood visits also serve to enhance our presence in the community through information that our volunteer canvassers deliver.

Approximately 25,000 residential campaign volunteers across the province raised 3.7 million dollars toward the fight against cancer in 2011.

Canvass kit contents

Your canvass kit should include the following items:

1. Canvasser check list



2. Canvasser training instructions
3. Suggested responses to donor comments/questions
4. Receipt book and instructions
5. Call back envelopes

ARE YOU READY TO JOIN THE FIGHT?

Hello neighbour,

Cancer will attack over 177,000 Canadians this year.

Each and every day, cancer threatens us all. Each and every day, it strikes the lives of so many Canadians. Canadians we love. And need. Our brothers and sisters, our mothers and fathers, our children and our friends.

We are the Canadian Cancer Society and we are fighting back.

6. Cash envelope (back pocket)

CASH ENVELOPE • ENVELOPPE DES RECETTES

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AREA • RÉGION ZONE • SECTEUR TEAM • ÉQUIPE ROUTE • ROUTE

NAME OF CANVASSER • NOM DU SOLICITEUR

Canadian Cancer Society Société canadienne du cancer

ADDRESS • ADRESSE

7. Nametag (back pocket)

Canadian Cancer Society Société canadienne du cancer

**Are you ready to join the fight?
Êtes-vous prêt à rejoindre le combat?**

Volunteer | Bénévole

Canadian Cancer Society Société canadienne du cancer

**I'm canvassing in honour of:
Je fais du porte-à-porte en l'honneur de :**

Name | Nom

Volunteer | Bénévole

8. Donor Bill of Rights

A Donor Bill of Rights

PHILANTHROPY is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

<p>I.</p> <p>To be informed of the organization's mission, of all ways the organization would be an effective means, and of its capacity to use donations effectively for their intended purpose.</p>	<p>VI.</p> <p>To be assured the information about their donation is handled with respect and with confidentiality to the extent possible to law.</p>
<p>II.</p> <p>To be informed of the ability of those serving on the organization's governing board, and to express the board's confidence, praise or disapproval in its responsibility.</p>	<p>VII.</p> <p>To enjoy the full transparency of individual representing organizations of interest to the donor and to be informed in return.</p>
<p>III.</p> <p>To have access to the organization's most recent financial statements.</p>	<p>VIII.</p> <p>To be informed whether their money, donations are withdrawn, withdrawn or fully repatriated or held in trust.</p>

CHARTRE DES DROITS DU DONATEUR

La PHILANTHROPIE est fondée sur l'engagement d'action volontaire pour le bien d'autrui. Elle implique une tradition de don et de partage qui est essentielle à la qualité de la vie. Afin d'assurer que la philanthropie mérite le respect et la confiance du public et que les donateurs actuels et futurs puissent avoir une confiance totale dans les organisations avec lesquelles ils font affaire, nous déclarons que tous les donateurs ont les droits suivants :

<p>I.</p> <p>Être informés de la mission de l'organisation, de toutes les manières dont elle pourrait être un moyen efficace et de sa capacité à utiliser les dons efficacement pour leur destination prévue.</p>	<p>VI.</p> <p>Être assurés que l'information relative à leur don est traitée avec respect et confidentialité dans la mesure du possible.</p>
<p>II.</p> <p>Être informés de la capacité de ceux qui servent sur le conseil d'administration de l'organisation et de leur pouvoir d'exprimer leur confiance, leur éloge ou leur désapprobation en matière de responsabilité.</p>	<p>VII.</p> <p>Profiter de la pleine transparence de l'individu qui représente l'organisation d'intérêt pour le donateur et être informé en retour.</p>
<p>III.</p> <p>Avoir accès aux états financiers les plus récents de l'organisation.</p>	<p>VIII.</p> <p>Être informés de savoir si leur argent, leurs dons sont retirés, retirés ou entièrement rapatriés ou conservés en fiducie.</p>

9. Daffodil pin

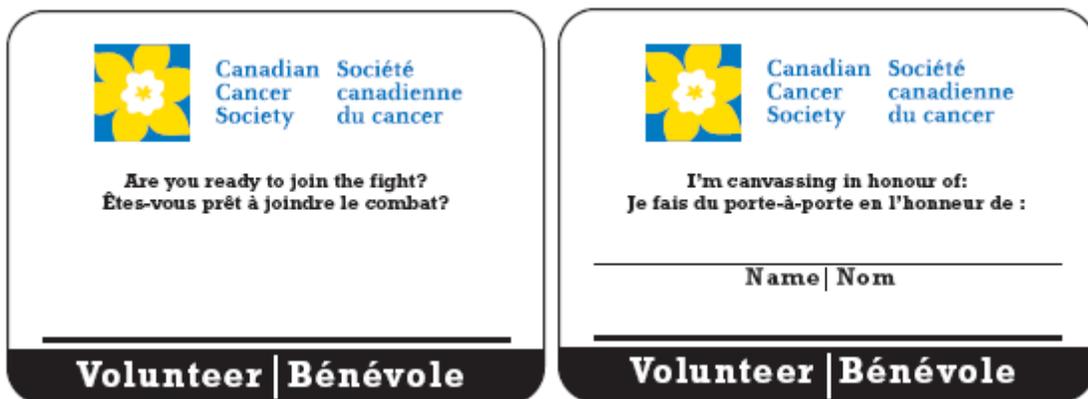


If any of the items above are missing from your kit, please [contact us](#).

Steps for success

Thank you for volunteering. When canvassing, please remember to:

1. **Always wear your official “Volunteer” nametag and daffodil pin.** Introduce yourself as a Canadian Cancer Society volunteer.



The nametags are double-sided and can be used with your name as either “Volunteer” or “In Honour” (honouring the memory or survivorship of someone close to you).

2. Try to canvass when most people are at home – in early evening or weekends and **never after 9 p.m.**
3. Canvass only houses that are assigned to your route.
4. At houses where you receive a donation or where residents say they already made a donation, give them a daffodil pin and thank them for their support.
5. Revisit your neighbours that are not at home; you are encouraged to try three times. (Three attempts make a big difference.)
6. If no one is home when you call back, leave the piece called “ARE YOU READY TO JOIN THE FIGHT?” with the mail-in donation envelope (located in the back of the kit).

7. When you have finished canvassing, please **return all materials and donations** to your Team Captain (listed on the front cover) or your local unit office. Complete the items listed on the checklist (at the front of the kit).
8. Ask donors if they would like to join the fight against cancer and canvass next year. Track their names on the chart on the inside front cover.

Every dollar counts

The Canadian Cancer Society is your best partner in the fight against cancer. We have *more* impact against *more* cancers in *more* communities than any other cancer charity in Canada. Thanks to the generous support of our donors, the Canadian Cancer Society is leading the fight against cancer by:

- doing everything we can to prevent cancer from ever happening in the first place
- funding research to outsmart cancer
- empowering, informing, supporting and improving the lives of Canadians living with cancer
- advocating for public policies to improve the health of Canadians
- rallying Canadians to make cancer history

Join us in our fight against cancer. To learn more, call us at 1 888 939-3333 or visit us online at www.fightback.ca.

Receipt basics

CREDIT CARD donations:

1. **DO NOT issue a receipt.**
2. Tell the donor that a receipt will be issued and mailed by the unit office.
3. Ask the donor to complete a mail-in donation envelope form. Ask the donor to seal the envelope prior to giving it back to you. Donors may also choose to mail the envelopes themselves.
4. If the donor chooses to return the sealed envelope to you, put it in the donations envelope with the other contributions and return it with the kit to your Team Captain or office but do not count it as part of the total collected.

CASH and/or CHEQUE donations:

Donor Copy:

OFFICIAL RECEIPT NO. / REÇU OFFICIEL NO. Canada Revenue Agency / Agence du revenu du Canada www.cra-arc.gc.ca/charites

ODK 10 800 010

 **Canadian Cancer Society** / **Société canadienne du cancer**

ONTARIO DIVISION / DIVISION DE L'ONTARIO
55 St. Clair Avenue West, Suite 500, Toronto, ON M4V 2Y7
55, avenue St. Clair Ouest, bureau 500, Toronto, ON M4V 2Y7

THANK YOU / MERCI
DONOR COPY / COPIE DU DONATEUR

GRATEFULLY ACKNOWLEDGES A CONTRIBUTION OF / ACCUSE RÉCEPTION AVEC RECONNAISSANCE DE LA CONTRIBUTION DE :

CHEQUE CASH
chèque COMP. FAIT

Twenty-five 00 DOLLARS \$ 25 —
100

DR MISS/MILLE MRS/MME MS MR/M
John Sample
FIRST NAME / PRÉNOM LAST NAME / NOM DE FAMILLE

123 Daffodil Way 205
ADDRESS / ADRESSE APT # / #APP

Springville Z1Z 1Z1 (123) 456-7890
CITY / VILLE POSTAL CODE / CODE POSTAL PHONE / TÉLÉPHONE

UNIT / UNITÉ Your Unit Name / Nom de votre unité DATE 15 04 2012
DO MM YR

Canvasser's signature / Signature du solliciteur
AUTHORIZED SIGNATURE / SIGNATURE AUTORISÉE

The Society collects your personal information in order to process your donation and to issue a tax receipt. We may also contact you from time to time with information about other ways you can help us or highlight cancer. If you prefer not to receive this kind of communication from us, or to share more information about our privacy practices, please contact us at 1-800-263-8874 x 2257 or email: privacy@ontario.cancer.ca.
La Société recueille vos renseignements personnels afin de traiter votre don et d'émettre un reçu fiscal. Nous pourrions aussi communiquer avec vous de temps en temps pour vous informer sur d'autres façons d'aider à lutter contre le cancer. Si vous préférez ne pas recevoir ce genre de communication de nous, ou si vous souhaitez plus d'informations sur nos pratiques en matière de confidentialité, veuillez nous contacter au 1-800-263-8874 poste 2257 ou par courriel: privacy@ontario.cancer.ca.

1. Place the yellow cardboard backing sheet behind each perforated receipt. Please remember to press firmly when filling out the receipt.
2. **Fill out the receipts completely including first name and last name.** Print as legibly as possible. These are official tax receipts, so it is **very important** that the information is complete.
3. Donors are entitled to an official receipt providing we have all the information. Give the top copy of the tax receipt, marked DONOR COPY, to the donor. Leave the bottom copy with the word COPY, printed in yellow on it, in the receipt book. **Remember: DO NOT issue receipts for credit card donations.**

Office Copy:

OFFICIAL RECEIPT NO. / REÇU OFFICIEL NO. Canada Revenue Agency / Agence du revenu du Canada www.cra-arc.gc.ca/charites

ODK

 **Canadian Cancer Society** / **Société canadienne du cancer**

ONTARIO DIVISION / DIVISION DE L'ONTARIO
1639 YONGE ST., TORONTO, ONTARIO M4T 2W6
1639, RUE YONGE, TORONTO, ONTARIO M4T 2W6

THANK YOU / MERCI
OFFICE COPY / COPIE INTERNE

GRATEFULLY ACKNOWLEDGES A CONTRIBUTION OF / ACCUSE RÉCEPTION AVEC RECONNAISSANCE DE LA CONTRIBUTION DE :

CHEQUE CASH
chèque COMP. FAIT

DOLLARS \$
100

DR MISS/MILLE MRS/MME MS MR/M
FIRST NAME / PRÉNOM LAST NAME / NOM DE FAMILLE

ADDRESS / ADRESSE APT # / #APP

CITY / VILLE POSTAL CODE / CODE POSTAL PHONE / TÉLÉPHONE

UNIT / UNITÉ DATE / /
DO MM YR

AUTHORIZED SIGNATURE / SIGNATURE AUTORISÉE

COPY / COPIE

The Society collects your personal information in order to process your donation and to issue a tax receipt. We may also contact you from time to time with information about other ways you can help us or highlight cancer. If you prefer not to receive this kind of communication from us, or to share more information about our privacy practices, please contact us at 1-800-263-8874 ext 2257 or email: privacy@ontario.cancer.ca.
La Société recueille vos renseignements personnels afin de traiter votre don et d'émettre un reçu fiscal. Nous pourrions aussi communiquer avec vous de temps en temps pour vous informer sur d'autres façons d'aider à lutter contre le cancer. Si vous préférez ne pas recevoir ce genre de communication de nous, ou si vous souhaitez plus d'informations sur nos pratiques en matière de confidentialité, veuillez nous contacter au 1-800-263-8874 poste 2257 ou par courriel: privacy@ontario.cancer.ca.

4. All cheques should be made payable to: **Canadian Cancer Society**.
5. If an error is made, write "VOID" in large letters across the receipt. Leave **both** copies in the receipt book.
6. **Canvasser must** date and sign each receipt. Do not pre-date or pre-sign receipts.
7. Do not detach **unused** receipts. They must be left in the book.
8. **Do not sign your own donation receipt**. Ask your team captain or a unit staff member to sign it for you.
9. Please complete the **SUMMARY LIST** on the cardboard backing sheet located under the receipts.

UNIT		SUMMARY LIST	
TO BE COMPLETED BY THE CANVASSER			
OFFICIAL RECEIPT NO.	NAME	ROUTE DONATION	OTHER DONATION

Suggested Responses to Donor Comments /Questions*Please take a few minutes to read the following suggested responses to comments that you might hear at the door:*

I gave by mail or I gave at the office.

You can say...

Thank you! We knock at your door because we want to be sure people know that Canadian Cancer Society volunteers are active in their community.

Where does my money go?

You can say...

Thanks to the generous support of our donors, the Society helps fund the most promising Canadian research projects for **all types of cancer**, provide free information and support services in the community, advocate for public policies that prevent cancer and help those living with it and prevent and detect cancer early by encouraging people to take part in cancer screening programs. You can learn more about how we're fighting back against cancer by visiting our website at www.fightback.ca. You can also find information about our financial position by viewing our Impact Report online.

I don't give cash donations.

You can say...

We would be pleased to accept a personal cheque. Some donors prefer to use VISA, MasterCard, or American Express. You can use this donation envelope. You can complete the form now, seal it and give it to me, or you can mail it back to ensure privacy. We'll mail you a receipt. **Note:** Some donors may prefer to be part of our Direct Mail program or to make monthly donations by pre-authorized cheques or credit card charges. Have these donors complete and mail back the "Until Cures Are Found" section of the mail-in envelope.

'Until Cures Are Found' monthly giving program

Yes, I want to join the Canadian Cancer Society with a monthly gift of: \$5 \$10 \$20 or \$_____

You may change or cancel your contribution within 30 days by calling Donor Relations toll-free at 1 800 268-8874 (ext. 7904).

DONATION OPTIONS

I've enclosed a blank cheque marked VOID . I authorize the Canadian Cancer Society to deduct the amount I have specified from the account number on the cheque, on the 1st day of each month.

Signature _____ Date _____

Please charge my credit card on the 1st day of each month:   

Card No. _____ Expiry Date _____

Signature _____ Date _____

 Canadian Cancer Society Société canadienne du cancer

55 St. Clair Avenue West, Suite 500
Toronto, Ontario M4V 2Y7
1 888 939-3333

This donation is made on behalf of:
 an individual or a business

You have the right to receive reimbursement for any debit that is not authorized or is not consistent with this PAD Agreement. Please visit www.cdnpay.ca for more information.

I already gave to the Terry Fox Run (Terry Fox Foundation) or the CIBC Run for the Cure (Canadian Breast Cancer Foundation).

You can say...

I'm sure these other organizations appreciate your contributions. Funds from the Terry Fox Run support research and the CIBC Run for the Cure supports breast cancer-related initiatives. Money raised by the Canadian Cancer Society helps fund research, and we provide information and support for people living with all types of cancer, their families and friends in communities across Ontario.

I just bought daffodils or participated in the fall lottery.

You can say...

- Thank you! Daffodil sales kicks off our April campaign. Our residential door-to-door canvass gives you a chance to make a donation and get a tax receipt. Would you like to make a donation?
- Thank you! We appreciate your support through our lottery. Our residential door-to-door canvass gives you a chance to make a donation and receive a tax receipt and we'd be thrilled if you could once again help us to continue fighting cancer.

Are you part of United Way?

You can say...

No. The Canadian Cancer Society leads the way in the fight against cancer. For more than 70 years we've funded research, and provided information and support in the community. United Way campaigns fund social services. They do not fund cancer research. Individuals are able to direct funds to the Canadian Cancer Society through the United Way employee giving campaign.

Didn't you come by recently?

You can say...

No. The Canadian Cancer Society only conducts a residential door-to-door canvass once a year in April. There may, however, be other organizations that are going door to door.

What do you do with the information you collected for the receipt?

You can say...

Donor information is only used to process the payment and prepare the receipt for this donation. We may also contact donors from time to time with information about other ways they can help us in our fight against cancer. [We do not exchange mailing lists.](#)

And finally...

We want to say a sincere thank you for joining the fight against cancer.

Residential campaign and direct mail

Background information:

There are many different ways that people can donate to the Canadian Cancer Society. They may do so by:

- calling, mailing, or dropping off their donation to a local unit office
- donating online at www.fightback.ca
- dialing the toll-free number: 1 888 939-3333
- donating through the mail in response to a direct mail package
- pledging / participating in a special event
- donating at the door during the April residential campaign
- buying live daffodils or pins (by donation)

We want to let our donors decide how and when they want to give to the Society. No one method is better than another.

Impact of direct mail on the residential campaign:

Canvassers often have questions and concerns regarding direct mail and its impact on the residential campaign. Here are some answers that will help individuals understand the role of direct mail a bit more.

Do we send out direct mail packages that ask for a donation in the months of March and April?

The Canadian Cancer Society sends out direct mail packages asking for donations between May and February. However, sometimes due to postal delays a few packages may be delivered in early March. Other cancer charities do send mail in March and April during the lead-up to *Daffodil Month* and the Society's residential campaign. These organizations use the awareness that the Society generates to their own advantage. Most people don't notice that a package is from the Cancer Research Society and not the Canadian Cancer Society, so when your neighbour says they gave in the mail, they probably did. But don't assume it was necessarily to the Canadian Cancer Society.

We will be doing a small mailing mid-March 2011. In total, 100,000 packages will be mailed across Ontario, which will have minimum impact on the canvass program.

What do I say to my neighbour who says they have already given to the Society through the mail (or some other method of donation)?

People don't like saying no. Sometimes it is easier to say they gave another way than to tell you they aren't interested. However this may also be true. Remember that this is an opportunity to enter into a dialog with both donors and prospective donors. If a donor has already made a financial gift, then take advantage of the situation. As a canvasser, you can thank the donor in person for their support, let them know how they have made a difference, and give them a daffodil pin. Enquire to determine if the donor has other needs. Maybe there is information about our services that the donor would like to receive.

What if a donor wants to support the Canadian Cancer Society with a gift at the door during the residential canvass as well as through direct mail?

How and when a donor chooses to support the Society is up to the donor. Many donors will commit financially to the Society on multiple occasions throughout the year, e.g. a donor may buy daffodils as well as pledge a participant at a special event. For this reason, donors who give at the door may choose to also give through the mail.

Is direct mail important to the fundraising goals of the Canadian Cancer Society?

Yes. Direct mail raises over 7 million each year. First time direct mail donors give an average annual donation of \$46. Monthly donors give an average annual gift of \$132.

Do you send direct mail packages to every household in one geographic area?

No. Direct mail is expensive. Packages are sent to donors who are already on our mail donor database or to the names and addresses of individuals who are on other lists that the Society rents. For example: Canadian Living subscribers.

Does the money raised through direct mail benefit the local unit?

Yes. Direct mail revenue is attributed back to the unit. A software program looks at the revenue raised and allocates the dollars to each unit based on the individual donor's postal code.

I still have other questions and concerns.

Get in touch with your local unit manager.

Canvassing safely

- If you are canvassing alone, always let someone know when you are canvassing and where you are canvassing.
- Volunteers under the age of 18 require the written consent of a parent / guardian prior to commencing their volunteer activities. Make sure you let your parent / guardian know where your route is and when you are canvassing.
- If possible, try and canvass in pairs or at least one canvasser on either side of the street you are canvassing.
- If possible, canvass during the early evening or daylight hours.
- Always carry identification and any specific medical information in case of an incident or injury.
- Be discrete and keep donations out of sight (example, pocket or money belt).
- If possible, avoid carrying large money sums. It's better to go home and drop off the money than to be in danger. Then return the kit (receipts) and money collected to the designated drop off location as soon as possible after canvassing to avoid having large sums of money at home.
- Stay in the doorway and avoid going into any household.

Thank you

Thank you for joining the fight against cancer. More than 25,000 dedicated volunteers across Ontario make the residential door-to-door campaign one of the Canadian Cancer Society's largest fundraising events. These funds help us to support promising cancer research and services for people living with cancer.

We want to say a sincere thank you for joining the fight against cancer.