



Canadian Cancer Society
Société canadienne du cancer

ALBERTA / NWT DIVISION

your DONATIONS ARE FIGHTING *for life*



Photograph by Heather Cushway ©, Photosensitive

RELAYS POUR LA VIE
CANADIAN CANCER SOCIETY / SOCIÉTÉ CANADIENNE DU CANCER

FINANCIAL REPORT 2010/11

How *you* fight cancer

Fundraising: donations and expenses

COST TO RAISE A DOLLAR

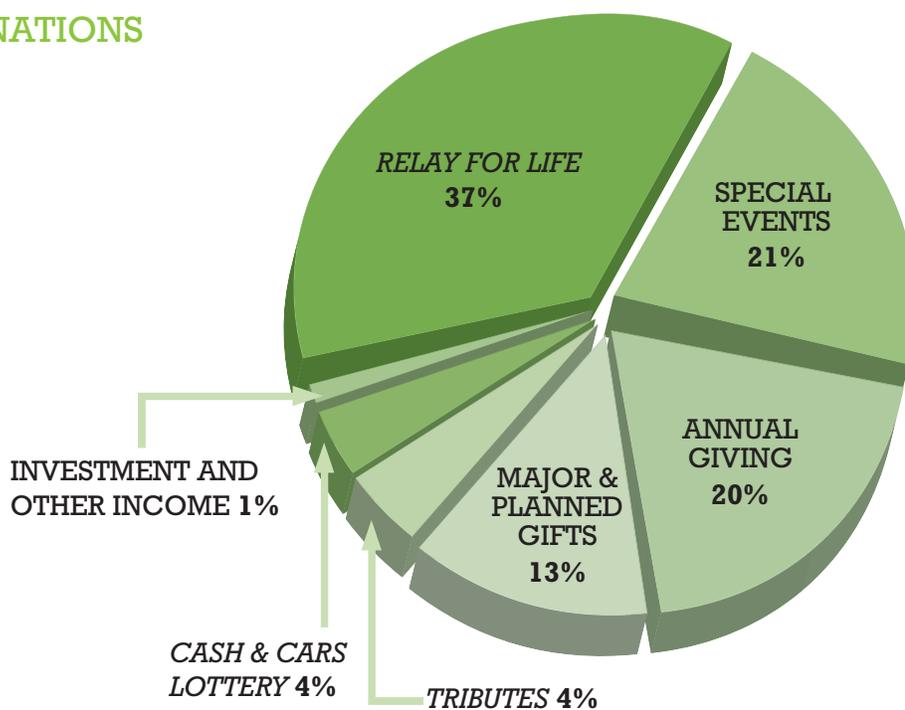
We fundraise for only one reason – to raise critical funds for our mission of eradicating cancer and improving the quality of life for those living with it.

In 2010, we invested \$5.7 million to raise \$15.1 million through our fundraising efforts. **That is a 166% rate of return.** Fundraising costs include items like tax receipts, data entry, special event expenses (e.g. porta-potties and security), as well as marketing and human resources expenses.

The Society receives no government funding, but instead relies solely on the generosity of donors. We offer a wide variety of options to the public who want to join the fight against cancer – the fight for life. Whether that's joining a local 12-hour *Relay For Life* event, contributing through payroll deductions, or leaving a legacy gift – we give donors the choice.



TYPES OF DONATIONS



OUR EVENTS

- *Jail-N-Bail*[®]
- *Daffodil Days*[®]
- *Face Off Against Cancer*
- *Cops for Cancer*[®]
- *Harvest of Hope*
- *Reach for a Cure*
- *Relay For Life*[®]

PLEASE NOTE: Canadian Cancer Society special events include: *Jail-N-Bail*[®], *Daffodil Days*[®], *Face Off Against Cancer*, *Cops for Cancer*[®], *Harvest of Hope*, and *Reach for a Cure* events. *Weekend to End Women's Cancers*[®], *Ride to Conquer Cancer*[®] and the *Underwear Affair*[®] are NOT Canadian Cancer Society fundraising events – please contact the Alberta Cancer Foundation for their fundraising costs. Likewise, the *CIBC Run for the Cure*[®] is a Canadian Breast Cancer Foundation event and is not affiliated with the Canadian Cancer Society.

DONATIONS – 2010/11

<i>Relay For Life</i>	\$5,550,488
Special Events	3,128,411
Annual Giving	3,040,455
Major and Planned Gifts	1,976,802
Tributes	636,710
<i>Cash and Cars Lottery</i>	622,023
Investment and Other Income	129,568
Total Donations	\$15,084,457
Fundraising Costs	(\$5,664,013)
Mission Investment	\$9,420,444

Investment in our *mission*

Mission investment

RESEARCH

In 2010, we invested \$48 million into research across the country – improving prevention, screening, diagnostic and treatment techniques. In Alberta/NWT, we invested \$3.7 million, or 37%, of our mission investment in cancer research.

RESEARCH

37%

SUPPORT

Every 3 minutes another Canadian is diagnosed with cancer. We provide practical, emotional and financial support to patients, caregivers and family members who are impacted by cancer.

SUPPORT

21%

PREVENTION

Research has shown that 30-35% of all cancers can be prevented by eating well and being active. We leverage the power of our volunteers and the media to get the word out to the public about the power of prevention in a cost-effective manner.

PREVENTION

8%

ADVOCACY

We're fighting for better access to cancer drugs, screening programs and timely healthcare for Canadians. We're also working to improve regulations on carcinogens, including tobacco, asbestos, pesticides and indoor tanning.

ADVOCACY

9%

ADMIN

12%

INFO

13%

INFORMATION

We are the most trusted source of cancer information in Canada, and we empower patients and their families with the latest cancer information, including screening and early detection, so they can make informed decisions about their health.

ADMINISTRATION

We work hard to be a good steward of those donations by working diligently to keep our administrative costs down. Our large team of dedicated volunteers help us achieve that goal. Our administration costs include items like rent and operational costs, computers, telephone services and essential office supplies for nine regional offices.

MISSION INVESTMENT – 2010/11

Research	\$3,728,005
Support	2,122,461
Information	1,289,592
Admin	1,170,383
Advocacy	895,059
Prevention	768,722
Total Investment	\$9,974,503
Deficit	(\$553,778)

This year's impact in the fight for LIFE

LEAD RESEARCH

to better prevent, diagnose and treat cancer

RESEARCH HIGHLIGHTS

- Survival rates have nearly doubled in the last 40 years due in large part to Society-funded research.
- This year, our researchers discovered that a simple change in the way thousands of breast cancer patients are treated can have a large impact on preventing a recurrence of the disease.
- Funded by the Society, researchers recently discovered how to turn skin cells into blood cells which may allow doctors to one day treat cancer patients with healthy new blood cells, using their own skin.

INFLUENCE PUBLIC POLICY

improving the odds for all Canadians

PUBLIC POLICY HIGHLIGHTS

- For decades, we have advocated for strong public policy so that Canadians can enjoy a smoke-free world.
- Because Okotoks was the first municipality in Alberta to pass a smoke-free vehicles bylaw, the momentum is building as several more communities have since taken the same action.
- We also speak up for those caring for cancer patients, resulting in a new federal tax credit providing some financial support for family caregivers.

FOCUS SUPPORT PROGRAMS

on the greatest needs of patients and caregivers

SUPPORT PROGRAM HIGHLIGHTS

- We served 7,000 clients in Alberta and the Northwest Territories in 2010, providing emotional, practical and financial support at the most critical point in their cancer journey.
- More than 84% of the people we have served report that they felt supported and 100% surveyed would call us again if they needed support.
- Our *Cancer Information Service* has helped almost one million people since 1996.

ENGAGE MORE CANADIANS

in the fight against cancers

CANADIANS JOIN THE FIGHT

- The Canadian Cancer Society fights all 200-plus kinds of cancer. When you join the fight with us, you're making the greatest impact possible against cancers.
- We couldn't achieve our mission without the help of our dedicated team of 170,000 volunteers across the country.
- Our volunteers provide caring support for people living with cancer, they advocate for healthy public policies, and they fundraise for lifesaving research.

Photo credit: Michael Ericsson

OUR LOCATIONS

cancer.ca
1 800 661-2262

Calgary (403) 205-3966
Lethbridge (403) 327-5452
Medicine Hat (403) 528-2125
Red Deer (403) 347-3662
Yellowknife/NWT (867) 920-4428

Edmonton (780) 455-7181
Fort McMurray (780) 791-0174
Grande Prairie (780) 538-2707
Lakeland Region (780) 874-9150