

# 2015 ANNUAL REPORT



**Breast Cancer Action**

Charitable Registration Number:

14077 6980 RR0001

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## WHO ARE WE?

### Our Mission

Breast Cancer Action is a local, community-based organization dedicated to enhancing the quality of life for breast cancer patients, survivors and their families through practical help, emotional support and education.

### Our Mandate

To develop and maintain programs to raise public awareness of breast cancer and to educate and support those affected by breast cancer.

To operate a post-diagnosis support and resource centre to serve women, men and their families living with breast cancer in the national capital region.

To contribute to the ongoing exchange of information with other likeminded local, regional, provincial, national and international organizations.

### Our Statement of Principles

**Mission Fulfillment.** Breast Cancer Action strives to achieve mission fulfillment by focusing on strengthening the organization in order to meet the changing needs and growing expectations of our audience.

**Effective Stewardship.** Breast Cancer Action assures effective stewardship by maintaining effective governance and management, and by generating and managing resources in a wise and responsible manner.

**Quality.** Breast Cancer Action strives to improve quality by working toward achieving excellence in all aspects of the organization, and by evaluating the total organization and its outcomes on a regular basis.

**Leadership.** Breast Cancer Action provides leadership by adopting and promoting inclusiveness and diversity through services, programs, initiatives, activities and by proactively educating the public.

### Our Guiding Principles

**Commitment.** Breast Cancer Action strives to operate in a manner that serves the best interest of the organization, with consideration given to the needs of our members, stakeholders and the community.

**Inclusion.** Breast Cancer Action strives to implement broad-based decision-making practices that best reflect the needs and expectations of our members, stakeholders and community.

**Diversity.** Breast Cancer Action respects and values differences among our members and stakeholders, and believes diverse perspectives can be advantageous.

**Transparency.** Breast Cancer Action promotes openness regarding our vision, mission and mandate.

**Integrity.** Breast Cancer Action remains committed to providing our members, stakeholders and the community with information, care and support to the best of our abilities.

**Effectiveness.** As an organization often faced with difficult choices based on limited resources, Breast Cancer Action will strive to achieve maximum results with the resources that are available.

## RHONDA EVANS, PRESIDENT, BOARD OF DIRECTORS



### Dear Members of Breast Cancer Action,

As we enter into another year here at BCA, we look forward to all of the new and exciting opportunities in Ottawa for an organization supporting women diagnosed with breast cancer. We have found in our community a huge amount of support for our cause, and look forward to reaping the rewards of becoming engaged with other organizations in the city.

As such, there is something that I would like you to consider: contacting the BCA office to volunteer for some of our upcoming events and activities. We are in the fortunate

position of having a relationship with several organizations willing to host fundraisers on our behalf, in order to ensure that the women of BCA can continue to enjoy our fitness classes, our educational workshops and sessions, and our outreach programs. All that they ask is for us to have a presence at these events, to show how important their support is to an organization that receives no government funding. We need to provide a show of force at these events or they will look to other charities who appear more appreciative.

In light of this call to action, a huge event we have coming up is H.O.P.E Volleyball on July 16. We need 60 volunteers to cover three shifts of our assigned duty, parking coordination. For our efforts, BCA will receive \$20,000 to help with running our programs. This is a huge boost to our fundraising efforts! Please consider giving a few hours of your

time to ensure that we can provide you with the best services that we can!

Please call or email BCA to learn about or sign up for volunteer opportunities. There is always something to help with and your involvement is greatly appreciated and needed!

**Rhonda Evans**  
*President, Board of Directors*  
*Breast Cancer Action*

### Upcoming Events at BCA:

**-June 21st:** Shimmy Into Summer Showcase, CentrepoinTE Theatres (Studio Theatre), 6:30pm

**-July 16th:** H.O.P.E. Summerfest, Mooney's Bay Beach, 7:00am-6:00pm

**-August 11th:** 10th Annual BCA Golf Tournament of Hope, Glen Mar Golf Course

**-August 26th:** Twins' Cause Golf Tournament, Hammond Golf Course

## KAREN GRASZAT, EXECUTIVE DIRECTOR



### Moving Forward: A Report from the Executive Director

With the ever increasing costs and participant demands of the fitness programs, it is imperative that members who wish to keep attending our “free” classes engage in BCA programs, events and fundraisers. Here are just a few ideas:

- Make a donation to BCA
- Attend at least one of our major events (i.e. Golf Tournament in August, Pub Fundraiser in September, Gala in November) The cost of attending one of these events is the equivalent of what it would cost to participate one of the many fitness programs offered by the City of Ottawa and private Fitness Clubs.
- Donate a prize or prizes for our silent auctions
- Have a targeted donation event (i.e. invite friends for a theme dinner and ask them to make a donation, or in lieu of BD/Anniversary gifts ask them to make a donation in your name to BCA)

### Third Party Events

Third party events are fundraisers that are run on behalf of BCA by individuals and businesses in our community. These are great events that market BCA to the community and often the people running the event absorb most of the cost. We the staff, volunteers and members just have to show up. Thus far, BCA membership have not supported these events enough to encourage repetition. This is unfortunate because these events can potentially raise mega-bucks for our programs and if we don't start showing our support by attending and participat-

ing, businesses will feel undervalued and simply find another more appreciative charity to support.

For example: Walkley Bowling Lanes ran a Bowlathon for us in February. With the exception of one staff, two volunteers, a donation from a board member, and a team put together by another board member, BCA did not have a strong presence. In short, a group of complete strangers, with great warmth and generosity raised over \$8,000.00 for our Programs. The organizer was thoroughly disappointed that our members did not participate. His intention was to make this an annual event but he was so discouraged by the lack of BCA support, he was not motivated to do this next year. I convinced him to give us a second chance-with the expectation that BCA members would indeed participate

### Membership Engagement

BCA is introducing a page on our website for newly diagnosed ladies. This page will be developed specifically to assist women by providing resources, anecdotes, tips and ideas for coping, nutritional tidbits, etc. This is where you come in! From time to time, BCA will be sending out requests for you, as members, to contribute to this page. We will be asking you to share your experiences with other women and families and friends who are new to the journey. We encourage you to take these opportunities to pay it forward and make one small part of a diagnosis easier for others.

**Karen Graszat**  
*Executive Director*  
*Breast Cancer Action*



## CHANGING TOMORROW, TODAY.

Founded in 1992 by three Ottawa women, Breast Cancer Action remains a grassroots organization operating with the belief that collectively, we have the power to make a difference. Breast Cancer Action, a post-diagnosis support and resource centre, **is a common gathering place where one can find hope, friendships, support, and understanding amongst fellow breast cancer survivors.**

We focus our attention on meeting the immediate needs of those diagnosed with breast cancer living in our community. We recognize that the breast cancer pathway is often overwhelming and, in order to help breast cancer patients navigate the way, we provide information, support, workshops peer support and wellness programs such as fitness and dragon boating.



## FOR OUR MEMBERS.

Breast Cancer Action provides our members with a variety of core programs and services designed specifically to meet the diverse and changing needs of those diagnosed with breast cancer.

As an organization that thrives through healthy volunteerism, we take pride in ensuring continuity through effective leadership, clear vision and strong direction.

As a post-diagnosis support and resource centre, we are committed to meeting the needs of an audience of people at various stages of breast cancer diagnosis, treatment, post-treatment and recovery.

## FOR OUR COMMUNITY.

Breast Cancer Action continues to work toward increasing our organizational profile within the community we serve.

As a registered charitable organization, we are committed to sharing information with our valued supporters, stakeholders, members and donors relevant to the governance, finances and operation of the organization.

Breast Cancer Action believes in a proactive approach to educational outreach efforts, working diligently to reach out to all segments of the population including special interest groups, multi-cultural communities, the corporate sector and the medical community.

## CORPORATE SPONSORSHIP/GIVING: OUR 2014 CIRCLE OF FRIENDS

<i>Beyond Yoga</i>	Digital Art & Restoration	Mahogany Spa
<i>Brown's YIG</i>	East Side Marios	Mann Lawyers
<i>Enterprise Rent a Car-Group CD99</i>	East Wind Company	Marianne's
<i>Giant Tiger</i>	Elizabeth Campbell	Metcalf Golf Club
<i>Goulbourn Recreation Complex</i>	Enterprise Holdings Inc	Mitel
<i>Glen Mar Golf Course</i>	Eric Muller	Mont Cascades
<i>Kelly's Boutique</i>	Eric Thibeault	Motion Works Physiotherapy
<i>OrthoMedix</i>	Escape Manor	Mont Cascades
<i>Manulife Financial</i>	Expedia Cruise Ship Centre	Montana's (South Keys)
<i>Ottawa Conference &amp; Event Centre</i>	Farmboy	Motionworks Physiotherapy
<i>Scotiabank</i>	Fireplace Centre & Patio Shop	National Arts Centre
<i>Stephen Hall, Hollis Wealth</i>	Fit Chicks	Novaflow Systems
<i>The Great West Life Company</i>	Fitness Depot	Oil Changers
Arthur Murray Dance Centre	Flock!	Ottawa Chamber Music Society
Audrey's in Town	Frank Scheme	Ottawa Champions Baseball Club
Beyond Batter Cupcakes	Funhaven	Ottawa Golf-Dan Kilbank
Brent Conley (Royal Lepage)	Germotte Photography	Ottawa Senators Foundation
Bridgehead	Glamour Group	Oxygen Medi Spa
Broadway Bar and Grill	Glen Mar Golf & Country Club	Ottawa Sports & Entertainment
Bushtukah	Good Life Fitness	Palais Imperial Dining
C.A.A. North & East Ontario	Haley Rehab	Parkhurst-Dorthea Knitting Mills Ltd.
Canadian Women's Golf Inc	Holtz Spa	Partylite c/o Louise Menard
Cat's Fish & Chips	Home Hardware Orleans	Patty's Pub
Caven Nutrition Group	Investor's Group	Paul Sauvé and Sons
Chris Coveny	Jeff Fox	Perfect Books
CLV Group Inc.	Jerome Photography	Perkins Restaurant
Comic Book Shoppe	Jo Jo's Pizza	Perseverance Tai Kwon Do
Compact Music	Juzo-Heather Levalle	Pretty Pots Flower Shop
Cosmic Adventures	Kanata Golf Country Club	
Courtyard Restaurant	Karen Dover, M.D.	
Creative Displays-Ross Tirrell	Klein Optical-Dan Klein	
Dandelion Kid's Consignment Boutique	Leading Edge Payroll	
David Dunsmore	Linda Corsini	
David's Tea -store 0034	Linda Souliere Macleod	
Decorating Den Interiors	Little Ray's Reptiles	
Denis Sauve-- Orleans Collision Centre	Lonestar Bar and Grill	
Denise Hoffman	Lorraine's Breast Care Studio	
Diane Hayes	Lowertown Brewery	

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## HOW WE RAISE A DOLLAR

As a charitable organization, Breast Cancer Action actively seeks to raise revenue year-round to help offset the costs incurred by our educational outreach efforts, core programs and services as well as the operation of the post-diagnosis support and resource centre.

During the 2015 fiscal year (January 1—December 31, 2015) Breast Cancer Action raised funds through a variety of methods (see right).

### Corporate Sponsorship and Program Revenue

Funds generated in this category consist of designated corporate sponsorship dollars, as well as revenue assigned to specific programs and services, such as the Dragon Boat Program.

### Third Party Fundraising Activities or Events

Funds generated in this category are the result of money raised during special fundraising events or activities organized by an outside source, such as the St. Louis Pub & Pink the Rink fundraisers.

### Donations

Funds generated in this category stem from direct mail donations, individual donations, in-memoriam and special event revenue (such as revenue garnered at the National Women's Shows).

### Memberships

Funds generated in this category are derived from membership fees paid by our members on an annual basis.

### Other Revenue

Funds generated in this category are derived from on-site product sales, miscellaneous revenue sources and investment income.



## OUR PROGRAMS, SERVICES AND INITIATIVES: 2015



Dragon Boat Program

Lymphedema Educational Outreach Program

Peer Support Program

Pre-Operative Information Sessions

The Kelly Project

Fit n' Fab Program

Lymphedema Bracelet Program

BCA Support Group

Beyond the Book Club

Be The Choice

### PLUS

Operation of a multi-functional post-diagnosis support and resource centre. This includes the gathering and dissemination of educational, informational and support resources related to living with a breast cancer diagnosis.



## OVERVIEW: WHERE OUR MONEY GOES

### Activities, Programs and Services

Included in this category are the costs associated with delivery of the Dragon Boat, Peer Support, Lymphedema, and Fitness Programs, as well as the Kelly Project and Be The Choice. Also included in this category are associated educational outreach costs such as those associated with the publication of our quarterly newsletter and various print materials for the Lymphedema, Pre-Op and Outreach Workshops.

### Administration

Included in this category are relevant administration and office management costs.

### Core Operations

Included in this category are rental fees associated with the operation of Breast Cancer Action's Post-Diagnosis Support and Resource Centre and mandatory government remittances.

### Other

Included in this category are miscellaneous costs including banking fees and standard overhead costs such as utilities, telephone, maintenance fees, professional fees, annual audit fees, insurance and equipment purchases.

### Fundraising and Allocation of Sponsorship Dollars

Included in this category are the costs associated with delivery of special fundraising activities or events, application of designated corporate sponsorship dollars for the Fit n' Fab and Dragon Boat Programs, as well as other fundraising/grants or revenue generating activities.

## HOW YOUR MONEY MAKES A DIFFERENCE IN YOUR COMMUNITY

- WE HOST PRE-OPERATIVE SESSIONS for those about to undergo breast surgery.
  - WE OFFER FREE WORKSHOPS to help minimize the risk of developing lymphedema.
  - WE DEVELOP NEW EDUCATIONAL MATERIALS to share with our community and our breast health partners.
  - WE OPERATE A POST-DIAGNOSIS SUPPORT AND RESOURCE CENTER to ensure information, support and resources are made available to those who need our assistance.
  - WE FUND OUR PEER SUPPORT PROGRAM to help those newly diagnosed deal with the challenges of breast cancer.
  - WE FOSTER HEALTH PROMOTION by offering Tai Chi, Yoga, Stretch & Strength, and Belly Dance classes through our exercise program and through the Dragon Boat Program.
  - WE EXPAND THE FITNESS PROGRAM to include Level 1 classes for those still in treatment or in recovery
  - WE EXPAND THE SCOPE OF OUR OUTREACH EFFORTS to welcome new programs, projects and initiatives, and to expand existing programs such as The Kelly Program
  - WE EXPAND OUR ORGANIZATIONAL PROFILE by reaching out to special interest groups within the community through outreach initiatives
- ...AND SO MUCH MORE!

## FINANCIAL SUMMARY

**Abbreviated Financial Statement for the year ending December 31, 2015.** The following reflects the activities of Breast Cancer Action and is derived from audited financial statements from the firm of Parker Prins Lebano, Chartered Accountants of Ottawa, Ontario. Please note, a full set of the organization's consolidated financial statements is available upon request.

### Statement of Financial Position 2015

#### CURRENT ASSETS

Cash	\$ 72,671
Short –term investments	\$ -
Accounts receivable	\$ 7,388
Prepaid expenses	\$ 6,025
	<hr/>
	\$ 86,084
<b>CAPITAL ASSETS</b>	\$ 6,499
	<hr/>
	\$ 92,583

#### CURRENT LIABILITIES

Accounts payable/accrued liabilities	\$ 20,577
Deferred revenue	\$ 10,705
	<hr/>
	\$ 31,282

#### NET ASSETS

Invested in capital assets	\$ 6,499
Unrestricted	\$ 23,236
Internally restricted - Dragon Boat	\$ 31,566
	<hr/>
	\$ 61,301
	<hr/>
	\$ 92,583

### Statement of Revenue and Expense 2015

#### REVENUE

Special Events	\$ 100,546
Donations, Fundraising and Other Income	\$ 71,567
	<hr/>
	\$ 172,113

#### EXPENSE

Combined Activities, Administration, Operations, Fundraising	<hr/>
	\$ 207,294

#### EXCESS OF 2015 REVENUE OVER EXPENSE

<b>(DEFICENCY)</b>	<b>(\$35,181)</b>
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## WHO WE WORK WITH

### Ottawa Breast Health Partners:

Canadian Cancer Society  
Ottawa Hospital Regional Cancer Centre  
Ottawa Public Health Department  
Women's Breast Health Centre  
Ontario Breast Screening Program  
Ottawa Integrative Cancer Centre

Ottawa Regional Cancer Centre, Social Work Department

Maplesoft Centre

Regional and Provincial Hospitals in the Province of Ontario

### Special Interest Groups

The Wellness Community  
Members of the Medical Community  
Members of the Corporate Sector  
Members of the Retail Sector  
Other Charitable Organizations  
Our Membership  
Our Community  
Kelly's Boutique  
Haley Rehab

## CONTINUED FROM PAGE 7

Purple Urchin

R.A. Centre

Rainbow Cinema

Royal Bank of Canada

Regal Nails Salon & Spa

Rent Frock Repeat

Rideau Carleton Raceway

Rings Etc.

Roz Tabachnick

Scholars Choice

Scores Restaurant

Scotia Mcleod-David Cook

Shopper's Drug Mart

Spahaira Hair Design & Spa

Squat the World Fitness

St. Louis Bar and Grill

Starbucks Coffee Company

Stittsville Physiotherapy

Sukhoo Sukhoo Designs

Svelana Tours

Taylor's Genuine Kitchen & Wine

Telesat Canada

The Courtyard Restaurant

The Green Beaver Company

The Massage Shop

The Prescott

The Works

Three Tartes

Top of the World

Torbram Electric Supply

Tracy Arnett Realty Ltd.

Via Rail

Vittoria Trattoria

Vinyl Café- Stuart McLean – CBC  
Radio

Vittoria in the Village

WestJet

What a Day c/o Christine Thompson

Whipsnapr

White Lies Beauty

Wild Birds Unlimited (c/o Eric Garrison)

Windsor home Services

Wood Ma Creations

Xquisite Hair Concepts

Yoga Town

... And many more! Thank you!



# VOLUNTEER REPORT

## PROGRAM ACTIVITY: January 2015 to December 2015

Volunteers continue to be the heart of BCA and in order to maintain and increase the corps of volunteers we need, there needs to be a dedicated effort to recruiting, orienting, training and managing these valuable assets.

## RECRUITMENT OF NEW VOLUNTEERS

Our volunteers continue to be a cross section of the population, including high school students, college/university students and graduates, Breast Cancer Action members and their families, retirees and members of the public at large. Our volunteers provide a wealth of skills, experience and knowledge that they share with BCA. This can include knowledge of varying linguistic and cultural backgrounds, personal and professional experience and network engagement.

We recruit our volunteers through various means. First, our own membership is contacted through e-mails, our website and our quarterly newsletter. Individuals outside of our membership can contact us through Volunteer Ottawa, school counselors, our web site or more recently as a result of public service announcements on numerous radio stations. We also offer internships for students in programs at Algonquin College.

## AREAS OF VOLUNTEER INVOLVEMENT

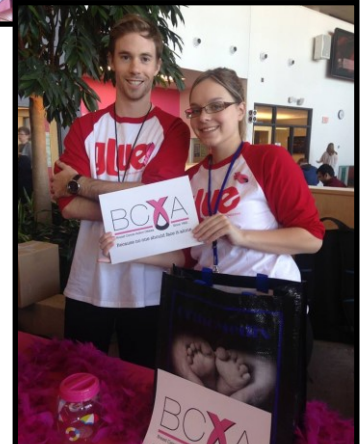
Volunteers participate in a wide variety of activities and pursuits that support BCA.

These activities include but are not limited to:

Participation on the Board of Directors	Teaching classes or workshops
Office Support	Committee work/Third party events
Fundraising and donation solicitation	Support staff at pre-operative sessions
Peer support	Special events assistants
Grant writing	Developing partnerships
Corporate Sponsorship	Volunteer Coordinator

## LOOKING TO THE FUTURE

Over the past couple of years, BCA has only been able to coordinate volunteers on an ad hoc basis, using the efforts of a few dedicated volunteers to organize others when required. This did not allow for proper documentation of volunteer hours or for timely volunteer training sessions. There is a need for a volunteer coordinator for 2016 and beyond.



## THE FACE OF LEADERSHIP 2015

### Breast Cancer Action Board of Directors, 2015:

Julia Ringma, President (former)  
 Rhonda Evans, President (current)  
 Mary Ann Mulvihill, Vice President  
 Wendy Loschiuk, Treasurer  
 Diane Hayes, Secretary  
 Marija Jaworskyj, Director  
 Cindy Strugnell, Director  
 Louise Haley, Director  
 Andrea Douglas, Director  
 Lyndsay Burman, Director  
 Diana Rose, Director

### Breast Cancer Action Staff, 2015:

Karen Graszat, Executive Director  
 Lyndsay Burman, Office Manager  
 (until June 2015)  
 Kelly Broadfoot, Executive Assistant  
 (as of June 2015)

## HOW TO REACH US...

Breast Cancer Action  
 301-1390 Prince of Wales Dr  
 Ottawa, Ontario  
 K2C 3N6

Phone: 613.736-5921  
[www.bcaott.ca](http://www.bcaott.ca)

Charitable Registration Number  
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## SOME OF OUR GENEROUS FRIENDS, MEMBERS & SUPPORTERS

### ALL our Board Members!! Past & Present

Ann Knechtel  
 Betty Flack  
 Bev Williamson  
 Carol Ann Jones  
 Chantale Bessette  
 Christine Thompson  
 Fran MacKenzie  
 Diana Rose  
 Diane Hayes  
 Hermantha Pussegoda  
 Jacques Bedard Excavation  
 Jane & Richard Christie  
 Jennifer Caldbick

### Karen Graszat & David Honsberger

Laurie Mitchell  
 Marie Andree Lajoie  
 Margaret Campbell  
 Margaret Jaekl  
 Marina Moraitis  
 Nadine Fishman  
 Rhonda Evans & Dan Fortin  
 Rosemary Swan  
 Sandra & Larry O' Gorman  
 Service Ontario Centre 468  
 Shelagh Needham  
 Soloway Wright LLP  
 Stephanie Robertson

### Susan Gick

United Way Campaign  
 University of Ottawa PTR  
 University of Ottawa She-Gees  
 Vicki and Barry Davis  
 Volunteers!!!

