

BREAST CANCER ACTION

2008 ANNUAL REPORT



Breast Cancer Action
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WHO WE ARE

Our Mission

Breast Cancer Action is a survivor-directed, charitable organization whose mission is to provide information, support and education to women and men diagnosed with breast cancer, their families and the community.

Our Mandate

To raise public awareness of breast cancer and related issues.

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 similar local, regional, provincial, national and international organizations.

To promote and support collaborative action on issues relating to breast cancer.

To develop and maintain programs to educate and support those affected by breast cancer.

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 the membership, our 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 membership 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.

DIANE RYAN, PRESIDENT



As President of Breast Cancer Action, I feel very proud and privileged to lead an organization that has been serving our community for over fifteen years. I would like to

express my thanks to BCA's Board of Directors, to all of our volunteers, our breast health partners, our corporate friends, our committed staff and to all of you who help us to reach our goals.

2008 has been a year of accomplishments and challenges. As you are no doubt aware there is an ever increasing need for services and programs that charitable organizations provide and the challenge to fund these programs and services has increased. Your Board of Directors is made up of a dedicated group of women who are continually striving to reach the excellence for which we all hope. We work hard to find appropriate funding opportunities and to make the most effective use of BCA's resources in keeping with the organization's mandate. More than ever, we need the support of volunteers and corporate partners to do so. As you read this message, I would encourage you to consider what role you might play in this exciting time in BCA's history. I invite you to share your thoughts and talents with us as we strive to improve our programs and services.

A look back at 2008

Throughout 2008, our members continued to benefit from our many programs: membership in the Dragon Boat Program (Busting Out) thrived and our weekly tai chi and exercise classes continued to be made available to our membership at no charge. In 2008 we hosted a number of lunch and learn sessions and our book club provided members with the opportunity to meet in an informal environment to discuss reading materials of their choice.

We continued to provide lymphedema workshops and, in collaboration with our breast health partners, we hosted pre-operative information sessions to assist women diagnosed with breast cancer. Our Lymphedema: Take Control Project, funded by the Canadian Breast Cancer Foundation and, under the capable direction of Kathleen Gotts, continued its research and offered exercise classes and training workshops. We were also fortunate to receive a grant from The Community Foundation of Ottawa which has allowed us to fund yoga programming and sponsor guest speakers on a variety of health and wellness topics.

Some highlights of 2008 include:

January: The very successful "Hockey Day in Stittsville" event was held in support of Breast Cancer Action with youth taking to the ice dressed in pink and ready to play. We were privileged to hear Dr. John Bell speak about the exciting research he is doing. The Lunch and Learn series featured Peggy Cumming speaking about her climb of Mount Kilimanjaro.

February: On February 12, BCA welcomed members, supporters and health partners to a birthday party to celebrate our 15 years of service to the Ottawa and area community. The Lunch and Learn series hosted Anna Earle Greene who spoke on Reiki and the cancer experience and the Speaker Series was fortunate to hear about Dr. Luc Sabourin's cancer research.

March: BCA attended the Ontario Breast Cancer Exchange Partnership meeting. OBCEP is a coalition of organizations working together to improve access to information and support for women and their families affected by breast cancer. We also had a table at the Canadian Breast Cancer Network's film and presentation called "River of Life".

April: Maxwell's restaurant kindly donated part of the proceeds of their food sales to BCA. Our Lunch and Learn se-

ries heard from Heather Pardon who spoke about urban poling as a form of fitness.

May: BCA hosted a health and wellness day called "Stepping Out". We also held the Annual General Meeting.

June: Amidst the pipes and drums of the Sons of Scotland, BCA welcomed "sea of pink" supporters at our annual Paint Ottawa Pink Manulife Walk and Fun Run. Nepean Lawn Bowls club generously held a fundraiser tournament for us. BCA was selected from a field of applicants to conduct a presentation entitled "Lymphedema: Take Control" at the 2008 World Conference.

July: BCA welcomed Colleen Lyle as our new Executive Director. Colleen brings energy, enthusiasm and a wealth of talent to this role.

August: BCA held our second annual Golf Tournament of Hope organized by Marg Campbell.

October: BCA hosted a week long information table at Bayshore Shopping Center to raise awareness and provide information about our organization, programs and services.

November: BCA's first annual Autumn Gala was held at the Sala San Marco and was a huge success.

This is an amazing list of accomplishments and one on which we will build in 2009. I truly believe that together we can make a difference and I look forward to working with all of you to continue to do so.

COLLEEN LYLE, EXECUTIVE DIRECTOR

The future depends on what we do in the present. - Mahatma Gandhi



As your Executive Director, I am faced each day with the responsibility of developing and growing Breast Cancer Action in its ultimate capacity.

These decisions serve to ensure that BCA is positioned to work toward improving our programs and services, as well as implementing new and exciting initiatives to foster support and education.

After 15 years we still have yet to reach our potential, though over the last year we have celebrated innumerable successes. As we grow in new directions, expanding and adapting to the needs of society and our members, we continue to depend on the generosity of others to continue our work. As part of the BCA family, we recognize the growing challenges of an environment that is becoming increasingly competitive or indeed saturated with many different breast cancer appeals and campaigns. Despite the very real threat of “donor fatigue”, Breast Cancer Action’s unique position within the scope of the fight against breast cancer allows us to differ-

entiate ourselves from many other organizations.

My initial plan for the future is to focus on increasing the awareness and profile of Breast Cancer Action within our community and substantially increasing fundraising activity, in order to provide the funds required to continue our very valuable work. This past year BCA has celebrated unprecedented success through new and varied partnerships with both corporate/government entities in our community, as well as sustaining ongoing interaction with many of the other organizations involved in the fight against breast cancer.

With all of us working together towards mutual goals and objectives, we can only help increase our success because we all know that breast cancer is something that should not and can not be fought alone. I look forward to my new challenges and to working with all of you toward reaching our common goal.

As your Executive Director, I know firsthand that BCA is a place where hope lives, thrives, and grows and I believe that together, we (both individually, and collectively) cultivate the organization. I spend a significant amount of time, energy and effort ensuring that BCA is healthy and that we have the necessary funds in place to meet the

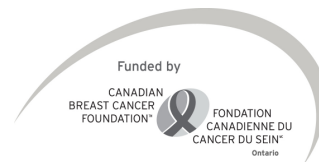
diverse and growing needs of our membership and our community. That is the role I am entrusted with and while, at times it is an enormous undertaking, the rewards of success are invaluable.

This past year, with the financial support of the community, our expansion of corporate partners and our valued membership, we accomplished many wonderful things such as the successful launch of our first Autumn Gala, the 4 Total Wellness Program and the expansion of our staff thanks to The Trillium Foundation.

In 2009, as we continue to invest in creating memories together, I ask that you take a moment (*perhaps when your need is greatest, or perhaps when you no longer have need*) to recognize how Breast Cancer Action can continue to grow and prosper. YOU are the reason we work so diligently. Together, let us continue to play an important part in building and preserving Breast Cancer Action for many, many years to come.

“LYMPHEDEMA: TAKE CONTROL” PROJECT

By Kathleen Gotts, Project Coordinator



In August 2007, Breast Cancer Action (BCA) was awarded \$151,441 from the Ontario Region of the Canadian Breast Cancer Foundation (CBCF) for a two-year project. **Lymphedema: Take Control** is a community-based health promotion and educational outreach initiative to raise awareness about secondary lymphedema related to breast cancer and the value of proactive self-care strategies, including exercise, to reduce its risk or help manage an existing condition.

Project Activities (January – December 2008)

Project Team & Governance

The project team is made up of an Advisory Committee and staff. The Advisory Committee is comprised of members with professional expertise in breast cancer care, lymphedema management, and fitness and/or personal experience of cancer and secondary lymphedema. Project staff and consultants have expertise in: cancer rehabilitation and lymphedema physiotherapy; kinesiology; marketing, promotion and design; evaluation; and project management. Project governance was provided by the project team, with oversight of activities and finances undertaken by BCA's Executive Director who reported to BCA's Board of Directors on a monthly basis. The project team met three times in 2008 (March, June and September). As required by the CBCF, reports were made to the funder, including the submission of the interim report and financial statement in August 2008.

Evidence-Based Approach

Enabled by the combined expertise of the project team, an evidence-based approach was adopted to guide all project activities. Up-to-date research is central to an evidence-based approach. The project's research activities were formalized in winter 2008, when a consultant was hired to review recent literature on exercise and secondary lymphedema related to breast cancer.

Research and Development of Educational Materials

Project staff developed the content and design for two key educational pieces: a fold-out brochure to raise awareness about lymphedema risk reduction and management and an exercise manual for exercise participants. In 2008, the materials were tested with BCA members and feedback on the manual was solicited from exercise program participants. English copies of the materials were available for distribution from June 2008. The materials were translated into French in fall 2008.

“Go With the Flow” Exercise Program Development & Delivery

Project staff designed the eight-week Go With The Flow exercise program for secondary lymphedema risk reduction and management. In 2008, four sessions of Go With The Flow were held from April to December as follows: 13 classes in eight locations across Ottawa with 116 participants.

Training Fitness Instructors

Project staff developed a four-hour training workshop and manual to educate fitness instructors about secondary lymphedema related to breast cancer and the role of exercise in its risk reduction and management. The workshop was accredited by Can-Fit-Pro, a nationally recognized fitness training body. In 2008, five training workshops were held with 49 participants. Of those participants, four went on to deliver the Go With The Flow exercise program in 2008.

Community Outreach & Information

Sharing

In June 2008, the project was presented at the World Conference on Breast Cancer in Winnipeg. In July, the first community workshop was held with 28 health, wellness and fitness professionals to introduce the project and raise awareness about secondary lymphedema related to breast cancer. Planning was undertaken in 2008, for information-sharing activities in 2009.

Evaluation

In August 2008, JHG Consulting was hired to evaluate the project. With an inclusive and participatory approach, an evaluation plan was developed for the project in collaboration with the project team and with the approval of the funder. The project's governance, implementation, activities, and outcomes are being evaluated and will be reported on in 2009.

In 2008, the project team put key governance, planning and evaluation documents in place to guide the implementation of project activities to time and within budget.

CHANGING TOMORROW TODAY.

At Breast Cancer Action, we know firsthand that **breast cancer has a face**, and that **hope has a place**.

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 change tomorrow today. The Breast Cancer Action post-diagnosis support and resource centre **is a common gathering place where hope lives and where friendships amongst fellow breast cancer survivors can thrive.**

As a service provider, we focus our attention on meeting the immediate needs of those diagnosed with breast cancer within 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 and a valuable library of resource materials.

FOR OUR MEMBERS.

Breast Cancer Action provides our membership 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.

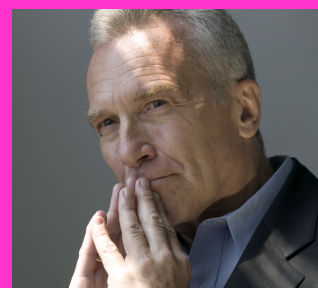
As a post-diagnosis support and resource centre, we are committed to meeting the needs of an audience of women at various stages of breast cancer diagnosis, treatment, post-treatment and recovery, as well as men who have been diagnosed with breast cancer.

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 youth, special interest groups, multi-cultural communities, the corporate sector and the medical community.



HOW WE RAISE A DOLLAR

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

During the 2008 fiscal year (January 1—December 31, 2008) Breast Cancer Action raised funds through a variety of methods.

Corporate Sponsorship and Program Revenue

Funds generated in this category consist of designated corporate sponsorship dollars, as well as program revenue assigned to 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 Pink Tea.

Donations

Funds generated in this category stem from direct mail donations, individual donations, membership dues, in-memoriam and special event revenue such as the funds raised by participants of the annual Manulife Walk & Fun Run.

Other Revenue

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



OUR PROGRAMS, SERVICES AND INITIATIVES



Dragon Boat Program

Lymphedema Educational Outreach Program

Peer Support Program

Tai Chi Classes

Library Services

Educational “Lunch and Learn” Series

PLUS

Operation of a multi-functional post-diagnosis support and resource centre.

Exercise Program

Lymphedema Workshops

Book Reading Club

Pre-Operative Information Sessions

Information Sessions

OVERVIEW: WHERE OUR MONEY GOES

Activities, Programs and Services

Included in this category are the costs associated with delivery of the Dragon Boat Program and the Exercise Program. 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 Educational Outreach Program and workshops.

Administration

Included in this category are relevant administration 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 Manulife Walk & Fun Run, as well as other fundraising 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 PROVIDE FREE ACCESS to our on-site lending library.
- WE PURCHASE NEW EQUIPMENT and much needed resources for our core programs.
- 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 classes, exercise classes and the Dragon Boat Program.
- WE EXPAND THE SCOPE OF OUR OUTREACH EFFORTS to welcome new programs, projects and initiatives.
- WE EXPAND OUR ORGANIZATIONAL PROFILE by reaching out to special interest groups within the community through avenues such as our new Speakers Bureau Program.



....AND SO
MUCH MORE!

FINANCIAL SUMMARY

Abbreviated Financial Statement for the year ending December 31, 2008. The following reflects the activities of Breast Cancer Action and is derived from audited financial statements from the firm of Ouseley Hanvey Clipsham Deep of Ottawa, Ontario. Please note, a full set of the organization's consolidated financial statements is available upon request.

Statement of Financial Position 2008

CURRENT ASSETS

Cash	\$ 101,073
Short -term investments	\$ 81,829
Amounts receivable	\$ 7,250
Prepaid expenses	\$ 2,677
	<hr/>
	\$ 192,829

CAPITAL ASSETS

	\$ 920
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	\$ 193,749

CURRENT LIABILITIES

Accounts payable/accrued liabilities	\$ 13,094
Deferred revenue	\$ 61,830
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	\$ 74,924

NET ASSETS

Invested in capital assets	\$ 920
Unrestricted	\$ 97,747
Internally restricted for Dragon Boat	\$ 20,158
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	\$ 118,825
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	\$ 193,749

Statement of Revenue and Expense 2008

REVENUE

Special Events	\$ 215,653
Donations, Fundraising and Other Income	\$ 76,921
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	\$ 292,574

EXPENSE

Combined Activities, Administration, Operations, Fundraising	
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	\$ 300,332

DEFICIENCY OF 2008 REVENUE OVER EXPENSE

(\$ 7,758)

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 Regional Cancer Centre, Social Work Department

Regional and Provincial Hospitals in the Province of Ontario

Regional and Provincial Clinics or Centres for Breast Health Issues in the Province of Ontario

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

CORPORATE SPONSORSHIP AND GIVING: OUR VALUED 2008 CIRCLE OF FRIENDS

Alexander Battery Corp.	I-D Foods Corporation (Caf-Lib)	RBC Dominion Securities
Bell Canada	Kelly's Mastectomy Boutique	Royal LePage
Betty Campbell	Kiwanis Club of Bytown	Scotiabank
BMO	Labarge Weinstein	Scott Singer, Cora's, Merivale
Bob Blake	Le Spa	Standard Life
Canadian Breast Cancer Foundation	Leading Edge Payroll Group Inc.	Stephen Hall
Councillor Maria McRae	Majic 100	Team Realty Inc., Brokerage
CPI Interiors Inc.	Manulife Financial	The Bay, Rideau Centre
Dundee Insurance Agency	Marg Campbell	The Community Foundation of Ottawa
Dundee Wealth Management	Marjorie Feldman, Mammark	The Trillium Foundation
Dynamic Mutual Funds	Maxwell's Bistro	Thyme & Again
Eveline's, Billings Bridge	Nepean Lawn Bowls Club	Vintage Designing
Farber and Robillard	OBI (Ottawa Business Interiors)	Westend Bath & Kitchen
Giant Tiger Stores Limited	Pink Nail Salon and Spa	
Go Travel	RA Friends of Bob Searle	

VOLUNTEERISM: THE POWER OF YOUR HANDS

The hands of a volunteer have the power to make things happen; for the organization, for those living with a breast cancer diagnosis and for the benefit of the community we each call home.

Breast Cancer Action remains healthy and vibrant as a result of the many helping hands that tend to our care and well-being. The caring hands of a volunteer can help the organization plan new events, move into uncharted territories, tackle the unthinkable and build new collaborative partnerships.

When hands link together in a common cause, so much can be accomplished. Breast Cancer Action is extremely grateful to our very special team of volunteers who give the gift of their time, energy and skills.



"I am only one, but still I am one. I cannot do everything, but still I can do something; and because I cannot do everything, I will not refuse to do the something that I can do."

Edmund Everett Hale

VOLUNTEERS BUILD HEALTHY COMMUNITIES.

OUR EXTENDED CIRCLE OF FRIENDS

The financial support of our extended circle of friends is critical to Breast Cancer Action.

The funds we receive through donations and corporate sponsorship allow us to continue to invest in building a stronger, healthier organization.

As a result of donor dollars, both corporate and private, we are able to focus our attention to the ongoing development of our programs, as well as expand our services and introduce new initiatives and projects that are beneficial to breast cancer survivors residing in the Ottawa area.

Cultivating and maintaining healthy friendships with our valued donor base is the key to sustainability as well as the key to future growth and development opportunities. At Breast Cancer Action, every donor dollar counts. The friendships we forge serve to help strengthen our role as a service provider for those diagnosed with breast cancer in our community.



THE FACE OF LEADERSHIP 2008

Our Governing Board of Directors

Diane Ryan, President	Jeysa Martinez-Pratt
Barbara Newport	Leah Clement
Marlene Dalley	Elaine Scarboro
Deidre Neuss	Ann Knechtel
Rosalind Bell	Krystel Carrier
Andrea Segal	Paula Speevak-Sladowski

Our Staff

Marjorie Morrison, Executive Director (until May 2008)

Colleen Lyle, Executive Director (effective July 2008)

Amy Cailloux, Office Manager

Gloria Bateson (Maternity leave replacement)

Lymphedema: Take Control Project Team

Advisory Committee Members:

Judy Bedell

Betty Flack

Louise Killens

Dr. Margaret Farncombe

Anna Kennedy

Susan Smith

Project Staff & Consultants:

Oren Cheifetz, Review Author

Kathleen Gotts, Coordinator

Louise Haley, Lymphedema Consultant

Wanda Jamieson, Evaluator

Caren Weinstein, Designer

Stephanie Woodard, Facilitator & Lead Instructor

HOW TO REACH US...

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