

CREATING A FUTURE WITHOUT BREAST CANCER

Annual Review 2008/2009

CANADIAN
BREAST CANCER
FOUNDATION™



FONDATION
CANADIENNE DU
CANCER DU SEIN^{MC}

ABOUT THE FOUNDATION

The Canadian Breast Cancer Foundation is the leading national volunteer-based organization in Canada dedicated to creating a future without breast cancer. Established in 1986 by a dedicated group of volunteers, the Foundation works collaboratively to fund, support and advocate for:

- Relevant and innovative research,
- Meaningful education and awareness programs,
- Early diagnosis and effective treatment and
- A positive quality of life for those living with breast cancer.

Our fundraising – through our annual Canadian Breast Cancer Foundation CIBC Run for the Cure, special events, corporate sponsorship and donations – has enabled the Foundation to allocate millions of dollars in grants for breast cancer projects and services since our inception.

Addressing the needs of Canadians from coast to coast, the Canadian Breast Cancer Foundation has regional offices in Atlantic, British Columbia/Yukon Territory, Ontario and the Prairies/NWT Region. The Foundation's Central office is located in Toronto.

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A YEAR IN REVIEW



It is my pleasure to share with you our National Review for 2008-2009. At the Canadian Breast Cancer Foundation we are committed to transparency and

accountability in all areas of the work we do for our stakeholders. This report will provide you with an overall view of the Foundation, and specific areas of focus over the last year as we strive towards our vision of creating a future without breast cancer. We are encouraged by the generous contributions of our valuable supporters which has allowed the Foundation to invest over \$170 million to date towards the breast cancer cause.

This achievement would not be possible without the dedication of our volunteers. The Foundation is grateful for the support of over 12,000 volunteers who contribute to the Foundation in many ways. Their commitment enables the Foundation to contribute more money to the cause, consistent with the grassroots development of the organization.

I hope this review will give you more insight into the important work we do at the Foundation. To learn more about the work in your community, please review the detailed regional annual reports available online at www.cbcf.org.

Cheryl Hodder, Chair, National Board
Canadian Breast Cancer Foundation

RESEARCH FUNDING

Under the advisement of the national board allocation committee, research investments are made through the Foundation's funding partnership with the Canadian Breast Cancer Research Alliance (CBCRA).

At the regional and local level, our four regional offices fund research and community grants which directly impact their communities. Initiatives in Quebec are funded through our partnership with the Quebec Breast Cancer Foundation and through funds raised from the Canadian Breast Cancer Foundation CIBC Run for the Cure.

Together, the work we do is all part of a cycle – directing funds towards research, education and awareness through research grants, fellowships and community grants. Much of the work we fund is translational and interconnected as innovative research leads to more effective treatment and diagnosis; awareness and education leads to prevention and improving the quality of life of those affected by breast cancer.

RISK REDUCTION & PREVENTION

Breast cancer is a complex disease. Understanding the environmental, lifestyle and genetic links to breast cancer can impact screening techniques, treatment practices and individual lifestyle choices that will lead to reducing risk.

In this sphere, a BC Cancer Agency research team led by Dr. Samuel Aparicio and Dr. Marco Marro, has completely decoded the genome of a primary breast cancer tumour and a secondary metastatic breast cancer tumour. This is truly groundbreaking - understanding the

genetic nature of breast cancer tumours means we have the genomic tools to help researchers develop treatments to address breast cancer tumours at every stage of the disease. This internationally recognized breakthrough was funded in large part by the BC/Yukon Region.

In Ontario, an exciting research project currently underway is investigating the environmental impact of stress on breast cancer incidence. Dr. Christopher Mueller of Queen's University has uncovered a possible biological link between severe psychological stress and an increased risk of breast cancer. The study showed that the hormone cortisol, which is released during times of intense stress, reduces the activity of the BRCA1 gene. BRCA1 protects breast cells from transforming into cancer by repairing DNA and regulating cell death.

EARLY SCREENING & MORE EFFECTIVE TREATMENT

The Canadian Breast Cancer Foundation – Atlantic Region has set an ambitious goal: By 2010, 85 per cent of all eligible women in Atlantic Canada will be regularly screened for breast cancer.

To meet this goal, the Canadian Breast Cancer Foundation Tour for the Cure recently travelled to more than 110 communities across Atlantic Canada and welcomed over 10,000 visitors on board. The Tour is specially designed to help women understand how they can become more aware of breast health, address any questions and concerns they may have and encourage them to book an appointment for a mammogram right away.

OUTREACH, EDUCATION & AWARENESS

Just as we are working to increase access to screening in rural communities that may not have existing programs in place, the Foundation is working to address the needs of underrepresented communities across the country.

The following are two examples of community programs that are working to improve education and awareness in native and youth groups. In the BC/Yukon Region the "Keep Your Girls in Check" initiative is managed by the White Buffalo Aboriginal Health Society and Resource Centre. In the City of Kamloops and the Thompson - Shuswap regions, aboriginal communities are educating First Nations women through a series of workshops on breast health and breast cancer.

In the Prairies/NWT Region, the Youth Strategy Program is focused on encouraging today's youth to be active in the promotion of issues related to breast cancer and breast health, including fundraising, risk reduction and overall health and awareness.

PSYCHOSOCIAL ASPECTS OF BREAST CANCER

As the number of survivors continues to grow through improved screening programs and advances in treatment options, more Canadians are living through breast cancer diagnosis. As more Canadians continue to live with this disease, research that addresses how survivors can experience a better quality of life has been deemed a priority by the Foundation.

On a national level, since 2006, the Foundation has been committed to this area of research in supporting a wide range of issues around the psychosocial aspects of breast cancer. More recently, the Foundation announced a \$2 million commitment to support a grant competition through the CBCRA to fund research in this area.

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I want my four daughters to have a better chance than our generation did in their journey through life, and I'm hoping that with my work, their journey will be one without breast cancer.

– *Dr. Samuel Aparicio*

INVESTING IN A FUTURE WITHOUT BREAST CANCER

CORPORATE PARTNERS

Breast cancer is a disease that connects us all. Current statistics show that one in nine Canadian women is expected to develop breast cancer during her lifetime - this means by age 90. In 2009, an estimated 180 men in Canada will also be diagnosed with breast cancer. This year alone, an estimated 5,400 women and 50 men will die from breast cancer in Canada.

However, there is cause to be optimistic. Since 1999, the incidence of breast cancer in Canada has stabilized. The breast cancer death rate has fallen by more than 30 per cent since 1986 and is currently the lowest it has been since 1950. This significant improvement in survival rates for women with breast cancer since the mid-1980s is likely a direct result of improvements in screening and advances in treatment. At present, the five-year relative survival rate for breast cancer in Canada is 87 per cent.

Yet, there is still work to be done. To address the full spectrum of this disease, the Foundation continues to fund high-quality research with a strategic focus on positively impacting the lives of those most affected by breast cancer. Key areas of emphasis include education and prevention, screening, diagnosis, treatment and after-care support.

Corporations support the Foundation through cause-related marketing programs, event sponsorship and gifts.

The Canadian Breast Cancer Foundation has a proud history of tremendous support from corporate Canada – leaders from socially responsible companies who are champions of the breast cancer cause. In 2008-09, corporate partnerships contributed over \$10 million to the Foundation.

Every time you purchase a product that supports the Canadian Breast Cancer Foundation, a contribution is being made to the Foundation to support breast cancer research, education and awareness programs. Our partners are encouraged to be transparent and make public their annual commitments or the per product contribution to the Foundation.

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I am so overwhelmed when I see stores with breast cancer ribbons or signs showing support for the cause. To me, it means I'm in good company – I am not alone in this.

– Lindsay MacPhee, breast cancer survivor

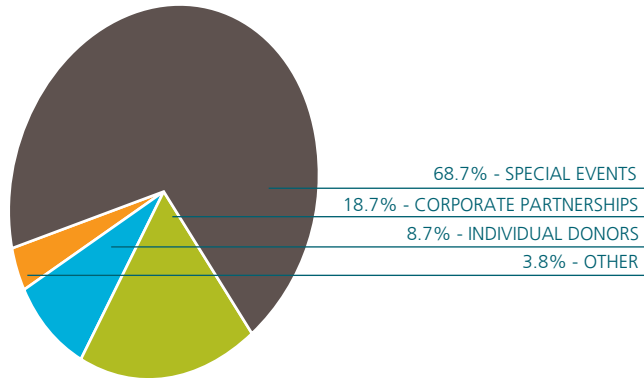
FINANCIALS

The Value of a Gift

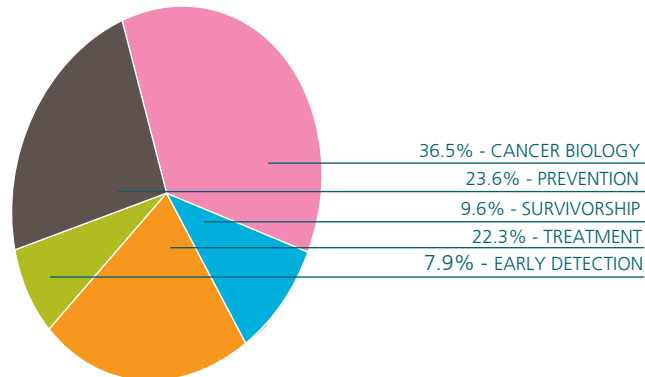
The Foundation raises money through a number of sources including personal donations, third party events, our signature event, the Canadian Breast Cancer Foundation CIBC Run for the Cure, and corporate cause-related marketing partnerships.

We are able to dedicate a larger portion of donations directly to the cause because we rely on a vast team of dedicated volunteers in addition to the support of thousands of donors and participants across the country.

Where the money comes from – streams of revenue



Where the money goes



The annual Canadian Breast Cancer Foundation CIBC Run for the Cure is the largest single-day fundraising event in Canada dedicated to creating a future without breast cancer. Now in its 18th year, the Run raised \$26.5 million to fund innovative and relevant breast cancer research, education, and awareness programs in 2009.

HOW YOU CAN HELP

There are many ways you can make a difference.
Visit www.cbcf.org

 DONATE  PARTICIPATE  VOLUNTEER  SHOP

CENTRAL OFFICE

375 University Avenue, 6th Floor
Toronto, Ontario M5G 2J5
Toll-free: 1.800.387.9816

ATLANTIC

5251 Duke Street, Suite 417
Halifax, Nova Scotia B3J 1P3
Toll-free: 1.866.BSE.CBCF (273-2223)

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300 - 1090 West Pender Street
Vancouver, British Columbia V6E 2N7
Toll-free: 1.800.561.6111

ONTARIO

20 Victoria Street, 6th Floor
Toronto, Ontario M5C 2N8
Toll-free: 1.866.373.6313

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First Edmonton Place
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Edmonton, Alberta T5J 3S9
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