



# Breast Cancer Action

*Because no one should face it alone*

## 2011 ANNUAL REPORT



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**Charitable Registration Number**  
14077 6980 RR001

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## WHO ARE WE?

### 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 members, 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 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.

## JULIA RINGMA, PRESIDENT, BOARD OF DIRECTORS



I joined BCA in the fall of 2008, at the pre-op information session. I could see that BCA was doing a good job of living up to its mandate of "no one should face it alone" but at the time, I just took out a membership as a token of my support for the organization that supports its members so well. In the spring of 2009 at that AGM, I asked if BCA was looking for board members because I wanted to give back, now that I was finished all my treatments. I sat on the board and watched BCA grow from 2009 to 2011. At that point, I knew I was ready to take a turn as president, to give BCA guidance in that capacity.

Different directors have different strengths in the things they can offer a charity like BCA. I am a long view/big picture kind of person. I was speaking with one of the founding directors of BCA at our 20th anniversary and was fascinated to listen to the reasons BCA originally got going, one of which was to give evidence at hearings about breast implants. I was also very interested to learn this year about the origins of our dragon boat team. A doctor in BC had run dragon boating as an ex-

periment for people who had had mastectomies and were suffering from lymphedema and our team is an offshoot of that process.

BCA has changed over the years but it has always been there for people who are going through the life changing experience of breast cancer. Since I have been on the board, we acquired our current staff of Karen and Lynn who are committed to making BCA be the best it can be with the resources we have. It is a real pleasure to work with these women who care about the service BCA provides to its members. We all understand that it is people who BCA serves and people who make BCA run. That includes our veritable army of volunteers, of whom our volunteer board members are an important part. Our board gets together regularly to review our finances and to figure out how we can make BCA not just sustainable but to grow and serve more members in the Ottawa area.

Making sure that BCA will still be here for you in another twenty years in an important goal. That is why we are looking for long term corporate sponsors but continue to run our annual fundraisers like the walkathon, the golf tournament and the gala. Wouldn't it be lovely to get an endowment like a university, so we didn't have to continually fund raise! In the meantime, I like to look on our fund raisers as social events in

themselves, where like minded people can get together and talk about the things that are important.

Having gone through breast cancer myself, where for me chemotherapy was the most difficult part, I know that it can focus the mind on what is important in life. There is something to be said for getting back to the basics of just living your life and not being caught up in the trivia of celebrity and consumerism. Last summer, I discovered that formal philosophy was my calling (good to have a plan for the second half of my life!) so maybe I can make a contribution in that field by looking for the things that give life meaning. I know that BCA has helped give meaning to many a member's life not only because it was there to support her but also because it gave her an opportunity to contribute to others. Helping others gets you out of thinking about just yourself and shows you the power of the human spirit. This may not be the answer to "what is the meaning of life" but it is right up there when it comes to answering "what gives life meaning".

Thank you all for being members of BCA and for contributing to the betterment of others' lives.

Julia Ringma, President  
BCA Board of Directors

## KAREN GRASZAT, EXECUTIVE DIRECTOR



“Five hundred twenty five thousand six hundred minutes  
Five hundred twenty five thousand moments so dear  
Five hundred twenty five thousand six hundred minutes  
How do you measure, measure a year?”

In daylight, in sunsets, in midnights, in cups of coffee, in inches, in miles in laughter in strife.....”

-Seasons of Love (Rent)

Yes, how do we, at BCA, measure a year? It has been another year of building new connections, fundraisers, memberships, growing and moving forward, marketing and branding, building a new board, making new friends and sadly saying good bye to some dear and cherished members.

In thinking back to 2011 it is so difficult to remember and highlight what brought us here to our anniversary year. We tend to remember the big moments when in fact it’s the small quiet ones that often have the most impact.

A young student Josee from a lo-

cal high school paints, decorates and sells 60 flower pots and donates the money to BCA.

A group of dedicated women from GRC sponsor and event and raise \$6,000 in one evening!

Those wonderful volunteers who gave their all and then some on a very challenging day at HOPE so that we could receive a \$5,000 grant to revitalize our Peer Support Program.

The fabulous and talented members of The Frayed Knots and Tangled Skeins who generously donated the most beautiful quilt to us.

Our wonderful volunteer fitness instructors Laura, James, DeNeige and JoJo who continue to give 100% of themselves to our Belly Dancing, Tai Chi, Pink Swans Ballet and Gentle Fit programs.

Marg Campbell who works tirelessly galvanizing sponsors and organizing the golf tournament.

Patricia Southwell, who donated \$1200, all raised by giving \$25.00 facials in October. That is almost 50 facials!!!

Maplesoft opened its doors and were gracious enough to invite BCA to partner with them in the

coming years.

The many “everyday” folks who just decided they wanted to make a difference so they organized a fundraiser for BCA.

Our dedicated members and volunteers who continue to amaze us with their support and trust.

And then there are the silent tears shed by Lynn and me when talking with women who call the office looking for support. I am honoured to be part of an organization that is hands on, intimate and strives to be the here and now, so that, “no one should face it alone.”

Looking forward to more daylight, sunsets, midnights, coffee and laughter.....

Karen Lee Graszat  
Executive Director



## 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.

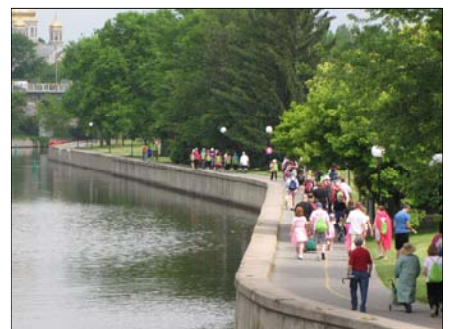


## FOR OUR MEMBERS.

Breast Cancer Action provides our 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 youth, special interest groups, multi-cultural communities, the corporate sector and the medical community.



## CORPORATE SPONSORSHIP AND GIVING: OUR VALUED 2011 CIRCLE OF FRIENDS

Pegasus Insurance Network	The Community Foundation of Ottawa	Douglas Gee
Bell Employees Giving Program	Dr & Mrs David Lee	Pampered Chef: Kim Jones
Rosalind Bell & David Stitt	Yuk-Yuk's	Arnott Realty
BMO	Vintage Designing	Kathryn Fleming
Betty Campbell	Louise Killens-Killens Reid Clinic	105.3 KISS FM
Hop 'n' Vine	Thunderbird Sports Centre	Avon: Anne Marie Fielding
Councillor Maria McRae	Frank Scheme, Photographer	Accent Group
Wine Expert	Diana Rivington	Dave Andrews
Dynamic Mutual Funds	SunLife Financial	Club de golf Outaouais
Darlene Frank	Nancy Nicholson	CPI Interiors
Sim & Sandeep Aggerwal	Frank Suhkoo	Fit Vision
Kelly's Mastectomy Boutique	Framed! By Us or You	Colio Wines
Kiwanis Club of Bytown	Via Rail Canada	A-Channel
Ottawa Fastener Supply	Westjet	Rogers
Allegra Printing & Imaging	Stratford Festival	Ottawa Fury
Leading Edge Payroll Group Inc.	Airzone	Life of Pie
Arbonne Cosmetics: Diane Berube	CTV Morning	CAA North & East Ontario
Manulife Financial	Ottawa Jazz Festival	The Sweet Potato
Marg Campbell	Jerome Photography	ABComm
Labelle Photo	Rideau Carleton Raceway	Albert at Bay Hotel
Eric Garrison-Wild Birds Unlimited	Kanata Golf & Country Club	Casino Lac Leamy
Marianne's Inc.	The Body Shop	Ottawa Convention Centre
Dance with TLC	Godiva Chocolates	Royal Tai & Palais Imperial
Dave Smith	Canadian Women Golfers Inc	Holtz Spa
RBC Dominion Securities	Fran McKenzie	Rinaldo Spa & Salon
Farber Robillard Martinez	The Glass Case	Anishinabeg
Scotiabank	Constance Wang	Barley Mow
Goulbourn Rec Centre Staff	Tupperware: Rhonda Evans	Taylor's Genuine Wine & Food Bar
Standard Life	Rogers Video	Bridgehead, Old Ottawa South
Stephen Hall, Dundee Wealth	Hallmark	Windle Law Firm
The Bay, Rideau Centre	3H Acupuncture	Food to Grow

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## 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 2011 fiscal year (January 1—December 31, 2011) 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 Cocktail Reception.

### 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 INITIATIVE: 2011



Dragon Boat Program

Lymphedema Educational Outreach Program

Peer Support Program

Tai Chi Classes

Information Sessions

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

Library Services



## 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, 2011.** 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 2011

#### CURRENT ASSETS

Cash	\$ 144,232
Short -term investments	\$ -
Amounts receivable	\$ 7,848
Prepaid expenses	\$ 6693
	<hr/>
	\$ 158,773

#### CAPITAL ASSETS

	\$ 1,013
	<hr/>
	\$ 159,786

#### CURRENT LIABILITIES

Accounts payable/accrued liabilities	\$ 10,976
Deferred revenue	\$ 14534
	<hr/>
	\$ 25,510

#### NET ASSETS

Invested in capital assets	\$ 1,013
Unrestricted	\$ 90,510
Internally restricted for Dragon Boat	\$ 42,753
	<hr/>
	\$ 134,276
	<hr/>
	\$ 159,786

### Statement of Revenue and Expense 2011

#### REVENUE

Special Events	\$ 149,530
Donations, Fundraising and Other Income	\$ 91520
	<hr/>
	\$ 241,050

#### EXPENSE

Combined Activities, Administration, Operations, Fundraising	
	<hr/>
	\$ 227,774

#### EXCESS OF 2011 REVENUE OVER EXPENSE

\$13,276

## 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

Maplesoft Centre

Regional and Provincial Hospitals in the Province of Ontario

Regional and Provincial Clinics or Centres for Breast Health Issues 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

### Continued from page 7

GE thom Financial Consulting

Southern Cross Grill

Lapointe's Grill

CA Paradis

Chef's Paradise

Cartier Suites

Frayed Knots

Tangled Skeins

Centrepointe Theatre

Venus Envy

Mrs. Tiggy Winkles

Courtyard Restaurant

Curves

Stuart McLean & The Vinyl Cafe

Louise Penny

Dynamex

Expressions Hair Design

Helen Whitehouse

Fireplace Centre

Great Canadian Theatre Company

Giant Tiger

Elaine Scarboro

Grand & Toy

St Paul University Residence

Shopper's Drug Mart: Fairlawn

Greensmere

Investors Group

Karen McClintock

Capper Studios

Lord Elgin Hotel

Lululemon

Majic 100

Aesthetica Spa

Jeff Fox

Astanga Yoga

Moksha Yoga

Margaret Gee

Murale, Place d'Orleans

National Arts Centre

National Gallery of Canada

National Museum of Civilization

Museum of Nature

Agricultural Museum

Aviation Museum

Ottawa 67's Hockey Club

Ottawa International Airport Commission

Ottawa Chamber Music Festival

Patty's Pub

Paul's Boat Lines

Pelican Fishery & Grill

Premier Fitness

Quilty Pleasures

RA Centre

Rideau Carleton Raceway

Rideau Centre

Merivale Medical Imaging

The Running Room

Starbucks

Arbonne: Kelly Flynn

Trailhead

Wall Space Framing

Ann Knectel

Dragonfly Golf

Grete Hale

Mr Lube

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# VOLUNTEER COORDINATOR

## VOLUNTEER OPERATIONS

BCA has been without a volunteer coordinator for over a year now and there are challenges to operating in this manner.

PROGRAM ACTIVITY: January 2011 to December 2011

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 at the minimum a part time employee dedicated to recruiting, orienting, training and managing this valuable asset.

## 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 the public at large. Our volunteers provide a wealth of skills, experience and knowledge that they share with BCA. In addition to English and French our volunteers speak over 13 languages including Russian, Arabic, Spanish, Hindi, and Chinese, to name a few.

We recruit our volunteers through various means. First our own membership is contacted through e-mails, our website and our quarterly news letter. Individuals outside of our membership contact us through Volunteer Ottawa, school counselors, our web site and more recently as a result of public service announcements on numerous radio stations.

## AREAS OF VOLUNTEER INVOLVEMENT

Volunteers participate in a wide variety of activities and pursuits that support Breast Cancer Action.

These Activities include but are not limited to:

Participation on the Board of Directors	Teaching special classes
Office Support	Committee work
Fundraising and donation solicitation	Support staff at pre-operative sessions
Peer support	Special events assistants
Grant writing	Developing Pink Partnerships
Corporate Sponsorship	Third party events

## LOOKING TO THE FUTURE

We were only able to provide a coordination of volunteers this past year with occasional help of a few volunteers who were able to organize the required volunteers for the various requirements. This did not allow for proper documentation of volunteer hours or timely volunteer training sessions. There is a need for a paid part time volunteer coordinator for 2012 and beyond.



**Volunteers make our  
world go around!**

## THE FACE OF LEADERSHIP 2011

Julia Ringma, President

Rosalind Bell, Past-President (until 11/2011)

Corien Kershey, Vice-President

Our Governing Board of Directors Wendy Loshiuk, Treasurer

### From May 2011

Laurie Maybury, Secretary

Yvonne Cashen

Marie Helene Zahles

Rhonda Evans

Karen Martinson

Marija Jaworskyj

Erin Reynolds

Nancy Nicholson

Abrar Mobarak

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Karen Graszat, Executive Director

Our Staff 2011

Lynn Gee, Office Administrator

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## HOW TO REACH US...

Breast Cancer Action  
301-1390 Prince of Wales Dr  
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Fax: 613.736.8422  
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## IN MEMORIAM

*Those who bloom in the hearts of others never fade away...  
May you find comfort and strength in your memories.*

Breast Cancer Action members who have passed away in 2011

Alice McClymont

Joanne Heffernan

Dianne Hartling



**Cont from page 11**

Germotte Photo

Theatre Magique L'Enchanteur

Putting Edge

Cosmetic Centre of Ottawa

Marie Andree Lajoie

Glebe Fitness

Espresso

Tundra Moving Pictures

Telesat

Rogers

Epicure Selections

Kelly's Clearance Outlet

Haley Rehab

Friends of Mona Woltman

Friends of Bob Searle

Gavin Murphy

Pampered Chef

Meridian Bank

Carleton University

Algonquin College