



Breast Cancer Action

Because no one should face it alone

2012 ANNUAL REPORT



Breast Cancer Action
301-1390 Prince of Wales Dr
Ottawa, ON K2C 3N6
Phone: 613.736.5921
Fax: 613.736.8422
www.bcaott.ca
info@bcaott.ca

Charitable Registration Number
14077 6980 RR001

TABLE OF CONTENTS

WHO ARE WE ?	3
MESSAGE FROM THE PRESIDENT	4
MESSAGE FROM THE EXECUTIVE DIRECTOR	5
CHANGING TOMORROW TODAY	6
CORPORATE GIVING: OUR 2012 CIRCLE OF FRIENDS	7
HOW WE RAISE A DOLLAR	8
PROGRAMS, SERVICES AND INITIATIVES	8
OVERVIEW: WHERE OUR MONEY GOES	9
HOW YOUR MONEY MAKES A DIFFERENCE	9
FINANCIAL SUMMARY 2012	10
WHO WE WORK WITH	11
MESSAGE FROM THE VOLUNTEER DESK	12
THE FACE OF LEADERSHIP 2012	13
HOW TO REACH US	13
IN MEMORIAM	13

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 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 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



As I look back on my second year as president of the board at BCA, I am pleased that we have maintained our exercise programs, reinvigorated our peer support with new training, and maintained our relationship with the dragon boat team. We have also partnered with a group of women who are making a documentary short film for awareness of surgical options, called "Be the Choice."

Our board has changed some members, as people come and go for personal reasons. We have gained another dragon boat team member, our first male, and the business woman responsible for Kelly's Boutique. It is an eclectic board and 70 percent are breast cancer survivors. BCA continues to be ably managed by Karen Graszat as Executive Director and we all thank Lynn Gee for her support.

This last year has been one of maintaining the status quo and there's nothing wrong with that. However, I do feel it may be time for BCA to grow a little, but the only way we can do that is with a different approach to how we are funded. Much of our time is spent

in fund raising and so attention is drawn away from making new programs not only for our members, but for the larger charitable community we are mandated to serve.

As a federally registered charity, we are obliged to provide good works to everyone, and not just to members. We need our membership for support and awareness, but our programs must be open to all. If our programs were only available to our members, then we would be a club and not a charity.

With this in mind, we have developed and are instituting a revamped peer support training class, so we can offer more and better peer support to all who need it. I have been doing peer support work for several years with BCA and feel that I have helped several women get through what is a very difficult time. At the same time, it has been rewarding for me to be the supporter, as I have met some wonderful people because of it.

With better funding we could have more exercise programs, different kinds of counseling and awareness programs, speaker outreach, and even financial aid for those in need. We need to figure out how we can get some reliable funding that does not take up all the time currently spent on fund raising, so we can concentrate on providing programs that are

needed by this community. We also need to figure out the kind of programs that are required. We are going to be working over the summer, on a survey to gather information about what programs are required, and then work toward providing those services.

None of what we do would be possible without the work of our volunteers and I would like to thank all of you for the hours of time you devote to helping BCA help the people of this community. Being a volunteer is not a thankless job, because all you ever get from it is the thanks! In fact, giving of your self and your time without the expectation of reward, just because it is the right thing to do, is what Immanuel Kant would call a truly moral act. Now, we just have to be able to convince large corporations of this!

BCA has helped give meaning to many volunteer's lives because it allowed them to help others. Helping others may not be the answer to the question, "what is the meaning of life," but it does answer the question, "what gives life meaning."

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

Julia Ringma
President, Board of Directors
BCA

KAREN GRASZAT, EXECUTIVE DIRECTOR



Breast Cancer Action is a survivor lead organization-our strength is in our membership and volunteers.

A phrase coined by John Heywood in the 1500's aptly describes BCA. "Many hands make light work." This ancient idiom is so integral to the success and administration of any not-for-profit organization and especially for Breast Cancer Action. 2012 was a great year, thanks to the "many hands."

Putting our hands together for:

The Racqueteers, who raised a boat load of money at Manulife Stroll for our Goal.

Allison Prest, Anita Findlay and the town of Stittsville who hosted the Breast Friends FUNdraiser at Goulbourn Recreation Complex and raise \$13,000!

Brigitte Davidson who launched the first East End Zumba Fundraiser with great success!

Our own **Busting Out Dragon Boat** team who won the Welland Dragon Boat Festival "H" Division Championship.

Perky in Pink organizer **Denise Bellingham** for another successful Bonspiel!

Blue Bamboo Yoga Studio, who donates their space twice a week to us for yoga classes.

Jean Labelle, who is our official photographer for the gala and graciously volunteered to take our marketing pictures to reflect the faces of BCA.

... and of course our fabulous models!

Sue Halloway for her fun and creative assistance with our golf driving competition and pictures.

Highlands Ladies Members Guests Golf Tournament led by Monica Helm for donating all their proceeds from their auction to BCA.

Glue Productions and Kevin Bicharr for the generous donations from their girls night out.

All our outreach volunteers who went out into the community in October to market BCA and talk about breast cancer awareness: **Julia Ringma, Rhonda Evans, Brigitte Davidson and Katie Evans.**

Diane Ryan, who worked tirelessly to put together a really solid peer support training program.

All our **Peer Support Volunteers**, who provide and much appreciated and needed service to the new diagnosed.

Our pre-op workshop volunteers **Margaret Jaekl, Diane Ryan and Betty Flack.**

Our weekly office volunteers, **Nathalie Shienh & Betty**

Flack.

Danielle Vanholst, whose hands work magic at the monthly massage sessions.

Our Board of Directors, who work really, really hard.

A **STANDING OVATION** for all our volunteers who help with all of our outreach, events, activities and fundraisers! **THANK YOU!!! THANK YOU!!!! THANK YOU!!!!!**

"I alone cannot change the world, but I can cast a stone across the waters to create many ripples."

— [Mother Teresa](#)

"There are women who make things better... simply by showing up. There are women who make things happen. There are women who make their way. There are women who make a difference. And women who make us smile. There are women of wit and wisdom who- through strength and courage- make it through. There are women who change the world everyday... Women like you."

— [Ashley Rice](#)



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 2012 CIRCLE OF FRIENDS

3 Pines Creations	CPI Interiors Decorating Den	Jeff Fox
ABComm	Darlene's Beauty Salong	Jerome Photography
Accent Group	Dave Andrews	Jiji Photography
Agricultural Museum	David Honsberger	John Taylor @ Domus
Aims to Please	Day of the Dawn	Kanata Gold and Country Club
Airzone	Daya Spa	Kathryn Fleming
Algonquin College	Diana Rivington	Kathy Smart
Allegra Printing and Imaging	Douglas Gee	Kelly's Boutique
Ann Knechtel	Dynamic Mutual Funds	Kiko Sushi Bar
Anne MacWhirter	Elaine Scarboro	Klein Optical
Arnott Realty	Eric Garrison - Wild Birds Unlimited	Labelle Photo
Astanga Yoga	Farm Boy	Lapointe's Grill
Aviation Museum	Fireplace Centre	Larry O'Gorman
Avon: Anne Marie Fielding	Framed! By Us or You	Le French Quarter
Barley Mow	Frank Scheme, Photographer	Leading Edge Payroll Group Inc.
Baton Rouge	Frank Suhkoo	Life of Pie
Betty Campbell	Friends of Bob Searle	Linda Corsini
Black Dog Bistro	Friends of Mona Woltman	Lord Elgin Hotel
Bridgehead, Old Ottawa South	Fun Haven	M.A.C. Cosmetics
CA Paradis	Germotte Photo	Manulife Financial
CAA North & East Ontario	Giant Tiger	Marg Campbell
Canadian Women Golfers Inc	Global Pet Foods	Melody Jamieson
Candy Bouquet	Goulbourn Rec Centre Staff	Meridian Bank
Cartier Suites	Greco Lean & Fit	Mr Lube
Chef's Paradise	Greensmere	Mrs. Tiggy Winkles
Clossen Chase Vineyards	Haley Rehab	Mud Oven
Club de golf Outaouais	Helen Whitehouse	Museum of Nature
Colio Wines	Heritage House Publishing Co	Nancy Nicholson
Cosmic Adventures	Holtz Spa	National Arts Centre
Councillor Bob Monette	Inova Dental	National Museum of Civilization
Courtyard Restaurant	Investor's Group	National War Museum cont on page 11

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 2012 fiscal year (January 1—December 31, 2012) 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 Breast Friends FUNdraiser.

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: 2012



Dragon Boat Program

Lymphedema Educational Outreach Program

New Peer Support Training Program

Pre-Operative Information Sessions

Library Services

PLUS

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

Exercise Program

Lymphedema Workshops

Peer Support Program

Book Reading Club

Monthly Massage Therapy

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 Stroll for Our Goal, 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 Speakers Bureau Program.



... AND SO
MUCH MORE!

FINANCIAL SUMMARY

Abbreviated Financial Statement for the year ending December 31, 2012. 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 2011

CURRENT ASSETS

Cash	\$ 140,162
Short -term investments	\$ -
Amounts receivable	\$ 6,986
Prepaid expenses	\$ 5,704
	<hr/>
	\$ 152,852

CAPITAL ASSETS	\$ 10,039
	<hr/>
	\$ 162,891

CURRENT LIABILITIES

Accounts payable/accrued liabilities	\$ 13,218
Deferred revenue	\$ 29,527
	<hr/>
	\$ 42,745

NET ASSETS

Invested in capital assets	\$ 10,039
Unrestricted	\$ 78,480
Internally restricted for Dragon Boat	\$ 31,627
	<hr/>
	\$ 120,146
	<hr/>
	\$ 162,891

Statement of Revenue and Expense 2011

Novatel

REVENUE

Special Events	\$ 129,463
Donations, Fundraising and Other Income	\$ 80,808
	<hr/>
	\$ 210,271

EXPENSE

Combined Activities, Administration, Operations, Fundraising	
	<hr/>
	\$ 224,401

EXCESS OF 2012 REVENUE OVER EXPENSE

(DEFICIENCY)	\$ (14,130)
---------------------	-------------

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

Novatel

Ottawa Citizen

Ottawa Symphony

Pasticceria Gelateria

Patty's Pub

Pegasus Insurance Network

Pelican Fishery & Grill

Peter Platt

Putting Edge

RA Centre

RBC Dominion Securities

Rideau Carleton Raceway

Rideau High School

Royal Tai & Palais Imperial

Scotiabank

Southern Cross Grill

Standard Life

Starbucks

Stella Luna

Stephen Hall, Dundee Wealth

Stratford Festival

Stuart McLean & The Vinyl Café

Tara Husbands' Avon

Taylor's Genuine Wine & Food Bar

Telesat

The Bay, Rideau Centre

Tundra Moving Pictures

Tupperware: Rhonda Evans

Velvet Skin

Via Rail Canada

Vorlage

Wall Space Framing

Yame

VOLUNTEER COORDINATOR

VOLUNTEER OPERATIONS

BCA has been without a volunteer coordinator for over 6 mos. and there are challenges to operating in this manner.

PROGRAM ACTIVITY: January 2012 to December 2012

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 2013 and beyond.



**Volunteers make our
world go around!**

THE FACE OF LEADERSHIP 2012

	Julia Ringma, President	
	Corien Kershey, Vice-President	
Our Governing Board of Directors	Wendy Loschiuk, Treasurer	
From May 2012 to May 2013	Laurie Maybury, Secretary	
	Yvonne Cashen	Marie Helene Zahles (until 09/12)
	Rhonda Evans	Karen Martinson
	Marija Jaworskyj	Erin Reynolds (until 11/12)
	Peter Platt (from 09/12)	Nancy Nicholson (until 03/12)
	Katie Evans (until 01/13)	Brigitte Davidson (from 02/13)
	Diane Hayes (from 03/2013)	

	Karen Graszat, Executive Director	
Our Staff 2012	Lynn Gee, Office Administrator	
	Sarah Wade, Events and Volunteer Assistant (until Jan 2013)	

HOW TO REACH US...

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

Phone: 613.736-5921
Fax: 613.736.8422
www.bcaott.ca

Charitable Registration Number
14077 6980 RR0001

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 2012

Gerald Dalton

Susan Murphy

