



Breast Cancer Action

Because no one should face it alone

2013 ANNUAL REPORT



Breast Cancer Action

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Charitable Registration Number

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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 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



This will be my last year on the Board at BCA. I have been proud to be a member, as well as to sit on the board since 2009.

I have found that for me, the most successful strategy for overcoming breast cancer has been to move forward. Don't dwell on the past, don't worry over regrets - move forward. In that spirit, I will be completing my MA at Carleton and by next summer, will be heading somewhere - as yet unknown - for a PhD.

In my time on the board, I have seen BCA undergo changes and that is a good thing. Nothing ever stays the same and nor should it. When I joined BCA, there was no executive director and now, we have two outstanding and

caring people who can shepherd BCA as it moves forward and on to new things.

Our volunteers continue to develop new ideas and strategies for BCA to support the breast cancer community. Our Dragon Boat team remains strong, the project "Be the Choice" is moving forward, and we have new outreach programs such as "Kelly's Project", managed by our tireless board member Diane. Funding as always is a challenge, but simply by getting our name out there, we acquire new people who want to help. We have been having success with Zumba fund raisers, as well as business people in the community who choose BCA as their charity of choice when they have their own fundraising events.

I would like to appeal to the volunteers who make BCA as strong as it is, to consider joining the board and helping direct BCA to new and greener pastures.

Let's remember the purposes of the corporation:

1. To raise public awareness of breast cancer and related issues
2. To establish and operate facilities with easily accessible factual information related to all areas of breast cancer.
3. To provide an ongoing support network for women/men with breast cancer and their families.
4. To promote understanding of the specific and unique effects of breast cancer on women/men and on families.
5. To initiate and maintain programs to educate women and men in the areas of breast health and breast cancer.
6. To initiate and maintain programs to educate patients and their families regarding coping skills through treatment and thereafter.

With such a broad mandate, BCA can continue to grow as it moves forward. Thank you.

Julia Ringma
President, Board of Directors
Breast Cancer Action

KAREN GRASZAT, EXECUTIVE DIRECTOR



“A woman is like a tea bag – you never know how strong she is until she gets in hot water.” – Eleanor Roosevelt.

Recently, I was asked in an interview why I do what I do. “Well,” I began, “because BCA is a great organization that helps so many women...” “No”, the interviewer interrupted, “on a personal level, why do you work for BCA?” Well that got me thinking—no one had really ever asked me that before.

I don’t know that I had ever articulated my thoughts and especially my feelings before. Hmm... Immediately, I replied “Because I need to believe that what I do makes a difference.” Yet as I was saying those words, I realized that even though I still believe that, I have come to realize it so much

more personal.

I do this for every single women out there who is living with a breast cancer diagnosis. I do this because I know that there will always be another call, another diagnosis, another woman struggling with the “new normal” of a breast cancer diagnosis. And I know that as a survivor-driven, volunteer-oriented organization that we, as a community, can (and do) make a difference. I do this for every wonderful, strong, vibrant survivor that I have met in my 5 years with Breast Cancer Action - you have all taught me so much about dignity, strength, camaraderie, love, sharing and hope.

Our membership is a community that embraces newcomers, shares their triumphs, experi-

ences, heart break, challenges, joys and sorrows. Whether they take fitness classes, join the Dragon Boat team, attend a workshop, phone BCA or request peer support, they are always surrounded by love, acceptance, friendship and knowledge from our community of survivors who have been there and who understand.

So, for all you wonderful KICKASS women, **OUR BCA MEMBERS... THANK YOU!!!**

Karen Graszat
Executive Director

THE KICKASS WOMAN’S

MANIFESTO FOR SPARKLICIOUS LIVING

~

I AM STRONG

~ I’ve gone through hell and kept walking. I know my weaknesses.

I AM WORTHY

~ It took me a long time to believe that. I’ve worked through my “unworthiness”.

I AM BEAUTIFUL

~ And no one needs to convince me of that anymore. I’ve dropped the illusion of not enough.

I AM IMPERFECT

~ I have imperfections but that doesn’t make me IMPerfect. I am PERFECT as I am.

I AM ME

~ I thought I was lost & alone, but now I realise that I was always with me.

~

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 2013 CIRCLE OF FRIENDS

Blue Bamboo	Carducci's Shoes	Frank Scheme
Goulbourn Recreation Complex	Casselview Golf & Country Club	Frank Sukhoo
Greenboro Community Centre	Chef's Paradise	Gail Greene
Glen Mar Golf Course	Chris Howell	GAL Golf
Manulife Financial	Colio Wines	Gallery 59
M&M Meats, Embrun	Colours by Christine	Germotte Photography
Manotick Curling Centre	Compact Music	Glen McKenzie
Ottawa Conference & Event Centre	Courtyard Restaurant	Goldform Jewelers
Rideauview Ladies Business League	CTV Morning	Gov't of Canada
Scotiabank	Crown Floral Boutique	Graham Neil
Aloette: Kim Masny	CWGI	Greensmere Golf & Country Club
Algonquin College	Daniel Paille	Haley Rehab
CLV Group Inc.	Decorating Dan Interiors	Heart 2 Heart Expressions
ABComm	Digital Art and Restoration	Hedley Ward
Albert Gervais	Dolores Murgatroyd	Hummingbird MediSpa
Allegra	Don Cherry's Grill	Imperial Palais Restaurant
Ann Knechtel	Douglas & Lynn Gee	Investors Group
Ann Moran	Dr Frank Lee	J Fitzpatrick
Armstrong & Richardson	Dragon Fly Golf Links'	Jacquelin Holzman
Arthur Murray Dance Studio	Eileen Stevenson	Jane Christie
Aysha Johnson	Elizabeth Arden @ Sears	Janice Leroux
Basket Case Café	Emerald Links	Jeff Fox
Beau's Brewery	Equinelle	Jerome Photography
Bestsellers	eQuinelle Golf	JoAnne's
Betty Boop	Escape	Julie Teskey
Bob MacDonald	Evan Godt	Karen Graszat & David Honsberger
Bridgehead	Expedia Cruise Ship Center, Kanata	Kelly's Boutique
Burns & Kronick	Fadi Hairstyling	St. Paul University
CA Paradis	Fireplace Center and Patio Shop	Sotto Lounge
CAA N&E Ontario	Firkin & Knight	Jerome Photography
Canadian Golf & Country Club	Fit for Less	Giant Tiger
Canadian Museum of Civilization	Framed!	South Fallingbrook Community Centre
Canadian War Museum	Fran MacKenzie	

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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 2013 fiscal year (January 1—December 31, 2013) 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 and Firkin & Knight Pub Fundraiser.

Donations

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

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, information booth displays, miscellaneous revenue sources and investment income.

OUR PROGRAMS, SERVICES AND INITIATIVES: 2013



Dragon Boat Program

Lymphedema Educational Outreach Program

New Peer Support Training Program

Pre-Operative Information Sessions

Library Services

The Kelly Project

Exercise Program

Lymphedema Workshops

Peer Support Program

Book Reading Club

Monthly Massage Therapy

PLUS

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

OVERVIEW: WHERE OUR MONEY GOES

Activities, Programs and Services

Included in this category are the costs associated with delivery of the Dragon Boat Program, Peer Support & the Fitness 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, Pre-Op and Outreach 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/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 PROVIDED 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, Yoga, Stretch & Strength, Zumba, Belly Dance, and Ballet 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, such as introducing the Kelly Project
 - 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, 2013. 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 2013

CURRENT ASSETS

Cash	\$ 132,663
Short -term investments	\$ -
Accounts receivable	\$ 5,305
Prepaid expenses	\$ 9,784
	<hr/>
	\$ 147,752

CAPITAL ASSETS

	\$ 8,030
	<hr/>
	\$ 155,782

CURRENT LIABILITIES

Accounts payable/accrued liabilities	\$ 19,844
Deferred revenue	\$ 13,185
	<hr/>
	\$ 33,029

NET ASSETS

Invested in capital assets	\$ 8,031
Unrestricted	\$ 70,783
Internally restricted for Dragon Boat	\$ 43,939
	<hr/>
	\$ 122,753
	<hr/>
	\$ 155,782

Statement of Revenue and Expense 2013

REVENUE

Special Events	\$ 137,752
Donations, Fundraising and Other Income	\$ 59,856
	<hr/>
	\$ 197,608

EXPENSE

Combined Activities, Administration, Operations, Fundraising	
	<hr/>
	\$ 195,001

EXCESS OF 2012 REVENUE OVER EXPENSE

(DEFICIENCY)	\$2,607
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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 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

Holtz Spa

Klein Optical

KTTC Roadside Assistance

Labelle Photo

Laura Savard

Laurie Mitchell

Le Café

Leading Edge Payroll

Leejay Julius Levine

Linda Corsini

Loblaws

Local Heroes

Lorraine's Your Breast Care Studio

Luxe Spa

M Jones

MAC Cosmetics

Maplesoft Center

Marg & Dave Dunsmore

Marg Campbell

Marianne's Lingerie and Fashion Boutique

Marie Hepner

Mary Doohar

McDonald's

ME Fleck

Metcalfe Golf Club

Michael & Doris Cavallin

Mike Tagieff

Modern Paining & Framing

Morris Hardware

Mucho Burrito

NAC

Nancy Nicholson

National Arts Centre

Nelligan O'Brien Payne

Nestle Toll House Café

Newlook Eyewear

Nicco Salon

Nice One Nails

Novotel

OPTX Commerce

Ottawa Chamber Music Society

Ottawa Little Theatre

Parker Prins Labino

Parkhurst

Patty's Pub

Pentagon Insurance

RA Centre

RA Friends of Bob Searle

RA Friends of Morna Woltman

Rainbow Theatre

RBC

Rhonda Evans

Rideau Tennis Club

Rings, Etc

Ritchie's Welding

Robillard Hearing Centres

Rona

Ronald Hayman

Royal Thai & Palais Imperial

Sandra Chisholm

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VOLUNTEER COORDINATOR

VOLUNTEER OPERATIONS

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

PROGRAM ACTIVITY: January 2013 to December 2013

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 newsletter. 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.

We also offer internships for students in programs at Algonquin College, etc.

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 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



Volunteers makes our world go round!

LOOKING TO THE FUTURE

We were only able to provide a coordination of volunteers this past two years 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.

THE FACE OF LEADERSHIP 2011

	Julia Ringma, President
Our Governing Board of Directors	Wendy Loschiuk, Treasurer
From May 2012 to May 2013	Brigitte Davidson
	Yvonne Cashen
	Rhonda Evans
	Marija Jaworskyj
	Diane Hayes
	Louise Haley

	Karen Graszat, Executive Director
Our Staff 2013	Lynn Gee, Office Administrator

HOW TO REACH US...

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Sarah Wade	Sukhoo Sukhoo	Vic Jones
Scholar's Choice	Surgenor Pontiac Buick	Vicki Davis
Science & Tech Museum	Swap & Shop	War & History Museums
Second Cup	Taylor's Genuine Food and Wine Bar	West Jet
Ski Vorlage	Telesat.	Wholesale Outlet
Southern Cross on Queen	The Barley Mow	WiLan
St Amour Photography	The Comic Book Shoppe	Wild Birds Unlimited
Starbucks	Tocara Jewelry	Yoga with Jessica
Steve Hall - Dundee Wealth Management	Tracy Arnett	Yvonne & Joseph Cashen
Stuart Mclean & The Vinyl Café	Tupperware: Rhonda Evans	...And many more! Thank you to all!
Stylistic Eye	Twilight Silver	