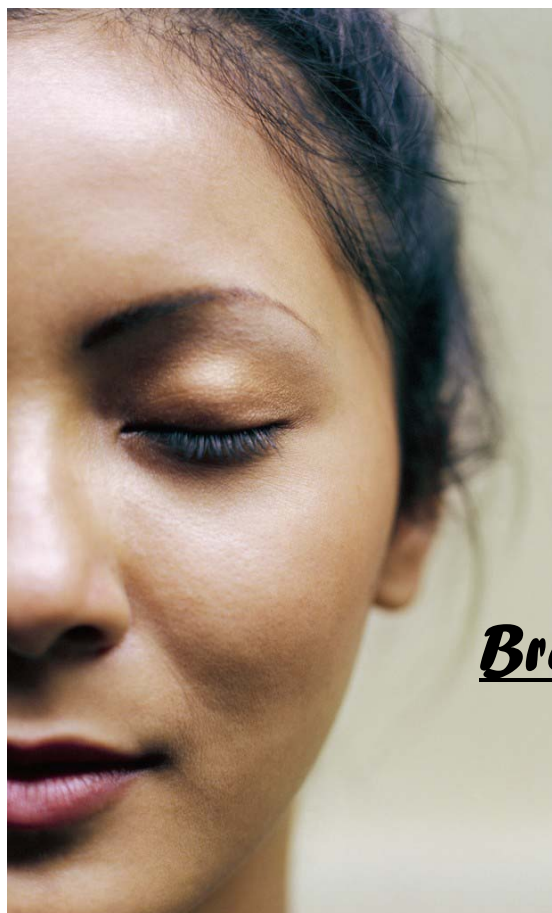


# BREAST CANCER ACTION



## 2006 ANNUAL REPORT



**Breast Cancer has a Face.**

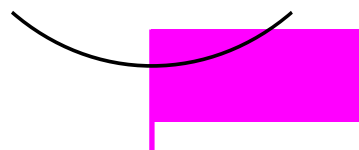


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## WHO WE ARE

### *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 what resources are available.



**“To support Breast Cancer Action means you are a part of a progressive organization that takes pride in honoring our commitment to providing quality programs and services.”**

**Marjorie Morrison**  
Executive Director

**BARBARA NEWPORT, PRESIDENT**

*"At Breast Cancer Action, we are privileged to witness the contributions of our volunteers who give of their time, talent and experience to help others just as they have benefited in the past. This is a wonderful gift that passes the torch from woman to woman, to help each other in a unending chain of support."*

*Barbara Newport  
December, 2006*

As President of Breast Cancer Action, I would like to express my thanks to all of our volunteers, our breast health partners and indeed to all of you who have taken the time to reach out to others who are experiencing breast cancer.

I am pleased to announce that Breast Cancer Action reached many of our goals in 2006 leaving us energized and empowered as we now focus our attention to 2007.

***A Look Back at 2006...***

In May of last year, the Taipei Economic and Cultural Office hosted an annual fundraising event in support of Breast Cancer Action at the official residence of Dr. and Mrs. Chen, chaired by Dr. Shail Verma and Mrs. Louise Robinson.

In June, many of our members participated in the 13th annual Manulife Walk & Fun Run making it a successful event raising over \$50,000 in total.

During our 2006 Annual General Meeting, Dr. Barbara Collins was our featured speaker. During the evening, Breast Cancer Action presented an award to recognize those who play a significant role in helping breast cancer survivors deal with the emotional, physical and spiritual challenges of a breast cancer diagnosis. The "Mentor of the Year" award was presented to Karen O'Donohoe, as nominated by Muriel Kurdish.

Throughout 2006, our members continued to benefit from our many programs: membership in

the Dragon Boat Program (Busting Out) has expanded and our weekly Tai Chi and Exercise classes continued to be made available at no charge to our membership. Our Young Women's Breast Health Program reached out with 66 classroom presentations and our print materials for the program

were revised to reflect a more age-specific approach to communicating with youth.

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.

In October, we successfully launched the HOPE CAMPAIGN to raise awareness for and support of Breast Cancer Action.

Following an in-house needs assessment involving our membership, and in direct response to the results of that assessment, we submitted a complex grant application to the Canadian Breast Cancer Foundation to fund an expanded two-year lymphedema project.

In 2006, our commitment to helping women diagnosed with breast cancer expanded beyond our walls. We were the exclusive funding source of two programs offered by the Ottawa Hospital Regional Cancer Centre namely, Healthy Living for Women with Breast Cancer and the Lymphedema Therapy and Treatment Program.

All of these initiatives, projects, services and activities would not be possible without the dedication of our staff, as well as the support and assistance of our valued volunteers.



Barbara Newport, President of Breast Cancer Action pictured above with Linda Burdon of Manulife Financial on Sunday, June 04, 2006.

"Breast Cancer Action has touched the lives of countless women and families affected by breast cancer. It provides the personal contact of a volunteer who has been there, the camaraderie and health focus of exercise groups, and educational outreach to our high schools. Breast Cancer Action is committed to respond to the needs of the people in our region, now and in the future."

Barbara Newport  
President

## MARJORIE MORRISON, EXECUTIVE DIRECTOR

*In Review*

Winston Churchill once said, “*Courage is the first of human qualities, because it is the quality which guarantees all others.*” I believe this statement to be true.

In March of 2006, I celebrated my one-year anniversary as Executive Director of Breast Cancer Action. During that special time of learning and growing together, I have been privileged to meet many amazing women who have shown me, through their determination and strength of spirit, that navigation of the breast cancer path does indeed take a tremendous amount of courage.

The personal experiences shared with me privately this past year allowed me to better understand the various stages of diagnosis, treatment and recovery from the perspective of those battling breast cancer. As a result, I have gained a stronger appreciation of the challenges many breast cancer patients encounter, an appreciation that better equips me to effectively lead this organization through various stages of growth, development and change.

I wish to share with each of you that I consider it to be an honour to be a part of this progressive grassroots organization that accomplishes so much with such limited resources and funding. Together, we have much to be proud of.

2006 was an exciting time of change for Breast Cancer Action. More than ever before, we became aware of how critical it was to adopt a more proactive and visible role in an effort to increase our profile within the community, and to work toward ensuring sustainability. With strong leadership in place, Breast Cancer Action continues to move forward at a steady pace embracing new initiatives and pursuing valuable market opportunities that allow us to better meet the diverse needs of those diagnosed with breast cancer within the Ottawa region.

Meeting the immediate and diverse needs of our membership, our stakeholders and our community can be challenging. Breast Cancer Action bears the enormous responsibility of ensuring we meet those needs while maintaining sight of our vision, as well as our mandate. It is a responsibility we take very seriously.

As a charitable organization, much of what we were able to accomplish in 2006 depended on the financial support we received from our community, our donors and our extended circle of friends. Truly, it takes a great deal of energy and funding in order for us to continue to offer our many core programs and services free of charge to our members and, in the case of our workshops, to our community.

In the days, months and indeed years ahead, Breast Cancer Action will continue to work toward strengthening and solidifying our existing programs, as well as striving to offer new avenues for those diagnosed with breast cancer to come together in support of one another.

- Working in partnership with the local Breast Cancer Reconstruction Support Team, WE participated in an in-house training session of our Peer Support Volunteers delivered by Willow Breast Cancer Support Canada.
- WE developed and distributed a 2006 LYMPHEDEMA Needs Assessment Questionnaire in order to better understand the needs of our members relevant to lymphedema management.
- WE warmly welcomed Dr. Barbara Collins as our keynote speaker during the May 10, 2006 Annual General Meeting.
- WE received the support of Bell Canada’s “Helping Hands, Open Hearts” Employee Giving Program through a donation.
- WE welcomed back Scotiabank as the valued corporate sponsor of our Dragon Boat Program.
- WE officially launched the HOPE Campaign at Ottawa City Hall on October 12, 2006.
- WE introduced on-line giving through our website at [www.bcaott.ca](http://www.bcaott.ca).
- WE welcomed back our annual Manulife Walk & Fun Run title corporate sponsor, Manulife Financial.



**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 valuable resources.

**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 2006 fiscal year (January 01, 2006 to December 31, 2006) Breast Cancer Action raised funds through a variety of methods.

**Corporate Sponsorship and Program Revenue 39.26%**

(Funds generated in this category consist of designated corporate sponsorship dollars, as well as program revenue such as the Dragon Boat Program and the Young Women’s Breast Health Program.)

**Third Party Fundraising Activities or Events 38.70%**

(Funds generated in this category are the result of money raised during special fundraising events or activities organized by an outside source.)

**Donations 16%**

(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 6.04%**

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



**OUR PROGRAMS, SERVICES AND INITIATIVES**



- Dragon Boat Program
- Lymphedema Educational Outreach Program
- Young Women’s Breast Health Program
- Speakers Bureau
- Library Services
- NEW Educational “Lunch and Learn” Series
- Exercise Program
- Lymphedema Workshops
- Peer Support Program
- Pre-Operative Information Sessions
- Information Sessions
- NEW Book Reading Club

**PLUS**

- Funding of Healthy Living for Women with Breast Cancer. OHRCC
- Funding of the Lymphedema Therapy and Treatment Program, OHRCC
- Operation of a multi-functional post-diagnosis support and resource centre.

**OVERVIEW: WHERE OUR MONEY GOES**

**Activities, Programs and Services 32.02%**

(Included in this category are the costs associated with delivery of the Dragon Boat Program, the Young Women’s Breast Health Program, and the Exercise Program. Also incorporated are the two programs funded by Breast Cancer Action and delivered by the Ottawa Hospital Regional Cancer Centre, namely: the Lymphedema Treatment and Therapy Program and the Healthy Living for Women with Breast Cancer. Included in this category as well are educational outreach costs such as those associated with the publication of Breast Cancer Action’s quarterly newsletters and various print materials for the Lymphedema Educational Outreach Program and workshops.)

**Administration 21.39%**

(Included in the category are relevant administration costs.)

**Core Operations 19.36%**

(Included in the category are rental fees associated with the operation of Breast Cancer Action’s Post-Diagnosis Support and Resource Centre, and mandatory government remittances.)

**Other 14.65%**

(Included in this category are misc. 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 12.57%**

(Included in this category are the costs associated with delivery of the Rosetta Pecora Golf Tournament, 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 EDUCATE YOUNG WOMEN about breast self examination through the Young Women’s Breast Health Program.
  - 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 AN OFF-SITE SUPPORT GROUP for women living with breast cancer.
  - WE provide funding to help FINANCIALLY DISADVANTAGED WOMEN obtain lymphedema treatment and therapy.
  - WE FUND OUR PEER COUNSELLING 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, 2006.** 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 2006

#### CURRENT ASSETS

Cash	\$ 72,731
Short -term investments	\$ 122,487
Amounts receivable	\$ 1,357
Prepaid expenses	\$ 1,647
	<hr/>
	\$ 198,222

<b>CAPITAL ASSETS</b>	\$ 1,627
	<hr/>
	\$ 199,849

#### CURRENT LIABILITIES

Accounts payable/accrued liabilities	\$ 5,840
Deferred revenue (Dragon Boat)	\$ 25,000
	<hr/>
	\$ 30,840

#### NET ASSETS

Invested in capital assets	\$ 1,627
Unrestricted	\$ 147,254
Internally restricted for Dragon Boat	\$ 20,128
	<hr/>
	\$ 169,009
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	\$ 199,849

### Statement of Revenue and Expense 2006

#### REVENUE

Special Events	\$ 160,216
Donations, Fundraising and Other Income	\$ 60,891
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	\$ 221,107

#### EXPENSE

Activities	\$ 85,774
Administration	\$ 77,426
Operations	\$ 66,208
Fundraising	\$ 35,652
	<hr/>
	\$ 265,060

#### DEFICIENCY OF 2006 REVENUE OVER EXPENSE

(\$ 43,953)

## WHO WE SERVE

Breast Cancer Action serves an expanded audience consisting of our membership, stakeholders, breast health partners and our community at large. Extending to the rural outlying areas of Ottawa as well as the urban centre of the city, we serve a predominantly female population.

The statistical results gathered from a recent comprehensive in-house organizational Needs Assessment offered Breast Cancer Action a valuable opportunity to better understand the demographics of those served by our programs, services and initiatives.

These results will provide the organization with the core data needed in order to focus on enhancing or improving our existing programs and services, as well as identifying future goals and projects.

## KNOWING OUR MEMBERSHIP

Based entirely on the recorded statistical results of 203 recipient responses from active Breast Cancer Action members, it was determined that:

- 32% of our membership have belonged to the organization for fewer than 10-years, 22% belonged for more than 10-years, 20% belonged for fewer than 3-years, 15% for fewer than 5-years and only 10% for less than 1-year.
- 34% of our members were first diagnosed less than 10-years ago, 23% were diagnosed more than 10-years ago, 21% less than 3-years ago, 15% less than 5-years ago and 7% less than 1-year ago.
- 32% of our membership reside in Ottawa West, 21% in Ottawa South and 21% in Central Ottawa, 16% in Ottawa East, 7% in Rural Ottawa and 5% outside of the immediate area.
- 42% of our membership are 56-65 years of age, 27% are over 65, 25% are 45-65 and 6% are 25-45 years of age.
- 86% of our membership feel that our primary role as a service provider is to offer education and information.
- 65% of our members indicated they actively participate in our fundraising activities while 35% reported they did not.
- 69% of our members have attended our lymphedema workshops while 31% have not.
- 53% of our members do not participate in our exercise classes, 29% have participated at one point in time and 18% continue to participate.
- 60% feel our exercise classes should be held both on and off-site, 18% believe the classes should only be offered off-site in fitness facilities while 7% believe they should remain on-site and 6% indicated other suggestions for locations. (NOTE: A large number of respondents indicated that no participants should be prevented from attending a class because of inability to pay for services.)
- Of our recipients, 30% have participated in the Dragon Boat Program with a staggering 81% indicating it was a very rewarding experience for them.



"I was there for Breast Cancer Action when it first opened, when it relocated and when it held its very successful fundraisers, and BCA was there for me when I received my diagnosis of breast cancer in 1998. With the continuing financial support of individuals and corporations, it will be there in the future for those thousands of women and men who will hear the words, You have breast cancer."

Jacquelin Holzman  
Breast Cancer Action  
Honorary Chair and  
Former Mayor of Ottawa

Ottawa Breast Health Partners:

**WHO WE WORK WITH**

Canadian Cancer Society

Ottawa Hospital Regional Cancer Centre

Ottawa Public Health Department

Women's Breast Health Centre

Ontario Breast Screening Program

Members of the Medical Community

Members of the Corporate Sector

Members of the Retail Sector

Other Charitable Organizations

Ottawa Hospital Regional Cancer Centre, Social Work Department

Our Membership

Regional and Provincial Hospitals in the Province of Ontario

Our Community

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

**CORPORATE GIVING: OUR 2006 CIRCLE OF FRIENDS**

Scotiabank

Standard Life

Sun Life Financial

Manulife Financial

AGF Funds Inc.

Emerald Tile & Marble Ltd.

Bell Canada

Grandview & Associates Ltd.

1649098 Ontario Inc.

Clarica

561266 Ontario Inc.

Avanti Interlocking Stone Ltd.

Tenants of Clarica Centre

Pfizer Canada

Bassi Construction & Masonry

Atrium at Kanata—Social Club

Central Paving

Bytown Paving

NILI

CIBC World Markets Canada

CASL Systems Limited

Osgoode Township High School

Corel Corporation

Domicile Developments Inc.

South Carleton High School

MedXL Inc.

Giant Tiger

St. Marks High School

TD Canada

Lockwood Flooring Installations

Clothing for Charity Limited

Kelly's Mastectomy Boutique

M.D. Construction

Ouseley Hanvey Clipham Deep

Rinaldo Hair Designers & Spa

St. Laurent Coiffures

Dragons In Training

Ottawa Hunt & Golf Club

Vencal Packaging Materials

Fidelity Investments Canada Limited

Bank of Nova Scotia

Glebe Spa

MacKenzie Financial Corporation

BMO Foundation of Hope

Scotiabank—Rockland

Earl of March Secondary School

Ottawa Firefighters Association

MBNA Canada Bank

Royal Canadian Mounted Police

Immaculate High School

St. Pius X High School

CBC Radio Canada

Go Travel Direct

CHUM Radio Ottawa

Sacred Heart Catholic High School

Royal Bank of Canada

Good Shepherd Catholic Women

Victoria's Quilts Canada

Ridgemont High School

Lululemon Athletica Inc.

**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.

**VOLUNTEERS BUILD HEALTHY COMMUNITIES.**



“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

**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.



Pictured above are members of the City of Ottawa Team Revenue, participants in the Annual Manulife Walk & Fun Run event in support of Breast Cancer Action.

***Our Governing Board of Directors***

Barbara Newport, President

Leah Clement

Dianne Hartling

Joan Sirrs

Marlene Dalley

Elaine Scarboro

Jennifer Caldbick

Deidre Neuss

***Our Advisory Committee***

Jacquelin Holzman, Honorary Chair

Cathy De Grasse

Geri Goldstein

Dave Smith

Diane Manii

Susie Joanisse

Dr. Barbara Collins

Dr. Chris Chadwick

Joan Jackson

Dr. Doug Mirsky

Dr. Mark Hardy

Dr. Shail Verma

Dr. Vince Young

**HOW TO REACH US...**

Marjorie Morrison, Executive Director  
Breast Cancer Action  
739A Ridgewood Avenue  
Ottawa, Ontario  
K1V 6M8

Phone: 613.736.5921  
Fax: 613.736.8422  
mmorrison@bcaott.ca  
info@bcaott.ca



Charitable Registration Number

14077 6980 RR0001