

BREAST CANCER ACTION

CHANGING TOMORROW TODAY.



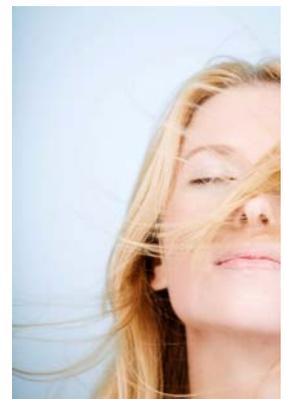
2007 ANNUAL REPORT

TABLE OF CONTENT

WHO ARE WE	3
MESSAGE FROM THE PRESIDENT	4
MESSAGE FROM THE EXECUTIVE DIRECTOR	5
LYMPHEDEMA: TAKE CONTROL PROJECT REPORT	6
CHANGING TOMORROW TODAY	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	10
WHO WE WORK WITH	11
CORPORATE GIVING: OUR 2007 CIRCLE OF FRIENDS	11
VOLUNTEERISM: THE POWER OF YOUR HANDS	12
OUR EXTENDED CIRCLE OF FRIENDS	12
THE FACE OF LEADERSHIP	13
HOW TO REACH US	13

“Give me where to stand, and I will move the earth.”

Archimedes



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.

DIANE RYAN, PRESIDENT

As President of Breast Cancer Action, I feel very proud and privileged to lead an organization that has been serving our community for 15 years. I would like to express my thanks to our outgoing President, Barbara Newport, to all of our volunteers, our breast health partners, our corporate friends, our staff and to all of you who help us to reach our goals.

2007 has been a year of accomplishments and challenges. As you are no doubt aware there is an ever increasing need for the services and programs that charitable organizations provide and the challenge to fund these programs and services has increased. Your Board of Directors is made up of a dedicated group of women who are continually striving to reach the excellence that we all hope for. We work hard to find appropriate funding opportunities and to make the most effective use of BCA's resources in keeping with the organization's mandate. More than ever, we need the support of volunteers and corporate partners to do so. As you read this message, I would encourage you to consider what role you might play in this exciting time in BCA's history. I invite you to share your thoughts and talents with us as we strive to improve Breast Cancer Action's programs and services.

A Look Back at 2007...

Throughout 2007, 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 to our membership at no charge. In 2007 we hosted a number of lunch and learn sessions. We also began a book reading club to provide members with the opportunity to meet in an informal environment to discuss reading materials of their choice. This group is always open to additional members and as part of the group I can tell you that it is always fun and interesting. 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.

Some highlights of 2007 include:

This is an amazing list of accomplishments and one on which we will build in 2008. I truly believe that together we can make a difference and I look forward to working with all of you to continue to do so.

January: The very successful first annual "Hockey Day in Stittsville" event was held in support of Breast Cancer Action with youth (ages 7-8) taking to the ice dressed in pink and ready to play.

March: BCA launched the newly developed "Lunch and Learn" series and the Book Reading Club.

April: Carol Miller of the Quilt Project, a charitable organization based in Stratford, Ontario presented Dianne Hartling with funds in support of BCA during an open house at The Country Quilter.

May: BCA warmly welcomed Dr. Roanne Segal, Medical Oncologist as our Keynote Speaker during the Annual General Meeting.

June: Amidst the pipes and drums of the Sons of Scotland, BCA welcomed a "sea of pink" supporters at our annual Paint Ottawa Pink Manulife Walk and Fun Run.

July: BCA received notification that our application to the CBCF to fund a 2 year "lymphedema: Take Control" project was successful. As well, One Fish Two Fish hosted "Supporting Life at Sea", a boat cruise fundraiser.

August: BCA held our very first annual Golf Tournament of Hope organized by Marg Campbell.

September: Members of the Dragon Boat team traveled to Australia to compete and BCA launched its new website thank to Ann Knechtel, BCA board member.

October: Members of Beta Sigma Phi hosted a fashion show with BCA as their charity of choice. As well, BCA hosted a very successful and information panel presentation thank to Paula Speevak Sladowski, BCA board member.

November: In partnership with the Taipei Economic and Cultural Office, BCA co-hosted the very elegant Pink Tea event. As well, Michele Holwell, Social Worker, facilitated a Peer Support Workshop for our volunteers and a themed Halloween Part was held, thank to Elaine Scarboro, BCA board member.

December: BCA was selected from a field of applicants to present a "Lymphedema: Take Control" project abstract to a global audience at the June 2008 World Conference in Winnipeg, Manitoba.

MARJORIE MORRISON, EXECUTIVE DIRECTOR

“Every now and again, as we move through time, we experience a defining moment that remains with us. A memory we hold close to our hearts—one we share with those who are important to us and, perhaps even then, only with reverence. I believe these are the moments that shape our lives, and define who we are...”

As your Executive Director, I am faced each day with the responsibility of reaching decisions that best allow Breast Cancer Action to function in a multi-dimensional, all-inclusive capacity. Ultimately, these decisions serve to ensure that BCA is positioned to work toward improving our programs and services, as well as implementing new and exciting initiatives based on support and education.

Often, I share details of BCA's many accomplishments from the perspective of an Executive Director. At times, and in hindsight, I imagine that it may seem that I tend to focus on applauding the destinations we reached rather than sharing various aspects of the journeys. In recent months, I've realized with a growing level of clarity that we each (in our own unique way) share a very special link to Breast Cancer Action. Whether we turn to the organization in search of support or whether we give of ourselves so that we may help others, we are all “caretakers.”

As many of you are aware, Breast Cancer Action celebrates 15 years of serving our community in 2008—an incredible milestone for a small, grassroots community-based organization. In celebrating 15 years of history, BCA remains vibrant and continues to grow as a result of being carefully tended to and respected over the years.

Without question, the growth of the organization would never have been possible without the dedication and commitment of so many women who have, since our conception, acted as *caretakers* of this organization many of whom come immediately to mind but there are countless others too numerous to mention, yet too valuable to ever forget. Truly, *caretakers* are critical to the ongoing health of the organization and indeed, allow BCA to continue to move forward with determination and purpose.

As your Executive Director, I know firsthand that BCA is a place where hope lives, thrives, and grows and I believe that together, we (both individually and collectively) cultivate the organization by tending to its many branches as if it were a garden in need of caring hands to keep the soil rich. As a *caretaker*, I spend a significant amount of time, energy and effort ensuring that BCA is healthy and that we have the necessary funds in place to meet the diverse and growing needs of our membership, and our community. That is the role I am entrusted with and, at times, it is an enormous undertaking.

This past year, with the financial support of our circle of friends, our community partners and our valued membership, we accomplished many wonderful things. However, this celebration also comes with the knowledge that at the end of the day, it remains critical that funding sources be in place to offset expenses otherwise, the branches in our garden could become compromised.

In 2008, as we continue to invest in creating memories together, I ask that you take a moment (*perhaps when your need is greatest, or perhaps when you no longer have need*) to recognize how fragile an untended garden can become without the attentive hands of *caretakers*. YOU are the reason we work so diligently, without fail and with purpose to ensure that the branches, the garden, and the soil remain rich. Together, let us continue to play an important part in building and preserving Breast Cancer Action for many, many years to come.



At a Glance...

- WE received funding from the Ontario Chapter of the Canadian Breast Cancer Foundation to fund [“LYMPHEDEMA: Take Control.”](#)
- WE gratefully welcomed back Scotiabank as the valued corporate sponsor of BUSTING OUT!, our Dragon Boat Program.
- WE completely redesigned and launched a new website in October of 2007.
- WE hosted an exciting panel presentation evening in recognition of October Breast Cancer Awareness Month.
- WE welcomed back our annual Manulife Walk & Fun Run title corporate sponsor, Manulife Financial.
- WE hosted our first annual “Golf Tournament of HOPE.”
- WE developed and implemented a governing document entitled “Standards of Accountability and Principles of Good Practice.”

“LYMPHEDEMA: TAKE CONTROL” PROJECT

By Kathleen Gotts, Project Coordinator



In August 2007 Breast Cancer Action (BCA) was awarded \$151,441 from the Ontario Chapter of the Canadian Breast Cancer Foundation (CBCF) for a two-year project to provide raise awareness about lymphedema. **Lymphedema: Take Control** is a community-based educational outreach and health promotion initiative to raise awareness about lymphedema that is secondary to breast cancer and the value of exercise in preventing and managing lymphedema.

Project Activities (August – December 2007)

Project Governance and Staffing

The project's lead person in 2007 was Marjorie Morrison, who was accountable to the CBCF and BCA for project oversight and financial management. An Advisory Committee was convened to guide the project, made up of the following members: Judy Bedell, Dr. Margaret Farncombe, Betty Flack, Anna Kennedy, Louise Killens, Maureen Manningham, and Susan Smith. Each member contributes to the project in a voluntary capacity with her personal experience or professional expertise in breast cancer and/or lymphedema. The committee met once in September of 2007 for an introduction to the project.

“Go With the Flow” Exercise Program Development & Delivery

Project staff conducted background research on cancer care, lymphedema and fitness to inform the development of an eight-week exercise program to help prevent or manage lymphedema secondary to breast cancer. Preparations were made for the first session of exercise classes to be held in spring 2008 in the following three locations: Dovercourt Recreation Centre, Hunt Club and Riverside Community Centre, and Rideau Tennis Club.

Training Fitness Instructors in “Go With the Flow”

Project staff developed a four-hour workshop and manual (draft versions) to educate personal trainers and group fitness instructors in the Ottawa area in lymphedema prevention and management through exercise with the “Go With the Flow” program. Breast Cancer Action will seek nationally recognized accreditation for the workshop.

Development of Print Materials

Caren Weinstein, Vintage Design, conceptualized the project logo and the following print materials: a fold-out brochure to raise awareness about lymphedema prevention and management; and an exercise manual to support “Go With the Flow” participants in exercising at home. The project logo was designed in 2007 and preliminary design work on the print materials was undertaken. Stephanie Woodard drafted educational text for the materials, for content input and review from Louise Haley and the Advisory Committee and focus testing with the target audience in 2008.

Sharing Information and Building Relations

In December 2007, BCA was informed that its workshop abstract had been approved for a presentation about the project at the World Conference on Breast Cancer in June 2008. With this event, Marjorie Morrison and Anna Kennedy have the opportunity to introduce the project to a global audience. In 2007, preparations were put in place to share information about the project, strengthen relations with existing community partners, and establish new community partnerships.

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 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.

“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

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 2007 fiscal year (January 01, 2006 to December 31, 2007) 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 Tea.)

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, misc. revenue sources and investment income.)



OUR PROGRAMS, SERVICES AND INITIATIVES



- | | |
|---|------------------------------------|
| Dragon Boat Program | Exercise Program |
| Lymphedema Educational Outreach Program | Lymphedema Workshops |
| Peer Support Program | Book Reading Club |
| Speakers Bureau | Pre-Operative Information Sessions |
| Library Services | Information Sessions |
| Educational “Lunch and Learn” Series | Tai Chi Classes |

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 and the Exercise Program. Also included in this category are associated 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

(Included in the category are relevant administration costs.)

Core Operations

(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

(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

(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, 2007. The following reflects the activities of Breast Cancer Action and is derived from audited financial statements from the firm of Ouseley Harvey 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 2007

CURRENT ASSETS

Cash	\$ 103,645
Short -term investments	\$ 80,841
Amounts receivable	\$ 2,498
Prepaid expenses	\$ 1,647
	\$ 188,631

CAPITAL ASSETS

	\$ 1,221
	\$ 189,852

CURRENT LIABILITIES

Accounts payable/accrued liabilities	\$ 9,137
Deferred revenue	\$ 54,132
	\$ 63,269

NET ASSETS

Invested in capital assets	\$ 1,221
Unrestricted	\$ 105,204
Internally restricted for Dragon Boat	\$ 20,158
	\$ 126,583
	\$ 189,852

Statement of Revenue and Expense 2007

REVENUE

Special Events	\$ 164,175
Donations, Fundraising and Other Income	\$ 64,932
	\$ 229,107

EXPENSE

Combined Activities, Administration, Operations, Fundraising	
	\$ 272,822

DEFICIENCY OF 2007 REVENUE OVER EXPENSE

(\$ 43,715)

BREAST CANCER ACTION

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

Regional and Provincial Hospitals in the Province of Ontario

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

WHO WE WORK WITH

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

CORPORATE SPONSORSHIP AND GIVING: OUR VALUED 2007 CIRCLE OF FRIENDS

Manulife Financial
 Canadian Breast Cancer Foundation
 Rona
 Ottawa Citizen
 Fujitsu Canada Inc.
 United Way / Centraide Ottawa
 Nepean High School
 Labarge Weinstein Professional Corporation
 Royal Bank of Canada
 South Carleton High School
 BMO
 Laureate Alpha Omicron
 The Quilt
 Ottawa Potters Guild
 CPI Interiors Inc.
 Running Room
 Thyme & Again
 Alexander Battery Corp.
 One Fish, Two Fish
 Standard Life
 Queensway Carleton Hospital
 Beta Sigma Phi
 AGF Management
 Pro-Bilt General

Scotiabank
 Parkway Sports Clinic
 Go Travel
 Dundee Securities
 Turpin Pontiac Buick
 Algonquin College
 Brewers Association of Canada
 Mikimoto (America) Co., Ltd.
 Extermination Inc.
 St. Paul's High School
 Kiwanis Club of Bytown
 Windsor Regional Hospital
 Wellspring London
 Bell Canada
 Pink Nails Salon
 RBR Limited
 Marianne's Inc.
 Telus
 Alpha Theta
 BO Ottawa
 Goodman (Dynamic)
 Envirpros
 DEW Engineering
 Vintage Designing

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.



Diane Ryan, President

Jeysa Martinez-Pratt

Barbara Newport

Leah Clement

Our Governing Board of Directors

Marlene Dalley

Elaine Scarboro

Deidre Neuss

Ann Knechtel

Our Advisory Committee

Jacquelin Holzman, Honorary Chair

Cathy De Grasse

Geri Goldstein

Dave Smith

Diane Manii

Susie Joannis

Dr. Barbara Collins

Dr. Chris Chadwick

Joan Jackson

Dr. Doug Mirsky

Dr. Mark Hardy

Dr. Shail Verma

Dr. Vince Young

HOW TO REACH US...

Breast Cancer Action

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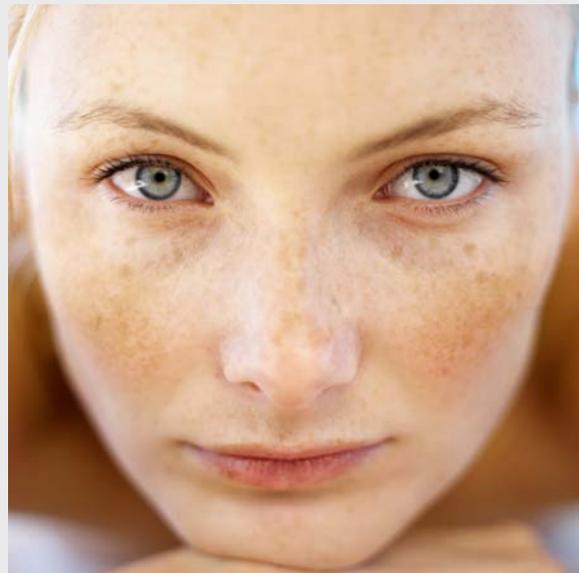
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Charitable Registration Number

14077 6980 RR0001