



2009 ANNUAL REPORT
BREAST CANCER ACTION



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WHO ARE WE?

Our Mission

Breast Cancer Action is a survivor-directed, charitable organization whose mission is to provide information, support and education to women and men diagnosed with breast cancer, their families and the community.

Our Mandate

To raise public awareness of breast cancer and related issues.

To operate a post-diagnosis support and resource centre to serve women, men and their families living with breast cancer in the national capital region.

To contribute to the ongoing exchange of information with other similar local, regional, provincial, national and international organizations.

To promote and support collaborative action on issues relating to breast cancer.

To develop and maintain programs to educate and support those affected by breast cancer.

Our Statement of Principles

Mission Fulfillment. Breast Cancer Action strives to achieve mission fulfillment by focusing on strengthening the organization in order to meet the changing needs and growing expectations of our audience.

Effective Stewardship. Breast Cancer Action assures effective stewardship by maintaining effective governance and management, and by generating and managing resources in a wise and responsible manner.

Quality. Breast Cancer Action strives to improve quality by working toward achieving excellence in all aspects of the organization, and by evaluating the total organization and its outcomes on a regular basis.

Leadership. Breast Cancer Action provides leadership by adopting and promoting inclusiveness and diversity through services, programs, initiatives, activities and by proactively educating the public.

Our Guiding Principles

Commitment. Breast Cancer Action strives to operate in a manner that serves the best interest of the organization, with consideration given to the needs of the 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 the resources that are available.

ROSALIND BELL, PRESIDENT, BOARD OF DIRECTORS



As the President of Breast Cancer Action since September 2009, I feel very privileged to lead an organization that has been serving our community for over sixteen years. I'm

humbled by the work of those who have preceded me in this position. I would like to first express my thanks on behalf of BCA to Diane Ryan, who currently serves as Past President and then to BCA's volunteer Board of Directors, all of our volunteers, our health partners and corporate friends, our committed staff and to all of you who as members help us to reach our goals.

2009 was a year of changes, challenges and accomplishments. Karen Graszat our new Executive Director, who joined us in late October, adds a positive dynamic energy to the organization, complemented by Lynn Gee as our new Office Administrator. Karen and Lynn bring a high level of commitment to and care for our members and I'm happy to welcome them to BCA. Earlier in 2009 we engaged our Volunteer Coordinator, Jo-Anne Turple-Watson, who continues to grow and manage our volunteer community.

As you are no doubt aware the challenge to fund programs and services offered by organizations such as ours continues. Your Board of Directors is made up of a dedicated group of women who 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 challenging time

in BCA's history. I invite you to share your thoughts and talents with us as we strive to continue and improve our programs and services.

A look back at 2009:

Our Go With The Flow fitness classes, Stretch and Strength, Yoga and Tai Chi continued to be very popular as is the successful Dragon Boat Program (Busting Out). We are very grateful for the generous grants and individual donations which have continued to make these programs possible. (A grant from the Ottawa Regional Cancer Foundation contributes to funding our fitness programs.)

We continued to host pre-operative information sessions for those diagnosed with breast cancer and their families and friends in collaboration with our breast health partners and we also present periodic workshops dealing with the prevention and treatment of lymphedema.

Our book club provided members with the opportunity to meet in an informal environment to discuss reading materials of their choice.

BCA formally indicated support for creation of an Oncology Division in the Canadian Physiotherapy Association.

Ann Knechtel, Elise Chodat and I worked on updating the content of our library resource centre and thanks to Ann our collection can be searched from the BCA website.

BCA was featured on /A\ Morning's coverage of Volunteer

Week.

An article was published about BCA in Challenge magazine.

The Taipei Cultural and Economic Attaché, Dr. David Taiwei Lee, and his wife generously hosted our annual Pink Tea again at their residence and the silent auction was very lively.

In August BCA held our third annual very successful Golf Tournament of Hope organized by Marg Campbell.

Our Annual Paint Ottawa Pink walk was held in late September at Mooney's Bay Park and the weather improved miraculously for us.

In November again we hosted our second annual Autumn Gala was held at the Sala San Marco with MC Max Keeping, music by Espresso and a very animated auction led by Kent Browne.

There were many third party fundraising events throughout the year, ranging from the generous bowlers at the Nepean Lawn Bowling club, to performers, stores, and people with "significant" birthdays who asked their friends to donate to us instead of giving them gifts.

This is an amazing list of accomplishments and one on which we will build in 2010. 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.

KAREN GRASZAT, EXECUTIVE DIRECTOR



We, at Breast Cancer Action have accomplished much in the last

year as Ros Bell, Board President has captured in her annual report. Although I only jumped on board in the last quarter of 2009, I think I can say with certainty and conviction that the members, volunteers, board, staff, supporters, friends, and families have all played an important role in our achievements.

I have learned so much in the few months that I have been here. In sharing your stories, journeys, thoughts and opinions, you have all been my teacher. It has been a great education.

As with most non-profit organizations, the recession has taken its toll on BCA. As we move forward in 2010-2011, our primary goal is fundraising. Our programs are up and running-popular and successful. Funding for maintaining and sustaining our programs is essential. Now is not the time for reflection and wishful thinking. We need to work together to raise the money so that we can run

our varied and successful programs.

As a member we need your support above and beyond paying annual dues. Our membership dues and donations have been really great this quarter. Now I am asking you, our member to give even more to keep BCA alive and well.

We are actively recruiting corporate prospects for large donations to BCA. Successful recruiting often depends on connections and contacts. Consider your friends, families, contacts and business associates. Ask yourself who do you know who has the heart, the inclination and the capacity to become a corporate sponsor?

Here are a few ideas for your consideration:

- Hold a third party fundraising event
- Suggest family and friends make a donation to BCA in lieu of a (birthday, Christmas, anniversary, wedding...) gift

Support BCA fundraisers-Pink Cocktail Reception, Walk, Golf Tournament and Gala.

What can I do? I am just one person.

Rosa Parks was just one person

Mother Theresa was just one person

Florence Nightingale was just one person

You are just one person.

Karen Lee Graszat
Executive Director



Moving Forward – Breast Cancer Action — 2010-2011

“LYMPHEDEMA: TAKE CONTROL” PROJECT

Kathleen Gotts, Project Coordinator



In August 2007, Breast Cancer Action (BCA) was awarded \$151,441 from the Ontario Region of the Canadian Breast Cancer Foundation (CBCF) for a two-year project. **Lymphedema: Take Control** is a community-based health promotion and educational outreach initiative to raise awareness about secondary lymphedema related to breast cancer and the value of proactive self-care strategies, including exercise, to reduce its risk or help manage an existing condition.

Excerpts from the *Evaluation Summary Report* prepared by JHG Consulting, Ottawa, ON

“Effective coordination of all project elements has been identified as the key to its success. This has been acknowledged in feedback provided by the BCA President and the Advisory Committee, and GWTF fitness instructors. Preparedness and attention to administrative, substantive and logistical detail by the Project Coordinator enabled the trainer workshops, GWTF sessions and community workshops to run smoothly and effectively. A benefit of this to BA is that it now has access to many tools and templates (eg registration forms, session data base, logistics planning) that could be used for subsequent awareness, education and exercise sessions offered by BCA.”

“Through the GWTF exercise program and training workshops, BCA has forged new linkages with City of Ottawa recreational services...”

“A total of 278 breast cancer patients and survivors participated in the Go With The Flow exercise program’s seven sessions held from April 2008 to July 2009.”

“All participants rated instructors as friendly and knowledgeable and 90% rated the instruction as excellent. 97% found the instruction at the appropriate level of intensity and 95% indicated that the exercises met their needs.”

“GWTF also had an influence in terms of changing participants’ knowledge of how to exercise safely: 60% indicated that the session had resulted in a lot of change in their knowledge of how to exercise safely and 32% indicated it had resulted in some change. GWTF also had an impact on their perceptions of their level of fitness.”

“ This project also has made important inroads in promoting various elements of the project within Ottawa and across Ontario. ...there has been interest from other communities in moving forward with similar programming.”

CONCLUSION

“ All of the evaluation evidence indicates that Lymphedema: Take Control Project was very successful in meeting its project goals and objectives, and it has made a meaningful contribution to raising awareness and understanding of lymphedema secondary to breast cancer and the benefits of safe and appropriate exercise.

Safe and appropriate exercise programming, with both exercise and educational components, as well as broader outreach, education and awareness activities on lymphedema have been helpful additions to lymphedema service and care in the Ottawa region, and there certainly seems to be a demand for this on a continuing basis.

Certainly, posting the project legacy on-line via BCA’s website is going to be helpful, however it must be stressed that the evaluation feedback underscores the importance of the group format for breast cancer patient/survivor exercise programming. In evaluation feedback from training and community workshops, the importance of face-to-face learning and networking was also stressed and valued as it will help to build a community of practice in this area.

The evaluation results fully support the “lessons learned” and Advisory Committee “recommendations” regarding this project. Finally, it must be stressed that lymphedema prevention and management is an evolving field of research and it would be advisable for BCA to stay current with research findings and practice and to continue to engage the fitness community and health professionals on this issue. Clinical research and evaluation of the GWTF program would be a valuable next step.”

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.

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 2009 fiscal year (January 1—December 31, 2009) 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, miscellaneous revenue sources and investment income.



OUR PROGRAMS, SERVICES AND INITIATIVE: 2009

Dragon Boat Program

Lymphedema Educational Outreach Program

Peer Support Program

Tai Chi Classes

Spirit of the Moment: Meditation Course

Educational “Lunch and Learn” Series

PLUS

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

Exercise Program

Lymphedema Workshops

Book Reading Club

Pre-Operative Information Sessions

Information Sessions

Library Services

OVERVIEW: WHERE OUR MONEY GOES

Activities, Programs and Services

Included in this category are the costs associated with delivery of the Dragon Boat Program and the Exercise Program. Also included in this category are associated educational outreach costs such as those associated with the publication of our quarterly newsletter and various print materials for the Lymphedema Educational Outreach Program and workshops.

Administration

Included in this category are relevant administration costs.

Core Operations

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

Other

Included in this category are miscellaneous costs including banking fees and standard overhead costs such as utilities, telephone, maintenance fees, professional fees, annual audit fees, insurance and equipment purchases.

Fundraising and Allocation of Sponsorship Dollars

Included in this category are the costs associated with delivery of special fundraising activities or events, application of designated corporate sponsorship dollars for the Manulife Walk & Fun Run, as well as other fundraising or revenue generating activities.

HOW YOUR MONEY MAKES A DIFFERENCE IN YOUR COMMUNITY

- WE HOST PRE-OPERATIVE SESSIONS for those about to undergo breast surgery.
- WE OFFER FREE WORKSHOPS to help minimize the risk of developing lymphedema.
- WE PROVIDE FREE ACCESS to our on-site lending library.
- WE PURCHASE NEW EQUIPMENT and much needed resources for our core programs.
- WE DEVELOP NEW EDUCATIONAL MATERIALS to share with our community and our breast health partners.
- WE OPERATE A POST-DIAGNOSIS SUPPORT AND RESOURCE CENTER to ensure information, support and resources are made available to those who need our assistance.
- WE FUND OUR PEER SUPPORT PROGRAM to help those newly diagnosed deal with the challenges of breast cancer.
- WE FOSTER HEALTH PROMOTION by offering tai chi classes, exercise classes and the Dragon Boat Program.
- WE EXPAND THE SCOPE OF OUR OUTREACH EFFORTS to welcome new programs, projects and initiatives.
- WE EXPAND OUR ORGANIZATIONAL PROFILE by reaching out to special interest groups within the community through avenues such as our new Speakers Bureau Program.



....AND SO
MUCH MORE!

FINANCIAL SUMMARY

Abbreviated Financial Statement for the year ending December 31, 2009. 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 2009

CURRENT ASSETS

Cash	\$ 112,293
Short -term investments	\$ 41,666
Amounts receivable	\$ 8,060
Prepaid expenses	\$ 6,113

\$ 168,132

CAPITAL ASSETS

\$ 1,666

\$ 169,798

CURRENT LIABILITIES

Accounts payable/accrued liabilities	\$ 11,196
Deferred revenue	\$ 48,453

\$ 59,649

NET ASSETS

Invested in capital assets	\$ 526
Unrestricted	\$ 75,028
Internally restricted for Dragon Boat	\$ 34,595

\$ 110,149

\$ 169,798

Statement of Revenue and Expense 2009

REVENUE

Special Events	\$ 231,026
Donations, Fundraising and Other Income	\$ 98867
	<hr/>
	\$ 329,893

EXPENSE

Combined Activities, Administration, Operations, Fundraising	<hr/>
	\$ 338,569

DEFICIENCY OF 2009 REVENUE OVER EXPENSE

(\$ 8,676)

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

Regional and Provincial Hospitals in the Province of Ontario

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

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 2009 CIRCLE OF FRIENDS

Pegasus Insurance Network

Bell Canada

Rosalind Bell & David Stitt

BMO

Betty Campbell

Vicky Assad

Councillor Maria McRae

Rodney Capstick

Barbara Crook

Denis Condie— Response Security

Dynamic Mutual Funds

Darlene Frank

Clare Shaw

Castonguay Construction

Tony Anderson

Sim & Sandeep Aggerwal

Kelly's Mastectomy Boutique

Kiwanis Club of Bytown

Ottawa Fastener Supply

Allegra Printing & Imaging

Leading Edge Payroll Group Inc.

Arbonne Cosmetics

Manulife Financial

Marg Campbell

Brookstreet

Marjorie Feldman

Eric Garrison-Wild Birds Unlimited

Marianne's Inc.

Autovation Inc.

Kings Creek Trees

Hun Biber-RBC

Anne Steinberg-Royal LePage

Scotiabank

Scott Singer, Cora's, Merivale

Standard Life

Stephen Hall

Nutri-Chem Pharmacy & Clinic

The Bay, Rideau Centre

The Community Foundation of Ottawa

The Trillium Foundation

Cheryl Kardish-Levitan

Vintage Designing

Louise Killens-Killens Reid Clinic

Ellie Glantz

J. Ernest Francois Labelle

Angela Marcus

Alexandra Parker

Diana Rivington

Derek LeBoeuf

Kyle Baker

Marlene Gratton

Terry Remple-Mroz

SunLife Financial

JO-ANNE TURPLE-WATSON: VOLUNTEER COORDINATOR

In October 2008 Breast Cancer Action (BCA) was awarded \$44 000 over two years from the Ontario Trillium Foundation to contract a part-time Volunteer Coordinator to further develop the organization's capacity to recruit, train and support individuals in a volunteer program. The start date of the Volunteer Coordinator position was March 2009.

Program Activity: March 2009 to December 2009

Recruitment of New Volunteers

Since March 2009 the number of registered volunteers has steadily increased. At year end 2009 Breast Cancer Action had 43 new volunteers and a total of 1250 volunteer hours worked!

These volunteers represent a cross section of the population including high school students, university students and graduates, individuals from the Breast Cancer Action membership, retirees and the public at large. Our volunteers have a wealth of life experiences that accompanies the knowledge and skills that they share with BCA. As well as English and French, our combined volunteers speak over 13 other languages including Russian, Arabic, Spanish, Hindi and Chinese. Our volunteers range in age from 14 to 80+ years of age.

Breast Cancer Action volunteers are recruited through various means. Our own BCA membership is contacted by means of direct e-mails, our website and our quarterly newsletter. Individuals outside of our membership interested in volunteering with the organization frequently find us via our website and current volunteer postings listed with Volunteer Ottawa.

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 Staff	Committee Work
Fundraising and Donation Solicitation	Support Staff at Pre-operative Sessions
Peer Support	Special Event Assistants
Grant Writing	Developing Pink Partnerships & Corporate Sponsors

The volunteer program is always open to new volunteer involvement ideas!

Development of Print Material

The following items of print material were developed for and utilized by the Volunteer Program:

A Volunteer Package including a letter of explanation and application form. This package also includes a police records check form to be completed by all potential volunteers.

A Welcome package for newly registered volunteers. This includes a letter of welcome, a copy of our BCA-Volunteer agreement and reminders of information important to a volunteer position with BCA.

A Volunteer Information and Orientation Handbook. This 16 page booklet covers a plethora of information including Breast Cancer Action's history, organizational and cultural knowledge as well as membership and program information.

Development of Visual Material

Breast Cancer Action now has a Volunteer Orientation power point presentation to be used in conjunction with the Volunteer Orientation Handbook to provide support and information to new volunteers in one of our quarterly Volunteer Orientation sessions.

Training and Orientation

The initial Volunteer Training and Orientation Session was slated for January 2010.



Breast Cancer Action
Volunteer Program
Generously Funded by:



Volunteers make our
world go around!

THE FACE OF LEADERSHIP 2009

	Rosalind Bell, President (Aug-Dec)	Jeysa Martinez-Pratt
	Diane Ryan, President (Jan-July)	Leah Clement
Our Governing Board of Directors	Ann Knechtel, Vice-president	Julia Ringma
2009	Annette Goerner (Feb-Nov)	Krystel Carrier (Jan-June)
	Rosalind Bell	Andrea Segal

Our Staff 2009

Colleen Lyle, Executive Director (until July 2009)

Karen Graszat, Executive Director (from October 2009)

Amy Cailloux, Office Manager (until November 2009)

Gloria Bateson (office replacement until January 2010)

Jo-Anne Turple Watson, Volunteer Coordinator (from March 2009)

Lymphedema: Take Control Project Team until July 2009

Advisory Committee Members:

Judy Bedell

Betty Flack

Louise Killens

Dr. Margaret Farncombe

Anna Kennedy

Susan Smith

Project Staff & Consultants:

Oren Cheifetz, Review Author

Kathleen Gotts, Coordinator

Louise Haley, Lymphedema Consultant

Wanda Jamieson, Evaluator

Caren Weinstein, Designer

Stephanie Woodard, Facilitator & Lead Instructor

HOW TO REACH US...

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