

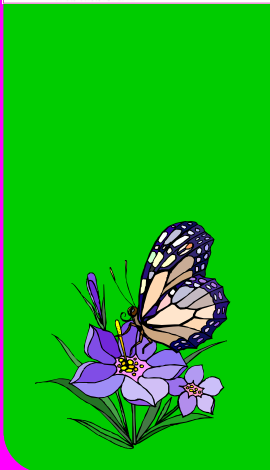


Breast Cancer Action

Because no one should face it alone

QUARTERLY NEWSLETTER

SUMMER 2014



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A Bright Future Ahead for the Shake Your Booty Event!

On June 21st, 2014, Breast Cancer Action hosted its first ever Shake Your Booty fitness fundraiser at the Greenboro Community Centre. It was a busy weekend for BCA, with our amazing Busting Out Team competing in the Ottawa Dragon Boat Festival, but we raised \$22,875.50 for the BCA community. A big thank you goes out to Manulife Financial for sponsoring the event, and to the GCCA and the City of Ottawa for partnering with us. Special thanks goes out to all the ladies who participated and raised money through pledges in advance. Together, you raised over \$7,000 alone! We are already planning for next year (keep your calendars open in April!) and we cannot wait! This event was unique, exciting, fun and fabulous—much like the people who make up the BCA community. We were pleased with the Shake Your Booty event, and hope that it will thrive for years to come!

“Re-Gifting” Program:

Have you received a gift that just wasn't “YOU”?

Donate your “not-quite-me” gift to BCA for one of our silent auctions and you will receive a tax receipt for the value of the item. Call Karen at the BCA office if you would like to make a “Re-Gift” donation! **613 736 5921**

Wondering how to support someone who is newly-diagnosed with Breast Cancer?

Why not give them a **one year paid membership** to Breast Cancer Action! They will receive our newsletters, emails and access to all of our programs (including Fitness Classes, Massage Therapy, Peer Support and more). We will send the new member a copy of our latest newsletter, a BCA pen and a card telling them of your gift! Please contact the BCA office to get more information. **613 736 5921** or info@bcaott.ca.

Deadline for Fall Issue:

All submissions for the next newsletter are due Nov 15th.

Executive Director's Message

By Karen Graszat

Community Fundraising Initiative Run by Volunteers

"There are two ways of spreading light—to be a candle or the mirror that reflects it." - Judith Warton

To say that volunteers are the bread and butter of any nonprofit organization would be an understatement. Without the dedication, support, enthusiasm and hard work of all our volunteers, Breast Cancer Action (BCA) would cease to exist. Volunteers are involved in all facets of our organization and I would like to shine the light on two of our best and brightest community champions. Through hard work and dedication they have grown a small event into a major fundraiser.

The story I want to share is the one of Breast Friends FUNdraiser, an event borne out of one woman's helplessness as she watched a friend battling breast cancer. Enter Allison Prest, a popular fitness instructor who decided to launch an event to collect money for BCA and promote awareness of breast cancer first to her participants and subsequently to others in the fitness community.

With the support of the recreation complex and fellow fitness instructor, Anita Findlay, Allison leveraged her students, community and connections and on a Saturday afternoon with 100 participants realized her goal of \$1,000.

In 2011, Allison, determined to grow the event and raise more funds, made some calculated changes. She moved the event to Friday night, added a half time show, invited vendors to participate, introduced a silent auction and raised over \$5,000.

Building on success, in 2012, Allison

encouraged participants to raise money through pledges and added a spin-a-thon. They raised \$12,000!

Moving forward to 2013, they added 3-hours of yoga, a special draw of a signed hockey jersey and an in-store fundraiser with a local merchant. Although there were fewer participants than the previous year, they raised \$13,000. That is over \$30,000 since inception!

Aside from the obvious passion and dedication shared by Allison and Anita, what contributed to the success of these events? One of the greatest assets to any event is the generosity of the community. It has been my personal experience that small towns support big. This is proven year after year, with volunteers, vendor tables, food and beverage donations, items for the silent auction, entertainment and like-minded fitness instructors. In addition, the municipality generously donates the space at the Goulbourn Recreation Complex.

Generally speaking, people volunteer because they believe in the cause and usually have a personal connection. In this case, to someone who has or had breast cancer. They bring something to an event that is unique to volunteers. They take ownership of the outcome as they care about the event rather than seeing it as an assigned task. Volunteers are there because they want to be: they support the event and they believe wholeheartedly in the cause.

The best and most effective way to work with volunteers is to play to their strengths, delegate specific tasks, be organized, check in with them, but do not micromanage. Keep them informed and engaged; communicate,

give them instructions as needed and ensure they feel part of the team.

Volunteers are an amazing group of people with different interests, talents and connectedness. When asked what the secret is to retention of volunteers the answer is multi-faceted. Recognize, acknowledge, inspire and appreciate each individual's contribution. Motivation comes from knowing they make a difference, in some way, big or small, and that their participation has contributed to a successful event.

The biggest, simplest advice in volunteer management is to check in with them during the event, ensure they are busy and happy and most of all thank everyone!

When all is said and done, to what do we attribute the success of Breast Friends FUNdraiser? First and foremost is the passion and dedication of Allison Prest combined with the leadership and support of Anita Findlay. With the assistance of all their committee members, fellow fitness instructors, pledges, participants and event workers, they have raised over \$30,000 for Breast Cancer Action. What does this diverse group of people have in common?

They are all volunteers!

*"It is easy to make a buck. It's a lot tougher to make a difference."
- Tom Brokaw*



Article was published in the April 2014 Canadian Journal of Volunteer Resource Management

Kudos Korners

A Big Thank You

...To **Anita, Krystal & Allison** for organizing yet another awesome Breast Friend FUNdraiser for BCA at the Goulbourn Recreation Complex !

...To everyone involved in the Shake Your Booty event! **Manulife Financial, Greenboro Community Centre** and the **City of Ottawa** for their generous support. **Kate Laird**, for helping to organize and promote the event. **Rahim, Aleksandra, Brigitte, Marija** and **Betty** for volunteering. And, of course, all of the amazing people who participated and raised pledges. Kudos to our top fundraisers: **Sheila Waugh, Marie Andrée Lajoie, Marina Moraitis, Vicki Davis, Irene Ryan, Samia Hage, and Marie Labrèche!**

...To our awesome volunteers who help in our office weekly: **Rhonda, Laurie, Nathalie, Shuley, Betty & Selena.**

...To **Rosemarie Liston**, who is always willing to lend a hand and assisted with the bulk of the receipting post SYB

...The first 5 people to find the champagne bottle in this newsletter and call the office will be entered into a draw to win 2 tickets to the Champagne Ball 2014!

...Thank you to our Algonquin students, **Erin** and **Brittany** for all of your help organizing events this past semester!

... To Board member **Diane & Cindy** for their hard work in developing the Charity Ball poster and Sponsor Forms!

COMING SOON!! Save the date!

August 14: Golf Tournament of Hope

September 13: KIFF Biker Ride

& 26-27: Firkin & Knight

October 17: Get Your Groove On

November 14: BCA's Champagne Ball

April 11: Shake Your Booty 2015

Check out our website for more details!



130 Albert Street, Suite B6
Ottawa, Ontario K1P 5G4
(613) 566.3000

Danielle Van Holst
Registered Massage
Therapist

www.naturalbalancemassage.ca

Are you an RMT?

Do you know someone who is?

As the massage program has benefitted so many of our members, we hope to continue with it. If you know a **Registered Massage Therapist** who is willing to volunteer their time and skills one or two days a month, please contact the office at 613-736-5921.

The ideal candidate would start in September 2014.

Best of Luck Danielle!

For over 2 years, Danielle Van Holst (RMT) has been volunteering at BCA, providing many of our members with complimentary massages. She has decided to go back to school and will no longer be offering massages at BCA, however she will still be working as a RMT at Natural Balance (contact info above). *Danielle, we wish you all the best and thank you so much for volunteering with BCA!*



Busting Out excelled at the Sudbury Dragon Boat Festival on July 12th. In addition to a number of shorter races, they competed in a 2 km race—a major accomplishment for the team. **Congrats Ladies!**

Image Credit: <http://www.northernlife.ca/news/localNews/2014/07/13-dragon-boats.aspx>

The Dianne Hartling Book Club



The group meets at a member's home once a month. Enjoy a cup of coffee or tea over a lively discussion about each selected book. New members are always welcome! If you are interested in joining the BCA Book Club, please contact the office 613-736-5921.

Peer Support Volunteers (PSV)

Thanks to the generosity of a H.O.P.E. grant, we have, with the assistance of our veteran peer supporter and former BCA Board president Diane Ryan, developed a new PSV criteria, screening process and training tool.

All Peer Support Volunteers are required to:

- * fill out an application
- * meet with our peer support panel
(*appointment time to follow your acceptance*)
- * attend a brief Breast Cancer Action orientation and complete a mandatory 2 day PSV training program

We will be holding another training session soon. If you are at least one year post-treatment and you would like to volunteer as a BCA Peer Supporter please email Karen at executivedirector@bcaott.ca.

Board of Directors

Julia Ringma, President
Rhonda Evans, Vice-president
Wendy Loschiuk, Treasurer
Diane Hayes, Secretary
Yvonne Cashen, Director
Marija Jaworskyj, Director
Brigitte Davidson, Director
Louise Haley, Director
Cindy Strugnell, Director

Staff

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Executive Director
executivedirector@bcaott.ca

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Office Administrator
info@bcaott.ca

Office: 613.736.5921
Fax: 613.736.8422

Contact Us:

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



Pre-Operative Education Sessions

To prepare for your upcoming breast cancer surgery as an outpatient, you are encouraged to attend one of the following education sessions.

All sessions are **1:00-3:00 PM** on the following **Thursdays**:

July 17 - July 31 - Aug 14 - Aug 28 - Sept 11 - Sept 25
Oct 9 - Oct 23 - Nov 6 - Nov 20 - Dec 4 - Dec 18

All sessions take place at the **Women's Breast Health Centre**, Grimes Lodge 5th Floor, 200 Melrose Ave, Ottawa

To register for a session prior to your surgery, please contact WBHC at 613-761-4400; option 2.

Have you experienced breast cancer?

Are you interested in creative writing?
Would you like to help with the development of a new program?

We are offering workshops aimed at enhancing the well-being of women who have had breast cancer through creative writing workshops

August 23rd

&

September 6th

- Participation involves two interactive and engaging workshops, including opportunities to share experiences with other women who have had breast cancer
- Lunch and refreshments are provided
- All materials, including a journal and writing guide, will be provided

There is no charge to attend!

Please contact Katie Armstrong for more information

Karms085@uottawa.ca

Tel: (613) 562-5800 x4564

This research was approved by the University of Ottawa Research Ethics Board.

Busting Out

Paddles Up for the 2014 Dragon Boat Season!

As our team continues to grow, we have also said goodbye to a few departing members as they move forward and pursue other paths in their lives. We welcomed 10 new members to the team this April! If you are interested in joining our team or would like more information, please contact Kelly Glynn at info@bustingout.ca.

A special thank you to the outgoing executive members who have completed their two year terms: Yolande Trotter (Equipment), Margot Silver (Membership) Shelagh Needham (Communications) and Susan Lim (Secretary).

To prepare for our paddling season, we participated in winter fitness training twice a week at the Delude Arena, which kept us in great shape. In addition, 33 team members attended an intensive training session at the Montreal Indoor Paddling Tank in March. Our coaches were Yohan and Laurie-Anne from 22Dragons Mont-

real, an elite competitive team. In April, members of Busting Out could be seen Nordic Walking along the canal Tuesdays & Thursdays.

Busting Out began the official season with a full training day in Chelsea at the Cascades Club. For new members this was a fast and furious intro to paddling, but everyone walked away with improved techniques and stronger team camaraderie. May 6th marked the first day on the water. We welcomed a new Head Coach, Lynn Dagenais, and look forward to a great season with her! Also, we are fortunate to have Nick Deek back to assist.

This season, Busting Out's schedule includes five dragon boat festivals. The Ottawa Festival (Jun 19-22), and Sudbury (July 12) went well, and we are looking forward to Vermont (Aug 2-3) and Carleton Place (Sept 13). We will finish with the **International Festival of Breast Cancer Survivors** in Sarasota, Florida in October. We are so happy with the season so far and can't wait for Sarasota!

Desiree Bonner

The 2014 Executive Members:

Coordinator: Gisele Doyle

Secretary: Sandra Stafford

Treasurer: Margaret Jaekl

Fundraising & Sponsorship:

Kathy Bobyne

Race-Coordinator:

Frances Sanford-Smith

Membership & Team Building:

Kelly Glynn

Communications: Desiree Bonner

Fitness: Susan Schmidt

Equipment & Supplies: Bev Ruddy



I look forward to the 2014 Busting Out Dragon Boat Season as the Communications Representative!

THANK YOU FOR YOUR CONTINUED SUPPORT!

This section is dedicated to BCA's continued community supporters and sponsors—Thank you all!



Community
Foundation
of Ottawa



The Harry P. Ward Foundation



Scotiabank



“Nobody Can Do Everything, But Everyone Can Do Something”

At Breast Cancer Action, we recognize that we can't please all of the people all of the time, but we do our best to please most of the people, most of the time. Based on all of your feedback related to the fitness programs, we feel we are succeeding. There is, however, always a need to develop, modify and improve our existing programs. To do so, we need both the funding and cooperation of our volunteers, supporters & members.

It is very disheartening to plan fundraisers with the purpose of raising money to fund our fitness programs and not have the full involvement of our membership. It tends to be the same people who come out to events, raise money, make donations, help in the office, sit on planning committees, represent BCA at community venues and who are dedicated to and engaged in our organization.

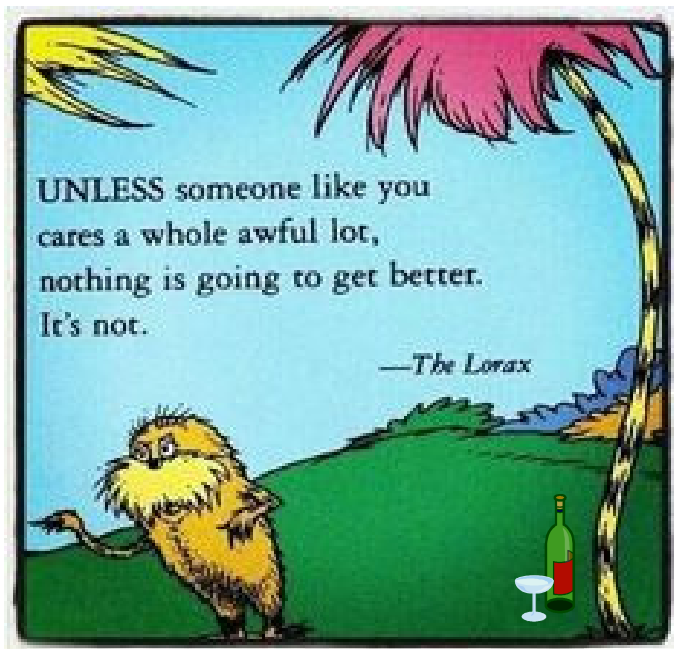
In short, around 20% of our champions are giving 110%.

KEEP ENGAGED WITH BREAST CANCER ACTION!!

Here are just a few ways that you can help!

- Make a one-time, annual or monthly donation to BCA
- Participate in our major fundraisers: Golf Tournament, Gala, Shake Your Booty
- Bring a friend, invite family, spread the word!
- Collect Pledges for our events
- Support our Community Fundraisers: BFF, Firkin & Knight, KIFF Biker Ride...
- Volunteer your time at the office or for an event
- Help us at marketing events, such as our upcoming Living Well Show
- Donate or approach your contacts for a gift or prize for our silent auctions/draws
- Join an event planning committee
- Have your own fundraiser: garage sale, theme party, home sales party
- Don't need any more stuff? Ask friends to gift a gift in your name to BCA!
- Share any fundraising ideas or events you have!
- Purchase merchandise from BCA—we have brand new reusable water bottles!

(Visit <http://bcaott.ca/what-we-do/merchandise>)



Mango Summer Salad

This light, simple, and refreshing salad is super healthy and packed with tasty goodness! Try it as a salad, pair with pitas or use as a salsa over fish or chicken.

You won't be disappointed!

Instructions:

Prep time - 10 minutes (4-6 servings depending on portion size!)

Slice both red and green peppers into small pieces; dice tomatoes, saving as much juice as possible. Prep the mango and avocado by removing the pit and skin. Cut the remaining flesh into small pieces.

All pieces should be approx. 1-2cm. Combine all pieces in a bowl and mix together. Chop cilantro leaves into small pieces, removing the stem, and add to bowl. Add olive oil, salt and pepper to mixture. Finally, squeeze citrus juice (orange or lemon) over the entire salad for extra flavor. Toss together & Enjoy!

Ingredients:

1 mango
1 avocado
1/2 red bell pepper
1/2 green pepper
2 fresh tomatoes
Fresh Cilantro (to taste)
1 orange or lemon
1-2 tbsp Olive Oil
Salt & Pepper (to taste)

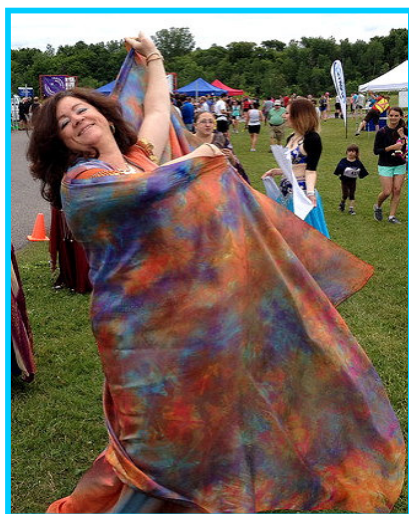
Tamara Sarkisian



Freshness Tip: Prep the mixture ahead of time, excluding avocado, olive oil, citrus and salt/pepper. Avocados brown quickly when exposed to air - usually lasting only a few hours. Add these ingredients just before eating, and this salad should keep for 5 days!

The Face of Fitness: Meet Laura Savard!

Belly Dance



Siddiqah - Photo courtesy of Halyma

Now in her fabulous fifties, Laura was born and raised in Kingston, and spent most of her career with Corrections. While working in such a 'macho' environment, she longed to find a hobby or activity to express her creative side. Moving to Ottawa in 2001, she continued to serve in law-enforcement, and began attending various French-language and fitness classes, to try and

fit into a bilingual culture, and battle cubicle-bulge. She wanted to try some form of dance, but felt too shy and awkwardly middle-aged.

On a dare by her husband, Laura began taking belly dance classes in 2007, and found it to be a fun, alternative form of fitness, where she could re-connect with her femininity, be artistic, and bond with other women. As her skills slowly developed, she was invited to volunteer with groups like *Halyma's Belly Dancing For Fun*; performing at fundraising events. In 2010, she taught her first class as a substitute instructor, and discovered an unexpected talent for teaching the basics. What started as a hobby soon became a much-loved, part-time job, and she adopted the Middle-Eastern stage name of Siddiqah (pronounced Sidd-ee-ka), which means 'one who keeps her word' and 'friend'.

In 2011, Laura experienced a big scare following her first mammogram. The

process of diagnostic tests and an uncertain future profoundly changed the way she viewed the world. It motivated her to find a way to help other women the best way she could; by sharing the joy and beauty of music and movement. She received that opportunity by volunteering with Breast Cancer Action's fitness program. Her classes are designed to create a private, safe atmosphere of positive energy, where women can express themselves creatively. Wearing colourful jingly hip scarves, and swirling luscious silky veils, students learn the core basics and mysterious movements of this exotic, sensual dance; while sharing a few girly giggles along the way.

Please visit Laura's website, www.fatcatbellydance.com for more information and contact link. She's happy to answer any questions or concerns you may have.



The Kelly Project was established in 2007 by Diane Hayes of Kelly's {Mastectomy} Boutique. It was named after Kelly Sauvé who was the inspiration behind the naming of the store. Kelly was a vibrant 31 year old woman whose life suddenly and drastically changed in 2002 with a Stage 4 inflammatory breast cancer diagnosis that would eventually take her life in February 2005. Kelly was the sister-in-law of the owner Diane Hayes.

As an ongoing tribute to Kelly, Diane decided to start the Kelly Project. This is a program that provides women with a post-op surgical camisole designed for women after they undergo a mastectomy at no cost to them. Diane has held various fundraising events and continues to raise money in a variety of ways to support this project. The Amoena camisole garment comes with drain containment device with zip front closure and padded, stretchable fabric straps that fasten in front. The ultra-soft fabric infused with vitamin E and aloe microcapsules continually releases moisturizing benefits to the skin; it includes two Fiberfill Post-surgical forms and two removable drain pouches. The garment provides a little compression so that women

can wear garment that provides some support and comfort.

When women come in for the camisole, especially before their surgery, it provides them with the opportunity to visit the store and see just how much is available in the form of prosthesis, mastectomy bras, and specialty clothing that is specially designed for women who have undergone breast surgery. Most are so surprised by the vast selections that Kelly's offers and we often hear women saying that this was not at all what they expected and they are pleased to have been referred to us by their nurse, the surgeon or the clinic. The impact this has before the surgery is so beneficial. We thank you for your interest in and your contribution to the Kelly Project and if you have any questions, please feel free to contact the Project's coordinator, Diane Hayes.



On behalf of the women who benefit from this Project, we offer a very sincere "Thank You" for your generosity. It is truly appreciated.

Lymphedema Workshop

Presented by Breast Cancer Action & Haley Rehab
at the Maplesoft Centre, 1500 Alta Vista Drive

Damage to the lymphatic system after cancer treatment can lead to an accumulation of lymph fluid known as secondary lymphedema. Lymph node dissection and or radiation during cancer treatment place individuals at a lifelong risk for the development of lymphedema. In the past, there was no evidence to suggest that early detection could make a difference in treatment outcomes for cancer survivors

but this has changed. Surgeons and oncologists were previously taught that treatment could wait until individuals reported symptoms or swelling became visible. It is now known, that early identification of lymphedema can yield better patient outcomes. The focus of this talk will be on the evidence emerging in support of patient education and screening by a certified lymphedema physiotherapist in reducing ones risk of developing lymphedema.



The next workshop is on August 11th from 10-11:30am.

Please call BCA at 613-736-5921 for other upcoming dates.