



Breast Cancer Action

Because no one should face it alone

2010 ANNUAL REPORT



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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



Breast Cancer Action has been serving our community since the early 90s and I am immensely proud of the work we've done to support and assist those in our community who have been diagnosed with

Breast Cancer. It has been a great privilege to serve this organization as president. I would like to express my sincere thanks to BCA's volunteer Board of Directors, our committed staff, all of our other volunteers, our health partners, as well as donors and friends. Thanks also to all of you who support us as members.

2010 was again a year of changes, challenges and accomplishments. Karen Graszat, our Executive Director, and Lynn Gee, our Office Administrator continue to bring a high level of care and commitment to members.

The most visible item to report on for 2010 was that we moved our BCA offices from the storefront where we'd been for many years to a more affordable and smaller location at Prince of Wales and Hog's Back Road. The new location is bright and airy, and provides a better working environment for both staff and volunteers. We thank the many members who have dropped by the new office to renew memberships, buy event tickets, or just to visit.

We began, as 2010 came to an end, to wind up the funded stage of our Volunteer Coordinator project. Jo-Anne Turple-Watson did a great job of working with the other staff in successfully getting our volunteer programme to the point where now it can be managed by volunteers. Thanks to the Trillium Foundation for funding this initiative. More than ever, we need the support of

volunteers and corporate partners to make the most effective use of BCA's resources in keeping with the organization's mandate.

As you read this message, I would encourage you to consider what role you might play in continuing to improve our programs and services at this challenging time in BCA's history. I invite you to share your thoughts and talents with us.

A look back at 2010:

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 Programme (Busting Out). We began offering other fitness choices which are also popular. 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 funds some of 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 management of lymphedema*.

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

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

Our Annual Manulife Walk and Fun Run and walk was held in late June at Remic Rapids Park and the weather improved miraculously for us.

In August BCA held our fourth annual very successful Golf Tournament of Hope, at the Glen Mar Golf Course.

In November again we hosted our third annual Autumn Gala at the Sala San Marco with music by Espresso and a very animated auction led by Kent Browne.

There were many successful 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" life events who asked their friends to donate to us instead of giving those gifts.

This is a remarkable list of accomplishments and one on which we will build in 2011.

I recently made the decision to stick with my plan and move on to other activities with BCA and at the Board meeting in May 2011 I'm pleased that Julia Ringma was elected as the new President of the Board of Directors of Breast Cancer Action Ottawa. I shall be staying on as Past President for a while and wish Julia and the refreshed Board every success.

I truly believe that together we can make a difference and I look forward to working with the board, staff and all of you in the coming year.

Rosalind Bell, President
BCA Board of Directors

KAREN GRASZAT, EXECUTIVE DIRECTOR



As I look back in wonder at 2010, it is with great pride and awe. We, as a team, accomplished so much. In my mind 2010

was a busy, successful and great year for BCA. The numbers speak to the dedication and commitment of our members, volunteers, staff, Board and community partners. As I reminisce, I would like to share some of the highlights of 2010 and offer a well deserved pat on the back to each and every one of the aforementioned because I know that these accomplishments were achieved only through the assistance of many dedicated people.

We gained a new permanent Office Administrator and said good bye to our Volunteer Coordinator as the Trillium grant ran its course. We welcomed many new members to the board and new members to our organization. We forged a new partnership with Hunt Club Riverside Park Community Centre where we are now offering our new Go With the Flow Fitness Programs: Belly Dancing, Pink Swans Ballet Exercise, Dance Therapy as well as our tried and true Tai Chi.

WE MOVED! The move was seamless. Over 120 volunteer hours went into culling, shredding, packing, unpacking, etc. What a great team effort!

We finally unveiled our new Pink Jacket Campaign brochures with the help of Vintage Designing Company, Perry Coodin Photography and the generous donation of Allegra Printing and Imaging of 6000 of the brochures.

We held 2 successful Meet and Greet Coffee Socials, one at Ridgewood and one at Prince of Wales. We are planning to have more!

We benefitted from so many wonderful community partnerships, working together on new and creative FUNdraisers. These events along with donations raised almost \$49,000.00

- Christmas bake sale for the Christmas Exchange at Billings
- 1st Murele Cosmetics-hostessing paddlers with make-up demos, goody bags

(organized by board committee)

- Thunderstruck Photo Exhibition opens at Gallery Farina
- Stepping Stones visit
- Christmas Exchange Bake Sale
- Thunderstruck opens at Desjardins Credit Union
- Ezcape Spa Fundraiser
- Zumba Stroked Ego Fundraiser
- York Street Jail and Bail
- Crochet Necklaces
- Royal Canadian Legion Branch 638 Kanata
- Rideau View Country Club
- Jail and Bail at York Street Bar
- Acacia Fraternity Students from Carleton
- Desjardins Credit Union Fundraiser
- Stroked Ego Fundraiser
- Good Life Fitness Spinning Fundraiser
- Menopositive
- The Sweet Potato Fundraiser
- Pink Cocktail Reception
- Lynn Paquette's private party fundraiser
- Sigma Beta Phi (U of O students)
- I Act (U of O student)
- West End Legal Services
- Sentimental Flowers Mother's Day event
- Pampered Chef
- Photographer Gavin Murphy
- The Sweet Potato in Carp Canada Day Fundraiser.

- BCAO/PCAO Charity Bowl
- The Speed Dating
- Club 9
- Men 'n Pause
- Ottawa Fury
- Sentimental Flowers
- The Dragon Boat teams
- The West End Yoga Group

We were named one of the six H.O.P.E. grant recipients and will be using the funds to rejuvenate our peer support program in 2011.

With the Clear Sky Grant (450\$) A refrigerator, dishes and coffee maker were bought for the new office.

With great membership support, we have exceeded our numbers for 2010.

We held 4 major events:

- Manulife Walk and Fun Run raised over \$50,000
- Gala raised \$13,000.00 (Farber Robillard Martinez have pledged \$10,000.00 for 2011 Gala)
- Golf raised over \$28,000.00

Pink Cocktail Reception raised over \$3,000.00

I look forward to 2011 and all the promises it holds.

"Our aspirations are our possibilities."
~Robert Browning

Karen Lee Graszat
Executive Director

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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.

CORPORATE SPONSORSHIP AND GIVING: OUR VALUED 2010 CIRCLE OF FRIENDS

Pegasus Insurance Network	The Community Foundation of Ottawa	Douglas Gee
Bell Employees Giving Program	The Trillium Foundation	Adult Fun Superstore
Rosalind Bell & David Stitt	Cheryl Kardish-Levitan	Louise Dube
BMO	Vintage Designing	Vintage Stock Theatre
Betty Campbell	Louise Killens-Killens Reid Clinic	Clothilde Leclerc
Vicky Assad	J. Ernest Francois Labelle	Avon: Karen Graszat
Councillor Maria McRae	Frank Scheme, Photographer	Zeyda's Deli & Catering
Perry Coodin, Photographer	Diana Rivington	Anne-Marie Bridger
Dynamic Mutual Funds	SunLife Financial	Rockcliffe Flying Club
Darlene Frank	Nancy Nicholson	Scentimental Flowers
Sim & Sandeep Aggerwal	Frank Suhkoo	Wilderness Tours
Kelly's Mastectomy Boutique	Richard Robinson	Colio Wines
Kiwanis Club of Bytown	Via Rail Canada	A-Channel
Ottawa Fastener Supply	Westjet	Rogers
Allegra Printing & Imaging	Stratford Festival	Ottawa Fury
Leading Edge Payroll Group Inc.	Naturalizer Shoes	West End Legal Services
Arbonne Cosmetics: Diane Berube	The Woodway	CAA North & East Ontario
Manulife Financial	Ottawa Jazz Festival	The Sweet Potato
Marg Campbell	Hoda Nassim	ABComm
Brookstreet	Rideau Carleton Raceway	Albert at Bay Hotel
Eric Garrison-Wild Birds Unlimited	Fresco Restaurant	Casino Lac Leamy
Marianne's Inc.	The Body Shop	Alexander Battery
Autovation Inc.	Godiva Chocolates	Allure Hair Spa
Kings Creek Trees	Mother Tongue Books	Holtz Spa
Hun Biber-RBC	Fran McKenzie	Rinaldo Spa & Salon
Anne Steinberg-Royal LePage	Mimi Surada	Anishinabeg
Scotiabank	Powerhouse Personal Training	Barley Mow
Scott Singer, Cora's, Merivale	Tupperware: Rhonda Evans	BFI
Standard Life	Rogers Video	Bridgehead, Old Ottawa South
Stephen Hall, Dundee Wealth	Hallmark	Brookstreet
The Bay, Rideau Centre	Epicure : Christine	Bushtukah

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HOW WE RAISE A DOLLAR

As a charitable organization, Breast Cancer Action actively raises revenue year-round to help offset the costs incurred with our educational outreach efforts, core programs, services as well as the operation of the post-diagnosis support and resource centre.

During the 2010 fiscal year (January 1—December 31, 2010) 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 Cocktail Reception.

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: 2010

Dragon Boat Program

Lymphedema Educational Outreach Program

Peer Support Program

Tai Chi Classes

Information Sessions

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

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, 2010. 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 2010

CURRENT ASSETS

Cash	\$ 156,280
Short -term investments	\$ -
Amounts receivable	\$ 4,504
Prepaid expenses	\$ 5,971
	<hr/>
	\$ 166,755

CAPITAL ASSETS

	\$ 1,375
	<hr/>
	\$ 168,130

CURRENT LIABILITIES

Accounts payable/accrued liabilities	\$ 9,164
Deferred revenue	\$ 37,966
	<hr/>
	\$ 47,130

NET ASSETS

Invested in capital assets	\$ 1,375
Unrestricted	\$ 70,531
Internally restricted for Dragon Boat	\$ 49,094
	<hr/>
	\$ 121,000
	<hr/>
	\$ 168,130

Statement of Revenue and Expense 2010

REVENUE

Special Events	\$ 133,481
Donations, Fundraising and Other Income	\$ 110,514
	<hr/>
	\$ 243,995

EXPENSE

Combined Activities, Administration, Operations, Fundraising	
	<hr/>
	\$ 233,144

EXCESS OF 2010 REVENUE OVER EXPENSE

\$10,851

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

Special Interest Groups

The Wellness Community

Members of the Medical Community

Members of the Corporate Sector

Members of the Retail Sector

Other Charitable Organizations

Our Membership

Our Community

Continued from page 7

Buttercream Bakery

Southern Cross Grill

Lapointe's Grill

CA Paradis

Chef's Paradise

Cartier Suites

Class Axe Guitars

CD Warehouse

Centrepointe Theatre

GOYA Theatre Productions

Cosmic Adventures

Courtyard Restaurant

Curves

Daquin

Delightful Taste

Dynamex

Expressions Hair Design

Falconridge Golf

Fireplace Centre

Great Canadian Theatre Company

Giant Tiger

Go Travel

Grand & Toy

Grace-in-the-Kitchen

Groovy Grapes

Greensmere

Investors Group

Karen McClintock

Konica-Minolta Business Solutions

Lord Elgin Hotel

Lululemon

Majic 100

Manderly-on-the Green

Mill Street Florist

Sentimental Flowers

Mistura

Mount Pakenham

Murale, Place d'Orleans

National Arts Centre

National Gallery

National Museum of Civilization

Museum of Nature

Agricultural Museum

Aviation Museum

Ottawa 67's Hockey Club

Ottawa International Airport Commission

Ottawa Chamber Music Festival

Patty's Pub

Paul's Boat Lines

Pelican Fishery & Grill

Premier Fitness

Quilty Pleasures

RA Centre

Rideau Carleton Raceway

Rideau Centre

Rowland Leather

The Running Room

Starbucks

The Tag Zone

Trailhead

Wall Space Framing

Zooma Photo

Dragonfly Golf

Just Imagine Décor

American Express

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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 and the grant was finished February 2011. Jo-Anne Turple-Watson left the position in November 2010 and was replaced by Juliet Greene until the grant finished.

Program Activity: January 2010 to December 2010

Breast Cancer Action volunteers put in approximately 1500 plus hours during 2010. The roster sits at about 90 volunteers including the Board of Directors.

Recruitment of New Volunteers

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 volun-

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 held January 2010.

Breast Cancer Action
Volunteer Program
Generously Funded by:



Volunteers make our
world go around!

THE FACE OF LEADERSHIP 2010

	Rosalind Bell, President	Jeysa Martinez-Pratt (until 05/2010)
	Diane Ryan, past-President	Leah Clement, Treasurer (until 05/2010)
Our Governing Board of Directors	Ann Knechtel, Vice-president	Wendy Loshiuk, Treasurer (from 06/2010)
2010	Julia Ringma, Secretary	Marlene Dalley (until 05/2010)
	Andrea Segal (until 07/2010)	Yvonne Cashen (from 02/2010)
	Maja Cholich (from 02/2010)	Rhonda Evans (from 06/2010)
	Marija Jaworskyj (from 06/2010)	Corien Kershey (from 07/2010)
	Laurie Maybury (from 07/2010)	Nancy Nicholson (from 07/2010)
	Abrar Mobarak (from 09/2010)	

Our Staff 2010

Karen Graszat, Executive Director

Lynn Gee, Office Administrator (from 02/2010)

Jo-Anne Turple Watson, Volunteer Coordinator (until 11/2010)

Juliet Greene, Volunteer Coordinator (from 12/2010)

HOW TO REACH US...

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IN MEMORIAM

*Those who bloom in the hearts of others never fade away...
May you find comfort and strength in your memories.*

Breast Cancer Action members who have passed away in 2010

Nancy Connelly

Mary O'Rourke

Christine Lynds

Lillian Cram

Carol Spiro

Cont from page 11

Germotte Photo

Cookware Centre

Dance with Alana

Max Keeping

Industry Room and Liquorstore Party Bar

Marie Andree Lajoie

Marcie Mycan

Espresso

Tundra Moving Pictures

Jane Christie

The Keg Restaurant

Surround Circle Yoga

Telesat

Rogers

gKisser

Epicure Selections

The Journey: Juliet Greene

Raymond James

Kelly's Clearance Outlet

Lianne Lang

Mac 2 Mac Productions

Stroked Ego

Haley Rehab

Paul Dewer

Friends of Mona Woltman

Friends of Bob Searle

Carleton University

Algonquin College

University of Ottawa

City of Ottawa

Goodlife Fitness Centre

Gavin Murphy

Pampered Chef

Desjardins Credit Union