



Thanks to our donors, we have the most impact, against the most cancers, in the most communities in Canada. **Here's what we do thanks to you:**

01 **We are a leader in cancer research**

Our internationally renowned peer-review system – a panel of volunteer scientists and cancer survivors – chooses only the best, most promising research. We fund more cancer research, on more types of cancer, than any other national charity. The money we raise has supported some of the most significant research advances in cancer. In 2012, we invested \$45 million to fund 310 projects across the country, carried out by 259 researchers and 791 students and fellows.

02 **We change more lives by working in all areas of cancer**

No other Canadian cancer charity does as much as we do – from prevention initiatives and support for people living with cancer to end-of-life issues. We also fund research on all cancers – women's, men's and children's.

03 **We fight to improve the lives and health of all Canadians through public policy changes**

In 2012, we invested \$10 million to fight for public policy changes in many areas.

04 **We help people living with cancer and their caregivers**

In 2012, we invested \$77 million toward information, programs and services that helped thousands of Canadians:

- Volunteers drove 25,000 patients to cancer treatments.
- 5,700 patients stayed in Society lodges where they had comfortable, homelike surroundings and support during their treatments away from home.
- Our CancerConnection telephone peer support program, a lifeline for people with cancer and their families and caregivers, helped more than 5,400 people across Canada by connecting them to someone who's gone through a similar experience.
- We responded to over 55,000 inquiries through our Cancer Information Service. By phone and email, we answered questions about cancer and helped people find programs and services in their communities. Since its inception in 1996, the Cancer Information Service has helped over 1 million people.
- We distributed more than 1.2 million free brochures and booklets on all cancer topics.

05 **We are saving more lives by stopping cancer before it starts**

In 2012, the Society invested \$37 million in cancer prevention activities. We fund a wide array of research investigating ways to prevent and reduce the risk of cancer, including:

- The Propel Centre for Population Health Impact focuses on youth health and tobacco control.
- The Occupational Cancer Research Centre created a database of environmental exposures to cancer-causing substances in the workplace and ways to reduce them.
- We provide programs to promote healthy lifestyles to reduce Canadians' risk of cancer, and we emphasize the importance of cancer screening and early detection.



06

We are the leader in tobacco control in Canada

- In 2012, an estimated 37,000 Canadians contacted our Smokers' Helpline and Ligne J'Arrête for help to quit smoking.
- We have successfully advocated for stronger tobacco control legislation in all parts of the country.
- We were a key player in ensuring that the federal government implemented a national ban on flavoured cigarillos and cigarettes in 2010, and we led the fight that saw stronger and larger warning labels required on tobacco packages in 2012. Packages also include a toll-free quitline number and web address.

07

We engage more Canadians than any other charity in the fight against cancer

- In 2012, nearly 170,000 people joined Relay For Life, Canada's largest fundraising event in the fight against cancer. More than 17,000 teams at nearly 500 Relays across the country raised \$51 million.
- At each Relay, we educate participants about cancer prevention and advocacy initiatives to help Canadians fight back against the disease.

08

Our volunteers are at the heart of everything we do in communities across the country

Approximately 140,000 volunteers nationwide raise funds and deliver vital programs and services with the support of staff across the country. Without these volunteers, many of the services the Society offers would not be possible.

09

We are there for all Canadians – by phone, online and in your community

For decades, the Canadian Cancer Society's volunteers and staff have been fighting back against cancer in thousands of communities all across the country. We are there for you:

- supporting patients in cancer centres
- advocating for healthy public policies, like laws against smoking, pesticide use and indoor tanning
- offering free information and peer support by phone and online
- raising funds to support programs and cancer research

10

We are *the* trusted voice on cancer in Canada

In a recent survey, 79% of Canadians agreed that we are the authority on cancer in Canada. They also said we are the cancer charity they would most choose to volunteer with.

Every donation is an expression of trust. Every donation is one step closer to preventing cancer, detecting it earlier, improving treatments and helping Canadians live longer, healthier lives.

Help change cancer forever. Make your gift today at cancer.ca.

