

About the Canadian Breast Cancer Foundation

Our Vision: Creating a future without breast cancer.

Facts about breast cancer and the Canadian Breast Cancer Foundation

- For more than 25 years, the Canadian Breast Cancer Foundation has been the leading non-governmental funder of breast cancer research in Canada and one of the leading funders worldwide. Through the support of a grassroots network of donors and caring corporate partners, we have invested over \$248 million towards research, education, community care and advocacy to improve the lives of people experiencing breast cancer.
- We fund the best research projects, training fellowships and community health grants. Our research grants are awarded by expert peer review panels without any influence from donors or corporate partners. Reviewers are looking for the highest quality, relevant, innovative proposals that are most likely to have an impact.
- Our grants have supported transformational research which has contributed to the growing body of knowledge about breast cancer, from improving strategies for earlier detection and treatment to reduce mortality and improving quality of life for those affected by the disease, to investigating the causes of the disease and learning more about breast cancer risk factors. For example, the Foundation has funded Drs. James Brophy and Margaret Keith whose work focuses on workplace environmental factors that influence breast cancer risk.
- Information about how CBCF has invested donor funds is available on our website in our financial statements, here:
<http://www.cbcf.org/central/AboutUsMain/Financials/Pages/default.aspx#>
- Since 1986, breast cancer mortality rates in Canada have fallen by 35% thanks to earlier detection and better treatment. At the same time, Canadian breast cancer incidence rates have remained steady since 1999.

Special Events and Corporate Partnerships

- In 2011, approximately 170,000 Canadians participated in the Canadian Breast Cancer Foundation CIBC Run for the Cure, our largest fundraising event. Aside from raising money for our programs and raising awareness about breast cancer, our supporters tell us the energy, sense of community and positivity of the event is a comfort and an inspiration for people who have experienced breast cancer.
- CBCF and its corporate partners collaborate to raise money and awareness. The pink ribbon has become a universal symbol of support for breast cancer. But not all products using this symbol are necessarily affiliated with CBCF. We urge consumers to shop wisely and consider carefully the level of support and commitment when making buying decisions. For more information about the right questions visit our website, here: <http://www.cbcf.org/central/GetInvolved/ShopForCure/Pages/default.aspx#>

Where Our Funds Come From

The Foundation has the support of millions of Canadians across the country. With the help of our donors, partners, corporate sponsors, volunteers, and staff, the Foundation has raised substantial amounts for the cause. The majority of the money raised for a future without breast cancer comes from special events such as the Canadian Breast Cancer Foundation CIBC Run for the Cure. The Run for the Cure accounts for 59% of our revenues. The Foundation is also supported by corporate sponsorships, cause-related marketing, individual donations and other special events.

How Dollars are Spent

In 2010, the Foundation allocated over \$23.7 million towards cause related work, of which \$15.9 million was allocated towards breast cancer research, community health grants and fellowships across the country. Sixty-five per cent of our funding is allocated towards research, and of that, over ten per cent has been allocated towards risk reduction and prevention-focused research projects. Recently, the Foundation launched a \$2 million national grant competition currently focused on a nationwide priority to address early detection research. Across the country, the Foundation allocates funds through each of our Regional offices. In addition, the Foundation has a partnership with the Quebec Breast Cancer Foundation, which directs funds raised through the Canadian Breast Cancer Foundation CIBC Run for the Cure to cause related initiatives in Quebec.