

Canadian
Breast Cancer
Foundation

Fondation
canadienne du
cancer du sein



When You Join Us

Workplace
Giving

A NATION-WIDE MOVEMENT

For over 25 years, the Canadian Breast Cancer Foundation has been at the forefront of a nation-wide movement to raise awareness and mobilize action on breast cancer.

Today, the Foundation is the leading organization in Canada dedicated to creating a future without breast cancer. Since 1986, from coast to coast, we have invested over \$274 million to fund vital research and community health grants that have led progress in breast cancer prevention, diagnosis, treatment and care. Visit cbcf.org and join the movement.

An estimated
23,500
Canadians
were diagnosed last year.

About Us



**WE'VE COME A LONG WAY.
BUT THERE IS MUCH WORK TO BE DONE.**

When you join us...

You support high-impact research to improve treatments and screening that helps save lives. Today, the 5 year survival rate for female breast cancer in Canada is

88%

Breast cancer represents **28%** of all cancer cases in Canada

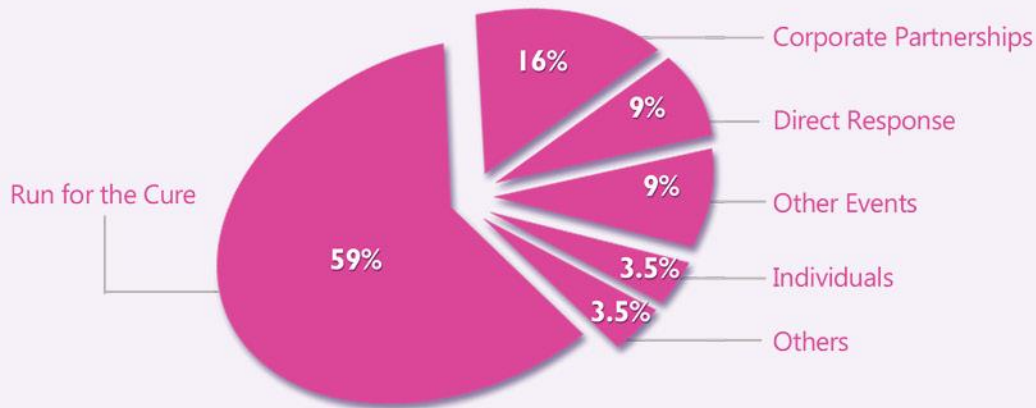
Your dollars help drive achievements. Since 1986, breast cancer mortality rates in Canada have fallen by thanks to earlier detection and better treatment.

35%

A NATION-WIDE MOVEMENT

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 \$274 million towards research, education, community care and advocacy to improve the lives of people experiencing breast cancer.

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, individual donations, cause-related marketing and other special events.



IN 2011, 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 \$5 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 Atlantic Canada, Ontario, the Prairies/North West Territories and British Columbia. 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.

fundraise at work



WHY PARTICIPATE? People are passionate about the breast cancer cause – a cause that not only affects the people diagnosed but their family, friends, co-workers and loved ones. Companies know and research confirms that employees want their employers to do more to support causes that matter and to give them opportunities to become involved. Supporting the Canadian Breast Cancer Foundation at work helps build a sense of community, shared experience and values with lasting positive effects.

HOW TO PARTICIPATE

- 1. SELECT A CHAMPION** - Select a cause employee organizer for each office to spearhead your efforts, If you work for a large or national organisation, get a Charity Champion on board in each office to supervise the fun.
- 2. CREATE A PLAN** – Select from the list of fundraising ideas below or get creative and brainstorm in the office
- 3. CHOOSE A GOAL** – Create a budget and a fundraising goal for your initiative
- 4. GET YOUR BOSS ON BOARD** - Send a note to senior management requesting their support by encouraging participation and matching donations and offering payroll giving
- 5. SPREAD THE WORD** - Promote your event to your colleagues through social media, email, your email signature and in office signage. Include how to participate and your fundraising goal

Join Us

fundraise at work



MAKE A DONATION TO DRESS UP OR DRESS DOWN

HOST A WEAR PINK DAY

GET SPONSORED TO WEAR (SNEAKERS, A WIG, A TIE, ANYTHING) FOR THE DAY

HOST A BBQ, BAKE SALE, CAKE SALE, SANDWICH SALE, OFFICE BREAKFAST OR PICNIC

SET UP A COFFEE OR LEMONADE STAND

CREATE A HEALTH BASED CHALLENGE

HOST A PENNY DRIVE

HOST A MOVIE AND POPCORN AFTERNOON

HOST A TALENT SHOW

GET SPORTY WITH A BASEBALL, BASKETBALL OR GOLF TOURNAMENT

SELL TICKETS TO AN EVENT (SPEAKER, COMEDY ETC)



Join Us

Email Signatures

Join Us

Help us make an impact today.

We're supporting the Canadian Breast Cancer Foundation's vision of creating a future without breast cancer.

cbcf.org

Workplace
Giving

Text Only Options

Over 22,900 Canadians are estimated to be diagnosed with breast cancer in 2012. Help us make an impact today. We're supporting the Canadian Breast Cancer Foundation's vision of creating a future without breast cancer. Contact <EMPLOYEE> to find out more at CBCF Workplace Giving.

OR

<COMPANY> supports the Canadian Breast Cancer Foundation's vision of creating a future without breast cancer through workplace giving. Find out how you can join us, cbcf.org



1 IN 9 CANADIAN WOMEN
IS EXPECTED TO DEVELOP BREAST CANCER
DURING HER LIFETIME

Together we can make a difference.
CBCF Workplace Giving. Find out how you can join us.
cbcf.org

When you join the Canadian Breast Cancer Foundation you support high-impact research to improve treatments and screening that helps save lives. Today, the 5 year survival rate for female breast cancer in Canada is

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GET PINK'D!

Coming Soon!

Join Us

Mark your calendars! Join the movement on March 7th 2013 for the Canadian Breast Cancer Foundation's National Get Pink'd campaign. Whether at school or in the workplace, a community group or individual, you can plan to Get Pink'd by encouraging your coworkers to wear pink. Register your group and wear a button that will let everyone know you support CBCF. It's easy, impactful, and shows that together we will create a future without breast cancer.



Join Us

Charity Challenge is the world's leading fundraising challenge operators and for more than 12 years the organization has supported thousands of people as they undertake incredible adventures with their colleagues, family and friends, and in the process, helped raise over \$50 million for charities. The Canadian Breast Cancer Foundation is excited to work with this UK organization who has now launched their program in Canada.

To get involved in upcoming trips through Charity Challenge, while supporting the Canadian Breast Cancer Foundation, visit www.charitychallenge.ca to view treks, bike rides and mountain climbs at some of the world's most interesting places. Some of these exciting challenges include climbing Mount Kilimanjaro, trekking on the Great Wall of China; cycling from the Andes to the Amazon; or from the Taj Mahal to Jaipur!

All the funds raised from a 2013 Machu Picchu excursion & other adventures allow the Foundation to continue funding ground breaking research, education, awareness and advocacy initiatives towards the Foundation's vision of creating a future without breast cancer.