

# Fiscal 2014 Impact Report

April 1, 2013 – March 31, 2014

Canadian  
Breast Cancer  
Foundation  
ONTARIO



**LEADERS  
FOR  
THE CURE**

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## *A Message from the Canadian Breast Cancer Foundation*

Leaders for the Cure was introduced 5 years ago to provide meaningful opportunities for Ontario's corporate community to be champions for the breast cancer cause and support the Canadian Breast Cancer Foundation in our vision of a future without breast cancer.

So far you have raised over \$1.7 million dollars as a group for the Canadian Breast Cancer Foundation. Last year you set a goal to raise \$650,000 and succeeded! Through your personal pledges, your organizations employee giving campaigns, and the incredibly successful fundraising events you held, CBCF was able to fund the most promising research and fellowship grants and health promotion programs, all bringing us closer to our 5 year, \$5 million goal to reduce the incidence of breast cancer by 2020.

You have made the program your own in so many ways and I am inspired by your ongoing creativity, passion, and commitment to the cause.

Sincerely,



Sandra Palmaro  
CEO, Canadian Breast Cancer Foundation – Ontario Region

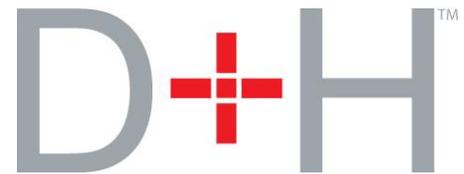
## *A Focus on Prevention*

This year you focused your commitment on an important area of breast cancer research – prevention. We joined in a shared goal of reducing the incidence of breast cancer by 2020.

In order to do this, you pledged to fundraise \$5,000,000 from private funders – corporations, individuals and foundations.

CBCF Ontario provides \$8,000,000 - \$10,000,000 in funding investments each year. You committed to increasing this to \$12,000,000 per year by 2020 and to allocate 10% of funding to prevention and risk reduction research and initiatives.

Thank you to the companies who are leading the way in prevention research, a key component of a future without breast cancer.



## Research Initiatives Funded by You

### **The Role of Polyunsaturated Fatty Acids in Breast Cancer Development**

*Salma Abdelmagid- Fellow at the University of Guelph*



Most breast cancers are caused by a number of different factors – many of which are modifiable. Diet is one factor that has been linked to breast cancer development, but specific information about the types of foods leading to or protecting from the development of breast cancer is limited. Dr. Abdelmagid received a Fellowship award from CBCF to conduct research to better understand the effects of 2 kinds of omega fatty acids commonly found in our food: omega-3, which is thought to protect against breast cancer, and omega-6, which is thought to promote its development. Her project is designed to demonstrate the different effects of each type of omega fatty acid, which will help to identify new approaches for stopping breast cancer before it starts.

### **The Role of Protein in Preventing Breast Cancer**

*Dr. Razqallah Hakem – University Health Network-Toronto*



Breast cancer is a complex disease that results from a number of disruptions in the normal processes of cells. Researchers are attempting to identify what all of these processes are so they can be targeted, for both prevention and treatment purposes. Dr. Hakem has received a grant from CBCF to investigate the role of a protein called Rnf169, which he believes prevents the development of breast cancer, and which when disrupted, promoted the development of breast cancer tumours. The research performed in this grant will help to establish whether Rnf169 plays a key role in the prevention of breast tumour growth.

## **How Progesterone Plays a Role in Breast Cancer Development**

*Dr. Purna Joshi – Fellow at the University Health Network – Toronto*



Hormones are known to play a key role in the development of breast cancer, but how they do this, specifically, is less well known. The exact role that progesterone plays in the development of breast cancer has only recently been hypothesized, and a Fellowship award funded by CBCF will help Dr. Purna Joshi to continue her work to confirm these findings. Dr. Joshi will verify progesterone's role in the initiation of breast cancer in women at both average and high risk for breast cancer, which can then provide insight into the development of new prevention and treatment options.

In addition to the work that has been highlighted above, Canadian Breast Cancer Foundation also funded several other research grants and fellows in the area of prevention:

**Molecular Characterization of BRCA1 Function in the Maintenance of DNA Integrity** - *Dr. Scott Davey, Queen's University – Kingston*

**Cognition and Estrogen Deprivation in BRCA Women with Prophylactic Oophorectomy** – *Dr. Gillian Einstein, University of Toronto – Toronto*

**Discovery of Novel Genes Associated with Early-onset Familial Breast Cancer** – *Dr. Gessesca Gos, Mount Sinai Hospital – Toronto*

**Estrogen Metabolism in Breast Tissue: The Significance of a New Pathway in Carcinogenesis** – *Dr. James Reaside, University of Guelph - Guelph*

## Health Promotion Initiatives Funded by You

### Get On Board for Breast Health

In 2013, with the additional support of CIBC and Shoppers Drug Mart, CBCF – Ontario Region took to the road for the second summer with the Pink Tour, a mobile breast health program. The 46-foot Pink Tour bus presented visitors with new and enhanced interactive touch-screen tools, quizzes, videos and materials in 13 languages. The Pink Tour increased awareness and understanding, inspiring action



and pledges for breast health while contributing to provincial screening rates by enabling women 50+ to book a mammogram through their local Ontario Breast Screening Program site. We travelled to 128 communities across Ontario and welcomed over 20,500 visitors on board; 229 women booked mammograms and 4275 visitors made a pledge for their breast health!

### One-third of Breast Cancers are Preventable

Since its launch in January 2013, CBCF's Breast Health program has worked to increase awareness and understanding of what it means to be breast healthy and to support women's intentions to make positive behaviour changes. The multi-year, multi-platform Breast Health Program has reached out to women through traditional media, social media, and with video stories, online tools, and print resources distributed to over 11,000 health sector contacts. CBCF continues to engage women and promote breast health with a growing community of more than 15,000 social media followers, over 22,000 visits to our inspiring #OneNewThing blog at [www.onenewthing.ca](http://www.onenewthing.ca) and with the distribution of more than 80,000 copies of a Living Well brochure to health care providers and organizations across Ontario. These activities equip women to make informed decisions and healthier behaviour changes that reduce the risk of breast cancer and other chronic diseases.



## *What's in the Future?*

With your continued support CBCF's Breast Health program will continue to engage and inform women online, through social media and with print resources. CBCF will also increase our outreach with a new online tool at <http://reduceyourrisk.cbcf.org/> that encourages women to create their own breast health plan.

**My Breast My Test** is a program we launched in April 2014 at [www.facebook.com/MyBreastMyTest](http://www.facebook.com/MyBreastMyTest). This platform is providing women with a forum and voice to show their support for breast cancer screening. CBCF will continue to be a leading advocate for breast health by working with like-minded organizations to raise awareness and influence public policy on issues such as cancer and alcohol consumption.

This year we also plan on strengthening our partnership with Shoppers Drug Mart. We are launching a Spring Makeover Event at Shoppers Drug Mart Stores across Ontario in support of CBCF. Customers will purchase tickets for \$10 with \$5 going towards an in-store purchase and \$5 being donated to CBCF. All of the over 600 stores in Ontario are expected to participate. CBCF volunteers will be on-site at locations across the province engaging with customers, and supporting CBCF's prevention message. 150,000 pieces of CBCF prevention collateral have been created and will be distributed across all the SDM stores in the province. Funds raised through the Spring Makeover Event will support CBCF's breast health initiatives, including the development of an online tool that will inform women about breast cancer risk factors and provide personalized information on how to reduce their risk through lifestyle changes.

We will continue the success of the **Breast Health Lunch & Learn** pilot and continue to deliver the workshop at workplaces and communities across Ontario.

CBCF will also carry on our most important work supporting the best and brightest researchers in the breast cancer prevention field, continuing to work toward our shared goal of decreasing the breast cancer incidence rate by 2020.

Thank you again for your support through Canadian Breast Cancer Foundation Leaders for the Cure. By supporting the Leaders for the Cure program you open doors, and leverage much-needed dollars to create extraordinary progress for breast cancer research in the area of prevention and breast health.

If you would like to renew your commitment to the program or know someone who would like to join, please contact: Nicole D'Ascenzo, Funds Development Officer, [ndascenzo@cbcf.org](mailto:ndascenzo@cbcf.org).