MILLION CLOSER
to a future without breast cancer

www.cbcf.org/ontario
A REMARKABLE YEAR

This year was one of remarkable milestones and vital new activities for the Canadian Breast Cancer Foundation – Ontario Region. With the independence to pursue innovative thinking, the Foundation finds and funds the best new ideas from the brightest minds.

- The Foundation reached the $50 million mark in donor dollars directed to breast cancer research, community health promotion, and fellowships between 2000 and 2008. Over the same period, the Foundation dedicated $9 million toward other cause-related work.

- Over 80,000 people in 20 Ontario communities participated in the 2007 Canadian Breast Cancer Foundation CIBC Run for the Cure. Ontario Run sites raised a record-breaking $12.5 million out of a nationwide total of $27.8 million.

- Scotiabank and the Foundation started a three-year partnership to create a new program called Breast Cancer Today; a series of educational forums for people diagnosed with breast cancer, their family members, friends and informal caregivers. Forums took place in several Ontario locations during 2008, and more will occur in 2009 and 2010.

- As part of the national Canadian Breast Cancer Foundation, we sponsored the National Conference for Young Women Living with Breast Cancer which attracted over 300 participants over three days.

- Our inaugural Volunteer Awards Celebration, which will become an annual event recognizing the exemplary contributions of our volunteers, was a great success.
WHERE DOES THE MONEY COME FROM?
The Canadian Breast Cancer Foundation – Ontario Region is entirely donor and partner funded. Our largest sources of funds are the Canadian Breast Cancer Foundation CIBC Run for the Cure, and fundraising events hosted by individuals, communities and corporations. Among the Foundation’s other sources of revenue are corporate donations, donations from groups of employees, and individual donations. The Foundation’s average cost of fundraising, at less than 21 per cent,* compares favourably with Canada Revenue Agency proposed guidelines.

GRANTS DISTRIBUTED BY FOCUS AREA
Since the year 2000, the Canadian Breast Cancer Foundation – Ontario Region has dedicated more than $50 million of donors’ and partners’ funding to the most promising breast cancer research throughout the province. This money supports a broad range of innovative work addressing all aspects of breast cancer.

* All data, including pie charts, based on eight year trends from 2000 - 2008.
Guided by principles of transparency, fairness, accountability and rigour, the Canadian Breast Cancer Foundation provides funding for work that will:

- Increase knowledge about prevention
- Promote early detection
- Improve treatment options and outcomes
- Enhance care and quality of life for people living with breast cancer

The Foundation decides which projects get funding using the following process:

**CALL FOR PROPOSALS**
Researchers, clinicians, graduate students and community groups from across Ontario are invited to submit grant proposals in response to a broadly promoted call.

**EXPERT EVALUATION**
Panels of impartial, expert peer reviewers rate and rank proposals using specific program criteria including relevance and potential impact, and recommend which projects should be funded, dollars permitting.

**FUNDING AWARDED**
Approved grant recipients receive funds in installments and participate in a rigorous process that tracks progress.

**FINDINGS SHARED**
Grant recipients are required to share their findings, a process called “knowledge transfer and exchange.” Canadian Breast Cancer Foundation grants include funding to make this possible.

**RESEARCH AND HEALTH CARE ADVISORY COMMITTEE 2007 - 2008**
Chair: Shailendra Verma, MD  
Vice-Chair: Susan Done, PhD  
Senior Advisor: Christopher Mueller, PhD

- Lisa Bilotti, RN  
- Jean Blacklock (Ex Officio)  
- Michelle Cattera, PhD  
- Sheila Danore-Pelungola, MSW  
- Heather Dormian, MSc  
- Karen Fergus, PhD  
- Ralph George, MD  
- Rhonda Jansen (Ex Officio)  
- Alexander Kiss, PhD  
- Jean-Philippe Pignal, MD/PhD  
- Raymond Reilly, PhD  
- Gurmeet Singh, MD/PhD  
- Jennifer Wiernikowski, RN

**RESEARCH PROJECT GRANT PROGRAM SCIENTIFIC PEER REVIEW PANELS, FEBRUARY/MARCH 2008**
**PANEL A: FUNDAMENTAL LABORATORY AND PRE-CLINICAL INVESTIGATIONS**
Chair: Shailendra Verma, MD, Ottawa Regional Cancer Centre  
Vice-Chair: Bruce Eilot, PhD, Queen’s University

- Benjamin Alman, PhD, Hospital for Sick Children  
- Ali Asghar, PhD, McMaster University  
- Steven Boyd, MD, University of Calgary  
- Jean-Michel Caudrelier, MD, Ottawa Regional Cancer Centre  
- Judy-Anne Chapman, PhD, Queen’s University  
- Gerarda Darlington, PhD, University of Guelph  
- Leisha Emens, PhD/MD, Johns Hopkins University  
- Aaron Fensler, PhD, Robarts Research Institute  
- Mona Gauthier, PhD, Ottawa Cancer Institute  
- Paul Hamel, PhD, University of Toronto  
- James Johnson, PhD, University of Western Ontario  
- Rama Khokha, PhD, Ontario Cancer Institute  
- Alexander Kiss, PhD, Sunnybrook Health Sciences Centre  
- Rafal Kustra, PhD, University of Toronto  
- Dale Laird, PhD, University of Western Ontario  
- Peyush Laia, PhD/MD, University of Western Ontario  
- Stephen Mears, PhD/MD, University of Heidelberg  
- Jeffrey Medin, PhD, University of Toronto  
- Peter O’Brien, PhD, University of Toronto  
- Christine Pratt, PhD, University of Ottawa  
- David Rodenhiser, PhD, University of Western Ontario  
- Carrie Shemanko, PhD, University of Calgary  
- Henry Smolowit, PhD, University of Connecticut Health Center  
- Lei Sun, PhD, University of Toronto  
- Burton Yang, PhD, Sunnybrook Health Sciences Centre  
- Sean Young, PhD, BC Cancer Agency

**COMMUNITY DEVELOPMENT ADVISORY COMMITTEE 2007 - 2008**
Chair: Carole Mayer, PhD (ABD)

- Florence Apyaopong, MSc  
- Jean Blacklock (Ex Officio)  
- Leslie Langton, MEd, CPhySc  
- Wanda Romaniec, MSW  
- Loren Vanderlinden, PhD

Over 100 breast cancer and research experts from across Canada, the United States and elsewhere volunteer their expertise to ensure donor dollars are put to the best use. With their expert advice, the Foundation is able to find and fund the best new ideas from the brightest minds across Ontario.
Panel C: Psychosocial, Supportive Care, Survivorship, Cancer Control and Outcomes

Chair: Shailendra Verma, MD, Ottawa Regional Cancer Centre
Vice-Chair: Christopher Mueller, PhD, Queen’s University

Jana Bajcar, EdB, University of Toronto
Lisa Bitonti, RN, Ottawa Regional Cancer Centre
Pamela Cottam, MD, Princess Margaret Hospital
Sheila Damore-Petinola, MSW, Northwestern Ontario Regional Cancer Centre
Heather Dorman, MSc, Northwestern Ontario Regional Cancer Centre
Judy Gould, PhD, Ontario Breast Cancer Research Initiative
Research Initiative
Ruth Heisey, MD, Women’s College Hospital
Yolanda Madarasz, MD, Kingston Regional Cancer Centre
Teresa Petrella, MD, Sunnybrook Regional Cancer Centre
Joan Tramper, RN/PhD, Queen’s University
Jennifer Wierzikowski, RN, Juravinski Cancer Centre
Barbara Wailey, MD, Tom Baker Cancer Centre
Grace Yi, PhD, University of Waterloo
Regina Ziegler, MD, US National Institutes of Health

Panel B: Clinical Projects and Field Studies

Chair: Shailendra Verma, MD, Ottawa Regional Cancer Centre
Vice-Chair: Christopher Mueller, PhD, Queen’s University

Noor Atef-Danesh, PhD, McMaster University
Jean-Michel Caudrelier, MD, Ottawa Regional Cancer Centre
Michelle Cotterchio, PhD, Cancer Care Ontario
Warren Foster, PhD, McMaster University
Charmaime Kim-Sing, MD, BC Cancer Research Centre
Alexander Kiss, PhD, Sunnybrook Health Sciences Centre
Ray Leong, MD, Princess Margaret Hospital
Mary Lesperance, PhD, University of Victoria
David Matthews, PhD, University of Waterloo
Irene Nizam, MD, Hospital for Sick Children
Alexander H.G. Paterson, MD, Tom Baker Cancer Centre
Daniel Raymon, MD, Queen Elizabeth II Health Sciences Centre
Gurmit Singh, PhD, Juravinski Cancer Centre
Jacqueline Spaye, MD, Odette Cancer Centre
Srikala Sridhar, MD, Princess Margaret Hospital
Lilian Thompson, PhD, University of Toronto
Richard Tozer, PhD, McMaster University
Pauline Truong, MD, BC Cancer Agency
Dongsheng Tu, PhD, University of Waterloo

Panel A: Fellowship Program Review Panel, February 2008

Chair: Christopher Mueller, PhD, Queen’s University

Yaacob Ben David, PhD, Sunnybrook Research Institute
Laurent Bristois, PhD, Mount Sinai Hospital
Susan Don, PhD, Ontario Cancer Institute/Princess Margaret Hospital
Karen Fergus, PhD, Sunnybrook Health Sciences Centre
Paula Foster, PhD, Robarts Research Institute
Ralph George, PhD, Kingston Regional Cancer Centre
Eliax Georges, PhD, McGill University
David Hodge, PhD, National Cancer Institute/US National Institutes of Health
Claire Hollaway, MD/PhD, Sunnybrook Health Sciences Centre
Robert Lafrenie, MD, Hôpital Régional de Sudbury Regional Hospital
Brian Lighty, PhD, McMaster University
Fei Fei Liu, MD, Princess Margaret Hospital
Douglas Minsky, MD, Ottawa Regional Women’s Breast Centre
Roger Moorehead, PhD, University of Guelph
Som Makherjee, MD, Juravinski Cancer Centre
Lynn Marie Postovit, PhD, University of Western Ontario
Janusz Ria, MD/PhD, Montreal Children’s Hospital Research Institute Plaice Toulan
Michael Beedick, MD/PhD, Princess Margaret Hospital
Adonis Skandalis, PhD, Brock University
Ken Stark, PhD, University of Waterloo
Maureen Trudeau, MD, Sunnybrook Health Sciences Centre
Yonghong Wan, MD, McMaster University
James Woodgett, PhD, Mount Sinai Hospital
Ivan Yeung, PhD, Princess Margaret Hospital

Community Health Promotion Grant Program Review Panel, June 2007

Chair: Carole Mayer, PhD (ABD), Regional Cancer Program of the Hôpital Régional de Sudbury Regional Hospital

Uzo Anucha, PhD, York University
Margaret Black, PhD, McMaster University
Linda Ferguson, Toronto Public Health
Leslie Langton, MEd, City of Toronto
Loren Vander Linden, PhD, Health Promotion and Environmental Protection Office, Toronto Public Health

Community Health Promotion Grant Program Review Panel, February 2008

Chair: Carole Mayer, PhD (ABD), Regional Cancer Program of the Hôpital Régional de Sudbury Regional Hospital

Lynn Chappell, Windsor Regional Cancer Centre
Rina Chau-Alamag, Cancer Care Ontario
Kristen Jacklin, PhD, Northern Ontario School of Medicine
Leslie Langton, MEd, City of Toronto
Kate Mason, MHSc, StreetHealth Community Health Centre/ St. Michael’s Hospital
Nancy Miller, Miller Neighbor and Associates
Linda Moraca, RN, MN, Marlerei-Koffler Breast Centre
Wanda Romaniec, MSW, Carlington Community Health Centre
Loren Vander Linden, PhD, Health Promotion and Environmental Protection Office, Toronto Public Health

Guided by Experts | www.cbcf.org/ontario
From Thunder Bay to Toronto, researchers and clinicians are exploring all aspects of breast cancer with the goal of moving us closer to a future without breast cancer. Here are just a few examples of the outstanding work that has been done with Foundation support.

**PRIMARY PREVENTION AND RISK FACTORS**

Can work environments put women at risk of breast cancer? To answer this question, Jim Brophy, PhD and Margaret Keith, PhD are creating the first research database in Canada that links occupational history, risk exposure profiles and health outcomes. Drs. Brophy and Keith are Associate Professors in the Department of Sociology and Anthropology at the University of Windsor. Studies conducted by Drs. Brophy and Keith found an elevated risk of breast cancer among women raised on farms. When these women went on to work in certain industrial settings, this risk appeared to be further increased.

Dr. Steven Narod, who held the Canadian Breast Cancer Foundation, Ontario Chapter Chair in Breast Cancer Research at Women’s College Hospital from 1995 – 2003, now holds a Tier 1 Canada Research Council Chair in Breast Cancer Research. He was part of the research team that discovered two inherited genetic mutations in families with a high incidence of breast cancer: BRCA1 and BRCA2. Says Dr. Narod, “The breakthrough was a series of experiments which ultimately vindicated the idea of genetic testing and prevention as a strategy to reduce cancer risk and cancer deaths.” Genetic testing can identify women at high risk, who can then take steps leading to earlier detection and improved survival.

Dr. Narod has been instrumental in discoveries including: being the first to describe recurrent mutations in BRCA1 responsible for higher risk of breast cancer in Ashkenazi Jews; the first to identify the frequent founder mutations in BRCA1 and BRCA2 responsible for the majority of breast cancer families among French-Canadians; and the first to show that tamoxifen reduced the incidence of contralateral breast cancer by 60 per cent in BRCA1 and BRCA2 carriers.

Dr. Norman Boyd Julia Knight, PhD Dr. Steven Narod

Dr. Narod says that being named to a Chair in breast cancer research by the Foundation provided him with the means to study breast cancer “with no boundaries. [The Foundation] told me, ‘The field is open. You can study whatever you think is going to be the most beneficial’.”

Women with dense breast tissue have four to five times the risk of developing breast cancer compared to those with little or no dense breast tissue, according to research conducted by Dr. Norman Boyd, Senior Scientist at the Princess Margaret Hospital – Campbell Family Institute for Breast Cancer Research, Toronto. Breast density appears to be an even more potent risk factor than family history. Studies of twins show that 60 per cent of the variation in breast density can be explained by genes.

“We also know there is a strong relationship between breast density of a mother and her teenage daughter. If we could identify people at risk for breast cancer based on breast density, then we could perhaps provide medication or advise lifestyle changes to modify their risk,” says Dr. Boyd.

“The support of the Canadian Breast Cancer Foundation came through the Canadian Breast Cancer Research Alliance. That support has been crucial. Without it, this work could not have been done.”

Although regular exercise was thought to reduce the risk of breast cancer, an innovative study led by Julia Knight, PhD, at the Samuel Lunenfeld Research Institute at Mount Sinai Hospital was among the first to show moderate physical activity increases production of melatonin, a hormone believed to have protective effects against breast cancer. Dr. Knight points out, “If there’s something that’s really easy, maybe being more physically active earlier in life, this could have a big impact down the road in disease prevention.”

A second study led by Dr. Knight found that women who spent time outdoors or consumed the most vitamin D between the ages of 10 and 29 reduced their risk of breast cancer between 25 per cent and 45 per cent. These findings, together with those of other researchers, led to changes in the recommended daily intake of vitamin D for Canadians.

Commenting on the Foundation’s support, provided through the Canadian Breast Cancer Research Alliance, Dr. Knight says it has been “very important for me in building my research program.”
EARLY DETECTION

A project involving Lakehead University’s Centre for Rural and Northern Health Research and Oshikí-Pimach-O-Win Education and Training Institute in Thunder Bay has led to more northern aboriginal women being screened for breast cancer. Led by Bruce Minore, PhD, and Mae Katt, RN, a nurse practitioner and researcher affiliated with the Centre and a member of the project steering committee of aboriginal women, the study examined why the participation rates of aboriginal women in breast screening programs were so low, and what could be done to change that.

The reasons found included a lack of knowledge, financial barriers, and language differences. For example, native speakers were not available to assist women in understanding the need for routine screening and the processes involved. Results were shared in community consultations which defined action steps to improve the situation.

With Foundation support, Dr. Minore and Ms. Katt met with government and health sector representatives with the goal of effecting change. Travel costs for screening appointments are now being covered, aboriginal media have broadcast breast health information, and translators are being made available. Says Ms. Katt,

“The Canadian Breast Cancer Foundation has just been wonderful for the aboriginal people in the northern communities.”

TREATMENT

A more patient-friendly alternative to traditional radiation therapy is being studied by Dr. Jean-Philippe Pignol, Professor in the Department of Radiation-Oncology and Medical Biophysics at the University of Toronto. The procedure, called permanent breast seed implant brachytherapy, can dramatically reduce side effects and prevent breast cancer recurrence. Instead of five weeks of radiation therapy, eligible women undergo a one-time, one-hour procedure under light sedation. Tiny rods of palladium, implanted with great precision in the breast where the tumour has been surgically removed, emit radiation over a two month period, allowing women to be treated while continuing their day-to-day activities. This is a great help, particularly for women living far from treatment centres, who sometimes opt for mastectomy or refuse radiation treatment because of the difficulties of travel.

According to Dr. Pignol, a multi-year followup study shows the procedure is highly effective in preventing breast cancer recurrence, and reduces the incidence of side effects five-fold. Says Dr. Pignol, “Patients say, ‘I didn’t feel I was a cancer patient.’” The Foundation is absolutely unique in promoting this sort of research,” he adds.

New drugs for women whose breast cancer has metastasized to the bone are being studied by Dr. Mark Clemons, Head of Breast Medical Oncology at Princess Margaret Hospital and Principal Investigator at The Campbell Family Institute for Breast Cancer Research. Early outcomes appear promising and treatment changes are already being implemented.

“Funding from the Foundation made it possible to investigate practical strategies that help patients today,” says Dr. Clemons. Changing the drugs for breast cancer that has spread to the bone has been “tremendously helpful” for reducing pain and the incidence of bone fractures. “We’re extremely lucky in Canada that we have the Foundation as a source of funding for research that is very patient focused. The next frontier is to understand why cancer spreads from the breast, and why it most commonly spreads to organs such as bone.”

The Foundation is currently funding Dr. Clemons’ research into better ways to treat the sexual health side effects of breast cancer therapy, as well as research on how long a single dose of an anti-cancer drug works in the bones. Both studies, says Dr. Clemons, “are world firsts being funded by the Foundation.”

BIOLOGY OF BREAST CANCER

A study led by biochemist Christopher Mueller, PhD, of Queen’s University has uncovered, for the first time anywhere, a possible biological link between severe psychological stress and an increased risk of breast cancer. The five-year study showed that during times of severe psychological stress the hormone cortisol reduces the activity of the BRCA1 gene. BRCA1 protects breast cells from transforming into cancer by repairing DNA and regulating cell death. “This particular study provides a strong incentive to rethink prevention and treatment strategies,” says Dr. Mueller. “If we can pinpoint those who may be particularly susceptible to the effects of cortisol, we may be able to support them in taking steps to reduce their risk.”

Dr. Mueller and experts like him serve on Foundation panels and committees, and ensure the granting process is transparent, impartial and focused. Dr. Mueller says, “If you look at the Canadian landscape, the Foundation is the organization that’s committed to breast cancer.” He adds, regarding his own work on stress and breast cancer, “Because of its controversial nature, it was unlikely that this research would have been funded by other research agencies.”
With a six-year grant from the Foundation, the Ontario Breast Cancer Community Research Initiative completed 30 studies focusing on the lives of women with breast cancer. Using qualitative, participatory research methods, researchers heard from many women: rural, Franco-Ontarian, racially marginalized, lesbians, low-income, young women and others.

Judy Gould, PhD, Initiative Director, notes that learning from the common experiences of women with breast cancer can provide guidance for health service changes. The findings from the OBCCRI studies were distributed to community groups and health system leaders for follow up. Dr. Gould says, “My hope is that quality of life is [made] as good as it can be.” The findings of the OBCCRI studies could play a significant role in making this a reality. Dr. Gould says the team wouldn’t have been able to do this work if it weren’t for Foundation funding. Through a special partnership, the Foundation provided infrastructure support and salary support when no other organization that we know of does that.”

**QUALITY OF LIFE**

Many women who undergo chemotherapy for breast cancer experience fuzzy-mindedness known as “chemo fog.” Up until now, the medical community has regarded this as a byproduct of the strain of cancer treatment. Thanks to pioneering work by Barbara Collins, PhD, a neuropsychologist at Ottawa Hospital and Clinical Professor with the School of Psychology at the University of Ottawa, there is new understanding about the cognitive impact of treatment.

Dr. Collins’ research shows a definite difference in a woman’s cognitive state before and after chemotherapy. “Even relatively small changes can have a functional impact,” notes Dr. Collins. Not only does this work validate women’s experiences of cognitive challenges following chemotherapy, it opens the door for women and their healthcare providers to talk about how cognitive side effects can be managed. Importantly, Dr. Collins adds, one-year follow-ups “suggest that cognitive disturbances associated with chemotherapy do tend to resolve over time. Without the Foundation, this work would have been impossible.”

**THE NEXT GENERATION**

Thanks to the efforts of Dr. Muriel Brackstone, a new breast clinic at the London Regional Cancer Centre is providing seamless, multidisciplinary clinical care to women with locally advanced breast cancer. A fellowship funded by the Foundation allowed Dr. Brackstone to train with a number of different specialists at Sunnybrook Health Sciences Centre and Princess Margaret Hospital in Toronto. Dr. Brackstone gained expertise in breast surgical oncology and multidisciplinary patient care.

The London clinic’s concept is to integrate all aspects of care. They hope to reduce wait times from diagnosis to treatment by as much as four weeks. “Many women feel as though they bounce around the system without knowing what to expect and when to expect it,” explains Dr. Brackstone. “They feel lost between one specialist and another. We’re trying to initiate continuity and improve access. This is a new approach,” she explains. “Women will no longer need to feel afraid and alone once they’ve been discharged from care.”

Fellowship funding from the Foundation made it possible for Jennifer Wiernikowski, RN, to complete a fellowship in advanced practice nursing and train as an acute care nurse practitioner at the Juravinski Cancer Centre. The program provides nurses with advanced clinical reasoning and assessment skills, as well as trains them in how to apply research findings in clinical practice. Ms. Wiernikowski, a leader in the field of breast cancer nursing, brings her specialized expertise to bear as Chief of Nursing Practice at the Juravinski Cancer Program at Hamilton Health Sciences Centre.

There are very few clinical psychologists who specialize in breast cancer. Karen Fergus, PhD, developed specialized expertise in this field with fellowship funding from the Foundation. Her focus was on understanding the impact of the illness on intimate relationships, with the objective of developing better coping strategies for women with breast cancer and their male partners. Dr. Fergus, now Assistant Professor, Department of Psychology, Faculty of Health, York University and at the Sunnybrook Odette Cancer Centre, provides supportive counseling and psychotherapy for women facing the range of emotional, interpersonal and existential issues that accompany a diagnosis of breast cancer.
MEETING COMMUNITY NEEDS

In dozens of communities across Ontario, Foundation grants have enabled community-based organizations or groups to respond to their communities’ specific needs for supportive programs to improve quality of life for breast cancer patients. Here are just a few of the innovative projects made possible with Foundation funding.

BRIDGES TO BETTER BREAST HEALTH

With a grant from the Foundation, a bilingual web-based resource was updated with new content and a new look in 2008. The project grew out of an earlier survey that found gaps in relevant breast health information for northeastern Ontarians. The website, www.breastnorth.info, provides a virtual community with accurate, comprehensive breast health and breast cancer information and support in the remote Northeast region. The Bridges to Better Breast Health Project is the brainchild of the Sudbury Breast Action Coalition/Regional Cancer Program of the Sudbury Regional Hospital, working with other local partners.

A supplement to the website, the “Passport to Breast Health,” was also developed. This free fold-out card allows women and their care providers to track clinical breast exams and mammography appointments. The passport has been distributed to physicians, nurse practitioners, walk-in clinics, Ontario Breast Screening Program sites in Sudbury, Algoma, Nipissing and North Bay and the supportive care office and breast health clinic at the Sudbury Regional Cancer Centre.

GOOD FOOD FOR LIFE AND GOOD FOOD AT HOME

FoodShare, an organization which provides access to affordable and healthy food in Toronto, received Foundation funding to develop an eight-week program for young breast cancer survivors, called Good Food for Life: Supporting Dietary Change in Young Survivors of Breast Cancer. Part of a two-year community project, this program offered support for a healthy intake of fruits and vegetables, as well as an opportunity for young breast cancer survivors to meet and discuss key issues related to breast cancer and health. The young women were taught about nutrition, learned cooking skills from a variety of chefs and took part in group discussions guided by a psychotherapist.

In an earlier project called Good Food at Home, FoodShare provided a variety of practical support options and encouragement to women undergoing breast cancer treatment, while also providing access to fresh fruit and vegetables, home cooked meals, helpful advice and participation in FoodShare programs and community resources such as support groups, home delivery of food, access to community kitchens, community gardens and collective dining programs. Some 89 per cent of participants said that the program helped them eat more fruits and vegetables, which had been difficult to do following their diagnosis, and which could help maintain their health during treatment.

THE JOY LUCK WOMEN’S PROJECTS AND BUILDING BREAST HEALTHY NEIGHBOURHOODS

The Joy Luck Women’s Project was a 2002 initiative, funded by the Foundation, that created culturally relevant materials about breast screening and breast health for Chinese women in the South Riverdale Community. The project was later expanded to become the Joy Luck Women’s Building Capacity Project in partnership with the Marvelle Koeffler Breast Centre at Mount Sinai Hospital. This project brought together people with a broad range of skills and experience to identify more effective ways to educate immigrant women about breast health, and create innovative programs to address their specific needs.

In 2006, the Building Breast Healthy Neighbourhoods Project was funded by the Foundation to develop a peer education outreach model and support partnerships among community agencies to improve breast health and screening rates among women in the South Riverdale area. The project has been successful in developing partnerships with Mount Sinai Hospital, Toronto Public Health, St. Michael’s Hospital, Ralph Thornton Centre, South Riverdale Parent Resource Centre and the Canadian Cancer Society.

The project is now expanding into other cultural communities by developing materials and extending outreach to women whose first language is Urdu.
WITH A LOT OF HELP FROM OUR FRIENDS...

FIRST ANNUAL VOLUNTEER AWARDS RECOGNIZE OUTSTANDING CONTRIBUTIONS

Volunteers are the heart and soul of the Canadian Breast Cancer Foundation’s work in Ontario. They serve on the Board of Directors, contribute their expertise as grant reviewers and committee members, organize community fundraising initiatives and support the Foundation’s signature event, the Canadian Breast Cancer Foundation CIBC Run for the Cure.

In May, 2008, the Canadian Breast Cancer Foundation - Ontario Region recognized the outstanding contributions of its volunteers at the first annual Volunteer Awards Ceremony and Celebration. More than 170 volunteers from across the province attended the Toronto event, which featured award presentations, remarks by Honorary Chair Beverly Thomson, and wrapped up with High Tea and the creation of more than 4,000 pink ribbons.

2008 VOLUNTEER AWARD RECIPIENTS

OUTSTANDING LEADERS

The Jeannette Hawke Leadership Award was presented to Dr. Shailendra Verma of the Ottawa Regional Cancer Centre in recognition of his outstanding leadership as a volunteer board member, senior scientific advisor and committed community representative.

As a medical oncologist, Dr. Verma has front-line experience with breast cancer patients and their families. Dr. Verma is currently Vice-Chair of the Foundation’s Ontario Region Board of Directors. He is also Chair of the Research and Healthcare Advisory Committee, as well as Grant Review Panel Chair for the Research Project Grant Program and the Fellowship Grant Program.

The Ganong Award recognizes five exceptional Run volunteers from across the country who demonstrate excellence in leadership, support, service, innovation and creativity. The Ontario Region winner was Donna Caulfield, Brampton Run Volunteer Coordinator. An integral part of the Brampton Run site since its infancy, Donna has always involved friends and family and turned her own home into “command central.”

The Corporate Commitment Award, which recognizes a for-profit organization that has fostered an environment of volunteerism within the workplace, was awarded to CB Richard Ellis, whose corporate team raised nearly $20,000 since 2003, and donated more than $94,500 since 2000 as a local Run sponsor.

The Friends of the Foundation Award, given to a volunteer community group that has demonstrated teamwork and community spirit, was awarded to Holy Name of Mary Catholic Secondary School of Brampton. Some 800 students at this all-girls’ school put on a pep rally, sold t-shirts, and organized a walk/run to raise awareness and more than $22,000.

The Youth Volunteer Awards were awarded to youth in the under 14, under 18 and under 30 age categories. They include:

1. **Jessika Gooding**, who donated all her babysitting money to the Foundation and got her school involved in fundraising, won the under 14 award.
2. **Diana Blesko**, recipient of the under 18 award, organized a fundraising gala event for the Foundation that included a fashion show.
3. **Mark Masters and Ameena Hassan** both received the under 30 award. Mark is a Carleton University student who volunteers as the Foundation’s media summary writer and who encouraged his school to get involved in a basketball fundraising event. Ameena has contributed to the Foundation at pink ribbon parties, through office support and as an on-site volunteer at community events.

The Outstanding Volunteer Award is given annually to three volunteers who have shown a tremendous commitment to the Foundation’s mission, vision, and values. They include:

1. **Ann Curran**: As the creator and coordinator of the Mildred Williams International Driving Series harness racing event, Ann received this award for her work encouraging racetracks across North America to add a fundraising component to their races.
2. **Dr. Christopher Mueller**: Since 2004, Dr. Mueller has served on the Strategic Allocations Agenda Advisory
Dr. Betty Power, Michelle Pharand, Gail Catherwood, and Braz for the Cause

Committee, as Chair of grant review panels, and on the Foundation’s National Grant Allocations task force. He has also received funding from the Foundation for breast cancer research.

*Dr. Betty Power: A breast cancer survivor and avid pink ribbon volunteer, Dr. Power is an Early Registration Team Leader for the Run in Toronto and arranges a fundraising golf tournament in Muskoka every summer.

The Run Director Award, presented to a veteran Run Director who offers vision, leadership and motivation to their Run Committee, went to Simcoe Run Director Gail Catherwood, the Run Director since 2000. Since that time, this Run site has raised over $1 million!

The Top Community Event Fundraising 2007 Award, presented to the community event that contributed the greatest amount of funding to the Ontario Region in 2007, went to London’s Braz for the Cause, which raised over $73,000 to assist breast cancer patients who are not able to afford treatment-related items such as medications, prostheses, wigs, and child care.

CONGRATULATIONS TO EVERYONE!

The New Run Director Award, presented to an outstanding volunteer who demonstrates leadership and a willingness to learn and promote teamwork amongst her Run Committee in their first year as a Run Director, was awarded to Michelle Pharand who took over the position of Niagara Region Run Director in 2007.

The Foundation recognizes the top fundraiser from each Ontario Run site with a Determination Award. These are the winners for 2007:

Determination Award Winners

- Barrie/Orrillia: Larry Pomfret, Niagra Region: Brooke Cameron
- Brampton: Brian Paris, North Bay: Sylvia Gray
- Collingwood: Jennifer Cummings, Ottawa-Gatineau: Lyn Ewing
- Durham Region: Patricia Gambier, Peterborough: Janet Hrnias
- Guelph: Sonia Houle, Sault Ste. Marie: Raja Biasucci
- Hamilton/Burlington/Oakville: Diana Oldi, Simcoe: Deb Grant
- Kingston: Sue Cashman, Sudbury: Myra Gerow
- Kitchener-Waterloo: Wendy Garner, Thunder Bay: Kim Whately
- London: Lillian Herbert, Toronto: Bob Wordsman
- Muskoka: Janice Elliot-Woods, Windsor: Dr. Catherine Yanchula

Married and the mother of two, Bev has combined personal breast cancer experience with her profile as an accomplished broadcast journalist to help raise awareness about a disease that affects many women and their families.

Bev volunteers her time and energy to speak at fundraising and donor recognition events; and she participates in outreach initiatives to prospective donors, bringing her message of inspiration and support.

When the Academy of Canadian Cinema and Television recognized her work with the 2006 Gemini Humanitarian Award, Beverly contributed the accompanying $10,000 charitable gift to the Foundation.

Each day, she advises, “You need to ask yourself: What have I done for myself today? Make sure you have an answer that is meaningful.” For Beverly Thomson, volunteering for the Foundation makes life meaningful.

20

WITH A LOT OF HELP FROM VOLUNTEERS | www.cbcf.org/ontario

DID YOU KNOW?

Volunteers Contribute Over 200,000 Hours Each Year to the Canadian Breast Cancer Foundation - Ontario Region, That’s the Equivalent of 112 Full-Time Staff or a Payroll of More Than $3.4 Million!
Wendy Garner, Ford Determination Award Winner

“When I do something, I always do the best I can,” says Wendy Garner.

She brings this philosophy to her fundraising efforts for the Canadian Breast Cancer Foundation CIBC Run for the Cure in Kitchener-Waterloo. In 2007, Wendy raised more than $10,500 and received the Ford Determination Award as the top local fundraiser. This qualified her for the grand prize draw: a two-year lease on the Ford Vehicle of Hope.

“Imagine my surprise when I got a phone call at work telling me I was the winner,” recalls Wendy, who has raised a total of $34,000 since she joined SunLife Financial’s corporate team four years ago. “I was shocked!”

Her fundraising advice to other Run participants? “Don’t be afraid to ask. I get in touch with everyone I know.” Matching gift programs, such as the one offered by SunLife, help the dollars add up quickly. “I always tell people, ‘We can’t do it without you’.”

For the 2008 Run, Wendy set her sights high: “My goal is to be able to say I’ve raised $50,000 in five years.”

Ontario Run Directors - 2007

Barrie/Orillia
Terry Russell
Leah Black

Brampton
Karen Cook
Janie Gilmour

Collingwood
Laura Woodhouse
Juanita Hodgson

Durham Region
Gerrie Wonnacott
Laureen Clementson
Melissa Seapoll

Guelph
Rhonda McMahon
Camille Steffler

Hamilton/Burlington/Oakville
Sandy O’Reilly
Rick Creechan

Kingston
Korrin Findall
Peter Kingston

Kitchener-Waterloo
Nancy Hawes
Carol Bilton

London
Teressa Kitchin
Tammy Lawrence

Muskoka
Ann Knight

Niagara
Michelle Pharand
Todd Graves

North Bay
Tannya Meggrison
Mary Gillies

Ottawa-Gatineau
Martin Chemier
Healy Fry

Peterborough
Jamie Mitchell

Sault Ste. Marie
Sandra Randia
Mary Catherine Cameron

Simcoe
Jeffrey Nold
Gail Catherswood

Sudbury
Pam Paradis-Sosokiski
Manuela Varno

Thunder Bay
Debra Philip
Cindy Whittington

Toronto
Chryssa Koulis
Nathan Giles
Amanda Robertson

Windsor
Dawn Pearson
Heather Harvey

Ontario Run Directors - 2007

Maureen Riddell and Mighty Moe’s Pacers

Maureen Riddell remembers the first time she walked in the Canadian Breast Cancer Foundation CIBC Run for the Cure as if it were yesterday. She’d had her second round of chemo just 48 hours before doing the 5 km walk with her husband, two daughters and her oldest friend by her side.

“I remember looking at a sea of shirts that stretched to the horizon, representing the people challenged by the disease and the people who supported them. I felt so inspired.”

That was in 2000. The next year, not knowing what her future held, Maureen rallied 40 friends and family members to join her on the walk. The third year, the ranks in Maureen’s group – now known as Mighty Moe’s pacers – swelled with people coming from Kingston, Barrie, Ottawa, Orillia, Burlington, Port Hope and Scarborough to support Maureen in her celebration of life.

As the numbers on her team grew, Maureen set about finding a better way to make sure everyone got to the Run site. The year after she rented a bus to take 50 members to the start line, a local bus company got in on the act and donated two buses. “I’m the spark that ignites people, and they’ve just been phenomenal,” says Maureen. Last year, an equestrian stable heard about Mighty Moe’s pacers and had their own fundraiser for the team. “They raised over $3,000 and I didn’t even know them!” says Maureen.

Maureen Riddell remembers the first time she walked in the Canadian Breast Cancer Foundation CIBC Run for the Cure as if it were yesterday. She’d had her second round of chemo just 48 hours before doing the 5 km walk with her husband, two daughters and her oldest friend by her side.

“I remember looking at a sea of shirts that stretched to the horizon, representing the people challenged by the disease and the people who supported them. I felt so inspired.”

That was in 2000. The next year, not knowing what her future held, Maureen rallied 40 friends and family members to join her on the walk. The third year, the ranks in Maureen’s group – now known as Mighty Moe’s pacers – swelled with people coming from Kingston, Barrie, Ottawa, Orillia, Burlington, Port Hope and Scarborough to support Maureen in her celebration of life.

As the numbers on her team grew, Maureen set about finding a better way to make sure everyone got to the Run site. The year after she rented a bus to take 50 members to the start line, a local bus company got in on the act and donated two buses. “I’m the spark that ignites people, and they’ve just been phenomenal,” says Maureen. Last year, an equestrian stable heard about Mighty Moe’s pacers and had their own fundraiser for the team. “They raised over $3,000 and I didn’t even know them!” says Maureen.

Maureen Riddell remembers the first time she walked in the Canadian Breast Cancer Foundation CIBC Run for the Cure as if it were yesterday. She’d had her second round of chemo just 48 hours before doing the 5 km walk with her husband, two daughters and her oldest friend by her side.

“I remember looking at a sea of shirts that stretched to the horizon, representing the people challenged by the disease and the people who supported them. I felt so inspired.”

That was in 2000. The next year, not knowing what her future held, Maureen rallied 40 friends and family members to join her on the walk. The third year, the ranks in Maureen’s group – now known as Mighty Moe’s pacers – swelled with people coming from Kingston, Barrie, Ottawa, Orillia, Burlington, Port Hope and Scarborough to support Maureen in her celebration of life.

As the numbers on her team grew, Maureen set about finding a better way to make sure everyone got to the Run site. The year after she rented a bus to take 50 members to the start line, a local bus company got in on the act and donated two buses. “I’m the spark that ignites people, and they’ve just been phenomenal,” says Maureen. Last year, an equestrian stable heard about Mighty Moe’s pacers and had their own fundraiser for the team. “They raised over $3,000 and I didn’t even know them!” says Maureen.

Her fundraising advice to other Run participants? “Don’t be afraid to ask. I get in touch with everyone I know.” Matching gift programs, such as the one offered by SunLife, help the dollars add up quickly. “I always tell people, ‘We can’t do it without you’.”

For the 2008 Run, Wendy set her sights high: “My goal is to be able to say I’ve raised $50,000 in five years.”

The ripple effect of inspired generosity continues. When an extended family member got married, they donated funds to Maureen’s team in lieu of giving their guests table favours. Another friend who owns a pet store made bandanas - Mighty Moe’s Magical Find-A-Cure Bandanas - and the cats and dogs in the store each wore one. “The pets were promised a treat if their scarf sold,” says Maureen. “They made $1,200!”

Now with 77 members, Mighty Moe’s Pacers won the McCain Friends & Family Team Challenge Award in Durham Region in 2007 based on dollars raised. “We all have daughters,” Maureen says of her group. “I have two. And I have to believe that there will be life without breast cancer.”
Cure has raised $23,000.

at the scarborough soccer centre. to date, kick 4 the
tiffany woolford to organize and host the annual
Jace took the lessons she learned from working on
Association, kicked into high gear.

Georgetown Yarn & Crafts, to eclipse the $50,000 mark.

CoMMUnItIeS FoR tHe CAuSe  |   www.cbcf.org/ontario

has already been confirmed and should enable
this group, organized by Diane Crawford, owner of
Georgetown Yarn & Crafts, to eclipse the $50,000 mark.

KiCK 4 tHe CAuSe
When her boss and long-time friend Laura Cvik
was diagnosed with breast cancer four years ago,
when it is all done, it feels effortless."

WEAR IT IN PINK
Have you ever seen a football team wearing pink jerseys,
playing with a pink football on a field painted with
pink lines? It’s called Pink Football and is part of a
"pinking up" of oakville’s Iroquois Ridge High School
for two weeks each year.

implemented by Lynda Anstett, a teacher advisor,
students, staff and even the male sports teams get into
the pink of things as part of their fundraising efforts
to create a future without breast cancer. there’s even
a pink store selling all things pink, including Wear it in
pink t-shirts. now, pink football has become so popular
because when it is all done, it feels effortless.

COMMUNITIES FOR THE CAUSE
There are many different ways that people in communities across Ontario are raising funds to create a future
without breast cancer. Here are just a few:

KiNKt FoR tHe CAuSe
The 3rd annual Knit for the Cure Celebration, hosted
by Georgetown Yarn and Crafts, attracted nearly 50
knitters, and raised over $16,000. A silent auction
featuring more than 100 items, plus registration fees,
brought their three-year fundraising total to almost
$35,000. The 4th annual Knit for the Cure Celebration
is part of a

“Giving back to your community is the most rewarding
eperience you will ever have,” says Jace. “Kick the
Cure has given an outlet to many women who wanted
to give back to their community. Make the effort,
because when it is all done, it feels effortless.”

DONORS
Pink Ribbon $50,000+
James David Lang
RE/MAX sold on a Cure

Gold Ribbon
$25,000 - $49,999
AIG Life Insurance Company of Canada

Blak, Casses & Greydon LLP
IBM Employees’ Charitable Fund
The KPMG Foundation

Silver Ribbon
$10,000 - $24,999
AstraZeneca Canada Inc.
Howard Banking
BMO Financial Group
BMO Employee Charitable Foundation
Jennifer Bovard
Davco Vukovich LLP
The Estate of Yvonne Mary
LaurelOAD Eastman
Ernd & Young LLP
The Great West Life Assurance Company
Virginia Harris
HB Group Insurance Management Ltd.
Ingenico Canada Ltd.
Kawartha Downs Limited
La Vie en rose
Sanofi Pasteur Limited
Sun Life Financial
TD Bank Financial Group
Kevin and Heather Thistle
Edward G. Thompson

Bronze Ribbon
$5,000 - $9,999
Alstom Canada Inc.
Bell Canada Employees and Retirees
Broadridge Financial Services
Chrysler Canada Inc.
Chubb Insurance Company of Canada
Courtyard Group Ltd.
Mark de Hart
Empire Life
FundServ Inc.
Judith Haines
Sue A. Harper
Heritage Safety Products
Hurtley Corporation
Ivor and Esle Hughes
Insight Production Company Ltd.
John Lederer
Manulife Financial
Steven McGirr
Malcom and Gordon McMillen
Jean Meadows
MSCM LLP
Munich Life Management Corporation Ltd.
Judith Munro
Russel Munro
Murray Family Charitable Foundation
Kathy Noble
Parada
David and Christina Peques
Hoping Powell
Paul Pugh
Lori Russell
Russell Investments Canada

Sanofi-Aventis Canada Inc.
Francis Sears
Gary Slaght
Steelman Elliott LLP
Talent Payment Services Inc.
Telus
Community Builder
$2,500 - $4,999
2040768 Ontario Inc.
Alpoma Central Corporation
Astral Media Radio GP
Norman Boersma
Brian Boucher
Brandon Investment Partners & Co.
Catherine A. Brayley
Craig Butcher, RE/MAX
Chay Realty Inc.
Kathryn Calder
CGI
CI Investments Inc.
The Cloverleaf Foundation
CNC
Collect Canada Ltd.
Cyberbahn Inc.
Cheryl Doornekamp
Donald Dupuis
Michel Dupuis
Dynamic Funds
The Egian Family Foundation
Elementary Teachers’ Federation of Ontario
Fidelity Investments Canada UL C
Jill Fraser
The GlasSnSmithKline Foundation
Gluskin Sheff & Associates Inc.
The Godfrey Family Foundation
Dave Godin
The Guarantee Company of North America
Hutch’s Display Depot Ltd.
International Centre
Jansco Shelt Ltd.
Diane Dupuis Lavoielette
Derek Longman
MacKenzie Financial Corporation
Magdina Magna Inc.
David Massel M.D.
McCormick Rankin Corporation
McDonald’s Restaurants of Canada Limited
Lori McGoran
Kathy McKenna
John J. Mehiel
Mentor College
One Financial Corporation
Inga Petri
Phaeer Electric
Laurena Phelan
Gary Remay
Vita Sansi
Sheila Sauln
SC Johnson & Son Limited
Sibolangit Bank
Seaway Marine Transport
Select Sandwich
SGM Design Partners
Mary-Coleen Shanahan
Simco Comfort Inn
Elizabeth Stephens
Swazie’s Restaurant
Thornton Grout Finnigan LLP
UBS Securities Canada Inc.
Upton Hardware Ltd.
Sharon Wood
York Fire & Casualty Insurance

* Includes all donors and supporters who contributed $1,000 or more between April 1, 2007 and March 31, 2008. Please accept our sincere apologies for any errors or omissions in our donor and supporter listings. We would appreciate your assistance in correcting our records. Please contact us with any changes.

THANKS TO OUR DONORS AND SUPPORTERSstepen

Laurena phelan
Vince Saroli
Gary Reamey
Victoria Sansi
Sheila Sauln
SC Johnson & Son Limited
Sibolangit Bank
Seaway Marine Transport
Select Sandwich
SGM Design Partners
Mary-Coleen Shanahan
Simco Comfort Inn
Elizabeth Stephens
Swazie’s Restaurant
Thornton Grout Finnigan LLP
UBS Securities Canada Inc.
Upton Hardware Ltd.
Sharon Wood
York Fire & Casualty Insurance

* Includes all donors and supporters who contributed $1,000 or more between April 1, 2007 and March 31, 2008. Please accept our sincere apologies for any errors or omissions in our donor and supporter listings. We would appreciate your assistance in correcting our records. Please contact us with any changes.
COMMUNITY EVENTS

Pink Ribbon $50,000+

Braz for the Cause
MIX 99.9 and 97.3 EZ Rock Shake to Save
Raising the Bar Program - Curves Up Kill for Breast Cancer
York Region Breast Cancer Friends’ Celebration of Hope

Gold Ribbon $25,000 - $49,999

10th Annual Breast Cancer Awareness Golf Tournament
Carleton Heights Curling Club Bonsall for Breast Cancer
Coldwater Curl for the Cure
Mildred Williams International Driving Series
Synchro Swim Ontario’s Burning Bright for Breast Cancer
Toronto International Dragon Boat Race Festival
Toronto Maple Leafs Pink Ribbon Night

Women of Weston Annual Golf Tournament
Yard Sale for the Cure
Silver Ribbon $10,000 - $24,999

Breast Cancer Fundraiser - Lori Girl
Center for the Cure
Durham College’s Power of Pink Casual Day
Fore the Cure - Gowing/Ditchfield Golf Tournament
Holy Name of Mary School’s “Pumped in Pink” Fundraiser
Jo Thompson Memorial Golf Tournament
Kick 4 the Cure
Knit for the Cure Celebration
Ladies Severn Getaway
Ladies seven Getaway
Knit for the Cure Celebration

COMMUNITY EVENTS

Pink Ribbon $50,000+

Braz for the Cause
MIX 99.9 and 97.3 EZ Rock Shake to Save
Raising the Bar Program - Curves Up Kill for Breast Cancer
York Region Breast Cancer Friends’ Celebration of Hope

Gold Ribbon $25,000 - $49,999

10th Annual Breast Cancer Awareness Golf Tournament
Carleton Heights Curling Club Bonsall for Breast Cancer
Coldwater Curl for the Cure
Mildred Williams International Driving Series
Synchro Swim Ontario’s Burning Bright for Breast Cancer
Toronto International Dragon Boat Race Festival
Toronto Maple Leafs Pink Ribbon Night

Women of Weston Annual Golf Tournament
Yard Sale for the Cure
Silver Ribbon $10,000 - $24,999

Breast Cancer Fundraiser - Lori Girl
Center for the Cure
Durham College’s Power of Pink Casual Day
Fore the Cure - Gowing/Ditchfield Golf Tournament
Holy Name of Mary School’s “Pumped in Pink” Fundraiser
Jo Thompson Memorial Golf Tournament
Kick 4 the Cure
Knit for the Cure Celebration
Ladies Severn Getaway
Ladies seven Getaway
Knit for the Cure Celebration

PUBLISHERS

MIX 99.9 and 97.3 EZ Rock Shake to Save
Raising the Bar Program - Curves Up Kill for Breast Cancer
York Region Breast Cancer Friends’ Celebration of Hope

Gold Ribbon $25,000 - $49,999

10th Annual Breast Cancer Awareness Golf Tournament
Carleton Heights Curling Club Bonsall for Breast Cancer
Coldwater Curl for the Cure
Mildred Williams International Driving Series
Synchro Swim Ontario’s Burning Bright for Breast Cancer
Toronto International Dragon Boat Race Festival
Toronto Maple Leafs Pink Ribbon Night

Women of Weston Annual Golf Tournament
Yard Sale for the Cure
Silver Ribbon $10,000 - $24,999

Breast Cancer Fundraiser - Lori Girl
Center for the Cure
Durham College’s Power of Pink Casual Day
Fore the Cure - Gowing/Ditchfield Golf Tournament
Holy Name of Mary School’s “Pumped in Pink” Fundraiser
Jo Thompson Memorial Golf Tournament
Kick 4 the Cure
Knit for the Cure Celebration
Ladies Severn Getaway
Ladies seven Getaway
Knit for the Cure Celebration

PUBLISHERS

MIX 99.9 and 97.3 EZ Rock Shake to Save
Raising the Bar Program - Curves Up Kill for Breast Cancer
York Region Breast Cancer Friends’ Celebration of Hope

Gold Ribbon $25,000 - $49,999

10th Annual Breast Cancer Awareness Golf Tournament
Carleton Heights Curling Club Bonsall for Breast Cancer
Coldwater Curl for the Cure
Mildred Williams International Driving Series
Synchro Swim Ontario’s Burning Bright for Breast Cancer
Toronto International Dragon Boat Race Festival
Toronto Maple Leafs Pink Ribbon Night

Women of Weston Annual Golf Tournament
Yard Sale for the Cure
Silver Ribbon $10,000 - $24,999

Breast Cancer Fundraiser - Lori Girl
Center for the Cure
Durham College’s Power of Pink Casual Day
Fore the Cure - Gowing/Ditchfield Golf Tournament
Holy Name of Mary School’s “Pumped in Pink” Fundraiser
Jo Thompson Memorial Golf Tournament
Kick 4 the Cure
Knit for the Cure Celebration
Ladies Severn Getaway
Ladies seven Getaway
Knit for the Cure Celebration

PUBLISHERS

MIX 99.9 and 97.3 EZ Rock Shake to Save
Raising the Bar Program - Curves Up Kill for Breast Cancer
York Region Breast Cancer Friends’ Celebration of Hope

Gold Ribbon $25,000 - $49,999

10th Annual Breast Cancer Awareness Golf Tournament
Carleton Heights Curling Club Bonsall for Breast Cancer
Coldwater Curl for the Cure
Mildred Williams International Driving Series
Synchro Swim Ontario’s Burning Bright for Breast Cancer
Toronto International Dragon Boat Race Festival
Toronto Maple Leafs Pink Ribbon Night

Women of Weston Annual Golf Tournament
Yard Sale for the Cure
Silver Ribbon $10,000 - $24,999

Breast Cancer Fundraiser - Lori Girl
Center for the Cure
Durham College’s Power of Pink Casual Day
Fore the Cure - Gowing/Ditchfield Golf Tournament
Holy Name of Mary School’s “Pumped in Pink” Fundraiser
Jo Thompson Memorial Golf Tournament
Kick 4 the Cure
Knit for the Cure Celebration
Ladies Severn Getaway
Ladies seven Getaway
Knit for the Cure Celebration
For Canadian Breast Cancer Foundation – Ontario Region staff members, working for the Foundation is more than just a job. They believe in the cause and the organization, and put their personal effort behind it. They donate their own money and raise funds from their friends and families.

Every year, most take time out of their personal lives to volunteer for the Foundation by participating in the Canadian Breast Cancer Foundation CIBC Run for the Cure. They choose a team name, appoint a team captain, and set about fundraising for the cause.

In 2007, the team, called Up Front, had 28 members. They held a lunchtime bake sale to attract support from neighbouring office staff, and each team member sought donations from their personal contacts. One held a party with her friends where they made pink ribbons and contributed cash. Another co-opted guests at an annual family BBQ and raised money from a backyard “closest to the tee” contest. In total, they raised over $18,000, nearly tripling the amount raised by the previous year’s staff team. Says team co-captain Sarah Tessier, “We all get so inspired by the thousands of Ontarians who support the Foundation! Going an extra mile by raising funds and participating in the Run seems the least we can do.”

**STAFFING THE CAUSE**

<table>
<thead>
<tr>
<th>ONTARIO REGION STAFF*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diana Bahr</td>
</tr>
<tr>
<td>Marie-José Barrette</td>
</tr>
<tr>
<td>Vince Bowman</td>
</tr>
<tr>
<td>Mark Brogno</td>
</tr>
<tr>
<td>Michelle Brun</td>
</tr>
<tr>
<td>Meagan Cerrera</td>
</tr>
<tr>
<td>Judy Chu</td>
</tr>
<tr>
<td>Lindsay Crosby</td>
</tr>
<tr>
<td>Cheryl Dobinson</td>
</tr>
<tr>
<td>Caroline Dobson</td>
</tr>
<tr>
<td>Jennifer Duchesne</td>
</tr>
<tr>
<td>Heather Earle</td>
</tr>
<tr>
<td>Beth Easton</td>
</tr>
<tr>
<td>Violma Fernandes</td>
</tr>
<tr>
<td>Joanne Ficacccio</td>
</tr>
<tr>
<td>Nikole Fraser</td>
</tr>
<tr>
<td>Natalie Gieman</td>
</tr>
<tr>
<td>Rebecca Green</td>
</tr>
<tr>
<td>Jill Hamilton</td>
</tr>
<tr>
<td>Kelly Hanley</td>
</tr>
<tr>
<td>Mary Claire Jankowski</td>
</tr>
</tbody>
</table>

*As of March 31, 2008

**SHARON WOOD**

“Leading the Canadian Breast Cancer Foundation - Ontario Region for the past eight years has been such a privilege,” says Sharon Wood, CEO. “Donors, volunteers, staff – everyone believes so strongly in what the Foundation is doing. I’ve felt completely immersed in this wave of confidence that our vision can and will be achieved.”

Since Sharon joined the Foundation, the Region’s impact has grown significantly. Fundraising revenues have nearly tripled, and funds dedicated to the cause have more than quadrupled. “This growth has been so important,” says Sharon. “It has made it possible for the Foundation to change the landscape of breast cancer research in Ontario by supporting groundbreaking research across the province.”

The organization’s grant allocation processes have become a benchmark for transparency, impartiality, and focus. Sharon has been active in building the organization’s reputation and alliances through serving on Cancer Care Ontario’s Ontario Breast Screening Program Advisory Council, Princess Margaret Hospital Breast Centre Women’s Committee, the boards of the Canadian Cancer Research Alliance and the Canadian Breast Cancer Research Alliance.

Says Sharon, “Who could have imagined eight years ago that today we could celebrate having dedicated $50 million to breast cancer research in Ontario? We really are creating a future without breast cancer, together!”

**SHARON WOOD**

“Leading the Canadian Breast Cancer Foundation - Ontario Region for the past eight years has been such a privilege,” says Sharon Wood, CEO. “Donors, volunteers, staff – everyone believes so strongly in what the Foundation is doing. I’ve felt completely immersed in this wave of confidence that our vision can and will be achieved.”

Since Sharon joined the Foundation, the Region’s impact has grown significantly. Fundraising revenues have nearly tripled, and funds dedicated to the cause have more than quadrupled. “This growth has been so important,” says Sharon. “It has made it possible for the Foundation to change the landscape of breast cancer research in Ontario by supporting groundbreaking research across the province.”

The organization’s grant allocation processes have become a benchmark for transparency, impartiality, and focus. Sharon has been active in building the organization’s reputation and alliances through serving on Cancer Care Ontario’s Ontario Breast Screening Program Advisory Council, Princess Margaret Hospital Breast Centre Women’s Committee, the boards of the Canadian Cancer Research Alliance and the Canadian Breast Cancer Research Alliance.

Says Sharon, “Who could have imagined eight years ago that today we could celebrate having dedicated $50 million to breast cancer research in Ontario? We really are creating a future without breast cancer, together!”

**SHARON WOOD**

“Leading the Canadian Breast Cancer Foundation - Ontario Region for the past eight years has been such a privilege,” says Sharon Wood, CEO. “Donors, volunteers, staff – everyone believes so strongly in what the Foundation is doing. I’ve felt completely immersed in this wave of confidence that our vision can and will be achieved.”

Since Sharon joined the Foundation, the Region’s impact has grown significantly. Fundraising revenues have nearly tripled, and funds dedicated to the cause have more than quadrupled. “This growth has been so important,” says Sharon. “It has made it possible for the Foundation to change the landscape of breast cancer research in Ontario by supporting groundbreaking research across the province.”

The organization’s grant allocation processes have become a benchmark for transparency, impartiality, and focus. Sharon has been active in building the organization’s reputation and alliances through serving on Cancer Care Ontario’s Ontario Breast Screening Program Advisory Council, Princess Margaret Hospital Breast Centre Women’s Committee, the boards of the Canadian Cancer Research Alliance and the Canadian Breast Cancer Research Alliance.

Says Sharon, “Who could have imagined eight years ago that today we could celebrate having dedicated $50 million to breast cancer research in Ontario? We really are creating a future without breast cancer, together!”

**SHARON WOOD**

“Leading the Canadian Breast Cancer Foundation - Ontario Region for the past eight years has been such a privilege,” says Sharon Wood, CEO. “Donors, volunteers, staff – everyone believes so strongly in what the Foundation is doing. I’ve felt completely immersed in this wave of confidence that our vision can and will be achieved.”

Since Sharon joined the Foundation, the Region’s impact has grown significantly. Fundraising revenues have nearly tripled, and funds dedicated to the cause have more than quadrupled. “This growth has been so important,” says Sharon. “It has made it possible for the Foundation to change the landscape of breast cancer research in Ontario by supporting groundbreaking research across the province.”

The organization’s grant allocation processes have become a benchmark for transparency, impartiality, and focus. Sharon has been active in building the organization’s reputation and alliances through serving on Cancer Care Ontario’s Ontario Breast Screening Program Advisory Council, Princess Margaret Hospital Breast Centre Women’s Committee, the boards of the Canadian Cancer Research Alliance and the Canadian Breast Cancer Research Alliance.

Says Sharon, “Who could have imagined eight years ago that today we could celebrate having dedicated $50 million to breast cancer research in Ontario? We really are creating a future without breast cancer, together!”

**SHARON WOOD**

“Leading the Canadian Breast Cancer Foundation - Ontario Region for the past eight years has been such a privilege,” says Sharon Wood, CEO. “Donors, volunteers, staff – everyone believes so strongly in what the Foundation is doing. I’ve felt completely immersed in this wave of confidence that our vision can and will be achieved.”

Since Sharon joined the Foundation, the Region’s impact has grown significantly. Fundraising revenues have nearly tripled, and funds dedicated to the cause have more than quadrupled. “This growth has been so important,” says Sharon. “It has made it possible for the Foundation to change the landscape of breast cancer research in Ontario by supporting groundbreaking research across the province.”

The organization’s grant allocation processes have become a benchmark for transparency, impartiality, and focus. Sharon has been active in building the organization’s reputation and alliances through serving on Cancer Care Ontario’s Ontario Breast Screening Program Advisory Council, Princess Margaret Hospital Breast Centre Women’s Committee, the boards of the Canadian Cancer Research Alliance and the Canadian Breast Cancer Research Alliance.

Says Sharon, “Who could have imagined eight years ago that today we could celebrate having dedicated $50 million to breast cancer research in Ontario? We really are creating a future without breast cancer, together!”

**SHARON WOOD**

“Leading the Canadian Breast Cancer Foundation - Ontario Region for the past eight years has been such a privilege,” says Sharon Wood, CEO. “Donors, volunteers, staff – everyone believes so strongly in what the Foundation is doing. I’ve felt completely immersed in this wave of confidence that our vision can and will be achieved.”

Since Sharon joined the Foundation, the Region’s impact has grown significantly. Fundraising revenues have nearly tripled, and funds dedicated to the cause have more than quadrupled. “This growth has been so important,” says Sharon. “It has made it possible for the Foundation to change the landscape of breast cancer research in Ontario by supporting groundbreaking research across the province.”

The organization’s grant allocation processes have become a benchmark for transparency, impartiality, and focus. Sharon has been active in building the organization’s reputation and alliances through serving on Cancer Care Ontario’s Ontario Breast Screening Program Advisory Council, Princess Margaret Hospital Breast Centre Women’s Committee, the boards of the Canadian Cancer Research Alliance and the Canadian Breast Cancer Research Alliance.

Says Sharon, “Who could have imagined eight years ago that today we could celebrate having dedicated $50 million to breast cancer research in Ontario? We really are creating a future without breast cancer, together!”

**SHARON WOOD**

“Leading the Canadian Breast Cancer Foundation - Ontario Region for the past eight years has been such a privilege,” says Sharon Wood, CEO. “Donors, volunteers, staff – everyone believes so strongly in what the Foundation is doing. I’ve felt completely immersed in this wave of confidence that our vision can and will be achieved.”

Since Sharon joined the Foundation, the Region’s impact has grown significantly. Fundraising revenues have nearly tripled, and funds dedicated to the cause have more than quadrupled. “This growth has been so important,” says Sharon. “It has made it possible for the Foundation to change the landscape of breast cancer research in Ontario by supporting groundbreaking research across the province.”

The organization’s grant allocation processes have become a benchmark for transparency, impartiality, and focus. Sharon has been active in building the organization’s reputation and alliances through serving on Cancer Care Ontario’s Ontario Breast Screening Program Advisory Council, Princess Margaret Hospital Breast Centre Women’s Committee, the boards of the Canadian Cancer Research Alliance and the Canadian Breast Cancer Research Alliance.

Says Sharon, “Who could have imagined eight years ago that today we could celebrate having dedicated $50 million to breast cancer research in Ontario? We really are creating a future without breast cancer, together!”
OUR VISION
Our vision is to create a future without breast cancer.

OUR MISSION
As the leading national volunteer-based organization dedicated to creating a future without breast cancer, the Canadian Breast Cancer Foundation works collaboratively to fund, support and advocate for:
  • Relevant and innovative research
  • Meaningful education and awareness programs
  • Early diagnosis and effective treatment
  • And a positive quality of life for those living with breast cancer

REALIZING OUR MISSION
We believe a future without breast cancer is achievable. In accomplishing our mission, we are committed to serve as:
A TRUSTED LEADER Promoting the highest values, principles and practices to ensure accountability and effectiveness.
A RESOURCEFUL CATALYST Promoting innovation and supporting meaningful and relevant work in research and programs, from prevention to palliation.
AN EFFECTIVE ADVOCATE Demonstrating our commitment to those living with and touched by breast cancer, voicing the need for a positive quality of life today, and in the future.
A RESPECTFUL PARTNER Collaborating with the community, donors and sponsors; working within a network of organizations involved in the breast cancer field; actively engaging volunteers, including survivors, to ensure that we maximize our collaborative efforts for the cause.

The Canadian Breast Cancer Foundation - Ontario Region
20 Victoria Street, 6th Floor, Toronto, Ontario M5C 2N8
Tel 416.815.1313 Toll-Free 1.866.373.6313 Fax 416.815.1766
www.cbcf.org/ontario