Real People, Real Results

2015 Report to the Community Highlights

Canadian Breast Cancer Foundation
Your support means everything

A MESSAGE FROM OUR BOARD CHAIR

AS WE BEGIN OUR THIRD DECADE AT THE FOREFRONT OF THIS CAUSE, THE CANADIAN BREAST CANCER FOUNDATION REMAINS THE LARGEST CHARITABLE FUNDER OF BREAST CANCER RESEARCH IN CANADA DUE TO THE SUPPORT OF OUR GENEROUS DONORS, PARTNERS, AND COUNTLESS VOLUNTEERS.

While breast cancer remains the most common diagnosis for women in this country, investments in relevant and innovative research is changing the landscape of what is known and understood about this disease.

All of the progress that we are making in breast cancer research however, would not have been possible without the support of our community. We are, as always, in this together. We know that getting treatments to patients faster is vital. That is why at the Canadian Breast Cancer Foundation we are doing our part to ensure that our investments and the consistent execution of national strategic priorities achieve this goal. As part of this process, CBCF simplified its organizational structure earlier this year and welcomed Lynne Hudson as CEO of the Canadian Breast Cancer Foundation. Lynne brings a wealth of experience to CBCF and we look forward to her leadership in helping us achieve our vision of creating a future without breast cancer.

With your support, that vision is getting closer to reality, but for the 25,000 women (and 220 men) across Canada who will be diagnosed with breast cancer this year, your support means everything.

Susan Ewanick
Chair, Board of Directors
(June 2014 - September 2015)

A MESSAGE FROM OUR CEO

ALTHOUGH I ONLY JOINED THE CANADIAN BREAST CANCER FOUNDATION IN SEPTEMBER 2015, I HAVE ALREADY EXPERIENCED FIRST-HAND THE FANTASTIC WORK THE CANADIAN BREAST CANCER FOUNDATION IS DOING THANKS TO YOUR SUPPORT.

I have met researchers who are tackling head-on some of the most difficult-to-treat subtypes of breast cancer, such as triple negative breast cancer, and are testing new targeted treatments. We are able to support that research because you support this Foundation.

I have participated in events ranging from the biggest, such as the Canadian Breast Cancer Foundation CIBC Run for the Cure, to more intimate fundraisers. I have been so deeply moved by the way this community connects in so many different ways to rally for this cause. We’re able to have these memorable events because our volunteers pledge their passion and commitment to make it happen.

I have had the pleasure to meet our donors, whose generosity, year after year, have enabled so much progress against this disease and whose dedication is exemplary.

I have met women and their families who have triumphed over breast cancer and heard the stories of their journey. I have spoken to people who have lost loved ones to this cruel disease and whose commitment to this cause is a tribute to their memory. For the people experiencing breast cancer, for the families struggling to support them through these challenges, you are our inspiration.

I have had the very great honor to join an organization that has, with your support, accomplished amazing things, saved so many lives and improved the quality of life for those living with breast cancer. I look forward to continuing this journey with you and I welcome all the possibilities and opportunities ahead that will help us realize our shared vision of creating a future without breast cancer.

Lynne Hudson
CEO

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Susan Ewanick
Chair, Board of Directors
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HOW WE FUND RESEARCH

Each year, the Canadian Breast Cancer Foundation directs millions of dollars to breast cancer research and community projects through its granting programs.

Our grant applications are peer-reviewed by a panel of experts to ensure that every donor dollar supports only the most promising breast cancer research and community projects.

Each reviewer spends hours ahead of time reviewing grants, and for applications where they are assigned, writing a detailed report describing strengths and weaknesses of the proposal. These expert volunteers score and prioritize all applications and as a panel recommend to us which ones should get funded.

Ultimately, we believe that all of our cause-related investments take us closer to our vision of creating a future without breast cancer.

IN FISCAL 2015, THE CANADIAN BREAST CANCER FOUNDATION ALLOCATED $25 MILLION TOWARDS CAUSE-RELATED WORK, INCLUDING BREAST CANCER RESEARCH GRANTS, FELLOWSHIPS AND COMMUNITY HEALTH GRANTS, AND HEALTH PROMOTION AND EDUCATION PROGRAMS.

VIEW MORE ARTICLES ON OUR NATIONAL RESEARCH INITIATIVES ONLINE
cbpf.org
RESEARCH HIGHLIGHTS

The Canadian Breast Cancer Foundation has funded more than 690 relevant and innovative research projects. Since the mid 1980's, breast cancer mortality rates have decreased by 44% and survival rates have climbed to 88%. Research is making a difference.

WATCH THE VIDEOS ONLINE
cbcf.org/2015communityreport

TEACHING THE BODY’S NATURAL IMMUNE SYSTEM TO FIGHT TUMOURS
Dr. David Brindley
University of Alberta
Holly Bailey - Breast Cancer Survivor

FINDING CANCER-KILLING CAPABILITIES IN TRADITIONAL MEDICINAL PLANTS
Dr. Christopher Gray
University of New Brunswick
Jennifer Palmer - Daughter of Breast Cancer Survivor

PATIENT-TAILORED TREATMENTS FOR TRIPLE NEGATIVE BREAST CANCER
Dr. Eldad Zacksenhaus
University Health Network
Elaine Pearson - Breast Cancer Survivor

UNDERSTANDING BARRIERS TO ACCESSING BREAST RECONSTRUCTION
Dr. Toni Zhong
University Health Network
Janet Boyle - Breast Cancer Survivor

BUILDING A BETTER PETRI DISH
Samantha Grist
University of British Columbia

Having lost three of her grandparents to cancer, Samantha Grist is passionate about applying her expertise as an electrical engineer to healthcare, and in particular, breast cancer research. The PhD candidate at the University of British Columbia is collaborating with a team to develop a platform for testing new breast cancer treatments that better predicts the response of animal and human models than traditional cell-based drug screening platforms.

The project focuses on reproducing two important aspects of the micro-scale environment around breast tumour cells: the three-dimensional (3-D) scaffold on which they grow, and the oxygen levels around them. To reproduce these important aspects outside of the body, the team is developing micro-scale fluidic systems that can reproduce spatial oxygen gradients, critically low oxygen levels, and time-varying oxygen profiles like those that affect the response of human tumours to drugs.

By better predicting human responses at early testing stages, the project has the potential to be a highly powerful tool in future cancer treatment research, bridging the gap between traditional in vitro (in a test tube) and in vivo (in a living organism) studies. By better predicting the results of drug testing trials earlier, researchers hope to minimize the time and resources that are invested in testing new drugs.

Ms. Grist is working toward the day when the device she is helping build is in the hands of breast cancer researchers, helping them find new treatments sooner. “As an organization, the Canadian Breast Cancer Foundation recognizes and enables innovation and an interdisciplinary approach. So many problems are multi-faceted; as an engineer, I am so grateful that the Foundation saw value in my work and supported me with this exciting research initiative.”

“I am so inspired by the strength and courage of the patients I have met. I am honoured to do what I do, in the hopes it will help them one day.”

PUTTING CLINICAL TRIALS TO THE TEST
Dr. Caroline Lohrisch
BC Cancer Agency, Vancouver

As a practicing oncologist, Dr. Caroline Lohrisch appreciates how daunting it is for patients to face a cancer diagnosis and the prospect of chemotherapy, with its accompanying side effects such as nausea, fatigue and hair loss. Although chemotherapy is an effective treatment, some patients may suffer its side effects without really deriving benefit from the treatment itself. Dr. Lohrisch’s research on whether the benefits of a particular chemotherapy regimen are consistent between a clinical trial and “real world” breast cancer population will assist oncologists to accurately predict the amount of benefit a woman can expect in a given treatment.

“As a physician, I have taken an oath to first do no harm. You never want to expose people to unnecessary pain and discomfort. The hope is that the results of this study will help us better predict who needs or doesn’t need certain treatments. This is called predictive oncology, and it’s as important as having new treatments.”
TRIPLE-NEGATIVE BREAST CANCER
THE MOST AGGRESSIVE BREAST CANCERS ON THE HORIZON FOR ONE OF

FIGHTING TRIPLE-NEGATIVE BREAST CANCER WITH PEPPER
Dr. David Hoskin Dalhousie University

Triple-negative breast cancer (TNBC) accounts for 10-20% of breast cancer diagnoses. Although chemotherapy remains the usual option for TNBC, this aggressive cancer can relapse after treatment and there is an urgent need for new treatments for TNBC. This need has propelled CBCF-funded researcher Dr. David Hoskin and his team to investigate treatment options for TNBC. Dr. Hoskin explains that spices, like black pepper, as well as fruits and vegetables contain substances that can selectively kill breast cancer cells and interfere with metastasis.

EXAMINING OUTCOMES OF OLDER WOMEN WITH EARLY STAGE BREAST CANCER
Dr. Alan Nichol
BC Cancer Agency, Vancouver

The number of elderly in Canada is growing, which means that breast cancer in older women is becoming more prevalent. So it’s important to optimise treatments for this population.

Dr. Nichol explains this retrospective approach: “By looking at outcomes of past patients, you can see new ways of treating breast cancer. Clinical trials will tell us if one of those ways would be better. “I’m tremendously grateful to patients who enroll in clinical trials. Even if the results of the trial won’t help them, but they will be of benefit to future patients, so that in 10 years a doctor can say ‘we do know what to do.’”

UNDERSTANDING BREAST CANCER RISK IN THE WORKPLACE
Dr. James Brophy and Dr. Margaret Keith
University of Windsor

The risk of developing breast cancer can be linked to lifestyle, genetic or environmental factors. Often, environmental risks are associated with the jobs we do. Dr. Brophy describes the results of their research: “There is no question that the occupational risks faced by women in certain industries are real. Some of these women face a 500-times greater risk of developing breast cancer. The road to primary prevention of breast cancer goes through the workplace.”

“Involuntary exposures may be the most preventable of all cancer risks. Remove the risk, and we can prevent the occurrence of related breast cancers. This is about saving women’s lives,” says Dr. Keith.

Drs. Brophy and Keith used their results to help craft an international resolution, now adopted by the American Public Health Association, the world’s largest public health organization.

“Nothing would make us feel better than if there was greater advocacy for primary prevention.”

AN EXCITING NEW TREATMENT ON THE HORIZON FOR ONE OF THE MOST AGGRESSIVE BREAST CANCERS
Dr. Brian Lichtenstein
McMaster University

Dr. Brian Lichtenstein of McMaster University is working on a new type of treatment for triple-negative breast cancers (TNBC) called “oncolytic viruses.” Successful treatments for breast cancer generally work by targeting tiny proteins, called “receptors,” found within cells and triggered by hormones known as estrogen, progesterone, and HER2 (human epidermal growth factor receptor 2). These three receptors appear in most breast cancers but sadly, none of the three occur in TNBC. When this type of cancer is attacked with these receptor-based treatments, it is often able to defy these attacks and spread to other parts of the body, with poor outcomes for the patient. Rather than relying on receptors, oncolytic viruses directly infect and kill cancer cells, leaving healthy cells alone. Dr. Lichtenstein’s research offers new hope for women diagnosed with one of the most aggressive forms of breast cancer.

FINDING LESIONS BEFORE THEY BECOME MALIGNANT TUMOURS
Dr. Afshin Raouf
University of Manitoba

Dr. Afshin Raouf’s research is attempting to unravel some of the complexities of breast cancer, by investigating why and how tumour cells arise and grow. “Our bodies have many mechanisms to replace cells that are dead or dying,” explains Dr. Raouf. “It’s a regulated process, in most cases. It’s when the process is unregulated that there’s a problem.”

Understanding how estrogen affects healthy cells and cancer cells differently is key to understanding the unregulated growth of cancer cells. “78% of breast cancers are estrogen-driven cancers. Today, we have no way of diagnosing pre-cancerous estrogen-driven lesions. If we could, we would find these cells sooner and prevent them from becoming a problem – a cancerous tumour.”

Dr. Raouf describes his work as addressing foundational knowledge in the treatment of breast cancer. “I’m working with oncologists, pathologists, surgeons and other researchers to make sure that what we’re doing in the lab will be valuable in a clinical setting.”

FINDING LESIONS BEFORE THEY BECOME MALIGNANT TUMOURS
Dr. Afshin Raouf
University of Manitoba
“Translational development of novel drugs targeting tumour vulnerabilities,” will design new targeted treatments for aggressive breast cancers – particularly subtypes categorized as triple-negative breast cancer, which comprise 10-20% of all breast cancers. Using innovative laboratory modelling, this team will develop three promising drug candidates and bring them to clinical trials with advanced breast cancer patients across Canada. Unlike chemotherapy, which delivers toxic substances to cancer and healthy cells alike, these drugs are designed to tell the difference between cancer cells and healthy ones, targeting only the cancer cells so that patients experience fewer side effects.

WATCH THE VIDEO ONLINE
cbcf.org/2015communityreport
Real People

**KITCHENAID COOK FOR THE CURE** (top left)

KitchenAid Cook for the Cure brings people together in kitchens from coast to coast to enjoy good food and support a great cause. Since 2002, over $3.1 million has been raised through KitchenAid Cook for the Cure and sales from the KitchenAid® Pink Collection. Our partners at KitchenAid contribute $75 from each purchase of the Raspberry Ice Architect® Stand Mixer and contribute $50 to every KitchenAid Cook for the Cure party hosted.

**GROW YOUR FLOW**

(bottom left)

Canada loves hockey, and that means hockey hair! The Grow Your Flow program supports the Canadian Breast Cancer Foundation when hockey players take the pledge to grow their hair until they’ve reached their fundraising goal. From January until the end of hockey season, players are growing their hockey hair to raise money for breast cancer research.

**BREAST HEALTH 101 - LIVING WELL WORKSHOPS AND COMMUNITY EVENT ACTIVATIONS** (bottom right)

The Canadian Breast Cancer Foundation’s Living Well Workshop is the cornerstone of our breast health program, designed to help inform, equip and enable women to make sustained lifestyle changes for their breast health while engaging, supporting and drawing inspiration from other women.

A total of 33 Living Well Workshops and Community Events were held this past year across Ontario. Since its pilot in 2013, the Canadian Breast Cancer Foundation has been invited to provide the most up to date health promotion information at local and provincial events such as Wellness Fairs, Health Expos, University Campuses, the Culinary Showdown and many more. From North Bay to Ottawa, London to Huntsville, we continue to expand our reach and impact through our health promotion and community engagement work.

Our goal is to deliver 100 Living Well Workshops across the province in the upcoming year. With our corporate partners, we’ll engage, educate and empower communities about living well for their breast health.
Research indicates that more than one third of breast cancers could be prevented, simply by making healthy lifestyle changes that can reduce the risk of developing breast cancer. Maintaining a healthy body weight, being physically active, quitting smoking, drinking less alcohol, and reducing exposure to harmful chemicals at work and home are some of the ways women may reduce the risk.

AT HIGH RISK COLLABORATIVE PROJECT

In March 2014, the Canadian Breast Cancer Foundation partnered with the Public Health Agency of Canada, Canadian Breast Cancer Network, Rethink, and Willow Breast & Hereditary Cancer Support to form a joint collaboration. Together, this project responded to the needs of women at high risk for breast cancer. Each partner was responsible for developing complementary activities to increase awareness about high risk criteria, including options for genetic counselling, screening, and preventive treatment, as well as providing support and building community for women who identify as high risk, and their families.

FOR FURTHER INFORMATION AND TO REVIEW OUR AT HIGH RISK GUIDE, GO TO: cbcf.org/onenewthing

GET PINK’D!™

On March 12, 2015, Canadians and their colleagues, families and friends made a new fashion statement in support of the Canadian Breast Cancer Foundation by wearing pink and promoting Get Pink’d!

YARD SALE FOR THE CURE

When Rachael Smith, a breast cancer survivor, and her friends and family held a yard sale in their Toronto community in support of the Canadian Breast Cancer Foundation, they had no idea that they were sparking an initiative that would get Canadians across Canada cleaning out their basements and garages for the cure.
For nearly two decades, Team CIBC has helped grow the Canadian Breast Cancer Foundation CIBC Run for the Cure into the largest single day, volunteer-led event dedicated to raising funds for breast cancer in Canada. This relationship is the gold standard for cause partnerships.

CIBC’s involvement started at a grassroots level in support of a colleague with breast cancer. Recognizing the passion its employees had for this cause, CIBC became title sponsor in 1997. Since then, CIBC employees, their families, clients and friends have raised $39 million through pledges, fundraising efforts and events.

In 2015, CIBC continues as presenting sponsor of the Wall of Hope, inviting Canadians to write inspirational messages and honour loved ones who have been impacted by breast cancer on a dedicated “Wall of Hope” in any of its 1,100 branches across Canada, online and at every Run site.

“Hope brings more than 125,000 Canadians together each year for the CIBC Run for the Cure with the shared goal to create a future without this disease.”

Each year, 15,000 members of Team CIBC join thousands of Canadians in helping to create a future without breast cancer through their participation in the CIBC Run for the Cure in over 60 communities across Canada.

JOIN US FOR THE RUN FOR THE CURE ON SUNDAY, OCTOBER 2, 2016, AND BE PART OF SOMETHING EXTRAORDINARY!

cibcrunforthecure.supportcbcf.com

“As a long-time partner with the Canadian Breast Cancer Foundation, we’ve seen how the power of hope can make a difference to the women living with breast cancer and to their loved ones,” says Christina Kramer, CIBC Executive Vice President, and its Executive Run Sponsor.
The Canadian Breast Cancer Foundation initiatives bring together members of the breast cancer community from across the country. Our national research programs unite the best and brightest researchers in the field, and our fundraising initiatives galvanize patients, survivors, families, friends and whole communities in the pursuit of our vision of a future without breast cancer.

**THANK YOU TO OUR DONORS**

**PROUD FRIEND, PROUD DONOR.** ABOUT A YEAR AGO, TWO OF MAC’S CLOSEST FRIENDS WERE DIAGNOSED WITH BREAST CANCER. “I HAD ALWAYS SUPPORTED THE FOUNDATION IN SMALL WAYS, BUT WHEN MY DEAR FRIENDS WERE DIAGNOSED, I WANTED TO DO MORE,” SAYS MAC.

In December, Mac made a generous donation of securities to the Canadian Breast Cancer Foundation. “Years ago, breast cancer was a death sentence. But today, there are a number of treatment options, it doesn’t have to be.” Donations to the Canadian Breast Cancer Foundation are critical to funding breakthrough research in breast cancer prevention, earlier detection, treatment and care of breast cancer patients. Gifts can be made through various means, including a gift of cash, a gift of securities, or by leaving a bequest in your will.

Since their diagnosis, Mac’s friends have both been given a clean bill of health. “They kept big banana smiles on their faces the whole time… they dealt with their cancer with such an incredible attitude. I’m so proud of them.”

**Thank you Mac.**

And thank you to all our donors for supporting our shared vision of creating a future without breast cancer.

To donate online go to cbcf.org

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**Financial Summary**

(YEAR ENDING MARCH 31, 2015)

The Canadian Breast Cancer Foundation initiatives bring together members of the breast cancer community from across the country. Our national research programs unite the best and brightest researchers in the field, and our fundraising initiatives galvanize patients, survivors, families, friends and whole communities in the pursuit of our vision of a future without breast cancer.

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**CBCF NATIONAL REVENUE & EXPENSES**

- **56.7%** CIBC Run for the Cure
- **22.5%** Individual Corporate Gifts
- **13.3%** Fundraising Events
- **7.5%** Other

**National sources of revenue**

- **55.9%** Research and Grants
- **30.8%** Fund Development
- **13.3%** Administration/Operations

**National allocation of revenue**
ABOVE: Jocelyn Trepanier is a three time breast cancer survivor. She was first diagnosed in September 2008, and again in April 2010, and July 2011. According to Jocelyn, “life is about curveballs but you have to envision the best outcome”. Jocelyn is a Run Team Captain for the Canadian Breast Cancer Foundation CIBC Run for the Cure and a Canadian Breast Cancer Foundation local hero. On the front cover she is being hugged by Terry Ann Fauteux her aunt also a breast cancer survivor.

For Jocelyn, your support means everything, because we’re all in this together.

THE CANADIAN BREAST CANCER FOUNDATION
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See the full report: cbcf.org/2015communityreport
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