



I'm **still** here

10 years of support in Atlantic Canada

CANADIAN
BREAST CANCER
FOUNDATION™



FONDATION
CANADIENNE DU
CANCER DU SEIN™

Atlantic/Atlantique

“ I was diagnosed with breast cancer in 1993. When I first heard I had cancer, I thought that was the end of me. Then in 2000 I was diagnosed with a different form of breast cancer. Now the word cancer doesn't scare me. I'm lucky to be alive. I'm still here. ”

– THORA WAREHAM HANN
74, Paradise, NL

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This booklet is dedicated to our volunteers, donors, sponsors and partners. The successes highlighted in the following pages have been made possible through your generous support. Thank you!

The Canadian Breast Cancer Foundation is the second largest fundraising organization in the world dedicated exclusively to breast cancer.

The Canadian Breast Cancer Foundation – Atlantic Chapter was established in 1997 and is one of five CBCF offices across Canada.





CBCF mission

As the leading national volunteer 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 breast cancer research
- Meaningful education and awareness programs
- Early diagnosis and effective treatment
- A positive quality of life for those living with breast cancer

CBCF vision

A future without breast cancer.



KINDERGARTEN, GRADES 1 AND 2 STUDENTS, ALONG WITH STAFF OF BLACKVILLE SCHOOL IN NEW BRUNSWICK FORM A PINK RIBBON IN THEIR SCHOOLYARD TO KICK OFF BREAST CANCER AWARENESS MONTH IN OCTOBER 2006. THE STUDENTS DID THIS IN SUPPORT OF JENNIFER HAMBROOK, A BREAST CANCER SURVIVOR AND TEACHER AT BLACKVILLE SCHOOL



I'm still here

Message from the Chair and the Executive Director

Ten years! A decade! Our first birthday that ends in zero!

CBCF - Atlantic has reached a major milestone and we want to share with you just a few of the achievements that have been made possible by your ongoing support for our vision of a future without breast cancer.

Support has come in many forms.

- The Canadian Breast Cancer Foundation CIBC Run for the Cure has grown from one site to 12, with revenues of \$219,000 in 1997 to \$3.2 million in 2006.
 - Thousands of donors have sent gifts in response to our direct mail program, to celebrate a personal triumph or to offer a final remembrance.
 - Corporations lend support through sponsorships and cause marketing.
 - A never-ending list of wonderful fundraising events organized by caring, imaginative groups and individuals committed to help in any and every way they can.
- Since 1997 CBCF - Atlantic has funded projects totaling \$12.3 million. Fifty-eight percent of this has been awarded to research projects at Atlantic Canadian institutions and through the Canadian Breast Cancer Research Alliance. CBCF funds only peer-reviewed research; we want to fund the brightest and the best. Only by focusing on the search will we someday

hear the words, "We have found the cure."

Forty-eight percent of our funding has gone directly into the Atlantic community in response to Community Health Grant applications. These applications identify the needs in our communities, allowing us to support those living with breast cancer and to educate and raise awareness of breast health.

We have created partnerships with hospital foundations, departments of health and community groups to fund 51 pieces of essential equipment that will advance early diagnosis and effective treatment of breast cancer in our region. The total cost of these initiatives is \$9.9 million. CBCF has contributed 26 percent of this total, or \$2.6 million. We believe our hospitals need this assistance and we want to help.

A major milestone in 2005 was the funding of the Canadian Breast Cancer Foundation – Atlantic Chapter Endowed Chair in Breast Cancer Research. This endowment of \$1.65 million ensures a leading scientist will pursue advanced research and program development in breast cancer at Dalhousie University and in turn, will attract bright young professionals to join in their quest. This is a first in Atlantic Canada, and we were honoured to partner with CIBC and the QEII Foundation in this \$2.5 million program.

Are we making a difference? The answer is yes!

- The average five year survival rate in Atlantic Canada is 87 percent.
- Mortality rates from breast cancer are currently at their lowest since the 1950s as a result of earlier detection through mammography screening programs and improved therapies following surgery.

The Canadian Breast Cancer Foundation is many people working for a common goal – breast cancer survivors, donors, grant recipients and volunteers. When you hear a breast cancer survivor say, "I'm still here," take pride in knowing you have played a part in making this possible.



Nancy Margeson
EXECUTIVE DIRECTOR

Cheryl Hodder
CHAIR, BOARD OF DIRECTORS

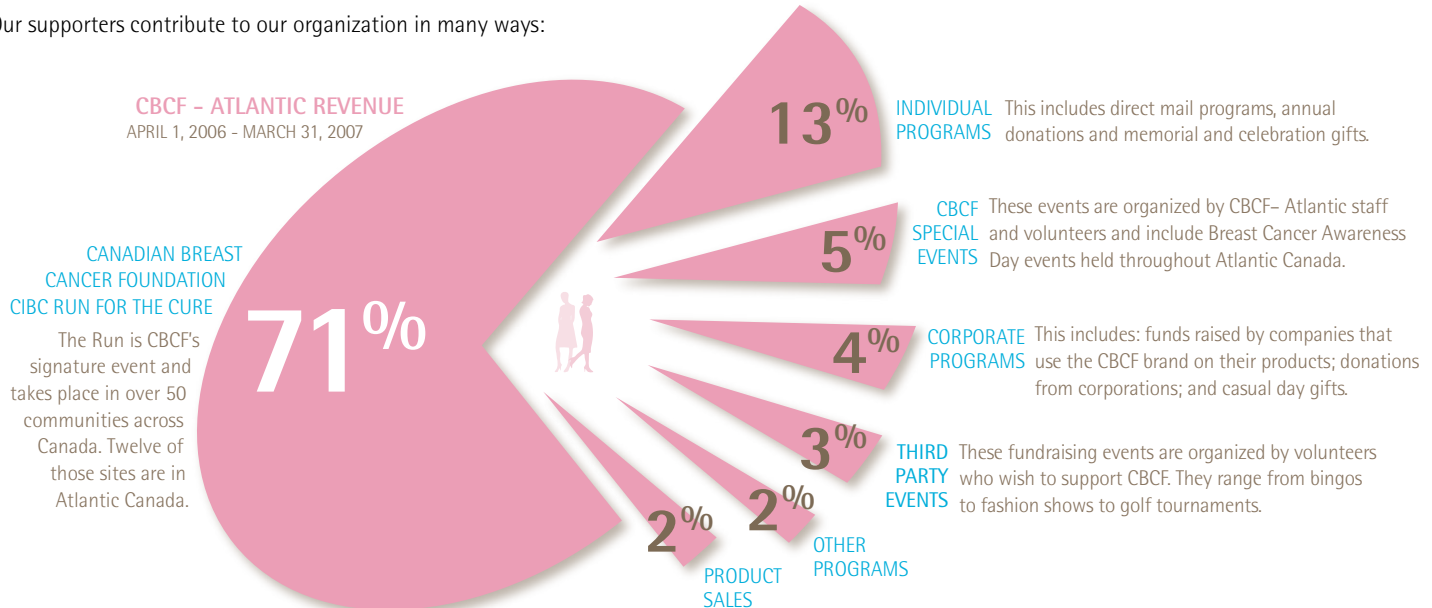


I'm still here

How funds are raised

The remarkable success of the Canadian Breast Cancer Foundation - Atlantic over the past 10 years is a reflection of the generosity of our volunteers, donors, sponsors, partners and event participants.

Our supporters contribute to our organization in many ways:



Where your money goes

CBCF – Atlantic fulfills its mandate by funding research, both in Atlantic Canada and nationally, through Atlantic Community Health Grants and Atlantic Studentship Awards.

Funds are awarded in response to applications received by CBCF – Atlantic. Research Grants, Community Health Grants and Studentship Awards are granted based on merit rather than geography.

All grant applications are evaluated by panels of volunteers who are recruited for their expertise in the specific area presented in each application. These individuals, understanding the nature of the work being proposed, evaluate the applications and provide recommendations for funding to the CBCF – Atlantic Board, who then make the final funding decisions.



COMMUNITY HEALTH GRANTS CHEQUE PRESENTATIONS AT THE SAINT JOHN REGIONAL HOSPITAL



FROM LEFT: SHERRI-LYNE ROBBINS, 2004-2006 HALIFAX VOLUNTEER CO-RUN DIRECTOR, CBCF CIBC RUN FOR THE CURE; TERRY GARDINER, MARKET VICE PRESIDENT, RETAIL BANKING, CIBC ATLANTIC AND PAST-CHAIRMAN (2003-2005), CBCF - ATLANTIC BOARD OF DIRECTORS; NANCY MARGESON, CBCF - ATLANTIC EXECUTIVE DIRECTOR; AND DAPHNE CARTER, 2004-2005 HALIFAX VOLUNTEER CO-RUN DIRECTOR, CBCF CIBC RUN FOR THE CURE

Celebrating our first decade

1997 CBCF – Atlantic opens its doors.

1998 CBCF – Atlantic awards funding for the Breast Cancer Action Nova Scotia website project. The website www.bca.ns.ca provides relevant information and supports services for those living with breast cancer in the Atlantic Region. To date, CBCF – Atlantic has awarded a total of \$317,551 for this project.

1999 CBCF – Atlantic awards its first three Research Grants to Drs. David Hoskin and Jonathan Blay, Dalhousie University; and Drs. Alaa Badawi and Alistair Cribb, University of Prince Edward Island. To date, CBCF – Atlantic has awarded \$3.67 million to Atlantic Research projects.



2000 CBCF – Atlantic awards funding to the Breast Screening Program of Newfoundland and Labrador towards the purchase of a Digital Stereotactic Biopsy Device. With this equipment patients undergo a biopsy without having surgery. Results from the biopsy are also available more quickly.



2001 CBCF – Atlantic funds the four Atlantic provincial flower kits: The Purple Lupin in Newfoundland and Labrador; The Sunflower Seeds of Knowledge in Prince Edward Island; The Purple Violet in New Brunswick (available in English and French); and The Pink Rose in Nova Scotia. These information kits are presented to women at the time of breast cancer diagnosis and provide relevant breast cancer information and resources to assist in making decisions on their course of treatment.



Since 2001, these kits have been distributed to 10,000 newly diagnosed women in Atlantic Canada. To date, CBCF – Atlantic has awarded a total of \$226,740 for these kits.



Celebrating our first decade

2002 CBCF – Atlantic awards its first Community Health Grant towards the purchase of a dragon boat. Dragon boating encourages a positive quality of life for those living with breast cancer by building physical, mental, emotional and spiritual health through the support of fellow team members. The strenuous and repetitive upper body movement from dragon boating has been proven to decrease a woman's risk of developing lymphedema after breast cancer.

To date, CBCF – Atlantic has awarded \$95,610 in funding towards the purchase of seven dragon boats in Saint John, NB; Shediac Bay, NB; St. John's, NL; New Glasgow, NS; Windsor, NS; Sydney, NS; and Truro, NS.



2003 CBCF – Atlantic awards funding to the Queen Elizabeth Hospital Foundation, Charlottetown, PE towards the establishment of a Radiology Information System. This funding supports the upgrade of mammography screening and diagnostic databases in Prince Edward Island and ensures consistency in the collection of provincial data. Doing this allows the Diagnostic Imaging Department at the Queen Elizabeth Hospital to monitor and annually evaluate the program.

2004 CBCF – Atlantic awards funding to the Beauséjour Regional Health Authority, Moncton, NB to develop a post-mastectomy lymphedema prevention program directed towards promoting education among health care providers. Further to this project, CBCF – Atlantic awarded funding for the establishment of a lymphedema resource centre.



2005 CBCF – Atlantic makes a leadership gift of \$150,000 to the Saint John Regional Hospital Foundation towards the purchase of a Positron Emission Tomography Unit – CT (PET-CT). This is a powerful diagnostic imaging tool that produces remarkably accurate imaging that is increasingly important for breast cancer. A PET-CT is particularly effective for monitoring breast cancer recurrence. This PET-CT unit is the first in Atlantic Canada. To date, CBCF – Atlantic has awarded a total of \$2.6 million for capital equipment across Atlantic Canada.



CBCF – Atlantic also awarded funding to Comité des femmes survivantes du cancer du sein et ami.e.s to host a provincial forum. The forum has been organized to address the lack of information and delays that the Acadian and francophone population in New Brunswick experience throughout the various stages of their breast cancer journey.



2006 CBCF – Atlantic partners with the QEII Health Sciences Centre Foundation and CIBC to endow The Canadian Breast Cancer Foundation – Atlantic Chapter Chair in Breast Cancer Research at Dalhousie University. This achievement was made possible with a pace-setting gift from CBCF – Atlantic of \$1.65 million.

The Endowed Chair in Breast Cancer Research ensures a leading specialist has time specifically allocated to pursue advanced breast cancer research and program development, which in turn, attracts young professionals to join them in their quest.

2007 CBCF – Atlantic grants its first Studentship Awards. This program has been established to generate an interest in the field of breast cancer among undergraduate and graduate students.. Eight students from various institutions across Atlantic Canada each received \$5,000.



These projects are only a small sample of the 63 Research Grants and 165 Community Health Grants which have been awarded over the past 10 years by CBCF – Atlantic.



I'm still here

Volunteering

Thousands of volunteers generously donate their time each year to CBCF – Atlantic. From our board members, grant adjudicators and Run committee members to the individuals who tie the satin ribbons you wear at events, every single person who volunteers for CBCF – Atlantic is helping us to keep administration costs low and stretch every donor dollar. Our volunteers are the heart of everything we do.

CBCF – Atlantic would like to extend a special thank you to our volunteers for the tremendous contribution they make to our organization. Through their tireless dedication, their inspiring enthusiasm, and the countless hours they give, they are helping us to create a future without breast cancer.



RAY AUBE IS NAMED CTV-ATLANTIC'S MARITIMER OF THE WEEK. HE IS PICTURED HERE (FROM LEFT) WITH HIS DAUGHTER NICOLE, WIFE DIANE AND DAUGHTER LISA MORRELL

Every gift makes a difference

Individual Gifts

Each year hundreds of individuals make personal gifts to the Canadian Breast Cancer Foundation. The amount and frequency of these gifts varies by individual; however, each gift has a direct impact on the work we do. Without these gifts, thousands of dollars would not be available to fund the programs and projects we support each year. Thank you for choosing CBCF!

Legacy Gifts

A number of CBCF – Atlantic champions have chosen to leave a legacy gift to the Canadian Breast Cancer Foundation by providing for a gift in their will. By designating a gift to CBCF in their will, they are ensuring that the meaning they found in their life continues and is never lost.

To our legacy donors, you know who you are, a very sincere thank you for using your legacy to help create a future without breast cancer.



ELLIOTT AND BARBARA SPAFFORD ARE VERY GENEROUS DONORS OF CBCF – ATLANTIC



I'm still here

Corporate giving

Corporate sponsors and partners enable CBCF - Atlantic to keep fundraising and administrative costs at a minimum while raising much needed funds for the breast cancer cause. Support has come in many forms.

Our family of Atlantic Corporate Partners and Run Sponsors extend to some of Canada's leading corporations. They set the bar at a level that other corporations can aspire to by contributing their enthusiasm, time, energy and money to a cause that affects Atlantic Canadian families and communities. Our partners become involved with the Foundation for a simple reason: they share our common goal of creating a future without breast cancer.

Companies also support CBCF - Atlantic through Cause-Related Marketing. You may have seen our logo on everything from

chocolates to facial tissues. Companies donate a portion of proceeds raised through the sale of their product, while also raising awareness of breast cancer.

Finally, companies also choose to support CBCF - Atlantic through gifts in-kind, where the company gives of their time and talents at little or no cost to the Foundation.

CBCF - Atlantic would like to extend a special thank you to our many corporate sponsors, partners and their employees for their generous contributions to the breast cancer cause.



IN THREE SHORT YEARS, THE HOMBURG SCRAMBLE FOR THE CURE GOLF TOURNAMENT HAS RAISED AN OUTSTANDING \$140,000 FOR CBCF - ATLANTIC! FROM LEFT: THE HONOURABLE MYRA A. FREEMAN, PAST HONOURARY PATRON, CBCF - ATLANTIC; RICHARD HOMBURG, CHAIRMAN AND CEO OF HOMBURG CANADA; LARRY FREEMAN AND NANCY MARGESON, CBCF - ATLANTIC EXECUTIVE DIRECTOR

From the heart

Carol Ann Cole is a very special friend of the Canadian Breast Cancer Foundation. Over the past eight years she has generously volunteered to share her own personal journey with breast cancer with Atlantic Canadians and has raised \$100,000 to date for CBCF – Atlantic through her very successful Comfort Heart Initiative.

Carol Ann and her mother, Mary, were diagnosed with breast cancer within three days of each other. Carol Ann survived – her mother did not. Carol Ann is now a 14 year survivor.

In addition to launching the Comfort Heart Initiative, Carol Ann has authored two books, *Comfort Heart: A Personal Memoir* and *Lessons Learned Upside the Head: From Boardroom to Bedroom – Career to Cancer and Beyond*. Carol Ann is a Member of the Order of Canada and has been profiled in *Canadian Who's Who* and in the 2005 edition of *1000 Great Women of the 21st Century* published by the American Biographical Institute in Raleigh North Carolina.

For more information on Carol Ann and the Comfort Heart Initiative, visit www.cbef.org/atlantic.





Crystal Pyramid award recipients

The Crystal Pyramid Award was established in 2003 by CBCF - Atlantic to recognize individuals and organizations that have facilitated cumulative gifts of \$250,000.

CBCF - Atlantic's first Crystal Pyramid Award was presented in August 2003 to Richie and Donna Mann. The couple and their team of dedicated volunteers had cumulatively raised over \$250,000 through the Richie Mann Invitational Golf Tournament held annually at Dundee Resort and Golf Club. Richie first became involved with CBCF when his close friend and former co-worker Emmie Luther-Hiltz was diagnosed with breast cancer. Richie saw the need for a cure and decided to use his annual golf tournament as a fundraiser for CBCF. To date, the Richie Mann Invitational has raised over \$375,000 for CBCF - Atlantic.



FROM LEFT TO RIGHT: DONNA MANN, EMMIE LUTHER-HILTZ, CBCF-ATLANTIC CHAPTER BOARD MEMBER, AND RICHIE MANN

In October 2005, CBCF - Atlantic presented its second Crystal Pyramid Award to Paul Lavoie and members of the Salisbury Big Stop's Power for the Cure team who participate annually in the Moncton Canadian Breast Cancer Foundation CIBC Run for the Cure. Their Run team was formed after a fourth staff member at the Salisbury Big Stop was touched by breast cancer. The staff knew they had to do something and decided to enter a team in the Run. In their first year, with 20 team members, they raised an outstanding \$25,178. In 2004, Power for the Cure raised the most funds of any single Run site team in Canada. To date, their team has raised over \$480,000 for CBCF - Atlantic.



PAUL LAVOIE, FRANCHISEE, SALISBURY BIG STOP (CENTRE) AND MEMBERS OF THE SALISBURY BIG STOP POWER FOR THE CURE RUN TEAM ACCEPT A CRYSTAL PYRAMID AWARD FROM NANCY MARGESON, CBCF - ATLANTIC EXECUTIVE DIRECTOR

In June 2007, CBCF - Atlantic presented its third Crystal Pyramid Award to the Sobey family. The Sobey family is recognized



across Atlantic Canada for their philanthropy. Through their vast network of companies, Sobeys has provided support to thousands of Atlantic Canadian charities.

Our partnerships with Crombie Developments (our landlord), Lawton's Drugs, Empire Theatres, and Sobeys Ltd. have resulted in donations totaling \$368,798.

CANADIAN BREAST CANCER FOUNDATION

CIBC DISTANCE

I'M RUNNING FOR...

My Mom



CIBC RUN
For the CURE



CIBC RUN
For the CURE



967

SAGEL

PowerBar

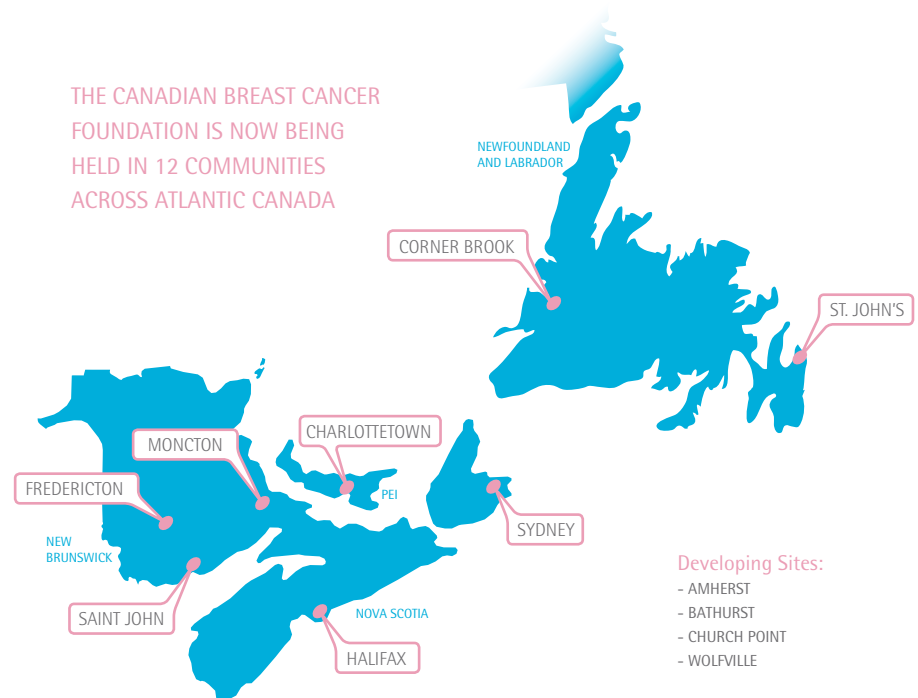


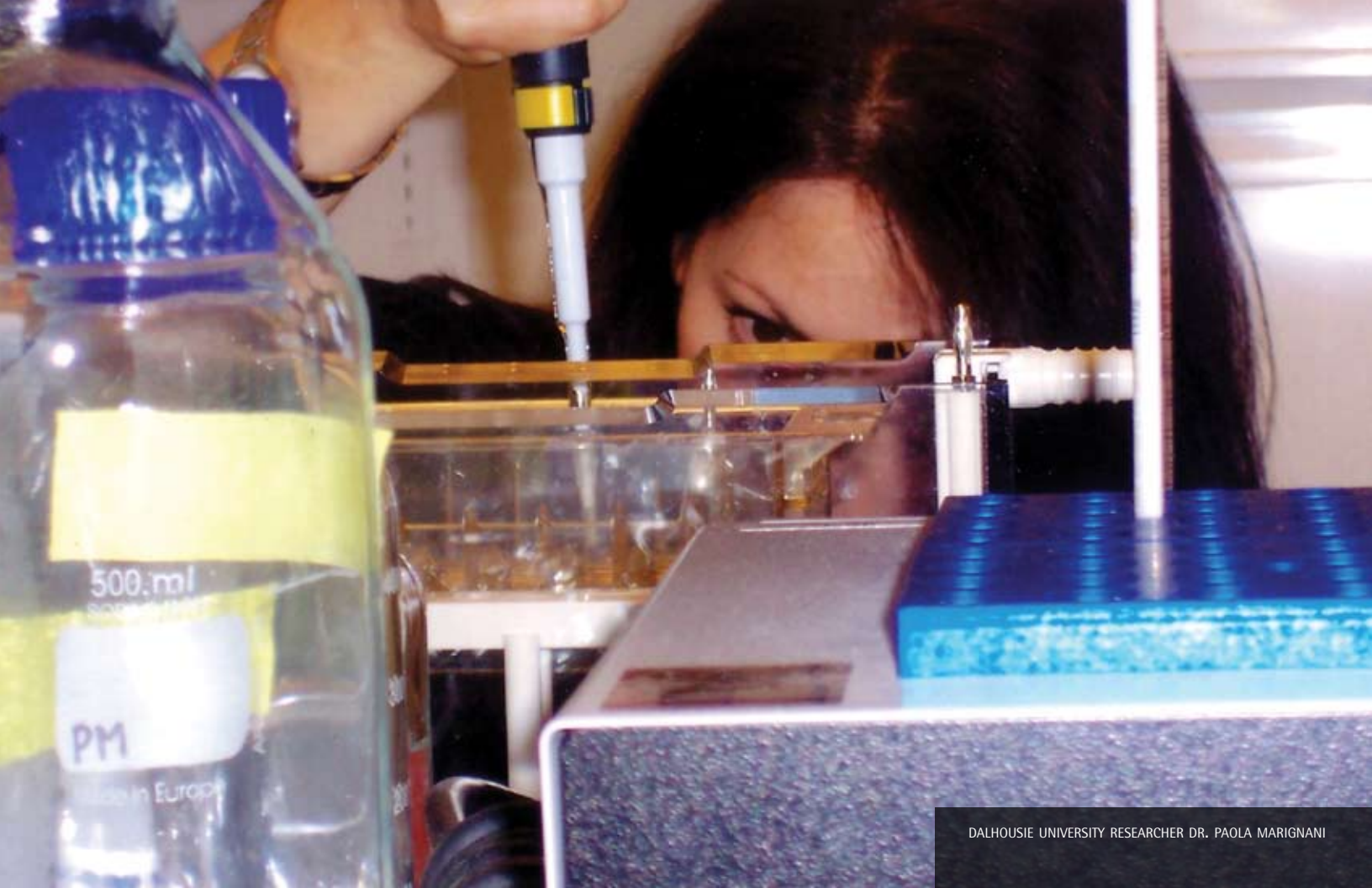
Who are you running for?

The first Atlantic Run for the Cure was held in Halifax in 1995, two years before the establishment of the CBCF – Atlantic office. Over 1,000 participants showed their support and raised \$49,027. Twelve years later in 2006, 23,000 Atlantic Canadians, in 12 Atlantic communities, participated in the Run and raised \$3.2 million.

Proudly, 75 percent of net funds raised through the Run in Atlantic Canada remain with the CBCF – Atlantic Region office to fund Research projects, Community Health projects and education and awareness programs. Twenty-five percent of net funds raised through the Run support national breast cancer research through the Canadian Breast Cancer Research Alliance and national programs.

THE CANADIAN BREAST CANCER FOUNDATION IS NOW BEING HELD IN 12 COMMUNITIES ACROSS ATLANTIC CANADA





Research grants

Since its inception, CBCF – Atlantic has awarded \$7.6 million for research at both the regional and national levels.

Research grants provide financial support for projects that encourage breast health, including exploration of ways to prevent breast cancer, investigation into how the disease develops, ways to detect the disease in its early stages and treatment for the disease. CBCF – Atlantic awards research grants annually.

Launched in 2006, the Studentship Awards Program has been established to generate an interest in the field of breast cancer among undergraduate and graduate students. Funded projects range from studying the impact of art therapy on breast cancer patients during chemotherapy to exploring potential compounds which could potentially lead to new treatments for breast cancer.



“ I credit a coworker with saving my life. When she learned I wasn't having annual mammograms, she convinced me to go see my doctor. On my third annual mammogram they detected my breast cancer. ”

- BERYL MACRAE Clyde River, PE
14 year Breast Cancer Survivor





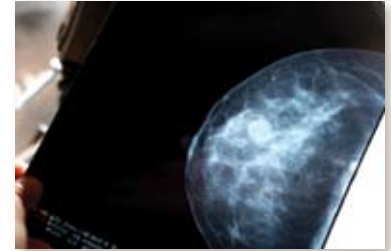
Early detection save lives

Through the Community Health Grants program, CBCF – Atlantic supports and partners with communities throughout Atlantic Canada to carry out health promotion, education, early diagnosis and effective treatment projects. These grants respond to the unique breast cancer and breast health needs of Atlantic communities which have been identified by institutions and grassroots breast cancer organizations.

Currently, CBCF – Atlantic is the only CBCF Region across Canada which funds capital equipment such as breast screening equipment. The Atlantic Board of Directors continues to fund capital equipment because a woman's best defence against breast cancer is early detection and diagnosis. Mammograms (breast x-rays) can find small breast cancers two to three years before they can be felt.

Since 1998, CBCF – Atlantic has partnered with hospital foundations and Atlantic governments in funding \$9,992,274 of capital equipment throughout Atlantic Canada. Twenty-six percent of this total, \$2.6 million, has been contributed by CBCF – Atlantic.

Your donations are working to save lives.



“Our team's mission is to show that there is life after breast cancer, and to demonstrate to others that there is hope. We literally and figuratively “pull together” to win this race. We are tremendously grateful to CBCF for their support! Paddles Up!”

– PAM BOWMAN

President, 'tit Bateau boat team





Quality of life after breast cancer

As a result of early detection, improvements in technology and better treatments, more women and men are surviving breast cancer than ever before!

Over the past 10 years, CBCF – Atlantic has funded many Community Health projects and Research projects which focus on ensuring a positive quality of life for those living with breast cancer. A few examples include:

- **Support and Exercise**

YWCA Halifax has developed the ENCORE, After Breast Cancer Exercise Program. YWCA ENCORE is a specifically designed program of gentle land and water exercises for women who have had breast cancer surgery. This eight-week program, which is offered FREE of charge, aims to improve upper body mobility and flexibility, boost self esteem and help prevent or manage lymphedema. The YWCA ENCORE program is available in Nova Scotia, New Brunswick and Prince Edward Island.

CBCF – Atlantic has awarded funding to seven dragon boat teams in Newfoundland and Labrador, Nova Scotia and New Brunswick.

Breast cancer retreats offer support and education to breast cancer patients and survivors. CBCF – Atlantic has awarded funding for the Newfoundland and Labrador Breast Cancer Retreat, Women Alike Breast Cancer Retreat in Nova Scotia and the Life After Breast Cancer Retreat in New Brunswick.

- **Sexual Health**

Health care professionals in Saint John identified the need for a program on sexuality and intimacy after breast cancer. Through this program, MindCare New Brunswick can assist participants in achieving a new "normal" as it relates to sexual health and intimacy after a diagnosis of breast cancer.



Looking ahead: Our goal for 2010

The CBCF – Atlantic Board of Directors have set the strategic vision for 2010 that 85 percent of eligible Atlantic Canadian women will participate in breast screening as directed (every one or two years).

To meet this goal, CBCF – Atlantic will mount a government advocacy campaign to raise awareness of the breast screening issue and its plans to launch an extensive public education campaign. This campaign will create awareness of breast cancer, educate women on the importance of early detection and will encourage women to register for a mammogram in their community.





“ After being diagnosed with breast cancer, I've realized it is important to start each day being positive. I am inspired by friends who deal with a life-threatening diagnosis with amazing strength and optimism. ”

– BERYL MACRAE
Clyde River, PE
14 year Breast Cancer Survivor





Canadian Breast Cancer Foundation – Atlantic
5251 Duke Street, Suite 417
Halifax, NS B3J 1P3

Tel: 902.422.5520
Fax: 902.422.5523
Toll Free: 1.866.273.2223

www.cbcf.org/atlantic

Charitable registration No. 12799 3608 0001