

NORTHERN CANCER FOUNDATION
2016/2017 ANNUAL REPORT

INTEGRITY. ACCOUNTABILITY.
MOTIVATION. COLLABORATION.
RESPECT.



Northern
Cancer
Foundation

Fondation
du Nord
en cancérologie



Thank you to our many volunteers who support our fundraising efforts. A very special thank you to our volunteer Board of Directors. We would not be nearly as successful without their guidance, support and unwavering commitment to local cancer care. We have a diverse group of dedicated members who lead committees, volunteer their time and represent the Northern Cancer Foundation in our community.

Tannys Laughren
Executive Director
Northern Cancer Foundation

2016/2017 Board of Directors

Shayne Smith
Jim Marchbank
Maureen Lacroix
Dr. Kristy Côté
Mac Sinclair
Ron Chrysler
Dr. Hermann Falter
Christine Harvey
Lori Horner

Ben Demianiuk
Wayne Tonelli
Beverly Brisco
Suzanne Lapointe
Debbie Korzeniecki
Len Leclair
Jackie Lamothe
Dr. Helene Joly
Darryl Lake



Another year has blown past and we're excited looking back at how far we've come. 2016/2017 was a landmark year for the Northern Cancer Foundation as we've seen the close of major fundraising projects, the opening of new initiatives and rebranding and expansion of existing programs. As we move into the final year of our Strategic Plan, we're beginning to see how we measure up to the goals we set ourselves 4 years ago and things look good.

Financially speaking, we have had another fantastic year, once again surpassing the previous year's fundraising totals. With your help, we've raised over \$2.5 million which continues to fund world-class research, provide support to patient care services at the Northeast Cancer Centre and help purchase new equipment used to help patients in our region.

Though our Strategic Plan is coming to a close, that doesn't mean we're winding down. We once again had a successful year thanks to the unwavering support we have received from our donors, community groups, businesses, municipalities, Legions and service clubs throughout Northeastern Ontario. On behalf of everyone at the Northern Cancer Foundation, thank you for advancing and making a difference in cancer outcomes in our own back yard.

Shayne Smith
Board Chair
Northern Cancer Foundation

NCF YOUTH ADVISORY COMMITTEE

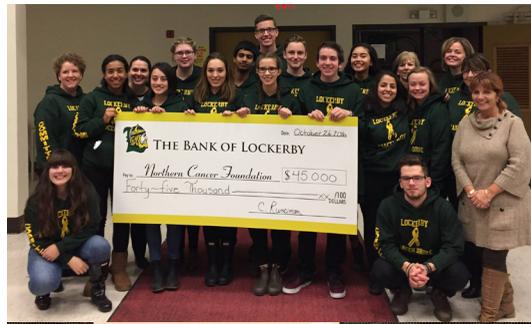
The establishment of the Northern Cancer Foundation Youth Advisory Committee was definitely one of our crowning achievements this year.

We already are lucky enough to have a strong youth contingent with annual fundraising drives held at local high schools each year, however, we created the advisory committee for those students who want to be involved with us above and beyond their school cancer drives.

As an NCF Youth Advisor, the students will:

- Volunteer at NCF events and encourage their peers to volunteer.
- Represent their school at NCF Youth Advisory Committee meetings
- Collaborate with the NCF Marketing/Fundraising Committee
- Develop and champion fundraising and awareness initiatives at their schools.

We're excited to work with these bright young minds as we look to the future!





TWO ANONYMOUS \$500,000 DONORS MAKE SAM'S DREAM COME TRUE - November 8, 2016

We won't forget the looks of shock on the faces of the crowd - let alone the Sam Bruno P.E.T. Steering Committee when we announced that two extremely generous donors committed \$500,000 each to bring

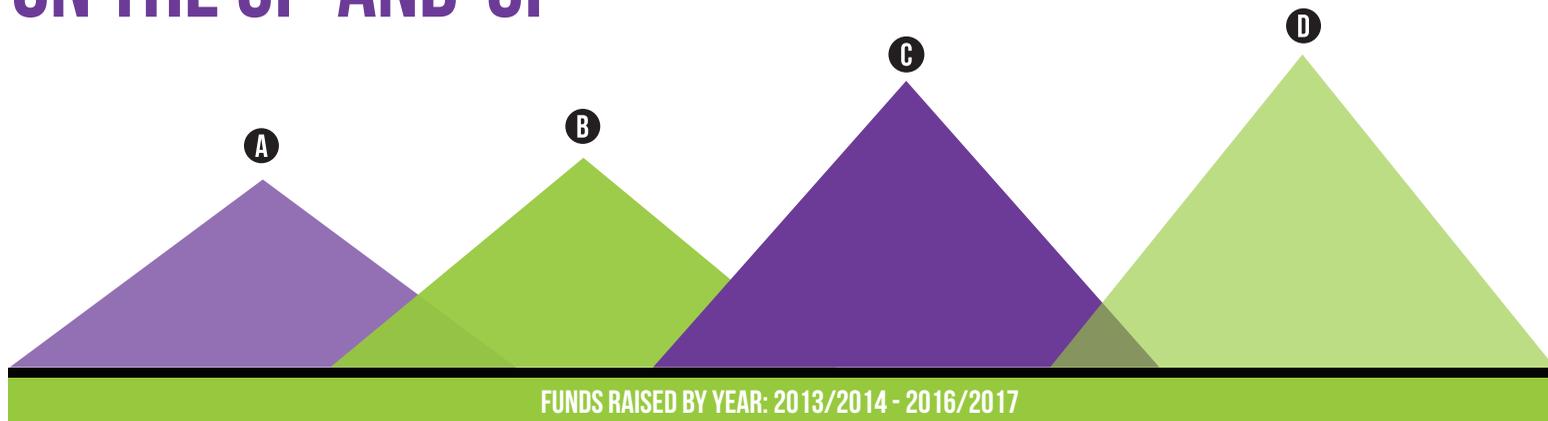
Sam's dream to life. The same day, the Government of Ontario announced funding for the construction of a new P.E.T. - CT suite to be built on stilts off of the Nuclear Medicine Department at Health Sciences North. This was definitely one of the biggest news days of our year!

\$450,000 IN RESEARCH GRANTS AIDS LOCAL CANCER RESEARCH AT HSNRI - April 12, 2017

Continuing an annual tradition of supporting local cancer research at the Health Sciences North Research Institute, we disbursed \$450,000 in funding to successful applicants. In some cases, this funding allows principal researchers to continue to pay their research teams who work tirelessly to discover new effective treatments or create a better understanding of certain types of cancer - a cause that's definitely worth our support!



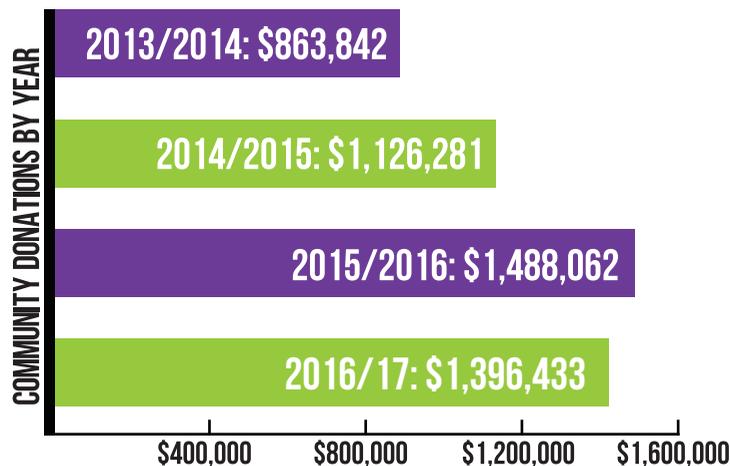
ON THE UP-AND-UP



A 2013/14: \$2,036,203 **B** 2014/15: \$2,254,585 **C** 2015/16: \$2,425,626 **D** 2016/17: \$2,510,594

We are very happy to announce that we have continued on the trajectory set in the last four years. Of our \$2,425,626 total revenue for the year, \$1,396,433 was the result of community donations (donations not tied to any event). This amount is slightly down from our last fiscal year, however we saw a \$270,000 increase in investment income, which had a very poor year in 2015/2016. This extra amount pushed us beyond last year's total.

Although it has been a successful year, we still see opportunities to expand our fundraising and will pursue those opportunities as we move into 2017/2018.



**\$50K
DECREASE**

In Administration Costs

Keeping a charity like ours relevant requires considerable financial effort. After last years' website update we were able to cut back on unneeded tech services, we tightened our office supply and printing budgets and generally tried to spend less with our donorsè dollars.

**\$50K
INCREASE**

In Research Spending

We took that \$50,000 that we saved in admin costs and spent it on research grants. The cancer researchers at HSNRI are top-notch and doing world-renowned work, all in the name of northeastern Ontario's patients. One day, their persistence will pay off and when that time comes, we'll lead the celebrations.

**\$136K
INCREASE**

In Capital Spending

2015/2016 was a quiet year for purchasing equipment and that allowed us to really ramp it up this past year. Our biggest purchase was an ultrasound for NECC colon cancer specialists but we also bought a blood warmer for chemo, a video game centre for pediatric patients and numerous patient need upgrades for the Daffodil Terrace Lodge.

DIGITAL FUNDRAISERS

NEW ONLINE PRESENCE

One of the major complaints we had heard over the years was that potential donors wanted to make their donations on our website, where they knew their money was coming to us. We took their criticism to heart and integrated online donations into our new website.

COMPETING PLATFORMS?

Previous to this we were solely using Canada Helps, a third-party social fundraising website that acts as a kind of gathering space for all charities big and small and a place for donors to find information on any Canadian charity. Initially, we thought that our website would be competing for donations with our Canada Helps page, however, there hasn't been a noticeable decline at all. Our website donations and the Canada Helps donations aren't competing at all - they're actually creating more donors!

SOCIAL ADVERTISING

We've recently started to advertise using Facebook Ads. For a fraction of the price of traditional print or web advertising, we achieve similar results but with the opportunity to start a dialogue with our audience - something that print and television advertising can't offer. It's making a big difference in how we engage with new donors.



NORTHEAST CANCER CENTRE VOLUNTEER PROGRAM

2016/2017 was a year of growth for us and that included moving into a more 'hands-on' role with the volunteers at the Northeast Cancer Centre.

At the very start of the year, we hired Angela Corsi-Raso into the role of NECC Volunteer Advisor - a position formerly staffed by the Canadian Cancer Society. Angela coordinates and schedules the cancer centre's volunteers on a day to day basis and increases volunteer presence at NCF events - and she's been doing an outstanding job.

Then a year later, CIBC made a very generous \$200,000 donation to help us make over the volunteer vests and provide extra training to volunteers in specialized areas of the cancer centre. Now there's no mistaking the volunteers in their bright purple!

The volunteers at the cancer centre are so dear to us because at the end of the day, they're all donating their most precious resource - time. The cancer centre and the NCF wouldn't be the same without them.



2016-2017 EVENT TIMELINE

April 7
Lockerby 'Kids Caring for Kids' Cancer Drive

April 8
'Blues for Debi' Benefit Concert

April 29
Sudbury Secondary Breast Cancer Gala

May 7
Breanna's Memorial Walk for Pediatrics

June 12
Cancer Centre Walk/Run for Hope

June 14
Espanola Ladies Golf Tournament

June 18
Rally for Dad

June 25
Miners for Cancer Baseball Tournament

July 16
Sudbury Dragon Boat Festival

July 21
Miners for Cancer Golf Tournament

August 6
Breanna's Benefit Concert

August 11
The Amazing Taste Sudbury

August 18
Strokes for Hope Golf Classic

September 5
Hagen Memorial Bike Ride

September 10
Kettlebells for Cancer



September 30

Luncheon of Hope



September 30

Angels in Pink Boobie Booth



October 26

Lockerby 'Kids Caring for Kids' Cancer Drive



November 5

Radiothon of Hope



November 5

Miners for Cancer Curling Bonspiel



November 6

Sudbury Fall Bridal Show



November 22

Holiday Fund Fair



December 2

Miners for Cancer Christmas Ball



December 23

Hogs for Hope Motorcycle Raffle



January 26

Miners for Cancer Allan Epps Hockey Challenge



February 4

Sudbury Community Airbandz



February 9

'True North Strong' Dental Oncology Event



March 4

Laurentian University Airbandz



March 5

Trek for Cancer Snowshoe Fun Run



March 10

Northern Ontario Microbrew Festival



March 24

Cristina's Coffee House

#RAISEDHERESTAYSHERE

THANK YOU FROM OUR STAFF

We cannot believe that the year is over already. It feels like just last week we were preparing for the Luncheon of Hope in September! We have so, so many people to thank for another successful year at the Northern Cancer Foundation and the Northeast Cancer Centre. Firstly, to our board members and dedicated NCF Volunteers, thank you so much for your donation over the last year, no, that is not a typo, donation. Time is a person's most valuable resource and we are so lucky that you choose to give your time to us. Secondly, to the staff at the NECC, thank you for making us successful. If it were not for you all, who knows where we would be! Your dedication to care is the reason donors continue to support us. Finally, our community and our donors, it has been another wonderful year and we owe you the biggest thanks of all. You are the reason it is so easy to come to work in the morning and your willingness to support our small team through thick and thin is all the motivation and inspiration we need. We are so excited to see what is in store for us next!

Tannys Laughren

Denise Foucault

Elizabeth Taillefer

Lorraine Wilkinson

Angela Corsi-Raso

Shane Gordon