

Sponsorship Prospectus & Case for Support

2024



Breast Cancer Action
Part of Your Story



Breast Cancer Action

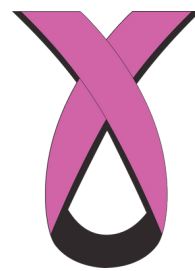
T: 613-736-5921

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www.bcaott.ca



BREAST CANCER ACTION



Thank You



PROGRAMS & SPONSORSHIP OPPORTUNITIES

BUSINESSES & INDIVIDUALS COMING TOGETHER

IN SUPPORT OF OUR COMMUNITIES & SHARING STRENGTH

BECAUSE NOBODY SHOULD HAVE TO FACE IT ALONE

Support Groups & Exercise Programs

Championing Quality and Quantity of Life

In 2023, 1,095,575 people lived in Ottawa¹

- It is estimated that about 1 in 8 Canadian women will develop breast cancer during their lifetime and 1 in 36 will die from it.²

Our Mission

Breast Cancer Action is a local, community-based, organization dedicated to enhancing the quality of life for breast cancer patients and survivors through practical help, emotional support and education. Canadian Registered Charity since 1993.

The Benefits

Communities in the Ottawa Area have this resource to depend upon for emotional and physical support. Because no one should have to face it alone. And sometimes those closest to you are not the person you can open up to about your fears, pain, or have the connections or right knowledge to point you in the right direction.

Research shows that physical activity can reduce treatment side effects such as arm lymphedema, anxiety, depression, fatigue, impaired mobility, and weight changes. Newer evidence also suggests that certain levels of physical activity can reduce the risk of dying from breast cancer as well as reducing the recurrence for breast cancer. We need modified physical programs after surgery and during treatment that meet the unique physical and emotional needs of our members. It also helps to have others here, who understand what we're going through and who are comfortable supporting each other.

Your Sponsorship to Fund Programs

Your sponsorship will strengthen your community, garner respect from your employees, businesses, perhaps be recognized in publications, and support Breast Cancer Action's Programs, e.g.,:

Health & Wellness (E.g. Body and Soul Fitness Program - Exercise classes paced for pre and post-operative recovery)
Peer Support Groups (Because nobody should have to face breast cancer alone.)
The Kelly Project (Gifting of post-operative camisoles to newly diagnosed that are having a mastectomy and one-year gifted membership to BCA.)
Metastatic Breast Cancer Support Group (MBC) - Specialized support - final stage 4.
Lymphedema Project, Heartfelt Pillow Project, Prosthesis Bank ...

These programs cost \$67.5K a year to run. Exercise programs at standard gyms are often too strenuous and potentially unsafe for those going through breast cancer treatment. In addition, those going through treatment are often self-conscious of appearance (e.g. loss of hair/effects of treatment and surgery) so our exercise programs help to address these issues.

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Stages 0 - 4 New realities. New challenges. New Strategies.

When is your help felt?

On a daily basis, every, single, day!

When are we contacted?

The newly diagnosed call Breast Cancer Action (BCA) from their cars, from their basements, from the hallway of their doctor's office. They call to find out about the **Kelly Project**, and how they can receive their post-surgical camisoles and their support pillow. They call about our **Prosthetics Bank**, a brand-new program and about our **Heart and Soul Wellness and Fitness Program**. But most of all they call because they're scared, and they don't know what's coming and they're hoping that we can guide them and tell them what to expect. After asking them some questions and calming them down and setting them up with our **Peer Support Program**, we wish them the best and tell them that we will be in touch throughout their diagnosis year to help get them through this. **We have officially become part of their story.**

Everyone deserves their aunt, their cousin, their bff, their sister, their nana, their mom, the matriarchs of their family. Your sponsorship can help us be here to provide the programs that help. And we are honoured to recognize your support.

- Since the pandemic started, intake calls and referrals to the Peer Support Program have increased significantly.
- The uncertainty of treatment options during a pandemic have added an extra level of uncertainty and stress. We need to be here.

www.bcaott.ca



Finding Strength to Get Through it



Case for Support

History

Breast Cancer Action was created in 1993, and supports women and men in the National Capital Region, so nobody has to go through it alone.

The need/project/impact

Over 1,384 people are diagnosed with Breast Cancer in the Ottawa area each year. People will start their Breast Cancer journey at varying stages: 0 - 4 depending on what stage their cancer is discovered. Treatments can vary as well: radiation, surgery e.g. lumpectomy, mastectomy, chemo, hormone therapies, a combination of all or some, etc. they all can take a toll on the body, mind and spirit.

In addition to facing their own mortality with a difficult acknowledgement of what is out of their control, there are stories shared and lessons learned from those who have gone before us, those who are going through it now and those who will come after. Hospital appointments, tests, treatments, changes to physical appearance (e.g. hair loss or thinning, weight changes), impact on mood and energy levels, and schedule changes are all topics that are regularly shared amongst our members.

Some will make use of peer support. Some will participate in specialized exercise programs. Some will access both - regaining some feeling of having a say in how they will do, by exercising and learning how to navigate their challenges.

What funds will cover

Financial information: Sponsorship of programs is needed to help cover costs of training peer-support volunteers, purchase of post-operative camisoles at cost for gifting to newly diagnosed. Rentals of space for Peer Support Group Classes, and the Metastatic Support Group etc. Hiring exercise teachers. Prosthesis bank gifting for those who can not afford it so they can get back to work without drawing attention to missing breast(s). Current budget is: \$67,500 per year for BCA programs. BCA has a program whereby newly diagnosed can have their first-year (from date of diagnosis) membership gifted by BCA.

Sponsorships impact the help our programs can provide by ensuring the continuation of programs, opening the possibility of expanding on resource areas, and if possible, free up funds to purchase a real fundraising software package to steward donors and memberships.

Partnerships

Kelly's Boutique provides post-operative camisoles to BCA at cost for gifting.

BCA has partnered with "[Donate a Car](#)".

Dense Breasts Canada is also a partner, helping to inform about what having dense breasts means and its impact.

Ask about partnership opportunities.



Exercise & Support Matters



Heartfelt Message

"I just wanted to thank you for sending me information regarding the BCA support group meeting last week - I found it very helpful! It's like I found "my people" and felt like I wasn't alone or going crazy."

- Ann Suurland

Stats 2023
Jan to Dec

Breast Cancer Action

THANK YOU FOR HELPING US PROVIDE ...

Resources to respond to **1,800+** Intake calls / emails ...

- 600** Sponsored memberships
- 350+** Actioned over 350 peer support referrals, including our own peer support program, our own metastatic support program, and referrals two outside organizational peer support programs.
- 160** Body and soul health and wellness classes.
- 33** Peer-to-peer Supporters
- 550+** Gifted Post-Surgical Camisoles
- 700+** Gifted Heartfelt Pillows (via distribution through *The Rose Ages Breast Health Centre* at the Ottawa General Hospital Cancer Centre)
- 36** Gifted Prosthesis Program for financially challenged / applications approved

Volunteer Board

Please refer to BCA's website for Board Structure and the names of Board Volunteers.



Dedicated Volunteers

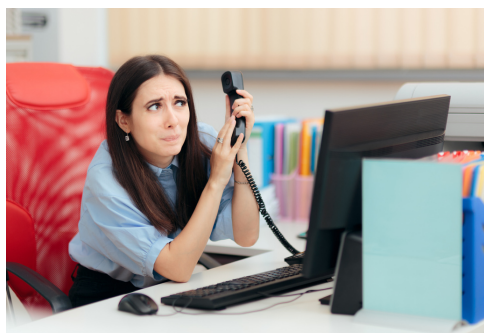
Executive Director

Marie-Louise Doyle

T: 613-736-5921

Email: ed.bca@bcaott.ca

Other Ways to Give



So we can keep trained peer support available to answer their call ...

Friendly Donations (any size) - via Donate link <https://bcaott.ca/donate/> or snail mail, or T. 613-736-5921 via credit card.

Donate a Car via <https://bcaott.ca/partners/donate-vehicle/>

Donate a Car Canada will handle all aspects of your generous donation from the pickup to the final auction or recycling of your vehicle. After your vehicle donation is complete, Breast Cancer Action Ottawa will send you a tax receipt in the mail.

In-Kind Donations

For example: printing services, advertising, estate planning services.

Social Media Likes and Mentions

Share a post from our Breast Cancer Action Ottawa Social Media accounts, to your own or company's social media accounts.

Facebook: <https://www.facebook.com/breastcanceraction/>

Feature Breast Cancer Action during United Way campaigns. Charity # 140776980 RR0001

Address: 1130 St. Emmanuel Terrace, Orleans, ON K1C 2J7

Third-Party Events

Hold third-party events with proceeds to Breast Cancer Action. Please let us know in advance so we can advise and add it to our event calendar if the event is public.

Donate on behalf of someone you know, or pay-it-forward, or just because you care.

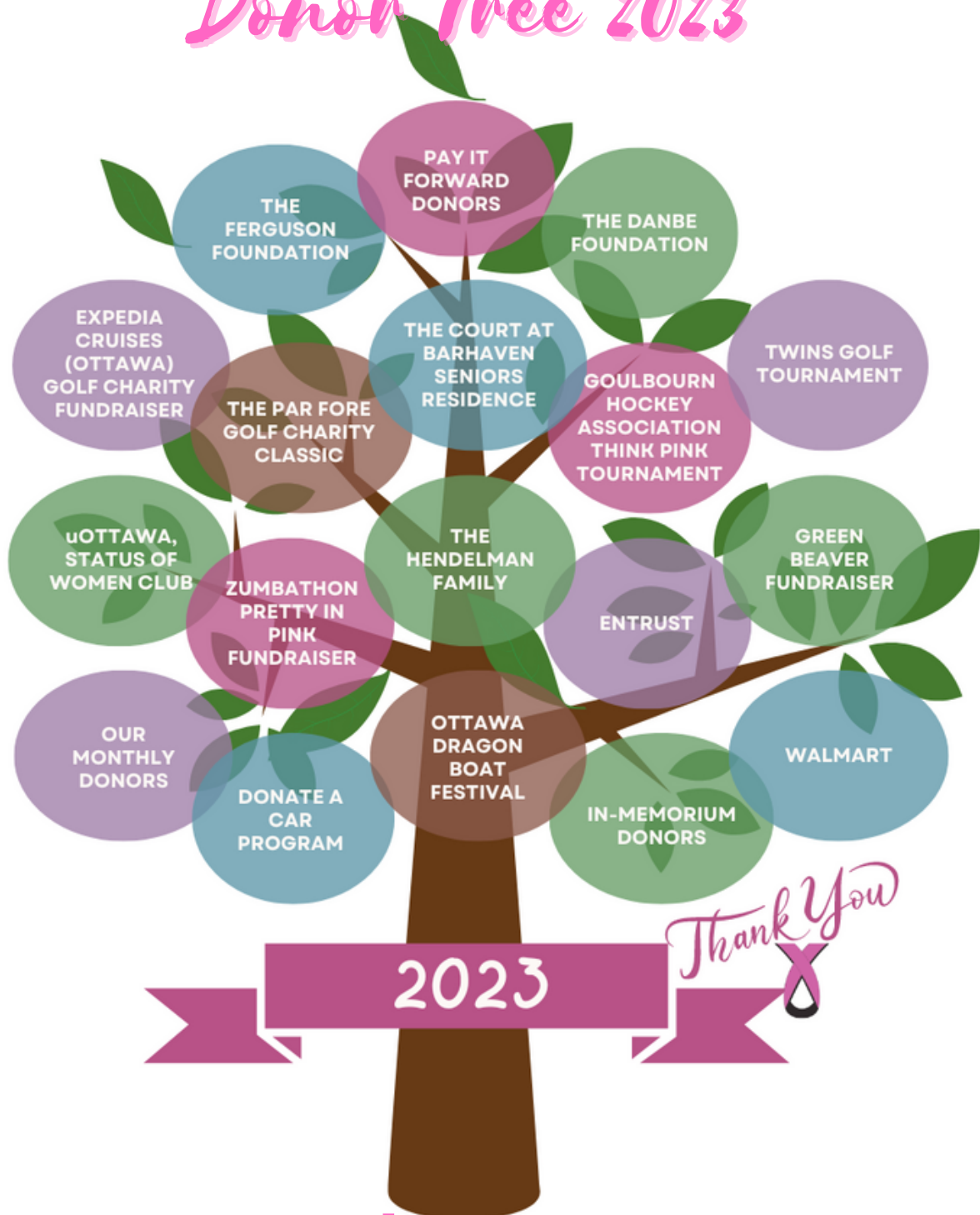
<https://bcaott.ca/membership/> (one-time membership gifting or self-membership on-going)

Consider BCA in your estate planning. E.g., Gift of securities. Insurance. In Memoriam.

www.bcaott.ca

NOTE: Administrative costs are kept to a minimum by having the BCA Office run from a home office.

Breast Cancer Action Donor Tree 2023



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Thank You



Breast Cancer Action

Part of Your Story

Dear Potential Sponsors,



**THANK YOU FOR CONSIDERING OUR
PROGRAMS' SPONSORSHIP OPPORTUNITIES.**

WWW.BCAOTT.CA

Sincerely,

Marie-Louise Doyle

*Marie-Louise Doyle, Executive Director
Breast Cancer Action*

T. 613-736-5921



**BUSINESSES & INDIVIDUALS COMING TOGETHER IN SUPPORT
OF COMMUNITIES & SHARING STRENGTH**



References:

- 1 2023 State of Ottawa's Health Report, pg 37 and 38 https://www.ottawapublichealth.ca/en/reports-research-and-statistics/resources/Documents/2023_Status_of_Ottawas_Health_Report_EN_FINAL.pdf
- 2 Breast Cancer Society (Canada) <https://cancer.ca/en/cancer-information/cancer-types/breast/statistics#:~:text=It%20is%20estimated%20that%20in,will%20die%20from%20breast%20cancer.>