



# Team Shan...

breast cancer awareness for young women

ANNUAL REPORT 2010

## Highlights

- (3) annual events (*Knock Cancer Out of the Park, Fore for Shan and Fun Walk/Run*)
- (3) public awareness campaigns (SW & NE Ontario and Calgary, Alberta)
- (16) media interviews
- (4) new television ads
- (41) post secondary school campuses with print resources
- new shower card print resource
- (10) college and university presentations
- (7) high school presentations
- (2) professional conference presentations
- (10) community events
- (2) breast cancer in young women project support
- (2) health promotion research support
- (2) cancer in young adults project support
- Team Shan mobile
- *Break Cancer* record
- song *Soldiers* release



## President's Report

The following is a summary of the Team Shan Breast Cancer Awareness for Young Women (Team Shan) 2010 highlights, special activities and events.

Team Shan received grant funding and donations to facilitate three public awareness and education campaigns in SW and NE Ontario and Calgary, Alberta. An amazing fifth annual ball tournament (*Knock Cancer Out of the Park*), second annual walk/run and the first annual golf tournament (*Fore for Shan*) also supported the projects. Community partnerships with public health units, high schools, colleges and universities gave Team Shan the opportunity to reach thousands of young women again this year.

Requests for Team Shan resources have been facilitated and we have now provided print materials to over 40 college and university campuses across Canada. A number of special requests have been accommodated for student events and conferences at high school and post secondary school sites. Team Shan continues to produce a variety of print resources including a new bilingual shower/reminder card.

I was proud to present the Team Shan social marketing model at the annual LIVESTRONG Young Adult Alliance (LYAA) conference in Austin, Texas and had the privilege of sharing the model at the International Psychosocial Oncology Society (IPOS) conference in Quebec City.

Team Shan participated in the development of the new Canadian Breast Cancer Network (CBCN) *Never Too Young* print resource. Team Shan supported the Big Coat Productions film documentary *I Don't Have Time For This* and other young adult cancer awareness and education activities. Team Shan also produced new television media spots to support our awareness activities.

Numerous Team Shan television, radio and print media interviews and print media articles were featured this year. I had the pleasure of being interviewed for the October issue of *Homemakers Magazine*. The media exposure has helped increase the awareness of Team Shan as a breast cancer education resource for young women.

Our work continues with a passion and commitment that helps us make a difference for young women following in Shan's footsteps. We work with an amazing advisory group, broader Team Shan network and community partners. We are helping to close the gap in awareness identified five years ago. Thank you for your ongoing support and interest in the work. As always, take care.

Lorna Larsen, President



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#### Annual Events

##### *Knock Cancer Out of the Park*



The fifth annual *Knock Cancer Out of the Park* ball tournament took place July 9-11, 2010 in the City of Temiskaming Shores, Ontario. The city proclaimed the weekend *Shanna Larsen/Team Shan Memorial Weekend*. Thirty-four men and mixed teams participated in the three day tournament and home run derby to help raise awareness of breast cancer in young women. Coordinated by four community members, the tournament raised over \$6,100 to help support Team Shan awareness activities in NE Ontario. A further \$7,500 in funding was provided by the Frog's Breath Foundation to support the ball tournament and Team Shan awareness and education activities.

##### *Fore for Shan*



The first annual *Fore for Shan* golf tournament took place on August 7, 2010 at the Woodstock Meadows Golf Centre in Woodstock, Ontario. The tournament was held in memory of Shanna Larsen (Shan) and other young adults from Oxford County who lost their lives to cancer. Coordinated by Rob Larsen, 71 golfers participated in the men's, ladies and mixed team events. Golfers enjoyed a gorgeous day on the course, 18 holes of best ball and prizes. The tournament generated over \$4,400 in revenue to help support awareness activities in SW Ontario.



##### *Fun Walk/Run*



In spite of the cold weather, about 50 walkers and runners participated in the second annual Fun Walk/Run event on Saturday, September 25, 2010 in Haileybury, Ontario. Dancing to keep warm and covered in costume for the event, participants raised over \$400 for Team Shan activities. The event was coordinated by local friends of Shan and chaired by Team Shan board member, Shannon Jibb. The event included both a 5 and 10 km walk and run.

##### *Team Shan Mobile*



#### Thank You

The 2010 events in the NE Ontario featured the new Team Shan mobile. Our thanks for the numerous third party fundraising events held throughout the year and personal and corporate donations that supported Team Shan.



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## Public Campaigns

### Southwest Ontario



The Team Shan Southwestern Ontario public awareness campaign was facilitated throughout the region of Elgin, Middlesex and Oxford counties. The campaign was supported by over \$5,300 from the annual *Curl for the Cure* event in London and other area fundraisers including the first annual *Fore for Shan* golf tournament. The multi-faceted campaign included media and marketing activities selected to reach the public and young women attending post secondary institutions, working and residing in the region. Awareness events included community and post secondary school resource distribution, displays and presentations at Western, Fanshawe College and other community sites.

### Northeast Ontario



The 2010 awareness campaign in Northeastern Ontario was enhanced through a partnership with the Porcupine Health Unit, local high schools in Timmins and New Liskeard and Northern College. Media, marketing and resource distribution was facilitated throughout the northeast and included radio, print media and billboards. High school classroom presentations and community events helped raise awareness and educated young women and the public on the breast cancer risk for young women. Community events supported the Team Shan activities in the northeast including the annual *Knock Cancer Out of the Park* ball tournament.

### Calgary



The *Team Shan Breast Cancer Awareness and Education Project* in Calgary was made possible through a \$50,000 grant from the Canadian Breast Cancer Foundation-Prairies & NWT region. The campaign was expanded by a \$5,000 donation from the City of Calgary Beta Sigma Phi sorority. The campaign targeted young women in the community and on campus at the University of Calgary, Southern Alberta Institute of Technology and Mount Royal University. Campaign activities included LRT (light rail transit) displays, billboards, bus shelter ads, campus television, radio and print media ads and the distribution of print resources.

## Conferences

Team Shan print resources were shared at regional, national and international conferences in 2010.

## Other Activities

Further awareness and education opportunities were facilitated by Team Shan members throughout the year, particularly during Young Adult Cancer Week in April and Breast Cancer Awareness Month in October.



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#### Board Members

Sheena Alexander  
 Jane Douglas  
 Mary Anne Henderson,  
 Treasurer  
 Shannon Jibb  
 Lorna Larsen,  
 President  
 Robyn MacDougall,  
 Secretary  
 Jaclyn Vice

#### Advisory Group

Dr. Heather Badalato  
 Dr. Brenda Coleman  
 Alysha Crocker  
 Michelle Ferguson  
 Andrew Larsen  
 Lauren Lassard  
 Ashley Michael  
 Linsay Michael  
 James Paterson  
 Susan Ralyea  
 Chris Smith  
 Ananda Sprague  
 Kelly Vanderhoeven  
 Laurie Walroth

#### Memberships

Canadian Psychosocial  
 Oncology Partners (CPOP)  
 LIVESTRONG Young Adult  
 Alliance (LYAA)

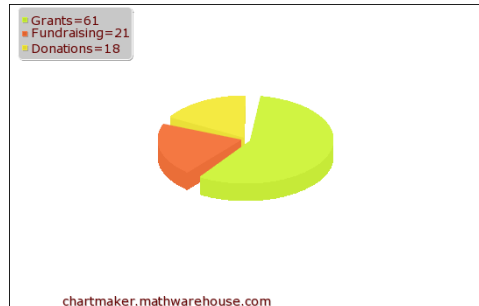


incorporated 2009  
 charity #834024853RR0001



#### Financials

##### Revenues

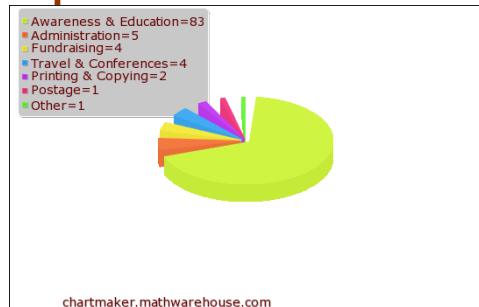


Grants \$50,650 (61%)  
 Fundraising \$17,681 (21%)  
 Donations \$15,356 (18%)

**Total Revenues** \$83,687

\*percentages rounded

##### Expenditures



Awareness & Education \$70,380 (83%)  
 Administration \$4,485 (5%)  
 Fundraising \$3,656 (4%)  
 Travel & Conferences \$3,319 (4%)  
 Printing & Copying \$1,909 (2%)  
 Postage \$915 (1%)  
 Other \$769 (1%)

**Total Expenditures** \$85,433

\*percentages rounded

Information for the financial report is extracted from the Team Shan Breast Cancer Awareness for Young Women's full audited financial statement for 2010 reported by Clark, Pollard and Gagliardi. Copies of the report are available by contacting Team Shan at teamshan@gmail.com or 519-421-3666.

#### Team Shan Breast Cancer Awareness for Young Women (Team Shan)

Team Shan is dedicated to raising awareness that breast cancer is not just a disease of older women.

Team Shan's purpose is to educate the public, health care professionals and young women about early detection, risk reduction and prevention of breast cancer.

Team Shan's vision is early detection of young women diagnosed with breast cancer and positive outcomes for young women diagnosed with the disease.

[teamshan.ca](http://teamshan.ca)  
[facebook.com/team.shan.ca](https://facebook.com/team.shan.ca)