



Team Shan...

breast cancer awareness for young women

ANNUAL REPORT 2015

Highlights

- (2) annual events (*Knock Cancer Out of the Park* ball tournament & *Fore for Shan* golf tournament)
- (7) 'mini' awareness campaigns (St. John's NL; NE & SW Ontario; Thunder Bay, ON; Winnipeg, MB; Calgary, AB & Victoria, BC)
- (13) post secondary school campus site visits
- (16) media interviews
- (8) community events
- (17) college and university presentations
- (5) high school presentations
- (3) professional conference presentations
- (9) sporting events resource sharing
- health promotion research support
- *Check Yourself Canada* video



President's Report

What a year!! Heartfelt thanks to everyone who helped make Team Shan's fifth anniversary as a national charity a very special year.

Anniversary activities took place throughout 2015. Team Shan introduced 'animated Shan' to our social media sites as part of AYA Cancer Awareness Week in April. Following focus testing and piloting new Team Shan self-care messaging, 'check em' marketing files were released on billboards and bus ads in the SW Ontario mini fall campaign.

Team Shan hosted mini awareness campaigns from St. John's on the east coast to Victoria on the west coast and facilitated a multi-faceted breast cancer awareness campaign on campus at the University of British Columbia (UBC) Vancouver.

The top highlight for the year was the social media launch of the *Check Yourself Canada* video. Through a partnership with SAIT Athletics & Recreation, the Taylor Swift parody video was produced on campus in Calgary and was seen by 60,000 viewers across Canada, the US, Ireland, the UK, Europe, India and Australia. The video was selected as one of the top three 2015 social media messaging posts in Alberta.

Team Shan had the opportunity to speak in high schools, on college and university campuses and at community events throughout the year.

Team Shan self-care blog posts were published during 2015 and Shan's Story continued to resonate with young women. A special post of Amy's Story in 2015 highlighted the impact of early detection and Team Shan self-care messaging.

In Shan's memory, our reach expanded beyond our borders and Team Shan goals for earlier detection and improved outcomes for young women continues to be realized.

As always, take care.

Lorna Larsen, President





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2015 Events

Knock Cancer Out of the Park



The tenth annual *Knock Cancer Out of the Park* ball tournament took place July 12-14th, 2015 in the City of Temiskaming Shores, Ontario. The city proclaimed the weekend *Shanna Larsen Memorial/Team Shan Weekend* and teams participated in both mens and mixed team divisions. The 10th anniversary was celebrated with a dance at the New Liskeard arena and other community events. Coordinated by local supporters, the tournament raised \$5,000 to help fund Team Shan awareness and education activities in Northern Ontario.

Fore for Shan

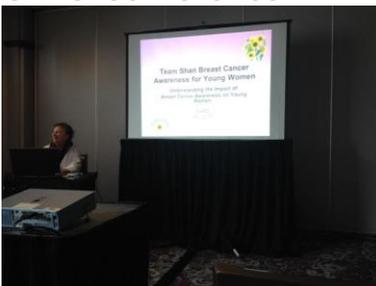


The sixth annual *Fore for Shan* golf tournament took place on July 25, 2015 at the Woodstock Meadows Golf Centre in Woodstock, Ontario. Under sunny skies, the tournament featured ladies, mens and mixed divisions. Putting contest and other activities took place during the day. A total of ninety golfers and helpers participated in the tournament. Shout Out to Your Neighbourhood Credit Union and Scotiabank for their event sponsorship support. Coordinated by Rob Larsen, the tournament generated \$10,000 in revenue to help support Team Shan activities in Southern Ontario.

Team Shan Weekend



CAPO Conference



The SAIT Trojans hosted Team Shan Weekends on campus in January and October, 2015 raising \$1,000 to support Team Shan activities on campus in Calgary.

Conferences

Team Shan presented at the Canadian Association of Psychosocial Oncology (CAPO) conference in Montreal and International Health Promoting Universities and Colleges conference in Kelowna. Lorna also presented at AYA Cancer workshops in 2015.



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2015 Campaigns

Eastern Canada



Team Shan hosted a 'mini' campaign on and around Memorial University (MUN) and the College of the North Atlantic (CONA) in St. John's. Campus site visits also took place at McGill and Concordia university campuses in Montreal. Campus contacts supported the distribution of Team Shan resources to reach young women on their campuses.

Southern Ontario



Team Shan hosted a multi-faceted awareness campaign in SW Ontario that extended north to Barrie and SE to Kitchener and Waterloo. Supported by local fundraisers and the Fore for Shan tournament, the campaign included new 'check 'em' marketing displays, community events, high school presentations and media awareness.



Northern Ontario



Team Shan awareness activities in Northern Ontario were facilitated in Temiskaming, Sudbury and Thunder Bay. Knock Cancer Out of the Park, community and media activities, events and high school presentations helped spread Team Shan's breast cancer messaging to young women in Temiskaming.



Western Canada



Team Shan hosted two 'mini' campaigns across the prairies on and around campuses in Winnipeg, MB and Calgary, AB. Through the support of the Canadian Breast Cancer Foundation (CBCF) BC/Yukon Region, Team Shan hosted a multi-faceted campaign at the University of British Columbia (UBC) Vancouver campus in the fall of 2015.





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Sheena Alexander
Nikki Cambridge
Jane Douglas
Mary Anne Henderson,
Treasurer
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President
Robyn MacDougall,
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Advisory Group

Dr. Brenda Coleman
Dr. Cheryl Forchuk
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James Paterson
Amy Semple
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Memberships

Critical Mass-Young Adult
Cancer Alliance (YACA)
Canadian Cancer Survivor
Network (CCSN)
Ontario Adolescent & Young
Adult (AYA) Cancer Regional
Action Partnership (RAP)



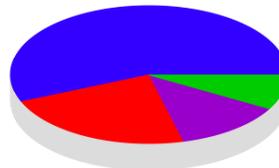
incorporated 2009
charity #834024853RR0001



Financials

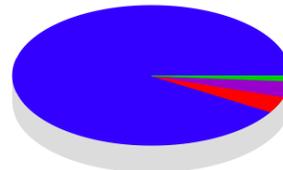
Revenues \$81,459

56.4 % ■ Grants
22.6 % ■ Donations
12.8 % ■ Third Party
8.2 % ■ Fundraising



Expenses \$82,256

91.3 % ■ Awareness & Education
3.8 % ■ Fundraising
3.7 % ■ Administration
1.2 % ■ Other Fees



Information for the financial report is extracted from the Team Shan Breast Cancer Awareness for Young Women's full audited financial statement for 2015 reported by Clark Pollard Gagliardi Navickas LLP. 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 making a difference for young women following in Shan's footsteps.

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 for young women diagnosed with breast cancer and positive outcomes for young women diagnosed with the disease.

teamshan.ca