



Team Shan...

breast cancer awareness for young women

ANNUAL REPORT 2017

Highlights

- (2) annual events (*Knock Cancer Out of the Park* ball tournament & *Fore for Shan* golf tournament)
- (7) 'mini' awareness campaigns (Halifax, NS; NE & SW Ontario; Barrie, ON; Thunder Bay, ON; Winnipeg, MB; Calgary, AB)
- (5) post-secondary school campus site visits
- (12) media interviews
- (8) community events
- (5) college and university presentations
- (2) high school presentations
- (2) professional conference presentations
- (5) sporting event resource sharing
- health promotion research support
- 10 years #making a difference event



President's Report

2017 marked Team Shan's tenth year #makingadifference for young women in Canada. The year was recognized in a number of ways including a tenth anniversary stamp, T shirts, social media posts, media interviews and special event hosted by the Upper Thames Brewing Company (UTBC) in Woodstock.

The 'Beer and Pizza' Night was sponsored by UTBC, Boston Pizza Woodstock and local Heart FM radio station. Live music was provided for the evening by Road House! It was a special night of music, food and drink and time with friends and supporters. Special guest, Amy Semple, from Peterborough, Ontario thanked attendees for their support of Team Shan efforts and the positive impact Shan's Story and Team Shan messaging had on her breast cancer journey. The night was also an opportunity to celebrate, reflect on 10 years of reaching young women with their breast cancer risk and breast health information and anticipate next steps.

In Shan's memory, Team Shan awareness and education activities were facilitated from Nova Scotia to Alberta during 2017 and our reach extended to new campus sites in Barrie, Ontario and the Halifax, Nova Scotia.

Partnerships with post-secondary schools in Winnipeg and Calgary provided the opportunity to continue our reach to young women in the prairies.

Team Shan publications were featured in online sites including a special mammography feature for the Cancer Knowledge Network!

The Team Shan social marketing model and infographics were shared with participants at the Canadian Public Health Association (CPHA) Conference in Halifax and AYA Cancer Global Congress in Atlanta. The 'Shanimations' have been well received by colleagues and young women. They were also used to support our daily online 10th anniversary social media posts.

As always, take care.

Lorna Larsen, President





Team Shan...

breast cancer awareness for young women

ANNUAL REPORT 2017

2017 Events

Knock Cancer Out of the Park



Despite torrential rains prior to the weekend, the twelfth annual *Knock Cancer Out of the Park* ball tournament took place July 3-5, 2017 in the City of Temiskaming Shores, Ontario. Twenty-six mixed teams participated in the successful event. Shout out to Findlay's Drug Store and the Co-operators for their support of the weekend. Special guest, Amy Semple also participated and thanked the players and fans for their support of Team Shan activities and resulting impact on her life. Coordinated by local Team Shan supporters, the tournament raised over \$8,000 to help fund Team Shan awareness and education activities in Northern Ontario.

Fore for Shan

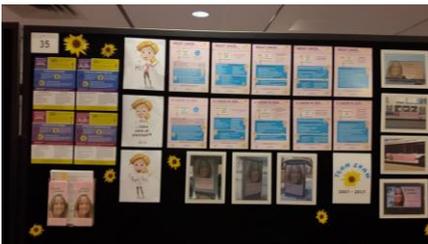


The eighth annual *Fore for Shan* golf tournament took place on August 12, 2016 at the Woodstock Meadows Golf Centre in Woodstock, Ontario. Under sunny skies, the tournament featured ladies, mens and mixed divisions. Putting contest and other activities took place during the day. A total of sixty-eight golfers and helpers participated in the tournament. Thank you also goes out to Heart FM, No Frills Woodstock and Your Neighbourhood Credit Union for their sponsorship support. Coordinated by Rob Larsen, the tournament generated over \$9,500 in revenue to help support Team Shan activities in Southern Ontario.

10th Anniversary



CPHA Conference



Conferences

Team Shan presented on Team Shan at the Canadian Public Health Association (CPHA) conference in Halifax, Nova Scotia in June and the AYA Cancer Global Congress held in Atlanta, Georgia in December.





Team Shan...

breast cancer awareness for young women

ANNUAL REPORT 2017

2017 Campaigns

Eastern Canada



Team Shan hosted a 'mini' campaign on and around Dalhousie University in Halifax, NS.

Team Shan hosted a multi-faceted awareness campaign in Southern Ontario that extended west to London, east to Kitchener-Waterloo and north to Barrie. Supported by local fundraisers and the Fore for Shan tournament, the campaign included marketing displays, media activities, community events, resource distribution, high school and post-secondary school presentations.

Southern Ontario



Team Shan awareness activities in Northern Ontario were facilitated in Temiskaming and Thunder Bay. Knock Cancer Out of the Park, marketing displays, media activities, community sporting events and resource distribution helped spread Team Shan's breast cancer messaging to young women across the north.

Northern Ontario



Team Shan hosted two 'mini' campaigns across the prairies on and around post-secondary school campuses in Winnipeg, Manitoba and Calgary, Alberta in the fall of 2017. The SAIT Trojans hosted a Team Shan Weekend at SAIT Polytechnic in Calgary in January and Team Shan presentations were facilitated at Red River College campuses in Winnipeg in October.

Western Canada





Team Shan...

breast cancer awareness for young women

ANNUAL REPORT 2017

Board Members

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

Advisory Group

Dr. Cheryl Forchuk
 Andrew Larsen
 Rob Larsen
 Ashley Michael
 Linsay Michael
 James Paterson
 Amy Semple
 Susan Ralyea
 Kelly Vanderhoeven

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

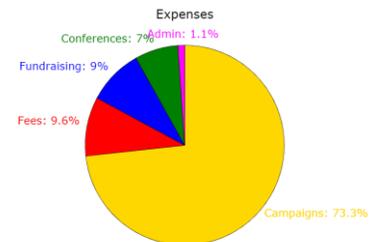
Revenue \$39,657

Donations \$19,216
 Third Party \$12,462
 Fundraising \$7,979



Expenses \$32,950

Campaigns \$24,149
 Fees \$3,149
 Fundraising \$2,975
 Conferences \$2,320
 Admin \$357



Information for the financial report is extracted from the Team Shan Breast Cancer Awareness for Young Women's full audited financial statement for 2016 reported by Meerstra & Co. 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