



Team Shan...

breast cancer awareness for young women

ANNUAL REPORT 2022

Highlights

- 15th Anniversary Celebration
- CONJ Publication
- CAPO conference presentations
- virtual secondary school and post secondary school presentations
- *Fore for Shan* virtual golf tournament
- (15) 'mini' awareness campaigns across ON and Winnipeg
- (5) media interviews
- health promotion & AYA cancer research support



President's Report

The 2022 New Year was highlighted with the publication of Team Shan breast cancer awareness campaign evaluation results in the Canadian Oncology Nursing Journal (CONJ). The health care professional article shared the outcomes from Team Shan awareness campaigns facilitated on college and university campuses across the prairies and British Columbia. Awareness and early detection of cancer advocacy continues to be a priority for Team Shan and opportunities through publications, conference presentations and support of other advocacy efforts contributed to this goal in 2022.

AYA cancer partnerships and collaboration on events including AYA Cancer Week in April also helped to increase Team Shan reach to young women with early detection messaging and ongoing awareness of AYA cancer.

Team Shan virtual presentations continued in high schools and post-secondary schools in Ontario. Our annual *Fore for Shan* golf tournament was also held virtually in August. I was thrilled to facilitate two in person events in the fall including a celebration of Team Shan's 15th year of making a difference for young women. The special evening was held at the Upper Thames Brewery in Woodstock, ON and helped launch our 15th fall campaigns.

Online fundraising events, donations and community grants provided the opportunity to host our mini breast cancer campaigns in 15 locations across Ontario and Winnipeg, MB during the fall. Ontario sites included London, Woodstock, Brantford, Hamilton, Waterloo, Barrie, East and West Muskoka, Timiskaming Shores, Timmins, Sudbury, Sault Ste. Marie, and Thunder Bay.

A special campaign was also facilitated in Peterborough, ON including print media and community partnership support. New digital marketing in West Muskoka garnered a great response to our messaging and feedback on the campaign.

I am thrilled that the New Year will start with an early detection of AYA cancer journal publication along with the introduction of online messaging to help mitigate help seeking barriers for AYAs with cancer. Stay tuned!!

Take care and stay safe!

Lorna

Lorna Larsen
Team Shan President



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2022 Events

Fore for Shan



Fore for Shan Golf Tournament

Team Shan's third annual virtual No Frills Fore for Shan golf tournament was played on seven golf courses across Ontario and in Winnipeg, MB the weekend of August 12-14, 2022. Special shout out to the Haileybury Golf Club for their ongoing support and the Temiskaming Speaker print media coverage. Under sunny skies, 49 men and lady golfers participated in the event. Thanks to generous support for the tournament, golfers received an individual or team prize. Together with the online auction, the tournament raised xxx to support Team Shan awareness and education activities.



15th Anniversary



15th Anniversary

The 15th anniversary event was hosted by the Upper Thames Brewery in Woodstock, ON on September 30, 2022. The event provided an opportunity to reflect on Team Shan's successes, awareness campaigns and ongoing advocacy for young women. Highlights including a presentation from Amy Semple, and cheque donation from Advanced Towing and proceeds from their demolition derby car fundraiser. A total of was raised \$2,500 for Team Shan efforts in Southwestern Ontario.



IPOS Conference

The 2022 International Psychosocial Oncology Society conference was held in Toronto, ON. Team Shan presented both oral and poster presentations that reflected advocacy work and publications to support AYA cancer early detection.



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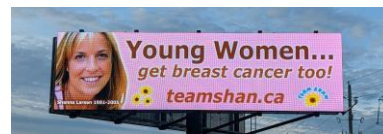
2022 Campaigns

Southern Ontario



Supported by the Fore for Shan virtual golf tournament, community grants, Muskoka bottle drive and third party events, Team Shan was proud to support fourteen mini awareness campaign locations across southwestern central and northern Ontario during the fall of 2022. As part of our 15th anniversary events, a fifteenth marketing site was also included in Winnipeg, MB.

Billboards, bus and transit shelter displays made a positive impact on viewers across the province. New digital billboard marketing was well received in Muskoka and print media support increased our reach in Peterborough and Temiskaming.



Online Team Shan spotting during October was enhanced through viewer participation with a number of photos being shared from across the campaign sites. Awareness and early detection messages were also posted online and shared on social media sites.



Peterborough, ON



Two in person community events were facilitated during Breast Cancer Awareness Month including our 15th anniversary #makingadifference event in Woodstock, ON.

15th Anniversary





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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
 Ashley Michael
 Linsay Michael
 James Paterson
 Amy Semple
 Susan Ralyea
 Kelly Vanderhoeven

Memberships

AYA Cancer community in
 Canada and AYA Cancer
 global connections!



incorporated 2009
 charity #834024853RR0001



Financials

Revenue **\$30,517**

Donations: \$17,489 (57%)
 Third Party: \$6,350 (21%)
 Fundraising: \$3,455 (15%)
 Gifts: \$2,165 (7%)

Expenses **\$30,080**

Awareness Campaigns: \$22,759 (76%)
 Conferences: \$2,791 (9%)
 Administration: \$2,584 (9%)
 Fees: 1,228 (4%)
 Fundraising Expenses: \$658 (2%)

Information for the financial report is extracted from the Team Shan Breast Cancer Awareness for Young Women's financial statements for 2022. Copies of the report are available by contacting Team Shan at teamshan@gmail.com.

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 goals are to increase early detection for young women diagnosed with breast cancer and help improve outcomes for young women diagnosed with the disease.

teamshan.ca

Team Shan Breast Cancer Awareness for Young Women
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