



# Team Shan...

## breast cancer awareness for young women

### ANNUAL REPORT 2019

#### 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; Thunder Bay, ON; Winnipeg, MB; Calgary, AB Vancouver, BC)
- (8) post-secondary school campus site visits
- (2) college and university presentations
- (4) media interviews
- (7) community events
- (2) professional conferences presentations
- (5) sporting events resource sharing
- health promotion & AYA cancer research support



#### President's Report

2019 Team Shan activities focused on an increased presence on social media through the introduction of our second Shanimation character during Adolescent & Young Adult (AYA) Cancer Awareness Week in April. The animated character promoted healthy lifestyle self-care messaging to young women to help increase cancer risk reduction behaviours. Team Shan also supported the online launch of the *Living Out Loud* young adult cancer palliative care resource coordinated by Canadian Virtual Hospice in the winter and spring of 2019.

Team Shan awareness and education activities took place during the fall in Halifax, SW and NE Ontario, west to Thunder Bay, Winnipeg, Calgary and Vancouver. Partnerships with post-secondary schools in London, Winnipeg and Calgary provided the opportunity to expand our reach to young women on campus.

In September 2019, I had the opportunity to share my participation in provincial and federal palliative care projects at the Canadian Hospice and Palliative Care Association (CHPCA) annual conference in Kanata, ON and the International Psychosocial Oncology Society (IPOS) Canadian Psychosocial Oncology Organization (CAPO) World Congress of Psycho-Oncology in Banff, AB. I was honoured to be a recipient of a CAPO family advocate 'patients included' scholarship for my attendance at the international Congress.

Team Shan hosted a successful 10th anniversary *Fore for Shan* golf tournament in Woodstock, ON in August and look forward to participating in the 15th annual *Knock Cancer Out of the Park* ball tournament in Temiskaming Shores in July 2020.

My thanks for all the support and appreciation from individuals, families, colleagues, campus partners and communities across Canada and beyond!

As always, take care.

Lorna Larsen, President





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#### 2019 Events

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



The fourteenth annual *Knock Cancer Out of the Park* ball tournament was a resounding success with a record 36 teams participating in the three day sporting event. Held in Temiskaming Shores, Ontario, community support was amazing and great weather capped the weekend. Special thanks to tournament sponsors, Findlay's Drug Store and Pedersen Construction. Coordinated by local Team Shan supporters, the tournament raised over \$9,000 to help fund Team Shan awareness and education activities in Northern Ontario.

##### *Fore for Shan*

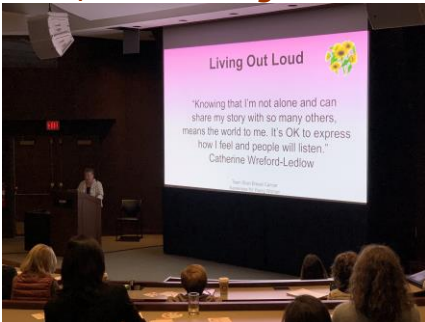


The tenth, and final, *Fore for Shan* golf tournament took place on August 10th at the Woodstock Meadows Golf Centre in Woodstock, Ontario. Under sunny skies, the tournament hosted a record 24 teams and featured mens and mixed divisions. Putting contests and other activities took place on the course during the day. A total of 100 golfers and helpers participated in the tournament. Shout out, shout out, shout out to Heart FM, CIBC and No Frills Woodstock for their sponsorship support. Coordinated by Rob Larsen, the tournament generated over \$10,500 to support Team Shan activities in Southern Ontario.

##### *CHPCA Conference*



##### *IPOS/CAPO Congress*



##### **Conferences**

Team Shan presented at the Canadian Hospice and Palliative Care Association (CHPCA) conference in Kanata, ON in September and the International Psycho Oncology Society (IPOS) and Canadian Psychosocial Oncology (CAPO) World Congress in Banff, AB in September 2019.



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## 2019 Campaigns

### Halifax



Team Shan marketing in Halifax and Vancouver helped reach young women at Dalhousie University and on campus at the University of British Columbia.

Team Shan hosted a multi-faceted awareness campaign in Southern Ontario that extended from Woodstock, west to London, and east to Kitchener-Waterloo. 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.

### SW Ontario



Team Shan awareness activities in Northern Ontario were facilitated in Temiskaming, North Bay, Sudbury and Thunder Bay. Knock Cancer Out of the Park and other donations from the north provided the funding support to spread Team Shan's breast cancer messaging to young women across the north. Activities included marketing displays, media activities, community sporting events and resource distribution.

### NE Ontario



### Western Canada



Team Shan hosted two 'mini' campaigns across the prairies on and around post-secondary school campuses in Winnipeg, Manitoba and Calgary, Alberta. Campus partnerships with the Red River College Bookstore in Winnipeg, University of Calgary and the SAIT Trojans in Calgary supported Team Shan activities in the Prairies.





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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  
 Andrew Larsen  
 Rob Larsen  
 Ashley Michael  
 Linsay Michael  
 James Paterson  
 Amy Semple  
 Susan Ralyea  
 Kelly Vanderhoeven

#### Memberships

AYA Cancer community in  
 Canada and AYA Cancer  
 global connections!



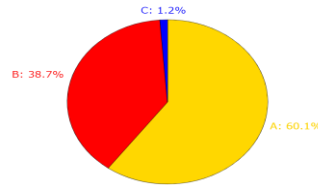
incorporated 2009  
 charity #834024853RR0001



#### Financials

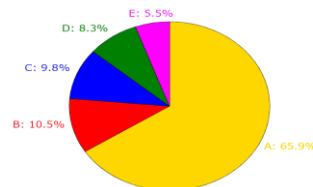
##### Revenue \$30,391

- A. Fundraising \$18,266 (60.1%)
- B. Donations \$11,764 (38.7%)
- C. Other \$361 (1.2%)



##### Expenses \$31,246

- A. Campaigns \$20,615 (65.9%)
- B. Fundraising \$3,270 (10.5%)
- C. Presentations \$3,073 (9.8%)
- D. Administration \$2,585 (8.3%)
- E. Professional Fees \$1,703 (5.5%)



Information for the financial report is extracted from the Team Shan Breast Cancer Awareness for Young Women's Notice to Reader financial statements for 2019 reported by BDO Canada LLP. Copies of the report are available by contacting Team Shan at [teamshan@gmail.com](mailto:teamshan@gmail.com) or 519-535-1503.

#### 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](http://teamshan.ca)

Team Shan Breast Cancer Awareness for Young Women  
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