

# Serving a growing community of 5000 because of YOUR support.





Our mission is to support young adults living with, through, and beyond cancer. To be the connection to peers, bridge out of isolation, and source of inspiration. Every cancer, every stage, YACC's got your back.



# YACC COMMUNITY MARKA

YACC's community of support is made up of engaging donors, volunteers, event organizers, fundraisers, healthcare professionals, corporate partners, sponsors, young adult (YA) family members and friends. Together you have YACC's back so that we can continue to support our growing community of 5000.







We are bold and brave, compassionate and fiercely protective of our pride of young adults.





We are strong and offer strength to those in need.





We are all in. We know our vision is ambitious and it is our promise to young adults with cancer to realize that vision.





We take the right path, regardless how tough it may be. We know the pursuit of our vision will continue to call upon our courage.

# Table of Contents

MESSAGE FROM OUR EXECUTIVE DIRECTOR AND BOARD CHAIR	5
YACC BOARD	7
OUR PROGRAMS	8
PROGRAM UPDATES	9 -14
DIGITAL STATS	15
THIRD PARTY	16 -17
SHAVE FOR THE BRAVE	18 - 23
REVENUE AND EXPENDITURES	24 - 25
SHAVER HIGHLIGHTS	26
YACC COMMUNITY MEMBER	27
YOUR SUPPORT	28
GET INVOLVED	29

### EVERY CANCER, EVERY STAGE. YACC HAS THE BACKS OF THOUSANDS OF YOUNG ADULTS BECAUSE YOU HAVE OURS.

### A message from our Executive director and board chair

## An intense and beautiful year.

This last year has been the most intense and beautiful year YACC has experienced in over a decade. The engagement of our community members, volunteers, generous donors and partners like CancerCare Manitoba and the CancerCare Manitoba Foundation with programs like Primetown with over 700 participants was amazing. Programs that started as a covid "pivot" such as Web Chats and Yakkity Yak have become well attended staples, connecting 100s of young adults to their peers every week. With these programs YACC is helping to break the isolation young adults living with cancer across Canada face everyday.

This year was also the BIGGEST year of YACC's life for fundraising. We hosted two of the biggest Shave for the Brave events and our first ever national Shave event. There have been a lot of highs but there have been some lows. Like many businesses navigating in a world post COVID 19 we have faced significant human resource challenges. Our team was down two or even three roles at times. Staff were managing hugely successful programs and the biggest fundraisers in our history, with less members on the team. Doing more with less does not add up, but the support from the YACC community kept our tanks filled and we made it through.

The amazing outpouring of support, engagement and hard work among our program team, volunteers, donors, supporters and partners over the last year has moved us into a position of strength and is helping us lay the foundation for the year ahead.

In the coming months we plan to grow our team, add a survivor to our board of directors and continue to connect with more young adults living with, though and beyond cancer across Canada than ever before.

I am pumped for what is coming in 2023, especially after the year we just had. A year that was intense and beautiful, a year that was made possible because of all of you.

Always, Live life. Love life.

beaff Eat

Geoff Eaton Founder and Executive Director

Matthew Follett, Chair, Board of Directors



# YACC supports young adults living with cancer across Canada, coast to coast to coast.

































# YACC BOARD





Young Adult Cancer Canada's Board of Directors directly oversees our operations and budget, which includes advising and approval of our annual strategic plan.



**Matthew Follett, Chair** 



**Karl Smith** 



Dr. Norma D'Agostino



Nancy Clifford



**Diksha Dua** 



Scott Giannou



**Robert Decker** 



To learn more about our board members please visit: youngadultcanada.ca/board-of-directors

# **YACC PROGRAMS**



YACC provides programming and supports that become a bridge out of the isolation cancer brings to this age group and a connection to peers they can finally relate to. During the last two years new online support programs have helped YACC connect with more who needed it than ever before.

YACC's programs are held virtually and in person throughout the country. Programming such as Primetown and Survivor Conference are focused on bringing together a group of people who "get it" to connect and learn things that can help YAs move forward or beyond the cancer experience. Other programs such as YACC Web: Chats, Yakkity YACC and Localife provide a way for young adults affected by cancer to connect in an easy, safe, and supportive environment. Throughout all of these programs participants share stories, hang out and build relationships that are valued for a lifetime. These connections have lasting impacts on our community!



"A couple of years ago, fellow YACCers assembled a "cancer related" Spotify music playlist. I loved this opportunity to hear songs that aren't necessarily in my own music playlist but that I could connect to. It was powerful to listen to songs that other YACCers felt connected to, it helped me to feel more connected to what other YACCers were experiencing." **Heather B.** 

# PROGRAM UPDATES CHATS



### YACC Web: Chats

YACC Web: Chats provide a way for young adults affected by cancer to connect in an easy, safe, and supportive environment. These chats are peer-led themed virtual conversations offered over Zoom by a team of YACC leaders.

We offer many live chats every week for young adults aged 18-39 (ish) years old. The registration remains open and fluid with new spaces made available every week. General chats are held multiple times a week for any young adult diagnosed with cancer. Each chat is themed to offer a variety of opportunities to connect within the young adult cancer experience.

One of the themed chats "Out With Cancer" provides a safe space for 2SLGBTQIA+ people to connect with others diagnosed with cancer in a private, affirming, empowering online space. These sessions are indicated in our news bulletins with a rainbow flag. YACC has had an incredible impact throughout 2021 -22 we hosted 123 chats with 632 attendees!

### Yakkity YACC

Sometimes our community members just want to connect and hang out in a low-pressure environment. Yakkity chats are relaxed and casual providing an opportunity to hang out with peers and to chat about anything – cancer related or not. Taking place every second Friday, throughout the 2021-22 year YACC hosted 53 Yakkity chats welcoming 834 visits. Now that's a lot of yacking!





# PROGRAM UPDATES Localife



### Localife

Localife is a fun, local, social activity-based group led by YACCers in eight cities across Canada. Young adults can connect in person over hot wings or join great digital events where the conversation isn't always about cancer, but it's always welcome to come up.

Throughout the last year 18 Localife leaders across 8 cities in Canada hosted many amazing adventures! Localife events ranged in themes such as the "Haunted Walk" in Ottawa, the "Pumpkin Walk" in St. John's, and virtual Christmas card making in Vancouver. Throughout 2021 - 22 our Localife leaders hosted 42 events with 460 attendees!

Localife attendees aren't the only ones having all the fun – our leaders express feeling empowered, accomplished and more connected than ever before!

"Networking opportunities, events to look forward to, stronger connections within the cancer community, an even stronger feeling of belonging, feeling accomplished and like I'm making a difference." Miranda K.

Ottawa Localife members having fun axe style back in December 2021!





# PROGRAM UPDATES YACCTIVIST & WE GET IT



### YACCtivist



YACCtivists build the awareness and capacity of YACC, contributing important voices in our community. They share their stories across our online platforms, within the media and during conferences and events. These are the stories that other young adults can see and relate to across the country, and across many different diagnoses.

During the last year we have had 17 YACCtivists deliver 46 Blog posts that had a reach of 55,000. That's 151 people a day! Wow! You can learn more about our YACCtivist by visiting youngadultcancer.ca/program/yacctivist

### We Get It

YACC launched We Get It (originally coined YACC Web: Talks) early in the quarantine, as a "weekly" webcast with an expert talking about an issue surrounding the young adult cancer experience. In the last year we entered Season 3 of We Get It featuring a series of conversations led by YACCer Alex Mandarino.

With We Get It, Alex attempts to offer information to all YACCers and supporters who are feeling isolated and unheard and show them that there are resources and voices in their corner throughout the entire journey. With new episodes showcasing across 7 months last year (breaking for summer and post Christmas) this series provided an abundance of collective healing and understanding that few outside the cancer community experience. We Get It had a social media reach of 10,138 during 2021-22.

Alex, diagnosed with acute lymphoblastic leukemia at 20 is a podcaster, speaker and YACC community member.





# PROGRAM UPDATES Insight team



### Insight Team

Throughout 2021-22 YACC hosted 3 impactful meetings with 13 community members focused on working with YACC to develop a program that will provide personal experiences, expertise, and support for the development and delivery of YACC initiatives, especially support programs, fundraising, research, and communications. As we move through the year ahead, we will lean on the valuable and diverse experiences, expertise, and perspectives of these committee members to ensure YACC continues to enhance support for all young adults dealing with cancer in Canada.



"Being on the insight team has me in a position to make a difference for my peers. It is a way for me to help advance an organization that has helped me through a very challenging time in my life. I feel privileged to be on this team, connecting with my partners as we work together to create a different environment for future fighters." **Meagan S.** 



"Insight team members are a diverse group of individuals! We come from different parts of Canada, are at different points in our cancer experiences and include voices from the BIPOC community as well as cancer supporters. I hope we can be a voice for our community, a community that includes every young adult impacted by cancer in Canada." **Alyssa D.** 



You can learn more about Insight and members like Meagan and Alyssa by visiting: www.youngadultcancer.ca/program/yaccs-insight-team-lived-experience-committee/

# PROGRAM UPDATES SURVIVOR CONFERENCE



The Survivor Conference is a reunion of young adult cancer patients/survivors and supporters in Canada. Some 268 participants logged in across Canada and spent their weekend laughing and connecting from the comfort of their homes or favorite places on the go to learn about infection control, burnout prevention and so much more. Check out out the following infographic highlighting the event's success!

High fives to the YACC staff for all of this! You care so much and give so much to yaccers. Thank you! YACCer Attendee

### **268 REGISTERED**

257 young adults affected by cancer11+ young adult supporters12 healthcare providers and parents

22 expert speakers

### 54 NEW TO YACC

Survivor Conference helped 54 individuals find YACC! Individuals who will now have access to programs, support and community.

#### 48850 GAME POINTS AWARDED

Participants at Survivor Conference engaged with sessions and activities to win big!

#### THE SURVEY REVEALED...



Participants rated their impressions of Survivor Conference at **4.9/5**.



All YACCers indicated that their emotional well-being increased from average to above average.



The YACCer's **sense of connection** after Survivor Conference increased significantly from 3.8/5 to **4.6/5**.

#### THE KINDNESS PROJECT!

Sometimes there is that person that goes above and beyond in acts of kindness towards others. The Kindness Project highlights YACCers who truly made a difference through their act of kindness.

35+ nominations were received and shared!

Great feedback was received for this initiative.

"I love SC and am always eager to join in. I always leave feeling supported, engaged, and eager to try new things that I have learned. Met my expectations for sure." YACCer Attendee

"YACC was the first place I felt safe."

**YACCer Attendee** 



segments at SC, including 2 keynotes/panels, 4 meditations or movements, 11 workshops, 8 social activities and 4 community stories.



from underserved groups. 37 members of the 2SLGBTQIA+ community, 54 BIPOC and 54 living with a disability.

# PROGRAM UPDATES PRIMETOWN



In partnership with *CancerCare Manitoba* and the *CancerCare Manitoba Foundation*, YACC hosted Primetown 2022, a virtual cancer summit for young adults and those who care for them June 2-4, 2022.

Over 680 participants from coast to coast to coast attended digital workshops, keynotes, panels, social events, and more; all designed to help young adults cope with cancer when they are in the prime of life.



### 7.58M IMPRESSIONS FROM MEDIA COVERAGE AND 2.15M IN SOCIAL REACH



"I am more aware of the specific challenges and issues that AYAs are dealing with, and can enhance my scope of resources to be better equipped to inform them." - HP Attendee



individuals living internationally registered (18+ countries) and 10 Canadian provinces and territories were represented at Primetown!



segments at Primetown, including 6 keynotes, 9 meditations or movements, 24 workshops, 8 social activities and 9 community stories.



from underserved groups with 84 members of the 2SLGBTQIA+ community, 111 BIPOC and 81 living with a disability.

# **DIGITAL STATS** WEBSITE & SOCIAL CONNECTIONS



### **Digital Connections**

Throughout this year YACC programs and events connected with more people online than ever before. For many their first point of contact with YACC is through our website or one of our private Facebook groups. For many, this is also the first time they no longer feel alone.

### YACC Website

The YACC website received 86,984 visits this year. Visitors who came to read stories, sign up for events such as Primetown, YACC Chats, Survivor Conference, or to check out our biggest and most impactful fundraiser Shave for the Brave.

### YACC Private Facebook Groups

The private Facebook group is a place where members share their trials and triumphs in a very supportive space where you can ask questions or simply share what you are going through. This year our private Facebook groups have 1,410 members. Members like Janelle Lamontagne. In her community story "Lessons for living in limbo" she illustrates the power of connecting with peers who "get it".



"In November of 2017, I posted my first message in the YACC Facebook group. It was six months post brain cancer diagnosis, going through chemotherapy, and reeling from receiving a prognosis of three to five years. I had never felt so alone in my life. After introducing myself, I wrote the following:

How does a person proceed and make plans when your diagnosis is terminal but not immediately terminal, if that makes sense? I feel like I'm stuck in a limbo. I'm scared to make any decision that may have implications for the future. Any words of advice are greatly appreciated!" **Janelle L.** 

Janelle received an outpouring of support that she said was "the most profound and impactful advice of my life..."

# YACC FUNDRAISING THIRD PARTY



### **Third Party Events**

Life is busy, it's hard to fit anything extra into our day, which is why when someone chooses to give their time for worthwhile causes, people in need or the community it truly is a special thing.

YACC's third party fundraiser leaders, volunteers, businesses, and community groups planned and executed ten hugely impactful events during the 2021-2022 year. Their energy and love for YACC is empowering and makes it possible for YACC to continue offering its programs while also engaging and connecting with the community and supporters in so many creative ways! Throughout 2021 -2022 third party event organizers raised \$39,802.42 across 10 events.

### Thank you to each and every third party organizer, volunteer, community supporter and generous donor!

### THIRD PARTY EVENTS 2021 -2022

- Mike Dawe Get YACCtive
- Nick Evans is Running for YACC
- The Dare for Pink Hair
- Anna Dahonick Fund
- Stephen Mitchell Fund
- Jody Mason's Don't Waste the Happy
- Taylor Bell Memorial Fundraiser
- Patty (Jarvis) MacMillan "Don't Waste Your Dash"
- The Climb
- Connor Hynes is Gaming for YACC





## YACC FUNDRAISING THIRD PARTY SPOTLIGHT



### **Get YACCtive**

On April 29, 2021, at 9:50 a.m. NST, Mike Dawe became one of the twenty-two young adults diagnosed with cancer in Canada everyday. Amidst the anger, frustration, confusion, lack of understanding and shock, he quickly realized he had to find a way to channel these emotions into something more positive and fight back.

This diagnosis was not going to go away, so he had to embrace it and work his way through it. In the past when faced with emotional turmoil exercise helped him through. He signed up for the Cape to Cabot race, touted as one of the most grueling road races in North America and began training.

But he didn't want to train alone...he challenged the community to join him and get active by setting an exercise goal. Any exercise, any distance, any duration, any intensity on their own or with friends, he encouraged everyone to GET YACCtive!

On October 17, 2021 Mike ran the Cape to Cabot race and crossed the finish line in under two hours, coming in 1:50:58 to round out the top 100. Mike's fundraising event raised awareness around the issues impacting young adults with cancer while bringing together a community of supporters who raised \$10,614.18 for YACC. Thank you to Mike and to everyone who has organized or supported a third-party event for YACC. We have Mike's back and 5000 other community members because YOU have ours.



mank



### Shave for the Brave - A BIG year!

Shave for the Brave is YACC's biggest fundraiser. An event that is full of energy, team building and a whole bunch of fun! Over the last 17 years Shave for the Brave has shaved over 16,000 heads, throughout 1700 events and raised over 7 million dollars.

The Shave for the Brave 2021 -22 season was BIG, thanks to all of the solo shavers, schools and businesses that participated. Deloitte Canada and NL Energy hosted the biggest Shave events in our history and the first national Shave for the Brave event!

### Deloitte Canada - YACC's first national shave

The Deloitte Canada Shave event made YACC giving history during its partners meeting on Citadel Hill in Halifax, N.S. on July 14, 2022. With over 1,100 people in attendance, 21 partners and volunteers faced the razor and shaved their heads for the first national Shave for the Brave. This single event raised over \$500,000 in support of YACC. This event was led by Deloitte Partner and Shave team captain Brian Groves who also happens to be a three-time Shaver!



"When I participated in the national Deloitte Shave for the Brave, frankly I took more from it than I gave. The reaction of thousands in the audience when my head was shaved was just amazing. This experience made me realize that someone can do something so simple and be so courageous and inspirational to others. The symmetry of this good act creates such a beautiful outcome..." **Sippy Chhina** 

Superstar Shavers! Above: Senior Partner, Sippy Chhina Right: Deloitte Partner Brian Groves and Anthony Veil, CEO Deloitte Canada



### NL Energy Shave for the Brave

The NL Energy event took place at the end of the Resilient and ReEnergized Noia 2021 conference on September 22 in Newfoundland and Labrador. Led by Mark Collett, Chief Operating Officer at Crosbie, who put his "head" on the line for the event, organizations and individuals throughout the Canadian oil and gas sector came together raising \$265,000!

Participating in the NL Energy Shave for the Brave was one of the most powerful and personally rewarding experiences of my life. The philanthropic spirit of Canada's offshore oil and gas industry and its commitment to community will have a tangible and profound impact on thousands of young Canadians living with, through and beyond cancer. Words cannot express how thankful I am for the support this campaign has received." Mark Collett

### **Superstar Shaver!**

Crosbie CEO, Mark Collett with YACC's ED, Geoff Eaton catching a view of his new impactful hairdo!



### Shave for the Brave

Together, our solo shavers, national shavers, office and school shavers raised \$921,722.46.



"My whole life I've always tried to do the right thing! Well, my gut just said it was right because there are so many people out there that have no choice to lose their hair so I chose to do Shave for the Brave to support all of those people!"- Lily Farrell, 2022 Shave for the Brave participant



### Shave for the Brave

Thank you to each and every Shave for the Brave participant, volunteer, head hunter, and generous donor, together you have made 2021 - 22 the most successful Shave year yet! Look at all those proud Shavers!



Thank you Owen Hennessey!



Thank you Nikki Carew and everyone at MUNN Group of Companies!





Thank you Nicole Torgrimson and everyone at Deloitte Canada !



Thank you Terry Brown!

21



### Shave Ambassadors

Among all these amazing Shave events our three Shave Ambassadors were out and about in the community sharing their stories and Shave experiences across television, radio and social media channels.



**Mark Collett**, CEO of Crosbie, was this year's Community Ambassador! Inspired by colleagues who had shaved before, he knew this event was special and he wanted in too! Mark participated in the NL Energy Shave, an event that raised over \$266,000 and was moved by the impact the experience had on him personally.

**Nikki Carew**, was our Survivor Ambassador, diagnosed with breast cancer in 2019. Nikki heard about YACC from a family friend and decided to reach out. She connected with an amazing group of people that supported her cancer journey and the unique challenges she faced along the way — they were in her corner for every step. Nikki also led a Shave event in her office, MUNN Group of Companies, raising \$10,456.00!

**Sam Hull,** a junior high student, was this year's Student Ambassador. Shave for the Brave holds a lot of significance for Sam and his family. Sam did his very first Shave in Grade 2 to support his Nan, who fought breast cancer two times as a young adult. It became even more meaningful in 2021 when Sam's father, Rob passed after battling cancer for 2 years. In 2021 Sam shaved for the sixth time to honour his Dad and raised over \$12,000 to support other young adults in the YACC community that helped the people he loves.



### Thank you to this year's Shave Ambassadors!



"I had no idea, before learning about YACC, that an act as simple as shaving your head could help someone in such a powerful way. It's one of the most personally fulfilling things I've ever done in my life. The response from the offshore energy industry was something I can't put into words. I'm incredibly proud of the industry's philanthropic spirit, and I'm so happy to see that those funds will allow YACC to help more young Canadians living with cancer. " **Mark Collett** 



"There are so many things that you have to think about after you hear those words, and as a young adult you have additional items on your plate. — YACC is there to support you through all the ups and downs. ... The more young adults that know about YACC, the bigger impact they can have on our community. Shave for the Brave helps grow our community; I am more than proud to support." **Nikki Carew** 



"YACC has amazing programs that help a lot. They connect young adults with cancer together so they can share their experiences and support one another. It is a good feeling to know that you're supporting young adults with cancer. And if you shave, they give you the signature yellow hat to wear with pride and show that you supported YACC!" **Sam Hull** 

# YACC FINANCES REVENUE AND EXPENSES



YOUNG ADULT CANCER CANADA INC. Statement of Revenues and Expenditures Year Ended July 31, 2022

	2022		2021
REVENUES			
Shave for the Brave	\$ 379,023	S	305,529
Corporate donations	304,687		168,907
Personal donations	186,358		167,265
Government grants	129,900		51,000
In Memoriam donations	22,686		26,558
Third party events	17,575		27,965
Climb	3,095		3,610
Interest	1,773		2,166
Miscellaneous	20		1,964
Rollerbrave			29,892
	1,045,117		784,856
EXPENSES			
Support (Schedule 1)	497,070		373,220
Fund Development (Schedule 2)	202,931		166,748
Operations (Schedule 3)	192,290		125,257
Awareness and Advocacy (Schedule 4)	106,932		121,310
	999,223		786,535
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES FROM			
OPERATIONS	45,894		(1,679)
OTHER INCOME			
Wage subsidy	17,808		144,617
Forgivable portion of CEBA loan	17.000		20,000
Forgivable portion of GEDA loan	 -		20,000
	17,808		164,617
EXCESS OF REVENUES OVER EXPENSES	\$ 63,702	s	162,938

Visit our website to review our full financial statements as prepared by Harris Ryan Professional Corporation by visiting: youngadultcancer.ca/impact-reports

www

# YACC FINANCES EXPENSE OVERVIEW



### How are YACC Funds Allocated?



Funds are allocated across four key areas:

- Support
- Awareness
- Fund Development Expenses
- Operations

**Support** expenditures cover all resources required to deliver YACC's community and web based program offerings.

**Awareness** involves building and maintaining YACC's network of health professionals and community organizations, and participation in national advocacy efforts where we raise the issues and speak on behalf of all young adults dealing with cancer in Canada.

From Shave for the Brave toques to online giving platforms, **fund development expenses** ensure we can connect with donors, show them gratitude, and deliver on these essential programs for young adults who are facing the end of their life just as they are getting started.

**Operations** at YACC encompass the day-to-day magic of getting things done and the governance of our organization. These expenses are the glue that keeps any organization together.



YACC Funding is allocated to ensure we can continue to have the backs of young adults like Nick Evans and 5000 others in our growing community!



# **SHAVE FOR THE BRAVE SMILES!**



Thank you Anthony Viel! 🦪



Thank you Sam and Ellissa Hull! 🦪



Thank you Ernest Park! \_



Thank you Jennifer Whitfield!



Thank you Connor Hynes!

"I found YACC when I was tired of struggling and desperate to get help. The second I began reading stories from other young adults I immediately felt less alone." Nicole Clark, YACC Community Member

# YOUR SUPPORT Make it all possible



### We could not do what we do without you!

The impactful programs and connections found at YACC could not be possible without your support! We celebrate the power and impact of anyone who has shared their valuable time and energy to support our mission and our community in any way.



Thank you to our donors, healthcare providers, head hunters, shavers, and event fundraisers, our YACCers, our program volunteers, YACCtivists Localife Leaders, Insight believers - thank you to everyone who has and continues to support YACC.

A big thank you to our partners across the country for supporting YACC programs and services throughout 2021 -22



### **Deloitte.**





















All funds raised stay in Manitoba.







# **GET INVOLVED!**

There are 22 young adults diagnosed with cancer every day in Canada - only one will find out about YACC. Please, share YACC's website, social posts and newsletters and help connect more young adults to programs and supports just for them!

### We could not do what we do without you!

- Become a regular donor visit youngadultcancer.ca/donatenow
- Host a third party event email connect@youngadultcancer.ca
- Sign up or host a Shave for the Brave event email info@shaveforthebrave.ca
- Volunteer visit youngadultcancer.ca/volunteer
- Do you know a young adult who could benefit from our support? email connect@youngadultcancer.ca

Localife Calgary members enjoying a night of connection because of your support!



# **YOUNGADULTCANCER.CA**