



Canadian Breast Cancer Network
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Canadian Breast Cancer Network



PARTNERING WITH CBCN

Making a Meaningful
Impact in the Lives of
Breast Cancer Patients
and their Families

*Having breast cancer is an
overwhelming experience; finding
information and support shouldn't be.*

At the Canadian Breast Cancer Network (CBCN), we have made it our mission to support breast cancer patients and their families through education, working to secure access to adequate care, and the fostering of a supportive community.

This impactful work ensures that the emotional and psychological support gained from these connections are immeasurable, providing individuals with a sense of belonging and understanding as they navigate and live with the challenges of a breast cancer diagnosis.

We invite you to become a part of our journey by partnering with us to make a meaning difference in the lives of breast cancer patients and their families. To help guide your consideration, enclosed is

- more information about our organization
- highlights of some of the work we have achieved to date
- a list of some of our recent partners
- ways you can become involved with our work.

We look forward to working with you.



Cathy Ammendolea
Chair, Board of Directors
Canadian Breast Cancer Network



ABOUT CBCN

The Canadian Breast Cancer Network, established 30 years ago, is Canada's leading patient-directed breast cancer health charity. We are dedicated to supporting breast cancer patients and their families through education, access to treatments, and the creation of a supportive community.

Our mission revolves around empowering patients to navigate breast cancer with informed decision-making, resilience, and a strong sense of community.

By aiding those already diagnosed with breast cancer, we provide education that helps individuals navigate the healthcare system more effectively, ensuring they have access to necessary resources.

We recently received heartfelt feedback from a breast cancer patient who found immense value in our latest publication, *Breast Cancer and You*.

"[...] the new Breast Cancer and You publication is great! I like the way it is divided up with tabs and the fact that it contains the latest information. It's easy to navigate. [...] This is an invaluable tool for those with breast cancer. Thank you for producing the publication and keeping it up to date with newer editions."

Helping patients understand breast cancer and its treatments can alleviate the fear and anxiety associated with diagnosis, providing individuals with coping strategies, emotional support, and promoting overall health and well-being. Patients armed with education are then empowered to actively participate in their healthcare decisions, ask questions, and advocate for themselves.

CBCN diligently works to champion equal standards of care for all patients, regardless of their advocacy comfort, and shape forward-thinking health systems while addressing the urgent needs of patients in the now. The impact achieved through our work is immeasurable and only through the compassionate support of our donors can we maintain and update such resources, ensuring that they remain invaluable tools for breast cancer patients.



OUR VISION

Our vision is to ensure the best quality of life for people in Canada diagnosed with breast cancer. Our budget to achieve this ambitious vision over the next five years is \$3,125,000.

In order to continue supporting patients through our education and advocacy initiatives, we urgently seek sustainable and steadfast funding sources and we are appealing to diverse donor groups to help us achieve our vision.

Sustainable funding means our continued commitment to empowering patients, advancing equitable health systems and policies, and maintaining impactful programs that make a meaningful difference in the lives of those affected by breast cancer.

Together, let's forge a lasting partnership that propels CBCN toward a future of progress and advancements in breast cancer care.



OUR TEAM

CBCN is guided by a dynamic board of directors, consisting of six members from diverse backgrounds, with various experiences related to breast cancer, and spanning from different corners of Canada.

Complementing this, CBCN leverages the profound expertise of its esteemed medical advisory board, comprised of healthcare professionals with various expertise in the field of oncology.

Our patient ambassadors work to ensure that CBCN stays aware of the current state of the healthcare system and help to extend the reach of our work and resources.

In the realm of day-to-day operations, CBCN is propelled forward by a nimble yet formidable team of dedicated individuals. Their unwavering commitment ensures the seamless functioning and operational excellence of the organization.



OUR IMPACT

Our National Network connects patients, caregivers, healthcare professionals, researchers, public health agencies and industry stakeholders to improve knowledge translation and promote optimal health outcomes for Canadians with breast cancer.

Our Patient Education provides current, credible, and accessible breast cancer resources that are delivered through digital platforms, navigation tools, print materials, and patient-centered events.

Our Advocacy ensures that the patient experience, values, and perspectives inform health policy decisions and guide research.

Partners in Our National Network

There are many organizations and stakeholder groups we work with that provide resources and services to breast cancer patients. We also collaborate with organizations that advocate on behalf of patients across Canada and globally. Some of these include, but aren't limited to:

- [Advanced Breast Cancer Global Alliance](#)
- [Best Medicines Coalition](#)
- [BioCanRx](#)
- [Canadian Cancer Society](#)
- [Cancer Action Now Alliance](#)
- [CanCertainty Cancer Coalition](#)
- [Look Good, Feel Better](#)
- [The Olive Branch of Hope](#)
- [Pauktuutit Inuit Women of Canada](#)
- [Palliative Care Coalition of Canada](#)
- [Rethink Breast Cancer](#)
- [Wellspring Cancer Support](#)
- [Young Adult Cancer Canada](#)

Key Educational Resources

CBCN produces educational content on a variety of topics to help patients understand their diagnosis and to guide them through their care. Key educational resources that we have produced over the years include:

- [Breast Cancer Connection Podcast](#)
- [Breast Cancer and You: A guide for people living with breast cancer, Seventh Edition](#)
- [FinancialNavigator](#)
- [MedSearch](#)
- [Metastatic Breast Cancer Handbook: A guide for individuals living with stage IV breast cancer](#)
- [Never Too Young: Psychosocial Information and Support for Young Women with Breast Cancer](#)
- [Our Voices Blog](#)
- [Patient Education Webinars](#)
- [PatientPath](#)
- [SurgeryGuide](#)
- [TNBC Project](#)

Advocacy Highlights

CBCN employs a variety of advocacy approaches to ensure that our efforts will have real impact and serve the best interest of Canadians affected by breast cancer. Highlights of our recent advocacy work and methods include:

- Advocacy Guides on topics such as
 - [palliative care](#)
 - [breast cancer screening](#)
 - [genetic testing](#)
- [Digital Advocacy and Storytelling Toolkit](#)
- [Precision Oncology Toolkit](#)
- Our [TNBC Project](#) that shares the experience of patients diagnosed with triple negative breast cancer, a rarer and more aggressive subtype of breast cancer
- Using the patient experience, we provide input to various government bodies to guide their decisions on what drugs to reimburse across Canada
- Sharing the patient perspective on various health and policy reform drafts
- Letter writing campaigns to government relations
- Awareness raising campaigns
- Op-eds
- Addressing the [financial burden](#) of a breast cancer diagnosis

PARTNERSHIPS AND COLLABORATIONS

CBCN has been fortunate to receive funding from the below partners in recent years:



We also recognize the following donors who have given more than \$500 in the past five years, and who have given us permission to share their names: David and Margaret Bailey; Bayside Secondary School; Novotel Ottawa City Centre; Rob and Ruth Stapleford



WHY PARTNER WITH CBCN

Community Impact Aligning your organization with CBCN demonstrates a commitment to making a tangible difference in the lives of those affected by breast cancer. Your support will contribute directly to educational resources, support networks, and advocacy efforts.

Corporate Social Responsibility (CSR) A partnership with CBCN enhances your company's CSR profile. It showcases your commitment to social causes, reinforcing a positive image that resonates with both employees and consumers.

Employee Engagement Supporting CBCN offers opportunities for your employees to engage in meaningful volunteer activities, fundraising events, and awareness campaigns. This can enhance team morale and foster a sense of purpose among your workforce.



PARTNERSHIP OPPORTUNITIES

Financial Contributions Your financial support can be directed towards specific programs, events, or the overall mission of CBCN. Contributions can be structured as one-time donations, annual commitments, or monthly sponsorships.

Employee Engagement Programs Encourage employee involvement through volunteer programs, workplace giving campaigns, or team participation in CBCN events. This fosters a sense of community within your organization.

In-Kind Support Non-monetary contributions, such as providing services, expertise, or resources, can play a crucial role in supporting CBCN's initiatives.



ACKNOWLEDGMENT AND VISIBILITY

- Your company logo prominently featured on CBCN's website, event materials, annual reports, and promotional collateral.
- Sharing of program metrics and insights, patient perspectives, and CBCN reach.
- Recognition in press releases, newsletters, op-eds, blogposts, and social media posts.
- Opportunities for joint publicity and media coverage, showcasing our collaborative efforts.



LOOKING FORWARD

To discuss potential collaboration opportunities or to tailor a partnership package to suit your company's goals, we would be delighted to arrange a meeting at your earliest convenience.

Please feel free to contact Bukun Adegbelembo, Director of Operations, at 613-230-3044 or via email at badegbelembo@cbcn.ca to set up a meeting.

Thank you for considering this opportunity to join us in making a meaningful and positive impact in the lives of breast cancer patients and their families. We look forward to the possibility of working together towards a future without breast cancer.



Bukun Adegbelembo
Director of Operations
Canadian Breast Cancer Network

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