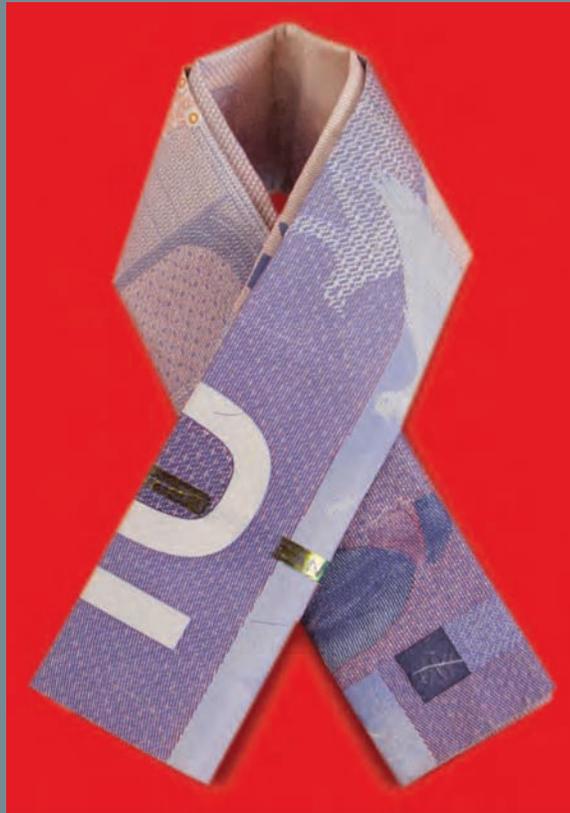


# Cancer in Canada



## Framing the Crisis and Previewing the Opportunity for Donors

Greg Thomson  
Director of Research  
[gthomson@charityintelligence.ca](mailto:gthomson@charityintelligence.ca)

Karen Greve Young  
Cancer Research Analyst  
[kyoung@charityintelligence.ca](mailto:kyoung@charityintelligence.ca)

April 2011

The authors dedicate this report to their parents, lost too early to cancer:  
Victoria Z. Greve, 1945-2004  
Thomas H. Thomson, 1935-1992

With contributions from:  
Kate Bahen  
Myrna Forsythe  
Rachel Greiner  
James Schultz  
Bri Trypuc

This report was created to answer the question of what has happened to the billions of dollars given in Canada in the name of cancer over the past couple of decades. Ci believes that with an understanding of what has happened in the past, we can best understand how to give with impact today.

For more information on how your donations to cancer charities can have impact, please visit our website at [www.charityintelligence.ca](http://www.charityintelligence.ca) or call 416.363.1555

## Executive Summary

### **Cancer kills more Canadians, at younger ages, than any other disease.**

Eighty percent of Canadians say they are concerned about cancer.<sup>1</sup> Charity Intelligence shares this concern, so we did what we do best: we harnessed the collective intellect and passion of our research analysts to examine Canada's cancer crisis, to help Canadian donors transform their concern into intelligent giving.

**Ci believes that rather than hoping for a "cure", funders should think strategically about how their donations can best change the cancer landscape.** "Cure" is a term that has had strong associations with cancer for as long as we can remember. Yet, oncologists and cancer researchers are generally of the belief that cancer, as a family of diseases, is unlikely to be "cured" in the way that infectious diseases such as polio and smallpox have been eradicated in the developed world.<sup>2</sup>

The best we can hope for is to transform cancer from a disease that Canadians die from to one that they can prevent or live with as a chronic condition, while mitigating the hardships associated with being a cancer patient or survivor.

In this report, Charity Intelligence takes a critical first step in helping donors who care about cancer: illustrating ways to optimize cancer research, identifying key levers in reducing cancer's tragic impact on Canadians, and highlighting the four cancers that are most desperate for donor support.

Cancer is a personal disease. The challenge for donors is to find funding opportunities that drive life-saving outcomes while matching each donor's personal connection to cancer. This report focuses on Ci's Top 10+. These are the cancers that rob the most years of life from Canadians: lung, colorectal, breast, pancreatic, non-Hodgkin lymphoma, brain, leukemia, prostate, ovarian, and stomach cancers, plus sarcoma, Terry Fox's cancer.

### **Ci has identified four cancers that are underfunded relative to their deadly impact on Canadians: pancreatic, stomach, lung and colorectal.**

These cancers represent an opportunity for donors to make real impact by filling a tragic funding gap.

As Canada's population ages, more Canadians will get cancer. Not all will survive. Palliative care will help cancer victims live out their lives in the greatest possible comfort, while reducing the burden on their loved ones and mitigating the escalation in Canada's health care costs.

**Palliative care is a huge, growing, and currently unmet need that applies to all cancers.** Funding palliative care is a key way for donors to make an immediate and measurable difference.

**Ci hopes this report will enable Canadians to make cancer donation decisions with their heads as well as their hearts.** At the time of this writing, there are 278 Canadian charities focused specifically on cancer. Each has its own unique approach to address cancer's multifaceted challenges. This report does not evaluate – or even identify – cancer charities for donors' consideration. That is the next step.



Photo: Spectrum Photofile