

The logo for YACC (Young Adult Cancer Canada) features the lowercase letters 'yacc' in a bold, blue, sans-serif font. The text is contained within a white speech bubble with a yellow border. The background of the entire cover is a textured, golden-yellow surface.

yacc

YOUNG ADULT
CANCER CANADA

2016-2017

Annual Report

Every cancer, every stage, YACC's got your back. This isn't just a mantra for us; it's a belief that fundamentally shapes our values. We are open to any young adult facing cancer. Some people know they need us right away, some reach out months or years later. No matter what, we're always here.

Our community is filled with different diagnoses and stages of treatment. Two things bind us: We are young, and we are living with, through, or beyond, cancer.



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The largest gathering of young adults affected by cancer in our hometown of St. John’s, NL! (Survivor Conference 2017)

About YACC

Cancer is different when you're a young adult. The first stage of adult life is usually filled with university, starting a career, buying a house, getting married, starting a family, and celebrating your independence with your peers. Suddenly, you have cancer and issues like fertility, friends, and finances take on a whole new meaning.

Vision

To empower all young adults diagnosed with cancer to live and love life.

Mission

To support young adults as they live 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 their back.

Guiding principles

Revenue before cost

Scalability

Continuous program development

Values

Strength - We are strong, and we offer strength to those in need.

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

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

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

Spark - We are engaged, anticipatory, change-oriented, and self-initiated.

Messages from the board chair and executive director

Last year's hard work paid off, so we tried a little harder. We continued making and nurturing valued partnerships; strengthened our dedicated team of employees, volunteers, and Board directors; increased national reach; expanded program demand where possible; and maintained a regular annual revenue around \$1 Million.

Revenue generated through Shave for the Brave was up for the first time in two years. There were also increases in corporate donations, Climb revenue, and in memoriam donations which helped balance out losses in other areas to help us finish the year strong. We are confident our supportive network has YACC's back and will help where possible as long as possible. And we're going to need your help.

These numbers are kind of comfortable and familiar for YACC from a business perspective, but we know we have to push harder to achieve our mission.

When over 8,000 young adults are diagnosed with cancer each year in Canada, it works out to about 22 young adults hearing the words "you have cancer" every day. We hit a new high this year of connecting with one new person a day who is looking to belong to a supportive community and gain tools to help them live and love life with, through, and beyond cancer. One new connection a day is amazing, but we still have a lot of work to do to reach all 22 of them, plus all of those who haven't heard of us yet.

Young adults dealing with cancer are still a forgotten generation, or "Gen F." Less than 0.4 per cent of cancer research focuses on this group, the age group is represented the least in clinical trials, there is barely a handful of support groups across the country providing a place for young adults to focus

on their unique challenges. Change is needed, and change is coming.

To all the young adults dealing with cancer, we want you to know that every cancer, every stage, YACC's got your back.

To all our donors, supporters, cheerleaders, Shavers, Head Hunters, and more, your support changes lives and we are committed to working with you to continue to do so. Please stay connected and tuned in. Big thanks!

Always...
Live life. Love life.



Valerie Pike
Chair of the Board of Directors



Geoff Eaton
Founder and Executive Director

Board members

Valerie Pike, Chair
Matthew Follett
Jim Megann
Stacey O'Dea

Management discussion and analysis

Highlights

In 2016-17, donations to YACC:

- Supported 124,051 visits to youngadultcancer.ca from people looking to connect with young adults dealing with cancer, their stories, and their wisdom.
- Built a social media network with 7,931 followers and 30 private Facebook groups where young adults dealing with cancer can connect with their peers 24/7. These private groups saw an estimated 26,000 “interactions” this year such as comments and likes.
- Connected 700 young adults through casual, fun, local social events hosted throughout the year in six Canadian cities.
- Transformed 133 young adults through four-day events like Retreat Yourself and Survivor Conference, ending their isolation and giving them the space and support to live and love life.

Despite the tough economic climate and fewer human resources, partnerships and connections with those who also believed in YACC and the cause, paired with our strength, courage, commitment, heart, and spark persevered and pushed YACC ahead with a strong financial year and a great start for 2017-18.

When our fiscal year ended on July 31, 2017, YACC had net revenue of \$183,651 (2015-16: \$81,558). This is what happens when a long-time champion steps up to Shave for the Brave in the fourth quarter, raising \$116,000! (You are a champ, Karl Smith!) Revenue was up six per cent from the previous year as we had some great highs for the year pushing us ahead.

Karl Smith takes part in the
1st Annual Brave Brunch
in May 2017.



Management discussion and analysis

Revenue

Revenue	2016-17	2015-16	Variance
Shave for the Brave	\$572,026	\$491,009	+16%
Corporate donations	\$289,865	\$289,346	+0%
Third party events	\$111,413	\$116,233	-4%
Personal donations	\$89,597	\$143,335	-37%
Climb	\$54,501	\$15,198	+258%
In memoriam donations	\$16,161	\$10,092	+60%
Miscellaneous	\$8,114	\$8,201	-1%
Total revenue	\$1,141,677	\$1,073,414	+6%

Shave for the Brave revenue accounted for 50 per cent of YACC's total revenue in 2016-17 (2015-16: 46 per cent). Shave revenue was 16 per cent higher from the prior year primarily as a result of Karl Smith, a key individual on the Shave Team, crushing all records with a personal all time high of over \$116,000 raised. Other areas of Shave revenue also increased including community Shaves, Solo Shavers, Office and Group Shaves. School Shaves have declined (32 compared to 52 in 2015-16) which accounted for 29 per cent of Shave revenue (2015-16: 44 per cent) as well as lower revenue for Shave Sponsors. While the number of Shavers was down to 894 compared to 1,147 in 2015-16, the average raised per Shaver was higher at \$640/Shaver compared to \$428/Shaver.

Corporate donations were on par with the previous year. In-kind revenue for the year was \$168,951 (2015-16: \$139,831) which is broken down to \$116,410 from Google Ad Grants (2015-16: \$113,295), \$12,147 worth of flight costs (2015-16: \$14,425), \$35,395 from advertising and promotion (2015-16: \$7,311) and \$5,000 (2015-16: \$4,800) from other sources.

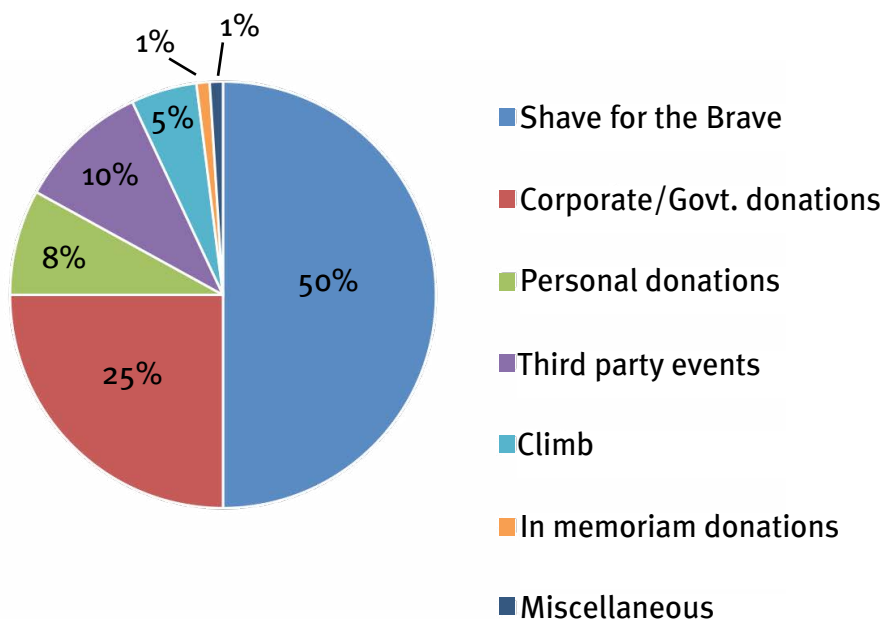
Personal donations were 37 per cent lower than the prior year mostly from a higher one-time gift from a recurring donor in 2015-16.

Third party events are events that are generally led by volunteers external to YACC. While some recurring events from the prior year did not happen in the current year, they were partially offset by new events. During 2016-17, there were 19 third party events held in support of YACC (2015-16: 22 events). The Climb is a fundraising event based on overcoming challenges with a supportive community; it returned in 2015-16 raising \$15,198 and raised \$54,501 in 2016-17 as it was expanded and incorporated into a corporate Climb. The Climb started in 2000 as a way for Geoff to celebrate his "first steps" after acute myeloid leukemia tried its best to kill him; it continued as a fundraiser until 2009 when it became a part of the annual Survivor Conference.

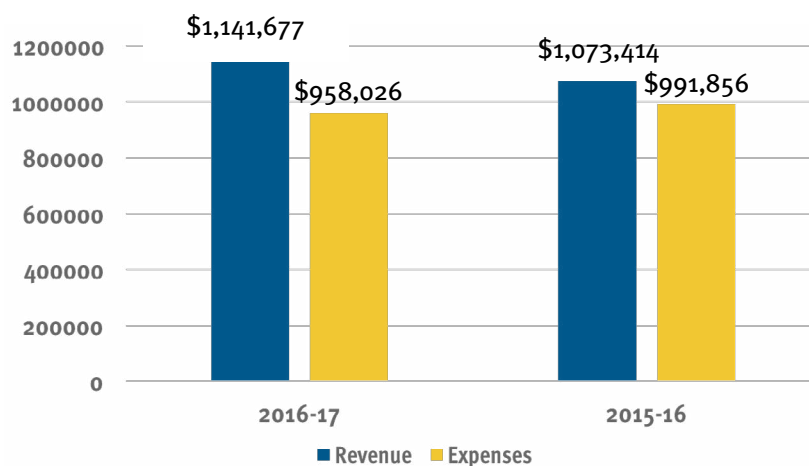
Management discussion and analysis cntd...

Donations in memory and in honour were higher than the previous year as a result of a higher number of deaths in the YACC community during 2016-17. Miscellaneous revenue would include revenue from YACC's online store, wage subsidies and interest earned.

Revenue



Revenue/expenses comparison



Management discussion and analysis cntd...

The Climb



Brews, Bowls, and Charity Goals

Justin Framton Memorial Hockey Tournament



Chase The Ace

Karalee Golf Classic



Tely Makes Me YACC



Krista Hong Memorial Golf Tournament



Power To Hope

Dunk for YACC



Punch Today In The Face



Texas 4000



Brave Brunch

Taylor Bell Memorial Fundraiser



Sjare The Spirit



Shave for the Brave

Management discussion and analysis cntd...

Expenses

YACC's expense highlights as compared to the prior year were:

	2016-17	2015-16	Variance
Support and programs	\$461,455	\$454,378	+1%
Awareness and advocacy	\$88,820	\$123,757	-28%
Fund development	\$271,582	\$252,008	+7%
Operations	\$136,169	\$161,713	-15%
Total expenses	\$958,026	\$991,856	-3%

Support expenses are truly the heart of YACC, the reason we exist. They are the programs that YACC offers: online support, Localife, the Big Cancer Hook-up, Retreat Yourself, Retreat Yourself Adventure, and Survivor Conference.

Digital

YACC's online support is primarily delivered via youngadultcancer.ca, our website; and 30 private Facebook groups we manage where young adults connect with each other 24/7. Young adults dealing with cancer report isolation as a top issue they deal with; these online programs help bridge that gap.

Local

Localife is a peer-led, activity-based group where young adults connect with their survivor and supporter peers at fun, casual events throughout the year. The Big Cancer Hook-up is a talk show-inspired webcast showcasing young adults and their cancer stories with local "hook-ups" where groups of YACCers watch together.

National

Retreat Yourself offers an opportunity to get together with other young adults with cancer, many of whom are recently out of treatment and haven't attended another YACC event. Participants share stories, hang out, let loose, and build relationships they value for a lifetime. Retreat Yourself Adventure gives YACCers a chance to tackle survivorship issues while ziplining and hiking in Newfoundland on a trip that pushes them physically and emotionally. The annual Survivor Conference is the biggest reunion of young adults dealing with cancer in Canada, bringing together a group of people who "get it" to connect and learn things to help make the best of the rest of their lives.

Support expenses accounted for 48 per cent of YACC's total expenses in 2016-17 (2015-16: 46 per cent) and were higher in 2016-17 as the start of a new web to attract more young adults was begun as well as an increase in in-kind gifts related to Support Programs.

Management discussion and analysis cntd...

A summary of YACC's programs and their reach can be found below.

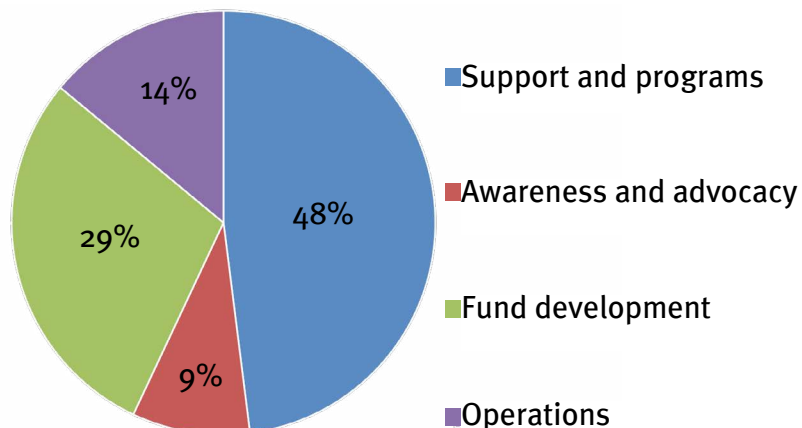
	2016-17	2015-16
Support	133	113
Retreat Yourself	24 (one event held)	21 (one event held)
Retreat Yourself Adventure	12	17
Survivor Conference	97	75
Social	700	715
Localife	312	332
Big Cancer Hook-up	388	383
Online: youngadultcancer.ca	124,051	125,616
Avg. website visits/month	10,338	10,468
Avg. page views/visit	3	4
New community profiles/year	10	20
Online: YACC's social media	7,931	7,453
Facebook likes	4,524	4,025
Twitter followers	3,407	3,428

Awareness and advocacy expenses include marketing and communications costs. These expenses vary each year depending on YACC's focus for the year and include raising awareness of young adult cancer issues, promoting YACC's programs held to address those issues, and running YACC's public social media presence.

Fund development expenses include expenses related to Shave for the Brave, other third party events, and the nurturing and development of YACC's partnerships. These expenses help fund the support programs YACC offers. Fund development expenses were 28 per cent of total expenses for 2016-17 (2015-16: 25 per cent).

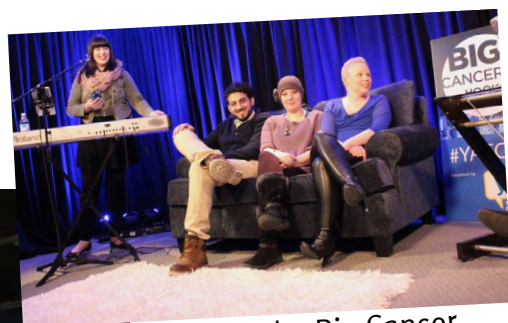
Operations expenses were 14 per cent of total expenses receipts (2015-16: 16 per cent) and relate to the general operation of a charity including governance, financial and administrative activities, such as issuing tax, insurance, etc.

Expenses



Management discussion and analysis cntd...

Localife Toronto



The Big Cancer Hook-up

Localife Calgary



Retreat Yourself BC



Localife Ottawa

Localife Edmonton



Retreat Yourself Adventure



Localife Vancouver



Survivor Conference

Management discussion and analysis cntd...

2016-17 Audited financials

YACC's full set of audited financial statements by Harris Ryan Chartered Professional Accountants for the year ended July 31, 2017 are available on our website, youngadultcancer.ca, or by contacting YACC at 1-877-571-7325 or connect@youngadultcancer.ca.

On to the next one

With over 8,000 young adults diagnosed with cancer each year in Canada, it works out to about 22 young adults hearing the words “you have cancer” every day. We hit a new high this year of connecting with one new person a day, which is amazing, but we still have a lot of work to do to reach all 22 of them, plus all of those who haven't heard of us yet.

We had a successful year, but we're not getting cozy. We have to continue to dig in, regroup, and fight. We are more committed than ever to offering our full selection of programs, to making new connections with young adults across the country, and to solidifying relationships with partners and supporters.

We look forward to you being a part of it.

Get in touch!

youngadultcancer.ca

1 (877) 571-7325

connect@youngadultcancer.ca

