

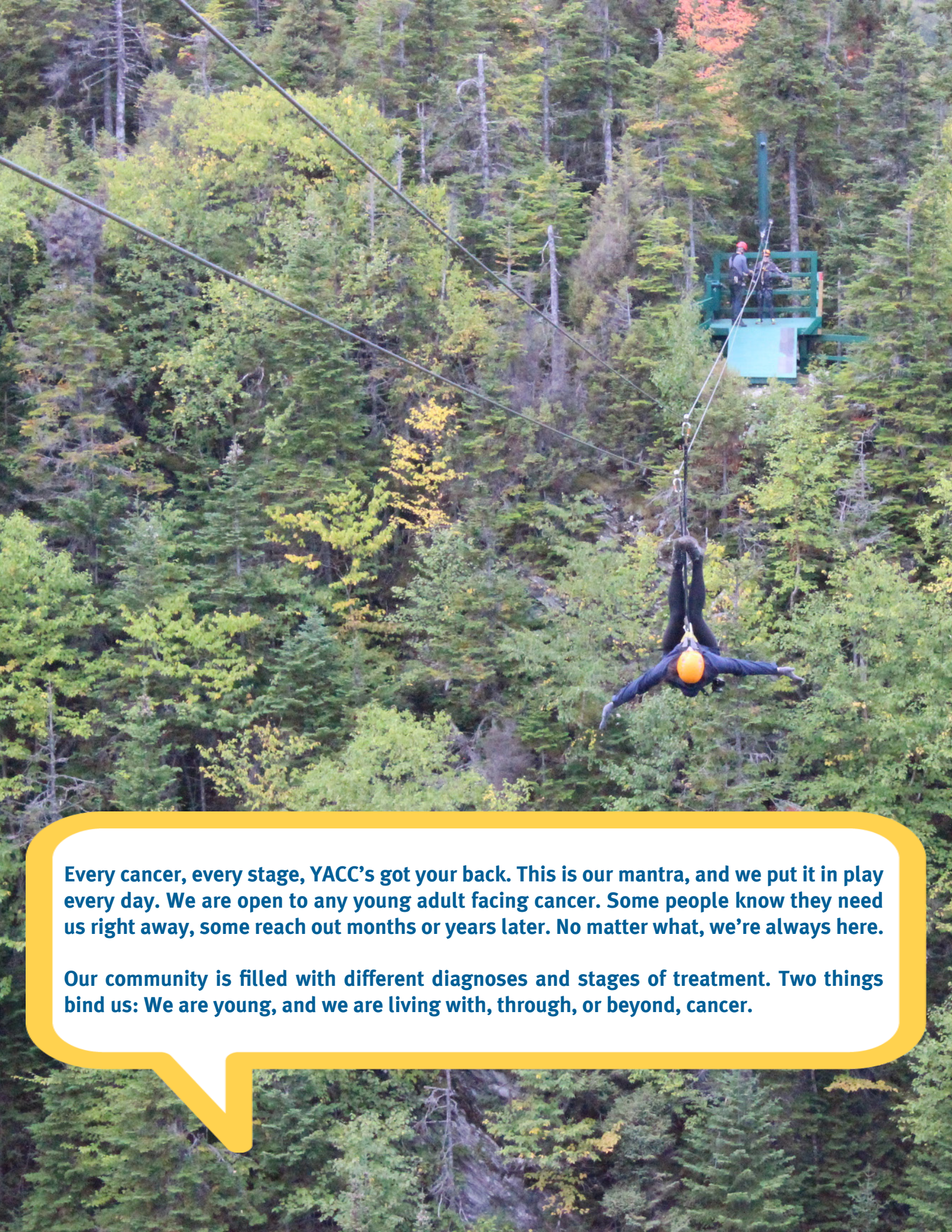
The logo for Young Adult Cancer Canada (yacc) features the lowercase letters 'yacc' in a bold, blue, sans-serif font. The text is contained within a white speech bubble with a thick yellow border. The speech bubble has a rounded top and a tail pointing towards the bottom left.

yacc

**YOUNG ADULT
CANCER CANADA**

2017-2018

Impact Report



Every cancer, every stage, YACC's got your back. This is our mantra, and we put it in play every day. 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 2018)

About YACC

Vision

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

Mission

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 their backs.

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.

Message from the board chair and executive director

Last year, we told you we were going to try a little harder, and we did. We continued making and nurturing valued partnerships; strengthened our dedicated team of employees, volunteers, and Board directors; increased national reach; engaged more people through face-to-face programs; and maintained annual revenue of just over \$1 Million.

We hosted 1,156 YACCers at our social and four-day face-to-face programs like the Big Cancer Hook-up, Localife, Retreat Yourself, Retreat Yourself Adventure, and Survivor Conference. This year saw our Survivor Conference grow to be the largest gathering of young adults affected by cancer in the country; we think of it as our family reunion where we see friends we haven't seen in years, and meet others for the first time.

We dug in deep with the YAC Prime Study—the largest study ever conducted on young adult cancer. Through an innovative marketing campaign, we gathered data from over 622 Canadians who were diagnosed with cancer between the ages of 15-39. Our amazing research team, lead by Dr. Sheila Garland, is currently diving deep into pool of data to shed light on the challenges faced by young adults after a cancer diagnosis. We will compare our findings to data on the “typical” young adult situation to see just exactly how much cancer affects your life when you're diagnosed in your late teens, 20s, and 30s. Not only will the YAC Prime Study guide changes in YACC's programming, it will help us better advocate for changes in policy and the healthcare system.

We also renovated youngadultcancer.ca and shaveforthebrave.ca—each a huge undertaking with a considerable amount of information we wanted to preserve, and changes we were seeking to improve

the user experience. Thank you to our partners at Scotiabank and Pizzaville for helping us make this happen!

And we got serious about the future of YACC. We have held brainstorming sessions with our Board and advisory committees, consulted experts, and had lengthy discussions about what the next phase of YACC will look like. We reached some goals in the last few years, but we want more, and young adults dealing with cancer in Canada NEED more. More support, more resources, more connection, more living and loving life.

To all the young adults dealing with cancer, we want you to know that every cancer, every stage, YACC's got your back. To every YACC donor, supporter, cheerleader, Shaver, Head Hunter, and more, we are committed to engaging you in meaningful ways to continue to help you change lives. 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

Management discussion and analysis

Highlights

In 2017-18, donations to YACC:

- Supported 79,029 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 8,451 followers and 29 private groups on Facebook for young adults dealing with cancer.
- Connected 998 young adults through casual, fun, local social events hosted throughout the year in eight Canadian cities
- Transformed 158 young adults through four-day Retreat Yourself events and the 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 combined with our strength, courage, commitment, heart, and spark helped us persevere and push YACC ahead with a strong financial year and a great start for 2018-19.

When our fiscal year ended on July 31, 2018, YACC had net revenue of \$71,549 (2016-17: \$183,651). Despite revenue being down nine per cent from the previous year, YACC still ended the year on a high note achieving many targets and milestones.

Board members

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

Finance-Audit Committee

Matthew Follett, Chair
Valerie Pike
Brodie Taylor
Lynn Zurel

Governance Committee

Valerie Pike, Chair
Geoff Boyd

Management discussion and analysis

FUNDRAISING AND COMMUNITY ENGAGEMENT



Revenue	2017-18	2016-17	Variance
Shave for the Brave	\$452,474	\$572,026	-20%
Corporate donations	\$280,530	\$289,865	-3%
Personal donations	\$146,537	\$89,597	+63%
Third party events	\$100,898	\$111,413	-9%
Climb	\$26,920	\$54,501	-50%
In memoriam donations	\$20,492	\$16,161	+26%
Miscellaneous	\$5,503	\$8,114	-32%
Total revenue	\$1,033,354	\$1,141,677	-9%

Shave for the Brave revenue accounted for 43 per cent of YACC's total revenue in 2017-18 (2016-17: 50 per cent). We saw an increase in Office Shaves, while Shave Sponsors and Group Shaves remained consistent year over year. School Shaves accounted for 27 per cent of Shave revenue (2016-17: 29 per cent) and continued to empower, inspire, and connect school communities across the country. We handed out 786 brand new bright yellow toques (2016-17: 894), and the average raised per Shaver was \$576 (2016-17: \$640). We also launched the Shave Ambassador program which engaged members of the school, YACCer, and local business communities to help grow our network and connect with new Shave groups.

Management discussion and analysis

Corporate donations were on par with the previous year. In-kind revenue for the year was \$82,761 (2016-17: \$168,951) which is broken down to \$40,272 from Google Ads (2016-17: \$116,410), \$4,833 of donated flights (2016-17: \$12,147), \$36,656 from advertising and promotion (2016-17: \$35,395) and \$1,000 from other sources (2016-17: \$5,000). Changes in the Google Ads policy required us to rework our campaign, but we're now up and running with a compliant policy pointing to our new website.

Personal donations were 63 per cent higher than the prior year with a higher gift from a recurring donor, some new major donors, and a campaign run by a YACCer.

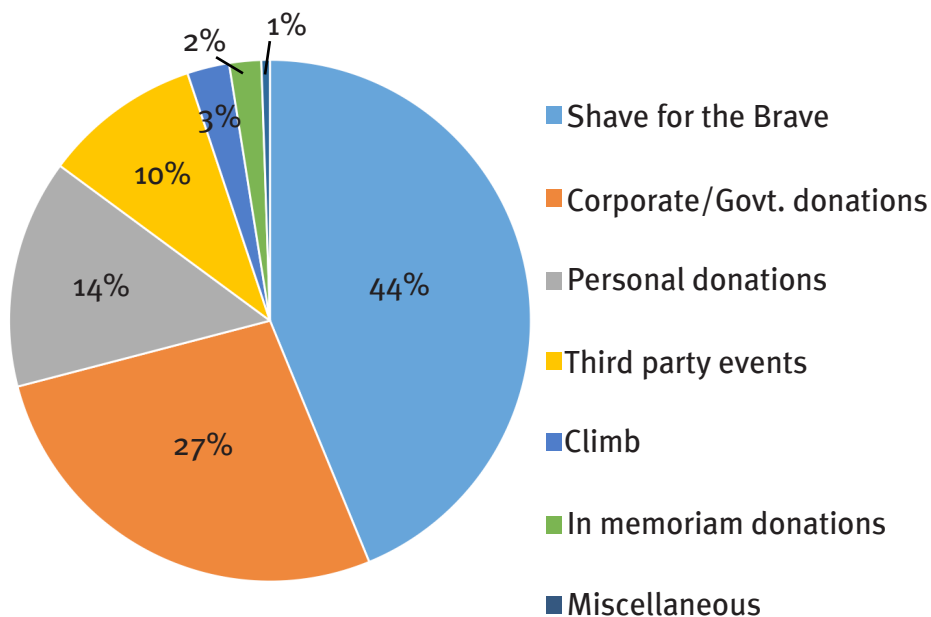
Third party events are events that are generally led by volunteers external to YACC. Revenue from recurring events from the prior year were consistent year over year offset by lower revenue for new events during the year. During 2017-18, there were 21 third party events held in support of YACC (2016-17: 19 events). The Climb is based on overcoming challenges with a supportive community; revenue was lower for 2017-18 by 50 per cent with revenue of \$26,920 (2016-17: \$54,501) as 2016-17 had incorporated a corporate Climb and other in-kind support.

Donations in memoriam and in honour were higher than the previous year as a result of an increase of in memoriam donations during 2017-18. Miscellaneous revenue would include revenue from merchandise, wage subsidies, and interest earned.

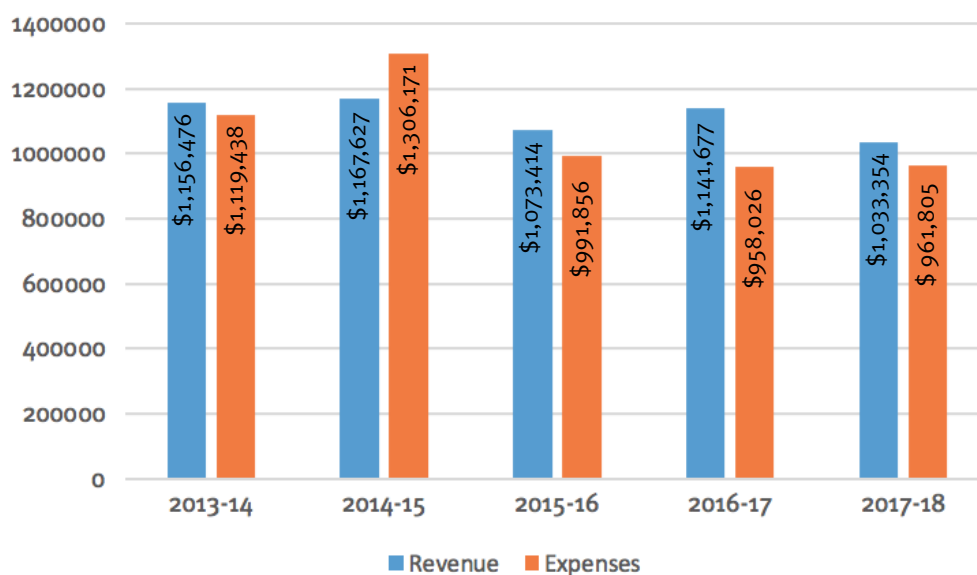


Management discussion and analysis cntd...

Revenue



Revenue/expenses comparison



Management discussion and analysis cntd...

Thank you to our third party event organizers!

In addition to annual activities like Shave for the Brave, The Climb, and Dunk for the Brave, we engage with third party organizers on a variety of events. Initiatives like those listed below raised over \$100,000 again this year, making it possible for YACC to continue offering its digital, local, and national programs while also engaging our community and supporters in incredible ways.

Here are some of the events held by friends who had our back this year:

- Karalee Golf Classic
- Dodge Cancer
- The Taylor Bell Memorial Fund
- Sjare the Spirit
- Brews, Bowls and Charity Goals
- Power to Hope 5k
- The Expansion Pack
- The Krista Hong Memorial Golf Tournament
- The Justin Frampton Memorial Hockey Tournament
- Joan Frampton's "The Climb"
- Tely Makes Me YACC
- Fort to Forge 10k
- Mitch Zappitelli Charity Football Game
- Bespoke Karma Rides
- Jody Mason's "Don't Waste The Happy" Birthday Party
- Annette's Royal Cancer Smackdown
- Mews 8k
- Emma Thind Henna Art
- Penney Ralph
- Bathy's Bath Bombs



Management discussion and analysis cntd...

PROGRAM AND OPERATIONAL INVESTMENTS

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

	2017-18	2016-17	Variance
Support and programs	\$453,989	\$461,455	-1%
Awareness and advocacy	\$99,728	\$88,820	+12%
Fund development	\$258,927	\$271,582	-4%
Operations	\$149,161	\$136,169	+9%
Total expenses	\$961,805	\$958,026	0%

Support and program investments 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 29 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 our peer-led, activity-based group where young adults connect with their survivor and supporter peers at fun, casual events throughout the year. We added two new cities this year—Winnipeg and Victoria—bringing the program to a total of eight markets. 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, including 419 in 2017-18!

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, 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 adult cancer patients/survivors/supporters in Canada, providing resources to help make the best of the rest of their lives.

Support expenses accounted for 47 per cent of YACC's total expenses in 2017-18 (2016-17: 48 per cent) and were lower as the result of the decrease in in-kind gifts related to support programs. Excluding in-kind gifts, support expenses were higher during 2017-18.

Management discussion and analysis cntd...

	2017-18	2016-17	2015-16	2014-15	2013-14
Support	158	133	113	170	135
Retreat Yourself	46 (two events)	24 (one event)	21 (one event)	64 (three events)	25 (one event)
Retreat Yourself Adventure	12	12	17	17	17
Survivor Conference	100	97	75	89	93
Social	998	700	715	633	462
Localife	580	312	332	290	298
Big Cancer Hook-up	419	388	383	343	164
Online: youngadulcancer.ca	79,029	124,051	125,616	116,097	136,404
Avg. website visits/month	12,351	10,338	10,468	9,674	11,367
Avg. page views/visit	4	3	4	4	4
New community profiles/year	12	10	20	22	17
Online: YACC's social media	8,415	7,931	7,453	6,608	5,911
Facebook likes	4,897	4,524	4,025	3,398	2,922
Twitter followers	3,518	3,407	3,428	3,210	2,989
Program demand: Applications vs. capacity	170%	171%	174%	126%	140%

Program Demand has averaged 156 per cent over the past five years and has been over 170 per cent for the past three years. This means that for every 100 spaces available at four-day support events there are 170 applications.

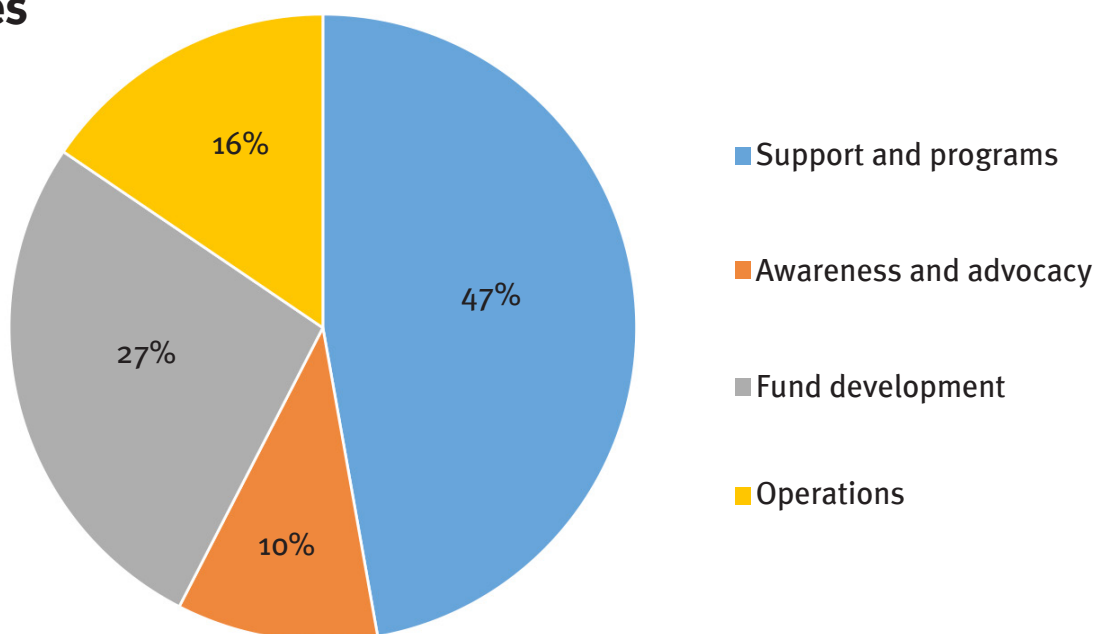
Awareness and advocacy expenses include marketing and communications costs. These expenses vary each year depending on YACC's focus for the year and include raising awareness of young adult cancer issues, promoting YACC's programs held to address those issues, and running YACC's public social media presence.

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 27 per cent of total expenses for 2017-18 (2016-17: 28 per cent).

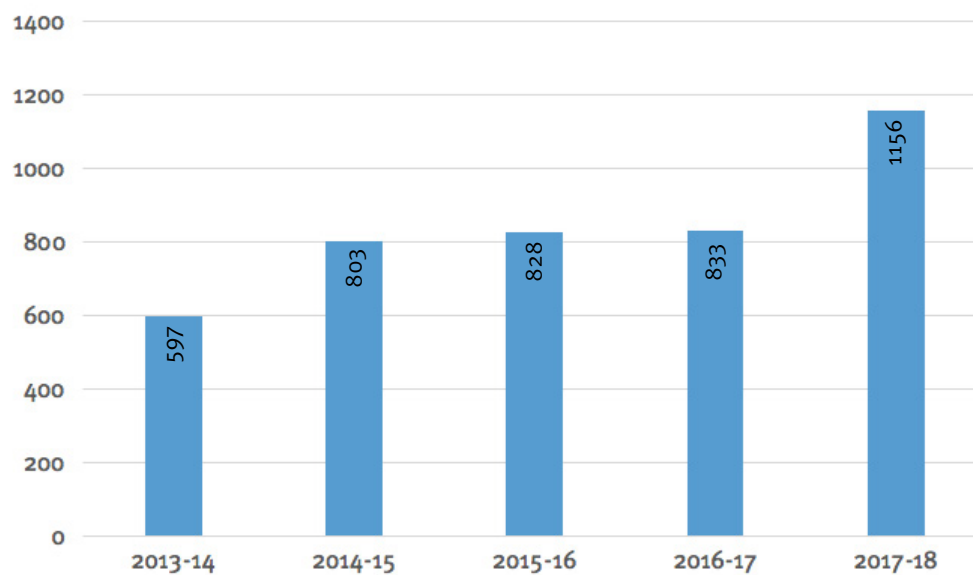
Operations expenses were 16 per cent of total expenses receipts (2016-17: 14 per cent) and relate to the general operation of a charity including governance, financial and administrative activities, such as issuing tax receipts, insurance, etc.

Management discussion and analysis cntd...

Expenses



Support and social events reach



Management discussion and analysis cntd...

Localife Calgary



Localife St. John's



The Big Cancer Hook-up



Localife Toronto



Retreat Yourself ON



Localife Winnipeg



Localife Victoria



Retreat Yourself BC



Localife Vancouver



Localife Edmonton



Localife Ottawa

Survivor Conference



Retreat Yourself Adventure

Management discussion and analysis cntd...

2017-18 Audited financials

YACC's full set of audited financial statements by Harris Ryan Chartered Professional Accountants for the year ended July 31, 2018 are available on our website, youngadultcancer.ca, or by contacting YACC at 1-877-571-7325 or connect@youngadultcancer.ca.

Bring on 2018-19!

We look forward to another year of life-changing programs in 2018-19, but we're also looking forward to a lot of exciting initiatives on the horizon at YACC HQ. From a new vision for our web community, to a new round of Shave for the Brave ambassadors, to unprecedented data coming out of the YAC Prime Study research team and extensive planning for the next phase of the organization, we expect it will be a memorable, defining year for Young Adult Cancer Canada and the young adults we serve.

Every cancer, every stage, YACC has their backs, only because of the support of awesome and engaged supporters, volunteers, and community members.

Visit youngadultcancer.ca to learn more and get involved!

Get in touch!

youngadultcancer.ca

1 (877) 571-7325

connect@youngadultcancer.ca

