

# Breast Cancer Action Montreal

## Annual Report

July 1, 2013 to June 30, 2014

Presented at the Annual General Meeting

September 10, 2014

**Breast Cancer Action Montreal (BCAM)** is a non-profit organization that educates the public about environmental toxicants and their links to breast cancer, and advocates for stricter industry regulation and stronger government policy regarding toxic chemicals in consumer products that put women at greater risk for the disease. Our work aims to improve the quality of life for women with breast cancer now and to prevent or reduce its incidence for future generations.

We are particularly concerned about getting at all the root causes of this disease (heredity and lifestyle choices explain only 50% of the causes of breast cancer) and ensuring primary prevention. Much of our work is centered around informing the population at large, and women in particular, on how to avoid risks associated with the disease, particularly environmental risks. BCAM operates a number of successful outreach programs in French and English that serve as sources of public education about exposure to toxic chemicals and the links to breast cancer. Through these programs we are able to fulfill our mission of awareness, advocacy and support. As well, BCAM sponsors a range of public events in and around Montreal, including workshops, lectures, panel discussions and awareness rallies. BCAM regularly partners with women's groups, universities and environmental organizations in Quebec and across Canada. We work with a gender-based analysis and within an anti-oppression framework.

### **Board of Directors**

September 19, 2013 to September 10, 2014

President	Nancy Guberman
Vice-President	Deena Dlusy-Apel
Treasurer	Carol Secter
Secretary	Avis Antel
Director	Deborah Bonney
Director	Laurianne Lamarche
Director	Lise Parent
Director	Elle Chavez-Jerez (mandate ended June 5, 2014)

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Administrator  
Youth Project Coordinator  
Project Coordinator  
FemmeToxic Coordinator  
Campaigns and Outreach Director

Rosanne Cohen – July 1, 2013 – April 27, 2014  
Jennifer Beeman – as of April 28, 2014  
Viorica Lorcencova  
Naiké Ledan  
Anaïs Lagacé  
Darshana Dhunnoo  
Patricia Kearns

## **Report from the Board of Directors**

Nancy Guberman, President

2013-2014 will go down as a turning point in the history of BCAM as we moved forward with the Strategic Plan adopted at last year's AGM. In line with our vision to become a more prominent actor in the women's, environmental, health & safety and governmental milieus, we employed multiple strategies to make ourselves known, especially to the French-speaking and ethno-cultural public in Montreal. We have both grown and consolidated our organization and its expertise, ensuring a stable staff situation and a wide reach for our educational and advocacy activities. One major change was the resignation of Rosanne Cohen as ED and the need to strike a hiring committee (Nancy Guberman, Lise Parent and Deborah Bonney) to search for the perfect replacement (although, of course, Rosanne is irreplaceable) who would help move us forward. And after a long search, we found her. Jennifer Beeman comes to us with the multiple expertise, connections and enthusiasm we were looking for and her positive contribution to our strategic development has already made itself felt. But this year was mostly under the creative and "flamboyant" leadership of Rosanne Cohen to whom we owe much gratitude for pushing BCAM forward and setting the stage for the success of our strategic plan. Although as of July, 2013 she decided to attempt to work 2 days a week, sharing her job with Patricia Kearns, Rosanne maintained the work of supervising the projects, doing PR, grant writing, and multiple other tasks, while Trish took on the organization of events and campaigns.

To give members a feel of the board's work this year I would like to report on what we have accomplished in the first year of our three-year Strategic Plan.

Our first area of concern in the plan was to (re) define the scope of BCAM in terms of its territorial identity. After discussion the board opted to define BCAM as a provincial organization. This led to a proposal for a name change so that we become Action cancer du sein du Québec/Breast Cancer Action Quebec (if accepted at the AGM).

With regard to our decision that a major priority in the mandate of the ED and the board be to build networks and coalitions with groups from diverse milieus we decided to become a member of key women's groups in Quebec such as Relais-femmes and La Table des groupes de femmes de Montréal. We also co-hosted a public conference with CINBIOSE and l'Institut santé et société (two research groups at UQAM working on environment and health) that reached unions concerned with working conditions and breast cancer, and we have worked closely with Environmental Defence on the Campaign to eliminate five toxicants from the environment. The fact that our new ED comes to us with over 20 years experience in the women's movement and a high level of credibility has also put us on the map. As well, we gave a specific orientation to our two funded projects (3I and PACT) to reach out to communities we rarely touch and, as you will see in the Annual Report, they did so with brio. And increasingly board meetings and BCAM activities are bilingual. With only one year behind us, I feel we have made important strides in promoting BCAM throughout Montreal, Quebec and Canada.

Our Strategic Plan proposed to reexamine BCAM's mission and some of our defining documents. It was felt that our mission statement should be more concise and after many reiterations, we adopted the following:

BCAM advocates for breast cancer prevention and the elimination of environmental toxicants linked to the disease. We work to empower people to make the societal changes needed to stop the disease before it starts.

In line with the above advances and changes, our Strategic Plan proposed that we develop a global communications strategy including our (re)branding and changes to the look of our various communications tools to help promote our transformation. And indeed our communications committee composed of board members Deborah Bonney, Laurianne Lamarche, with staff member Patricia Kearns and BCAM volunteer translator Pascale Arès, produced an environmental scan as the first step in this process which will continue throughout the next year to give us a new image for our 20<sup>th</sup> anniversary next year. As well, the board decision to go electronic with our newsletter became official with the first electronic issue of BCAM Connected/ ACSM en ligne in the fall of 2013.

The board also made major inroads regarding our objective to redefine the board structure and functioning. The board has thus been working to update certain key documents such as our by-laws and to formalize our functioning by developing policies for staff and an action plan to concretize the Strategic Plan for both staff and board. The human resources committee composed of Carol Secter, Avis Antel and Nancy Guberman produced an excellent Working Conditions Policy, adopted by the board, and carried out evaluations of staff members. The proposed modifications to the by-laws define board mandates as a 3-year term, fix the board composition at nine members and define the ED as a voting member of the board. The board also discussed membership status and added a category of organizational member as well as deciding to increase membership fees.

Finally, with regards to our objective of sustainable funding, the board opted to prioritize grant writing to both governments and foundations but also organized a major fund-raising activity. Thanks to co-hosts Carol Secter and Avis Antel, we raised over 20,000\$ including at least 17,000\$ in 3-year sustainable donations. A major thank you to the organizers and to all those who participated. We have had uneven success with our grant applications. Our proposal to the Quebec government program SACAIS was rejected for a technical detail but we will resubmit it at the next call for projects. We also had no luck with Greenshields. However, we did get a new grant from the Solstice Foundation, which while small, is an essential addition to our budget.

Other activities undertaken by the board include our Look Good Feel Better (LGFB) campaign aimed at having products containing known toxicants removed from the cosmetic baskets this program gives to women being treated for breast cancer. A committee composed of Avis Antel, Deena Dlusy-Apel, Carol Secter, Deborah Bonney and Patricia Kearns took on the Canadian Cosmetic, Toiletries and Fragrance Association who sponsor LGFB. As well, board members were active on the Endocrine Disruptor Web Campaign, "Hands Off My Hormones," using short video clips, graphics and articles to create the educational materials for the campaign.

This year, our efficient and tireless board secretary Avis Antel will be leaving us and we are very sorry to see her go but know we can continue to count on her as an active and supportive BCAM member.

## **Perspectives**

As already mentioned, I feel we are well on our way to attaining the objectives and goals laid out in our Strategic Plan. We have managed to find ways to maintain the majority of our excellent, and devoted project workers as permanent staffers; we have admirable leadership in Jennifer Beeman and the board; and can count on many committed members, volunteers and donors. We cannot express enough our appreciation for the loyalty and contributions of members and supporters. This year we can also note that we are being recognized beyond a limited circle of friends and allies for the amazing work we do and can see our membership expanding. As we arrive at our 20<sup>th</sup> anniversary, we have continued and expanded the legacy of our founding sisters in creative and exciting ways. I am sure that they would be proud, as should we all.

### **The View from the Office: 2013-2014**

Jennifer Beeman, Executive Director

BCAM's office is a very active place as we undertake our diverse projects and activities with a wide variety of groups and communities, work with volunteers, coordinate different campaigns, develop new funding sources and so much more. The three major projects this year have undoubtedly been the PACT Project, coordinated by Anaïs Lagacé and funded by the Catherine Donnelly Foundation, the 3I project, coordinated by Naïké Ledan and funded by Status of Women Canada and BCAM's ongoing program, FemmeToxic, which did not have any outside project funding and was coordinated by Darshana Dhunoo. These projects will be presented in detail below, but I must stress the skill and commitment of our team of workers. All the projects have outperformed their respective action plans and in some cases have generated budget surpluses through the hard work and efficiency of their coordinators. In addition, we are confident that we will be able to build on the strength of each project, the knowledge gained and the alliances forged to continue our work to educate and empower women and communities on environmental toxicants linked to breast cancer as well as on prevention of the disease. In addition, a myriad of smaller projects and actions were undertaken, often with a mix of board members, volunteers and staff that also enrich BCAM's work.

At the center of all this activity, we most often find Viorica Lorcencova, our invaluable administrator, liaison officer and first-class trouble shooter. We are also exceedingly lucky to have Patricia Kearns continue at BCAM as research and networking advisor. In addition to coordinating several committees, Trish's knowledge of the women's health and environmental movements as well as the latest research on breast cancer is very important for us.

BCAM was fortunate to receive two Canada Summer Jobs positions in 2013-2014. In the summer of 2013, Samia Marshy, our student intern from McGill, was particularly helpful with our work for the Look Good, Feel Better campaign by identifying the endocrine disrupters in beauty products distributed to women undergoing cancer treatment. In the summer of 2014, we were lucky to have Concordia Communications student, Jessica Romera join us to work on a wide variety of activities linked to our communications, including developing a model of a social media policy for BCAM.

Since arriving at BCAM at the end of April 2014, I have been constantly impressed by the involvement of committed volunteers who carry out important work for the organization. Our members, who now number at about 250, contribute a lot of time and effort to produce valuable work by writing for and editing the newsletter and website, organizing meetings, taking minutes,

facilitating training sessions or committee meetings, analyzing scientific studies and reports as well as demonstrating, distributing pamphlets and everything in between. In addition, we have an extraordinary team of volunteer translators led by Joan McCordick, Jeanne Duhaimé, Vanessa Vallières as well as many others. BCAM is its members and we are profoundly fortunate that they are so dedicated and talented and we hope they will be with us for many years to come.

#### **BCAM Committees 2013-2014**

##### **Hands Off Our Hormones (EDC) Committee**

Deborah Bonney  
Elle Chavez Jerez  
Rosanne Cohen  
Deena Dlusy-Apel  
Patricia Kearns  
Laurianne Lamarche  
Alexandra Yanofsky

##### **Communications Committee**

Pascale Arès  
Deborah Bonney  
Rosanne Cohen  
Patricia Kearns  
Laurianne Lamarche

##### **BCAM On-line Newsletter Committee**

Avis Antel  
Maychai Brown  
Rosanne Cohen  
Susan Hertzberg  
Christine Kupka  
Maureen Lafrenière

##### **Look Good, Feel Better Committee**

Avis Antel  
Deborah Bonney  
Deena Dlusy-Apel  
Patricia Kearns  
Carol Sector

##### **Human Resources (Committee of the Board of Directors)**

Avis Antel  
Nancy Guberman  
Carol Sector

##### **Translators**

Pascale Arès	Christine Laprise
Magali Cicujano	Odile Leclerc
Jeanne Duhaimé	Lucie Legault
Micheline Gosselin	Françoise Magne
Monique Héroux	Joan McCordick
Liliane Hozer	Lina Scarpellini
Maryse LaFontaine	Geneviève Tardif
Gabriel Lagacé	Vanessa Vallières

This year BCAM was somewhat less present in large public activities as we concentrated our efforts on reaching out to communities and populations with whom we have had less contact, notably through our projects and in line with our strategic plan. As you will note in the following sections, we were very successful in our outreach efforts. Meanwhile, we accepted invitations from a number of organizations to give presentations and/or be interviewed about the connections between environmental toxins and breast cancer and strategies for prevention: University of Ottawa, Women's health interest group; High School of Montreal Adult Centre; Centre d'éducation et d'action des femmes; Pointe-Saint-Charles Community Clinic; La maison des parents de Bordeaux-Carterville Académie Michèle-Provost; Act to End Violence Against Women; Global TV; CKUT; Protégez-Vous.

## BCAM Projects

### 1. The PACT Project: Prevention and Action against Cancer and Toxicants

Anaïs Lagacé, Project Coordinator

The Prevention and Action Against Cancer and Toxicants (PACT) project is an education, awareness and mobilization initiative aimed at reaching new groups of citizens still unaware of the toxins in consumer products; sensitizing them to the issues; and stimulating the emergence of creative and innovative actions aimed at regulatory or industry change. The project is co-funded by the Catherine Donnelly Foundation and Environmental Defence.

The project specifically targets five hazardous toxicants for elimination: flame retardants, phthalates, triclosan, parabens and formaldehyde. While we had planned to offer the PACT project to six community groups this year, in fact, we exceeded our goal and reached a total of nine organizations. Here are the groups that took part in PACT's first year:

Maison des familles du Centre-Sud	Comité de Citoyens pour la Paix et la Sécurité de Montréal-Nord (CCPS)
Halte-Femmes Montréal-Nord	Maison des familles de Lasalle
Carrefour d'éducation populaire de Pointe-Saint-Charles	Maison des familles de Verdun
Carrefour d'entraide Lachine,	La Marie debout centre de femmes d'Hochelaga-Maisonneuve
Centre des femmes de Saint-Laurent	

Two workshops of two hours each are presented to each group. The first workshop is an adapted version of "*Becoming a Chemical Detective: Tips for a toxic free home*" and the second workshop takes the form of a meeting at which participants decide on a collective action, organize it and, depending on the action chosen, carry it out.

*Outcomes:*

- ♥ **23 workshops were held** this year as part of the project, **with a total of 113 participants and 198 toolkits were handed out** to participants, their families and friends,
- ♥ **9 collective actions that reached 3230 individuals** were carried out calling for stricter government regulation or for industries to eliminate toxicants from their products, and educating the community about ways to reduce exposure to these harmful chemicals. (ex.

personalized letters to the federal ministers of Health and the Environment calling for stricter regulation of toxic substances (219 postcards were sent); handmade cards sent to L'Oréal Canada, calling for the elimination of toxic chemicals from its products; Information booths at community events to inform the public about the dangers of toxic chemicals in the environment; distribution of 2533 flyers in several Montreal neighbourhoods)

♥ **In addition, 92 individual actions were undertaken** to reduce toxicants in our environment. (ex. meetings with Members of Parliament, signing petitions and mailing postcards, meeting with store managers, making themed T-shirts, etc.)

Workshop participants indicated that they believe their actions will have an impact on the elimination of toxic chemicals from their environment. They also stated that they felt better informed about toxic chemicals in consumer products and that they would change their buying habits so as to reduce their own exposure. The actions they organized made them feel empowered as citizens and consumers and gave them the sense that they were having an impact in their community. Here are some of the participants' comments:

*In the future, I won't hesitate to complain to companies and share my new information with my contacts.*

*Citizens need to be better informed, for the sake of their own health and that of their loved ones - thanks so much for this meeting.*

*Great workshop, interesting and accessible to all without putting pressure on us and making us feel guilty, congratulations!*

*This workshop will completely change my consumer habits and especially my buying habits.*

The **Take Action activist toolkit**, another PACT activity is now available on our web site. The purpose of the toolkit is to give our members and the general population a set of tactics and methods for engaging in collective action to bring about change in society. It will be officially launched at the end of August.

## **2. 3I Project: Influence, Initiate, Impact!**

Naïké Ledan, Youth Coordinator

The 3I Project, funded by Status of Women Canada, whose goals are to increase young women's participation in civic and political life and to help them assume leadership roles with younger girls, got into full swing this year. Here is an outline of the major steps of the project thus far.

From August to December 2013, a Needs Assessment, based on information from focus groups held last year, was undertaken and a Report submitted to Status of Women. We also spent this period working to consolidate partnerships with potential community partners. **70 community groups** were contacted and **15 organizations have become strong allies** who we will be able to partner with as the project develops. We specifically targeted communities that are hardest to reach with our message, In September first training sessions were organized for the three groups of girls from Côte-des-Neiges, Project LOVE and Jeunes leaders Rivière-des-Prairies (RDP). A fourth group – OWL was trained in early 2014. Each group had then to develop a specific action or project.



The Rivière-des-prairies project, **My Black is Beautiful**, held weekly meetings with steady attendance (quite an achievement with teenage girls). The collaboration went smoothly and was a well-structured partnership. The activity chosen by the girls addressed issues that young women from RDP's black community face (the population of the high school we had partnered with), for example, the use of skin bleaching products, hair straightening perms, and self-esteem issues. To address these issues, the girls organized a photo exhibit celebrating the human beauty in all of us. As well, they organized a week of workshops for the youth of their community. The My Black is Beautiful project reached **150 young women 12-17 years old** through workshops with 118 reporting having gained/strengthened skills needed to respond to issues related to the low representation of women and girls in civic, political and community life, while **1313 high school youth** came out during the week long photo exhibition.

Both **Project LOVE** and Côte-des-Neiges group's projects required some restructuring in early 2014, but current results are extremely positive. The young women from **Project LOVE** created a documentary movie addressing self-love, identity and body image. They hosted two screenings of the movie attended by **28 people**. Currently, **Côte-des-Neiges's** 'zine (on-line magazine) is still in development, but on-going meetings have permitted significant development of skills and capacity building for action.

The **Project OWL** began in February 2014 and its participants decided to organize a forum on women's empowerment, more specifically on the effect of cultural expectations and behavioral norms on women's leadership. This event sought to educate young women on how to identify and respond to barriers of participations. **32 young women and stakeholders** attended the forum.

With the 3I project, we have attained our goal of reaching out to marginalized youth and empowering them to be able to analyze their situation, improve leadership skills and self-esteem and stand up for their rights. The project continued this summer with two more groups of young women, and the six groups together are organizing a Forum for stakeholders in October where a panel of three dynamic young women who have broken barriers of social norms and stereotypes themselves will address the question of barriers to girls' leadership. As well, the participants of the six groups will present their cultural productions.

## **Youth Programs**

### **FemmeToxic**

BCAM's ongoing youth program FemmeToxic works to educate people, especially young people, about environmental health, and specifically the toxins in cosmetics. In addition to educating about the potential dangers of certain cosmetic ingredients, FemmeToxic provides tools young people need to undertake personal change and to influence national legislative reform. FemmeToxic provides information that is not influenced by corporate interests so that we can look at the issues of environment and health critically and do something about them.

FemmeToxic has had an active year. Coordinator, Darshana Dhunoo presented a FemmeToxic workshop to **fifteen** different groups, ranging from student groups at McGill, Concordia, and several cegeps to DESTA, a Black Youth Network not-for-profit community-based organization serving

marginalized youth, aged 18 to 25; from Portage which works with young people with addiction problems to the Little Burgundy Youth Association.

Darshana also represented FemmeToxic at the Global Development Forum at McGill University as well as at the Girls Action Foundation Forum for Francophone women programmers. She was also invited as a speaker at University of the Streets café's public discussion on the presence of toxicants on the market. These events were a great opportunity to advertise the work that BCAM and FemmeToxic do in addition to providing important and unique information to young people.

### **Speaking Up for Health: A Youth Environmental Leadership and Community Building Workshop**

Speaking Up for Health: A Youth Environmental Leadership and Community Building Workshop, funded by Environmental Defence Canada was developed by FemmeToxic coordinator Darshana Dhunoo for young adults who have had or are experiencing cancer. The project targeted this specific audience because these young adults have been excluded from conversations on environmental risk factors and their links to health. We feel it is important that this information reach them so that they can also be critical consumers and active participants on the issue of environmental links to cancer.

### **BCAM Campaigns**

#### **Hands Off My Hormones: Take a Stand against Endocrine Disrupting Chemicals**

In the spring of 2013, BCAM held a café rencontre on endocrine disrupting chemicals (EDC) which was the catalyst for our ongoing campaign, *Hands Off My Hormones: Take a Stand against Endocrine Disrupting Chemicals*. The campaign was led by the newly formed EDC Committee, which came up with the title, Hands Off My Hormones!

It was decided that a **social media campaign** was the best means to educate the public, especially given our limited budget. An invited professional gave the committee a mini info session on social media; Deborah VanSlet, a professional videographer, volunteered her time to shoot and edit the EDC messages which were eventually posted to the **HOMH** section of BCAM's website. Committee member Laurianne Lamarche offered her time to design the campaign graphics and Patricia Kearns wrote content that summarized the threat posed by EDCs.

October was set as a date to officially launch the campaign as part of BCAM's Alternative to Pink event during Breast Cancer Awareness Month. The 2013 event was a conference on *Breast cancer in the workplace: why research and preventive action are needed*, held at UQAM in partnership with the Institut santé et société and CINBIOSE (Centre de recherche interdisciplinaire sur le bien-être, la santé, la société et l'environnement) on November 7. Our conference speakers were Jim Brophy and Margaret Keith, Lise Parent and Ana Maria Seifert. Jim and Margaret presented the results of their 2012 research, *Breast cancer risk in relation to occupations with exposure to carcinogens and endocrine disruptors: a Canadian case-control study*, which shows how women working in the plastics and canning industries are at a much higher risk for developing breast cancer than other women living in their communities; Lise Parent summarized the most up to date information on

EDC's; and Ana Maria Seifert, a health and safety advisor for the CSN gave a historical perspective on workplace cancers and her members' present day concerns.

### **Look Good Feel Better (LGFB)**

Look Good Feel Better is a national program based in hospitals that offers a make-up session and a basket of personal care products to women being treated for cancer. BCAM has been wary about the ingredients used in the products being given and this summer analyzed them, only to find that, indeed, they contained known endocrine disruptors and other toxicants. A committee was thus struck to look at how we could tackle this issue. The committee sent a letter to Daryl Praznik the CEO of the Canadian Cosmetic, Toiletries and Fragrance Association who sponsors LGFB outlining our concerns, and in answer he proposed to meet with us. A meeting was held in July, and while no inroads were made in terms of having products with known toxicants removed from the LGFB baskets, we are being taken seriously and a follow-up meeting was even proposed by Mr. Praznick. The committee will continue developing its strategy to move forward this year.

### **BCAM Events**

*May 22, 2014*

#### **Café rencontre: Breast Cancer Power? Breast Cancer Porn? Either, both or other?**

BCAM member and well known women's health activist Abby Lippman facilitated the café rencontre **Breast Cancer Power? Breast Cancer Porn? Either, both or other?**

This café-rencontre took on the topic of the recent proliferation of exhibits, blogs, articles, and videos that portray explicit images of mastectomies. Together, we looked at books and watched video clips of post- mastectomy women. An intense discussion was had about these photographic images: How do women who have lived through mastectomies feel about them? In what contexts do these photographs exist? Do they encourage people to consider their attitudes and reflect on how beauty is defined? Do they help prepare women for breast surgery?

*May 10, 2014*

#### **Mother's Day March**

BCAM members were invited to make some noise together to protest the presence of endocrine disruptors as well as other toxicants in personal care products and to inform the public that they should think twice about what might be in the gift they were buying for their mothers.

At least forty of us assembled at the Beaubien metro and proceeded up St. Hubert Street to Jean Talon, handing out pamphlets and speaking with people about how the ingredients of soaps, perfumes, lotions etc. contain chemicals that are harmful to us and are connected to long term illnesses including breast cancer. We were a lively group carrying signs with great slogans, many of

which we also chanted as we went. People were very open to speaking with us and wanted to find out more. WE handed out 300 information pamphlets.

### **Pink Ribbons Inc.**

Two screenings of the film *Pink Ribbons Inc.* were held this year.

*November 7, 2013*

FemmeToxic hosted a free screening, followed by a discussion with Patricia Kearns, co-writer of the documentary. The discussion focussed on how breast cancer became the poster child of cause-related marketing campaigns and at what cost to the breast cancer movement.

*June 11, 2014*

BCAM was invited to present the film to members of the Conseil central de Montréal métropolitain, CSN. About fifty people from the union attended and a lively Q&A followed. The Women's Committee of this union will be our partner for the October 2 screening at Cinéma Beaubien.

### **Fundraising Events**

*November 2, 2013*

#### **Shaar Hashomayin Concert / Fundraiser for BCAM**

Stephen Glass, Director of Music at Congregation Shaar Hashomayim, Cantor Gideon Zelermyer and the Synagogue Choir presented a fourth annual concert for the benefit of Breast Cancer Action Montreal, in association with the Sisterhood of the Shaar Hashomayim.

The concert, as excellent as always, raised \$3000.00 for our organization. BCAM is very grateful for their efforts which provided a wonderful musical evening with an extraordinary dessert buffet and much appreciated funds.

#### **Wine and cheese fundraiser**

*November 21, 2013*

Last fall two board members Carol Secter and Avis Antel offered to organize a cocktail fundraiser at one of their homes. The purpose of the event was to solicit invitees to become sustaining donors for the three years of our strategic plan. The event showcased BCAM's work and highlighted its on-going importance.

Our vibrant speakers, Ruth Feigelson, Nancy Guberman, Patricia Kearns and Darshana Dhunno did the job! Over thirty people attended of which ten agreed to become sustaining donors, and many of our longtime supporters increased their donations.

The board members and staff provided the food and wine, so all the proceeds from the evening went towards BCAM's work.

*May 7, 2014*

### **Annual Girl Guides March/Fundraiser for BCAM**

BCAM is lucky to have committed supporters on the South Shore of Montreal who organize an annual march with the Girl Guides of Greenfield Park as a fundraiser for BCAM. In addition, the Ladies' Auxiliary of the Greenfield Park Royal Canadian Legion hold a bingo the same night also as a fundraiser for us. This year the fundraiser took place on May 7<sup>th</sup> with more than 60 girls and families participating in the event. The combined events raised more than \$1,300.

*May 2014*

### **The Women's Art Studio Exhibition**

The Women's Art studio of Montreal held their annual spring exhibition in our very own building on Lenoir. First, second and third prizes went to Suzy Charto, Doreen Walsh and Vera Bondy respectively and honourable mentions were given to Deanne Habeeb, Ruth Dunsky and Deena Dlusy-Apel. The group meets weekly in a church on Rosedale in NDG and has been in existence since 1998. A small portion of the sales was donated to BCAM.

## **Collaborations**

### **Cancer's Margins Project**

BCAM is collaborating with Professor Geneviève Rail of Concordia University and researchers from several other universities on a study called *Marges du cancer: Regard sur l'expérience du cancer du sein ou gynécologique chez les personnes LGBTQ*. It is the first national study of the cancer experience of people who identify themselves as part of a sexual minority.

### **Environmental Sensitivities Month Event**

*May 2, 2014*

The beginning of the Environmental Sensitivities Month was marked by an outdoor gathering to promote awareness by distributing information cards and ribbons, held in downtown Montreal. The event was coordinated by the Environmental Health Association of Quebec, with support from Breast Cancer Action Montréal, Réseau québécois des femmes en environnement (RQFE) and Regroupement intersectoriel des organismes communautaires de Montréal (RIOCM) on the corner of Sainte-Catherine Street and McGill College Avenue.

### **Perspectives 2014-2015**

2013-2014 was an extraordinary year of growth for Breast Cancer Action Montreal, which will go into the next year as Breast Cancer Action Québec, to better reflect the broad reach of the

organization. With an experienced and active Board of Directors, stable and talented staff, committed volunteers and donors, BCAM is ready to expand its fields of work even further. All our projects will be continuing or expanding. In addition, one of our strongest wishes is to develop our work on prevention in the workplace. We will head into our 20<sup>th</sup> anniversary year of 2015 together with pride of what has been created and optimism for all that is to come.

## **Acknowledgements**

In this era of increasing public budget austerity, we would like to express our thanks to all the public bodies, private foundations and individuals who contribute to funding Breast Cancer Action Montreal and that allow us to continue with the great work started almost twenty years ago. Our sincere gratitude goes to :

Ministère de la Santé et des Services sociaux du Québec  
Status of Women Canada  
The Catherine Donnelly Foundation  
Environmental Defence Canada  
The Abe and Ruth Feigelson Foundation  
The J.W. McConnell Family Foundation  
Congregation Shaar Hashomayim  
Girl Guides of Greenfield Park  
Ladies' Auxiliary of the Greenfield Park Royal Canadian Legion  
Women's Art Studio of Montreal  
Madame Marguerite Blais, Députée de Saint-Henri-Sainte-Anne  
Monsieur Jacques Chagnon, Député de Westmount-Saint-Louis  
Madame Kathleen Weil, Députée de Notre-Dame-de-Grâce  
Monsieur Lawrence Bergman, Député de D'Arcy-McGee  
Monsieur Jean-François Lisée, Député de Rosemont  
Monsieur Laurent Lessard, Député de Lotbinière-Frontenac  
Monsieur Henri-François Gautrin, Député de Verdun  
All BCAM Sustaining Donors and Supporters