

The logo for Young Adult Cancer Canada (yacc) is displayed in a large, bold, blue lowercase font. The text is contained within a white speech bubble shape with a thick yellow border. The background of the entire cover is a textured, golden-yellow surface.

yacc

**YOUNG ADULT
CANCER CANADA**

2015-2016

Annual Report

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The largest gathering of young adults affected by cancer at the most easterly point in Canada! (Survivor Conference 2016)

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. Any cancer, any 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.

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

Messages from the board chair and executive director

Last year we said if it was easy to run a charity dedicated to young adults dealing with cancer, everyone would be doing it. YACC was worth saving a year ago, and we have. YACCers are worth fighting for, so we do, and we will continue to do so. We're leaner, keener, and working harder than ever to improve the quality of life for young adults dealing with cancer in Canada.

We have seen a lot of wins in the last 16 years, which include groundbreaking partnerships; a dedicated team of employees, volunteers, and Board directors; national reach; excessive program demand and over 1000 young adults affected by cancer connected through face-to-face events; and regular annual revenue around \$1 Million.

Sounds great, right? To get there, we've had to deal with challenges like dispelling myths that seem to affect most charities if they're around long enough, coping with the untimely loss of some of our biggest community champions, and relying on fundraising during some of the most economically unstable times our network has seen.

Being lean, keen, and well into our second decade means we were able to adjust where necessary to offer more support with fewer resources, but in order to help YACC grow to help more of the 50,000-150,000 young adults living with, through, and beyond cancer, and to continue supporting the hundreds more who connect each year, we need to get over this hump.

Revenue generated through Shave for the Brave was down for the second year, as were in memoriam donations, but we don't mind losing revenue where it means keeping YACCers. Corporate donations,

third party revenue, and personal donations were up, and we are confident our supportive network has YACC's back and will help where possible as long as possible.

To all the young adults dealing with cancer, we want you to know that any cancer, any 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
Brian Vallis
Matthew Follett
Lynn Zurel
Jim Megann
Francis Power
Stacey O'Dea

Management discussion and analysis

Highlights

In 2015-16, donations to YACC:

- Supported 125,610 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 7,345 followers and 27 private groups on Facebook for young adults dealing with cancer.
- Transformed 113 young adults through four-day Retreat Yourself events and the annual Survivor Conference, ending their isolation and giving them the space and support to live and love life.

Due to a deficit at the end of our 2014-15 year, we headed in to 2015-16 in a challenging financial position. We were determined to make 2015-16 a comeback year; it wouldn't be easy, but as Geoff is known to say, "anything worth having is worth fighting for, and YACC is worth fighting for." We dug in our heels, got to work with fewer human resources and more commitment, heart, and determination; stared in the face of a tough economic climate; made tough decisions on programs and expenses; and ended the year with some great highs and a surplus to start us off next year.

When our fiscal year ended on July 31, 2016, YACC had net revenue of \$81,588 (2014-15: Deficit of \$138,544). While revenue was down eight per cent from the previous year, we planned for it, and managed our related expenses.

Despite the reduction in revenue, the number of young adults dealing with cancer grew by 8,100 new diagnoses, and our program demand grew. In fact, while dealing with a smaller budget, we had the highest demand ever for our four-day national events, and are currently receiving enough applications to put us at 174 per cent of capacity. In other words, we get 174 applications for every 100 spots at a four-day national event.

We are working to get back that eight per cent, and more, so we can offer more of these much-needed events to more young adults craving access to them.

Management discussion and analysis

Revenue

Revenue	2015-16	2014-15	Variance
Shave for the Brave	\$491,009	\$661,049	-26%
Corporate donations	\$289,346	\$238,076	+22%
Personal donations	\$143,335	\$101,984	+41%
Third party events	\$116,233	\$96,913	+20%
Climb	\$15,198	-	+100%
In memoriam donations	\$10,092	\$56,472	-83%
Miscellaneous	\$8,201	\$13,133	-38%
Total revenue	\$1,073,414	\$1,167,627	-8%

Shave for the Brave revenue accounted for 46 per cent of YACC's total revenue in 2015-16 (2014-15: 57 per cent). Shave revenue was down 26 per cent from the prior year as a result of fewer School Shaves (52 compared to 57 in 2014-15) which accounted for 44 per cent of Shave revenue (2014-15: 36 per cent) and lower revenue for other areas of Shave including sponsors, Solo Shavers, Office and Group Shaves. While the number of Shavers was down to 1,147 from 1,595 in 2014-15, the average raised per Shaver was higher at \$428/Shaver compared to \$414/Shaver.

Corporate donations were 22 per cent higher, partly as a result of in-kind donations and partly from higher recurring donations and new gifts. In-kind revenue for the year was \$139,831 (2014-15: \$100,942) which is broken down to \$113,295 from Google Ad Grants (2014-15: \$85,760), \$14,425 worth of flight costs (2014-15: \$8,747), and \$12,111 (2014-15: \$6,435) from other sources.

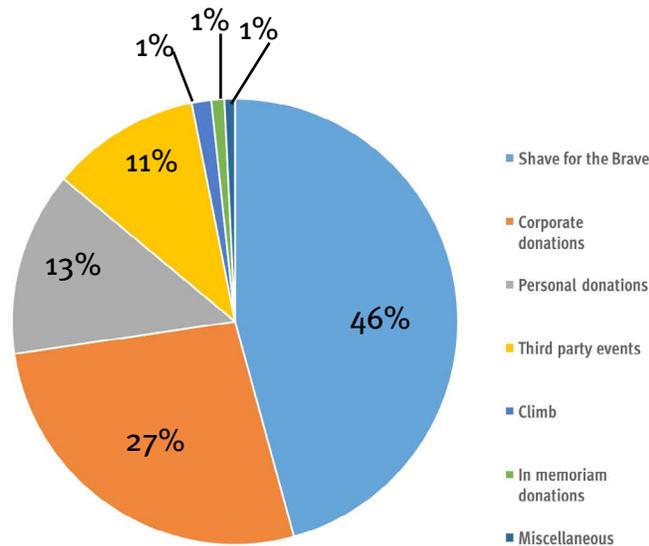
Personal donations were 41 per cent higher than the prior year due to a special, one-time gift.

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 more than offset by new events. During 2015-16, there were 22 third party events held in support of YACC (2014-15: 12 events). The Climb is a fundraising event based on overcoming challenges with a supportive community, and after six years as a Survivor Conference event, it returned to the community in 2015-16, raising \$15,198. 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.

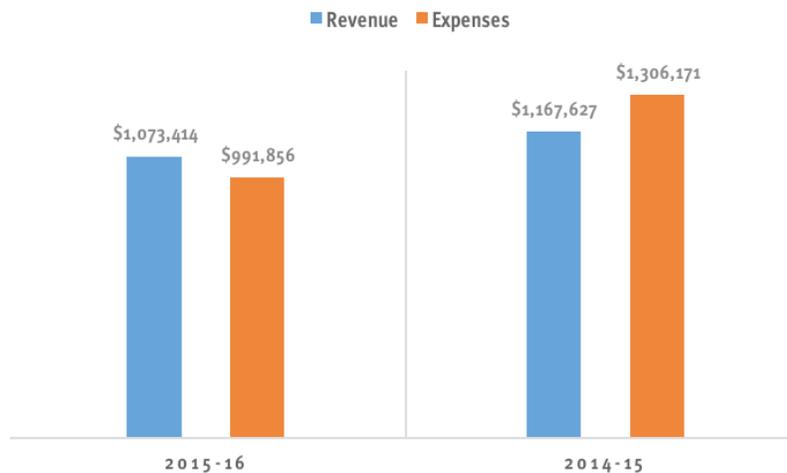
Management discussion and analysis cntd...

Donations in memoriam and in honour were lower than the previous year as a result of corporate matching programs and a higher number of deaths in the YACC community during 2014-15. Miscellaneous revenue includes revenue from YACC's online store, wage subsidies, and interest earned.

Revenue



Revenue/expenses comparison



Management discussion and analysis cntd...

The Climb



Tely Makes Me YACC



Karalee Golf Classic



Stephen Michell Fund

Chloe The Cancer Cat



Brews, Bowls, and Charity Goals



Take the Rock

Dunk for YACC



Punch Today In The Face

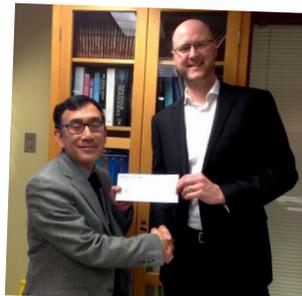


Chase The Ace

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:

	2015-16	2014-15	Variance
Support and programs	\$454,378	\$607,247	-26%
Awareness and advocacy	\$123,757	\$187,104	-34%
Fund development	\$252,008	\$294,128	-15%
Operations	\$161,713	\$217,692	-26%
Total expenses	\$991,856	\$1,306,171	-24%

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 27 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, and 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.

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 17 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, 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 46 per cent of YACC's total expenses in 2015-16 (2014-15: 47 per cent) and were lower in 2015-16 as a result of conservative budgeting respecting the economic climate. A summary of YACC's programs and their reach can be found on the next page.

Management discussion and analysis cntd...

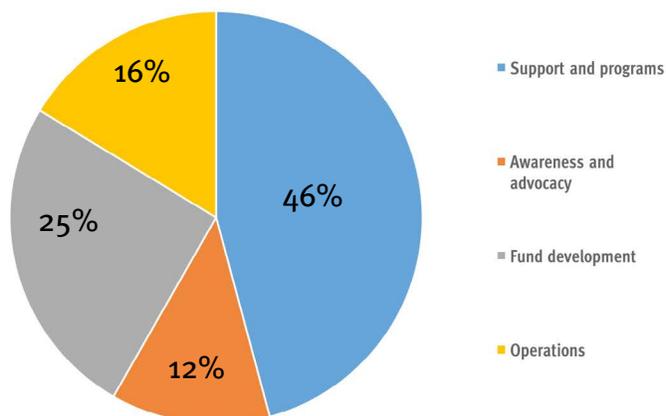
	2015-16	2014-15
Support	113	170
Retreat Yourself	21 (one event held)	64 (three events held)
Retreat Yourself Adventure	17	17
Survivor Conference	75	89
Social	715	639
Localife	332	296
Big Cancer Hook-up	383	343
Online: youngadultcancer.ca	125,616	116,088
Avg. website visits/month	10,468	9,674
Avg. page views/visit	4	4
New community profiles/year	20	22
Online: YACC's social media	7,453	6,416
Facebook likes	4,025	3,243
Twitter followers	3,428	3,173

Awareness and advocacy expenses include marketing and communications costs. These expenses vary each year depending on YACC's focus and include raising awareness of young adult cancer issues, promoting YACC's programs which 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 25 per cent of total expenses for 2015-16 (2014-15: 23 per cent).

Operations expenses were 16 per cent of total expenses (2014-15: 17 per cent) and relate to the general operation of a charity including governance; financial and administrative activities, such as issuing tax receipts; insurance; etc.

Expenses



Management discussion and analysis cntd...

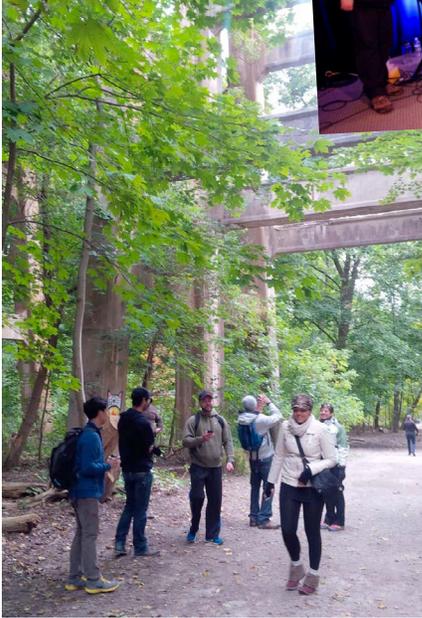


Localife Toronto

The Big Cancer Hook-up



Localife Calgary



Retreat Yourself BC



Localife Ottawa



Localife Edmonton



Localife Vancouver

Retreat Yourself Adventure



Survivor Conference



Management discussion and analysis cntd...

2015-16 Audited financials

YACC's full set of audited financial statements by Harris Ryan Chartered Professional Accountants for the year ended July 31, 2016 are available on our website, youngadulthoodcancer.ca, or by contacting YACC at 1-877-571-7325 or connect@youngadulthoodcancer.ca.

On to the next one

It hasn't been easy, and we don't expect it to be. We compare ourselves to Rocky these days—he got beaten and knocked down but NEVER gave up. It's been a tough couple years with decreased revenue and limited resources, but we persevere. As Rocky said in "Rocky Balboa" (2006): "It ain't about how hard you can hit, it's about how hard you can get hit, and keep moving forward."

And we will keep moving forward. We 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.