

*Kelly Shires*  
**Breast Cancer  
Foundation**



# Annual Report 2010





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## A Message from the Directors

As we find ourselves at the end of our 2010 fiscal year, the Kelly Shires Breast Cancer Foundation has reason, once again, to celebrate.

- The Foundation is enjoying its strongest financial position in years.
- Improvements made to our application process allow us to handle applications in a more expedited manner.
- Knowledge of our Foundation and the benefits we offer continue to expand; we have more applicants from more locations across Canada compared to prior years.

All of the accomplishments above have been realized at a time when individuals, companies and charities alike often struggle with financial challenges. Again, we cannot emphasize the appreciation and respect we have for our many volunteers, corporate and individual sponsors, our supporters and participants that continue to ensure the success of this Foundation.

Kelly often said that there were angels among us. You know who you are, and you know that we couldn't have done it without you!

Suzy Stenoff

After 11 years of being involved in this amazing charity, I am continually amazed at how a small group of people and the business community can come together to make a HUGE impact in the lives of those with breast cancer. I am grateful to Kelly for starting this path, until there is a cure, I continue to look forward to this journey Kelly is taking us on, and thankful that we are able to offer this help to those who need it most.

This year as in years of past, a lot of hard work has gone into the Foundation. I would like to thank all the Riders, all the Volunteers, and Jen for everything that has been accomplished this year and in the past.

Marion Mochrie

Brian Fish

Every time I think about the Snow Run, a smile comes across my face. It's an automatic reaction to the laughter and enthusiasm that beams from the faces of our many volunteers, supporters and participants. Thank-you everyone for a year's worth of smiles!

When you read through this Annual Report, you can't help but be inspired by the mission of the Kelly Shires Breast Cancer Foundation. If you've been thinking about participating in any way, as a volunteer or a rider, make this the year that you do it! Whether you are a new or seasoned rider, you will never forget the experience, the fun, the inspiration and the friends you make. Everyone welcomes you with open arms!

Pam DeBoer

Isabelle Dusastre

This unique group of volunteers, participants, sponsors and most of all friends is an inspiration to all. We should be very proud to share Kelly's legacy and to consider ourselves her angels!



## Background



The Kelly Shires Breast Cancer Snow Run was initially formed by a group of friends that bonded together to make a difference. When Kelly Shires was diagnosed with breast cancer, she experienced first-hand the challenges of battling this disease.

Through those initial years and in the face of many challenges, Kelly proved to be a very strong woman with a big heart. Her experiences provided her a new outlook on life and she decided that she wanted to help others diagnosed with breast cancer that may be facing many of the same challenges.

Kelly teamed up with good friend Suzy Stenoff and an exciting and original concept was born: the Kelly Shires Breast Cancer Snow Run for Fun would be a fundraising snowmobile ride, dedicated to assisting recently-diagnosed individuals with breast cancer. Funds would specifically target cancer-related expenses that extended health care programs do not cover. Kelly wanted the fundraiser to have the theme of “Women Helping Women” which seemed to be a perfect fit as Kelly was an avid snowmobiler and the number of female snowmobilers continues to climb.





Collectively, Kelly and Suzy worked to get a charity license approved, organized and promoted the snowmobiling event for women and turned a negative situation into a foundation that would have an ongoing positive impact. The 2009 ride marked the 10<sup>th</sup> annual Snow Run! It was truly a milestone event.

Unfortunately, Kelly Shires lost her 7-year battle with cancer in the fall of 2004. Suzy Stenoff, along with a dedicated Board of Directors and a team of volunteers continue Kelly’s dream of helping women with their battle.



## Kelly's Angels

The Kelly Shires Breast Cancer Snow Run survives largely on the dedication of its volunteers. This inspiring group of people meet throughout the year, ensuring every possible detail within their control is thought out and attended to. Because of their selfless dedication, the Kelly Shires Breast Cancer Snow Run has flourished. These core individuals, along with the countless other volunteers that support the charity, truly are Kelly's Angels.

<p><i>Barb Mair</i> Registration</p> 	<p><i>Blair Munn</i> Grounds Crew</p> 	<p><i>Jerry Haggarty</i> Trails &amp; Lunch</p> 
<p><i>Ken Shires</i> Trails</p> 	<p><i>Joan Wice</i> Welcome Bags</p> 	<p><i>Dara Haggarty</i> Friday Meet &amp; Greet</p> 
<p><i>Helen Stenoff</i> Auction</p> 	<p><i>Suzy Stenoff</i> Location &amp; Media</p> 	<p><i>Brian Fish</i> Audio / Video</p> 



## Directors

### *Suzy Stenoff*

Co-founder of the charity (along with Kelly Shires), Suzy is also the Ontario Event Co-ordinator. Born and raised in Mississauga, Ontario, Suzy became great friends with Kelly when Kelly was diagnosed with breast cancer. Suzy began snowmobiling in 1998 on a whim when she bought a snowmobile to try the sport. She has been a Team Leader at the Ontario event since its inception in 2000.



### *Brian Fish*

Brian and Kim "Sparks" Fish became involved in the charity in 2002. At that time, Kim was battling breast cancer and was instantly drawn to Kelly and her story. Kim became an annual speaker at the event, providing inspiration and awareness of the challenges of living with cancer. Kim lost her battle with breast cancer in September 2004, shortly after which Kelly invited Brian to come on Board as a Director for the Charity.



### *Isabelle Dusastre*

Isabelle has traveled around the world and volunteered in European organizations. She came to Canada in 1998. Isabelle initiated the Quebec chapter in 2005. Isabelle met Kelly Shires at the Toronto Snowmobile Show in 2002. In Isabelle's words, "she opened my vision of my passion to a whole new dimension, in helping others while having a great time; the best of both worlds!"



### *Marion Mochrie*

Marion and her husband John have been involved in Snowmobiling since the early 70's. Marion became involved with the Foundation after being approached to help sponsor at the Snow Run. Like many of the volunteers and directors, Marion's involvement with the charity is a personal one; Marion lost a family member due to breast cancer.



### *Pam De Boer*

Pam first met Kelly in high school where she was a good friend of Kelly's brother. Through a good friend and neighbour, Pam was reconnected with Kelly at the 3<sup>rd</sup> Snow Run. This was also Pam's first experience snowmobiling! Kelly's strength and spirit were inspiring and she knew right away that this would be a charity close to her heart. It was at the 6<sup>th</sup> Snow Run that Pam met her husband (Chris) Evanshen, Kelly's cousin.





## 2010 Report

### The Ride

The enthusiasm was palpable as over 108 women suited up on February 6, 2010 to participate in this spectacular event. For some, it was a new experience. For others, it was a chance to once again get together with family and friends. For everyone, it was a chance to contribute in a substantial and meaningful way to a Foundation that provides much-needed assistance to those recently diagnosed with breast cancer.

The day started off beautifully with a moment of silence in memory of those who have lost their battle with breast cancer and an enthusiastic dance to the event theme song "Man, I feel Like a Woman" by Shania Twain. The song was chosen by Kelly Shires to represent the event, and the enthusiasm demonstrated during the dancing set the energy level for the day ahead.

The ladies then headed out on the trails from Hidden Valley Resort in Huntsville, Ontario to meet up again at their lunch destination in Dorset. The trails were challenging, and a special thanks is warranted to the local area snowmobile clubs for making sure the trails were groomed perfectly for the ride.

The ladies were welcomed back to Hidden Valley Resort in the afternoon with a warm cup of hot chocolate and treats.

The closing ceremonies consisted of a gala banquet dinner, awards, and auctions with our special emcee Beverly Thomson, Co-Host of Canada AM and herself a breast cancer survivor. The evening featured a number of speakers and presentations, including special guest speaker Tracey Guthrie, Breast Cancer survivor and Ms. National Canada 2005. Tracey's emotional recounting of her own experiences underscored the importance of the assistance provided to breast cancer survivors via the Kelly Shires Breast Cancer Foundation.

Co-Founder and Director Suzy Stenoff summed up the event perfectly when she said "the weekend is always filled with many emotions in remembering those we lost to breast cancer and those who fight it every day. It is such an honour to be riding to help women in their battle against breast cancer".



## 2010 Fundraising

The February 2010 event was a HUGE success, raising over \$350,000.00 in pledge money and Corporate Sponsorships. This brings the 11-year total to just over \$2.1 million!

After many years of running out of funds midway through the year, the generosity of the contributors and sponsors combined with the dedication of the participants and fundraisers allowed the Foundation to meet all successful applications over the course of the year.

This is an incredibly positive financial position to be in. The Foundation has helped hundreds of cancer survivors since its inception and (thanks to our participants and sponsors) is in its strongest financial position ever. Considering the increase in applications (as a result of awareness of the Foundation increasing), this is truly an enviable position to be in.



## 2010 Memories

In many cases, a picture really is worth a thousand words. The images that follow show only a small sample of the dedicated riders and volunteers that make our annual Snow Run such a success. Thanks to all for their participation and enthusiasm!





Aside from the personal fundraising performed by the Snow Run participants and volunteers, our corporate sponsors provide significant financial assistance to the charity. A list of sponsors can be found on our website [www.breastcancersnowrun.org](http://www.breastcancersnowrun.org). We gratefully acknowledge the ongoing assistance and support provided by the following 2008 Platinum Level sponsors:

- BRP Inc.
- Choko Designs
- Factory Recreation – Midland
- FXR RACING
- Royal Distributing
- Toronto International Snowmobile, ATV & Powersport Show

### How Our Funds Were Used

The Foundation provides direct financial assistance to help support breast cancer patients across Canada in their battle with the disease. A cancer diagnosis can be devastating on so many levels; physical, mental, spiritual and financial. The Foundation provides assistance to help deal with the financial aspects of the diagnosis. Simply put, we help to alleviate some of the financial strain, allowing for a better focus on the physical, mental and spiritual issues.

In addition to loss of income due to inability to work or not qualifying for government assistance, there are other unforeseen expenses incurred by breast cancer patients, including prosthetics, parking and travel / lodging expenses related to treatment, wigs and household expenses to name only a few. The Foundation provides direct financial help with these issues for successful applicants.

As mentioned previously in this report, our Foundation is in one of its strongest financial positions ever. We were able to provide financial assistance to all successful applicants, and we still have some money in the reserve fund. This is in direct contrast to the last few years when the Foundation exhausted all funds midway through the year. As a result, applicants previously had to wait until additional funds became available. In 2010, the Foundation did not have a waiting list even though the request for assistance was greater than prior years. Again, this strong financial position is a direct result of the funds provided by our participants, corporate sponsors and other fundraising events.

Thank you everyone. You make a difference.

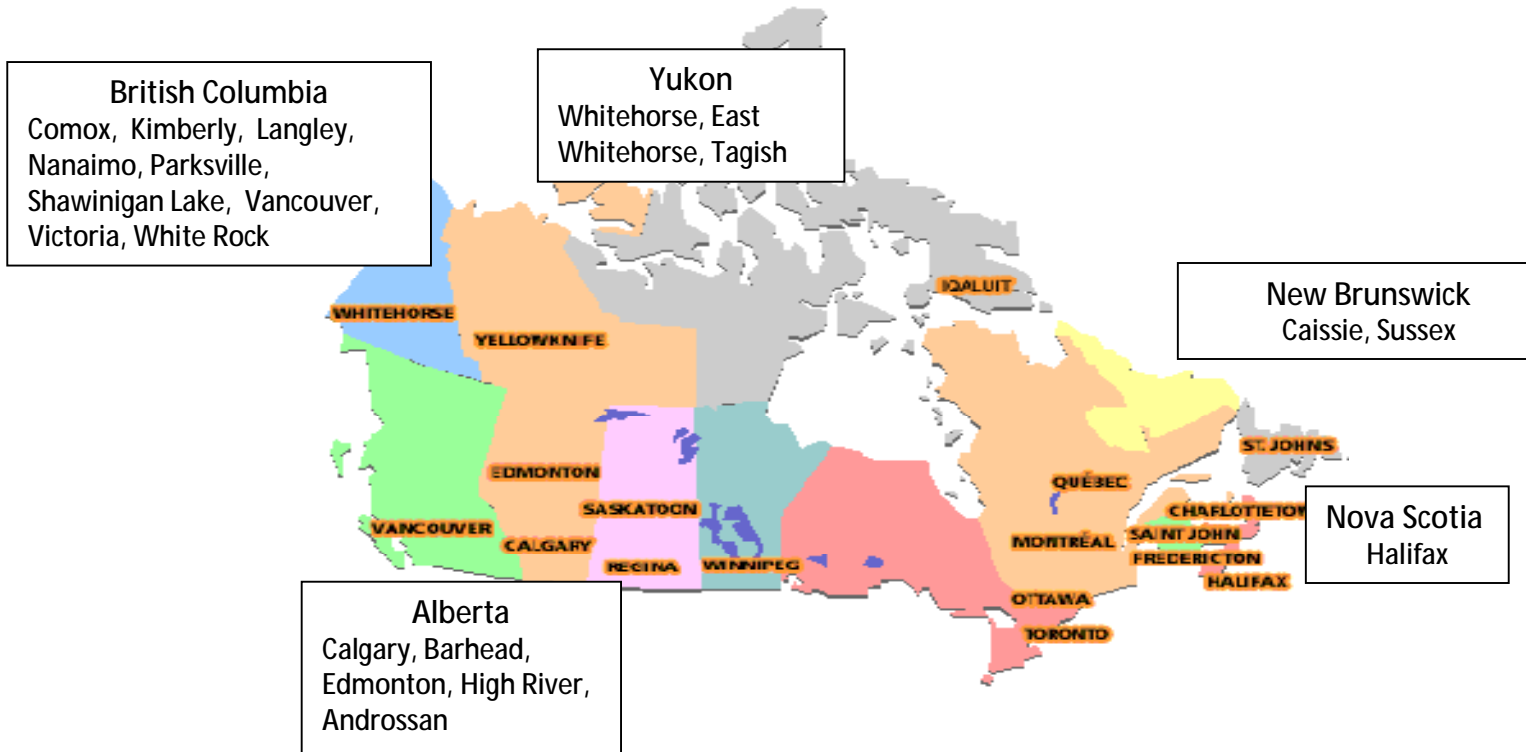
A big part of the reason that the Foundation remains financially successful is the fact that we are a volunteer-driven organization. Our overhead is extremely limited:

- All Foundation Directors and Volunteers contribute their time, energy and enthusiasm free of charge.
- We maintain a small office in Midland, Ontario. The office is staffed on a part-time basis in order to receive and process applicant requests, follow up on applicant well being, and most importantly, share good news concerning applicant success stories.
- Jen, the friendly voice on the phone at the Snow Run office, is the only paid employee of the charity. All other volunteers, committee members and directors provide their time free of charge.

Our aggressive approach to limiting charity-related expenses and our heavy reliance on our Angels (i.e. volunteers) ensures that we continue to apply well over 80% of the money raised by the charity directly to breast cancer survivors.

## Where Our Funds Were Used in 2010

Applications are accepted from across Canada. A list of recipient locations is provided below.



*Note: Quebec applications are typically handled via the Quebec chapter. Please see the Quebec link at [www.randonneesneiges.org](http://www.randonneesneiges.org) for additional information concerning the Quebec chapter.*



## Putting Our Funds to Good Use

In fiscal 2010, 190 breast cancer applicants across Canada were assisted with funds, with a total value of \$286,439 paid out to applicants.

The type of assistance provided to applicants was similar in nature to the assistance provided in prior years. Specifically, financial assistance was provided to help cover costs associated with:

- Child Care
- Counselling and Therapy
- Groceries
- Lodging and Rent
- Medication (not covered through OHIP)
- Daily living expenses, including hydro, utilities, etc.
- Prosthetics
- Dental
- Vitamins and Supplements
- Travel
- Wigs

The Ontario Chapter was also able to provide financial assistance to the Quebec Chapter of the Breast Cancer Snow Run in the form of a \$25,000 gift. The gift to Quebec was immediately put to good use helping Quebec applicants that were on a waiting list due to a lack of funds within the Quebec Chapter. Our Quebec Chapter continues to grow in terms of participants as well as its financial strength, and will be in a more stable financial position to assist Quebec applicants in the years to come.



## Approval Committee

The approval committee reviews all applications and determines if the approval criteria has been met. On occasion, additional information is requested, or medical specialists are consulted to determine the merits of the application.

## Approval Criteria

The approval committee evaluates all applications against set criteria. The approvals criteria, as listed below, remains unchanged from 2009.

1. The application form must be completed in full, with supporting documentation.
2. The applicant must be diagnosed with breast cancer.
3. The applicant must be a Canadian citizen or an approved landed immigrant.
4. Each application can be submitted for a maximum of \$1000.00 (funds permitting).
5. The applicant can apply 4 times to the Trust per calendar year, however no more than once per month (funds permitting).
6. The applicant must submit specific documentation to establish their financial need.
7. On occasion testimonials can be requested by approval committee indicating how the charity has helped the applicant.
8. All applications will be reviewed by at least 3 of the approval committee members. If requests for funding do not meet the criteria listed, especially in cases where alternative medicines are being sought, these requests will also be reviewed by a licensed medical practitioner.
9. Policies and criteria are reviewed annually and amended accordingly.
10. All personal information is protected under the Canadian Privacy Act.
11. The Approval Committee, under their discretion, retains the right to deny any application.

Approval criteria is occasionally revised and updated to reflect the charity's financial position, new opportunities to provide assistance, etc.

## Final Thoughts...

2010 finished with a number of success stories.

- The Foundation broke through the \$2,000,000 plateau in terms of the total funds raised since its inception only 11 years ago. This is an incredible achievement when you consider the original Snow Run conducted in 2000 raised \$10,000.
- We finished the year with some funds to spare. As a result (for the first time in many years), we weren't forced to advise applicants that we couldn't help them until additional funds became available. Cancer patients have enough on their minds; waiting for funds shouldn't be one of them.
- The Ontario Chapter was able to provide assistance to the Quebec Chapter in order to alleviate their list of applicants waiting for assistance. Cancer doesn't obey provincial borders, and neither do we.
- We have a stable team of core volunteers that put more into the charity than we can ever thank them for. Our volunteers are the reason we succeed.

Everyone, from the volunteers to the participants to the corporate and personal supporters should be proud.

Kelly would still be proud.

Kelly's original goal of expansion of the Snow Run into other provinces continues to be a challenge. As a result, we have supported and enjoyed the success of smaller rides organized by independent groups that raise funds on their own and then contribute the funds to the Foundation. Until such time that full chapters take root in other locations, these satellite rides succeed in a number of ways:

- They raise funds to support the Foundation.
- They spread the word about the Foundation and the assistance we provide
- They bring together incredible people with a shared goal of having fun and helping others.

There are clearly angels among us.