Do you or your loved one need support?
Don’t hesitate to contact us, we’re here to help.
1-833-222-4884 · bloodcancers.ca
3,959
Canadians affected by a blood cancer reached out to The Leukemia & Lymphoma Society of Canada for support.

12
Patient education sessions to help those living with a blood cancer make informed decisions about their health.
1,682 New healthcare professionals partnered with The Leukemia & Lymphoma Society of Canada to better support people affected by a blood cancer, and their families.

2,710 Newly diagnosed Canadians turned to resources and support services that make them feel less alone in their blood cancer experience.

23 Information sessions delivered to healthcare professionals on the front lines of cancer care.
2
Webcasts delivered to **healthcare professionals** that support people affected by a blood cancer.

12
Webcasts delivered to help Canadians **better navigate** every step of their blood cancer experience.

3,334
people from across Canada registered for webcasts delivered by The Leukemia & Lymphoma Society of Canada for an opportunity to **ask questions**, and **learn from medical experts**, including an **infectious disease specialist**.
The Leukemia & Lymphoma Society of Canada offered the **National Leukemia Conference** in Vancouver. The conference highlighted the work of leading scientists and medical experts in cancer care that work behind the scenes to help improve outcomes and save more lives through research advances and treatment interventions.

The Leukemia & Lymphoma Society of Canada also launched a **Your Life After Cancer program** that offers tools and resources to help Canadians thrive in this new chapter.
Outreach calls made by Community Services Managers to most vulnerable Canadians affected by a blood cancer.

More than 43,000 people accessed The Leukemia & Lymphoma Society of Canada’s COVID-19 Resource Centre at llscanada.org/covid-19-resource-centre. The information and resources available have been developed in collaboration with infectious disease specialists and medical experts to help those affected by a blood cancer stay healthy and informed.

COVID-19 webcasts delivered to 3,669 registrants to address the unique needs of those impacted by a blood cancer in the pandemic. The Leukemia & Lymphoma Society of Canada is proud to rally with other Canadian cancer organizations to help people affected by cancer with COVID-19-specific challenges.
$667,784
invested in research
In 2020, our existing and new partners have stepped up to support people affected by a blood cancer and their families. Thanks to their commitment and generous contributions, research that improves outcomes and saves more lives can continue, and Canadians can access the critical programs and services they need at every step of their blood cancer experience.
2020 impact: $847,337

Lifetime impact: $19,166,125

Since 2002, The Beer Store and UFCW Local 12R24’s 7,000 employees volunteer their evenings and weekends to raise funds for The LLSC. They host dozens of events like curling bonspiels, bike rides, comedy nights, slow pitch tournaments, they sort and collect empties at Mosport race weekends, and host their annual Returns For Leukemia Bottle Drive. The Beer Store and Local 12R24 has been growing their support for The LLSC’s mission, contributing over $19M dollars towards advancing research.
2020 impact: $176,000

Lifetime impact: $546,000

Since 2015, Steele Auto Group organizes the “Teddy Bear Campaign” where each year from Labour Day until Light the Night with the sale of every new and used car at their 39 dealerships across Atlantic Canada, $50 goes to LLSC and a Teddy Bear to a local newly diagnosed person. In their fifth year with the campaign they raised a total of $143,000 for Light the Night including the Teddy Bear campaign plus local activities at their dealerships including BBQ’s, auctions, 50/50 draws, golf tournaments, dunk tanks, rubber ducky races and more! Collectively, Steele Auto Group has raised over $546,000 for Canadians affected by a blood cancer through the Teddy Bear Campaign, dealership fundraising and the Man & Woman of the Year campaign.
The Leukemia & Lymphoma Society of Canada’s **Man & Woman of the Year (MWOY)** is an intense 10 week philanthropic competition amongst top leaders in local communities across Canada. The Man & Woman who raise the most funds will be titled the Man & Woman of the Year and are recognized and celebrated across the country for their incredible contribution towards the blood cancer community.
We are proud to recognize **Alessandra Tropeano** as our 2020 research champion.

Alessandra embarked on a new challenge where she was nominated to raise funds for the Man and Woman of the Year campaign for 2020. The global pandemic was a massive obstacle which restricted all of the volunteers. Alessandra’s ability to go above and beyond as well as her natural ability to think outside of the box helped raise over **$50,000** for The Leukemia & Lymphoma Society of Canada in just nine weeks. Alessandra won the regional and national title for Woman of the Year 2020.
REVENUE

- Donor Development: 18%
- Events: 55%
- Third Party: 10%
- Direct Mail: 12%
- Investment & Other Income: 5%
EXPENDITURES

18% Management & General
37% Fundraising
45% Mission

Information reflects fiscal year ending on June 30, 2020.
Thank you to our incredible community, our partners and generous donors who have stepped up to show support for people affected by a blood cancer. Without you, none of what we do would ever be possible.