2023

MELANOMA CANADA

IMPACT REPORT



OUR VISION

WE ENVISION A WORLD WITH:

ZERO MELANOMA & SKIN CANCER RELATED DEATHS

OUR MISSION

Melanoma Canada advocates for and supports Canadians living with melanoma and skin cancer with helpful resources, education, psychosocial support services, and more.

01.
Support melanoma and skin cancer patients, caregivers, and medical professionals through current and coordinated information and services.

02.
Educate Canadians on melanoma and skin cancer prevention, early detection, and treatment options available.

03.
Be the united voice of the melanoma and skin cancer community, advocating for early detection, timely diagnosis, and effective treatment options.

Our Commitment to Diversity, Equity & Inclusion

Melanoma and skin cancer can impact all Canadians. That's why Melanoma Canada is committed to supporting all patients regardless of their age, race, ethnicity, gender identity, sexual orientation, economic status, disability, or any other dimension of diversity.

As an employer, Melanoma Canada fosters belonging, purpose and empowerment in the workplace. We are committed to mitigating bias in our hiring practices and to attract talent from all backgrounds. For employees, we ensure equitable access to training resources that empower growth and career development. Our commitment is to build an inclusive workplace as diverse as the patients we care for.



2023 BOARD OF DIRECTORS

Dr. Mario Chevrette - Chair
Annette Cyr - Founder & Honorary Chair
Alek A. Akerman
Anthony Miceli
David Elsner
Dr. Elaine McWhirter
Dr. Jessica Minardi
Dr. Julia Carroll
Jessica Huck
Katharine Hamilton
Ken Power
Lori Latchman
Mark Allan
Mike Pilato
Michelle Christl
Neil Brown
Peter Coleridge
Shubja Dasgupta
Tim Powers

2023 TEAM

Falyn Katz - CEO
Abigail Wiggin - Community Programs & Resources Manager
Jane Axford - Marketing Manager & Graphic Web Designer
Joanne Boland - Events & Fundraising Manager
Mary Zawadzki - Community Programs & Resources Manager (on-leave)
Sarah Linfield - Digital Marketing & Communications Specialisit

2023 FINANCIALS

Melanoma Canada financial statements can be found at
melanomacanada.ca/about-us







LEARN MORE ABOUT US
Scan the QR code or visit:
melanomacanada.ca/about-us

CELEBRATING OUR GROWTH

Launched the Mole Mobile - Canada's first mobile skin cancer screening unit, which screened 4,078 patients and potentially saved 1 in 5 patients lives in Ontario.

Fundraising events grew from two signature events in 2018 to six in 2023.

Educational resources distributed increased from 6,324 in 2018 to 54,812 in 2023.



SUPPORT PROVIDED

CANCER COACHING

- **13** patients coached

MELANOMA PATIENT SUPPORT GROUP

- **2nd** meeting added each month in April
- **20** patient support group meetings held
- **129** patients attend

PEER-TO-PEER SUPPORT

- **21** peer volunteers total
- **28** peers matched total

PATIENT INFORMATION SESSIONS

- **5** sessions held
- **1,141** patients registered
- **20,202** total views on YouTube

CLINICAL TRIAL FINDER

- **285** new inquiries
- **225** patients matched to trials
- **808** website visits

VIEW CLINICAL TRIAL FINDER
Scan the QR code or visit:
bit.ly/clinical-trial-finder



EDUCATION PROVIDED

TWO CONTINUING MEDICAL EDUCATION COURSES

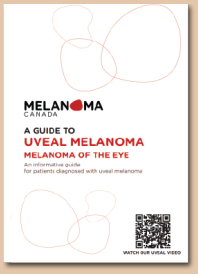
- **250** completed How to Faciliate Early Diagnosis and Treatment
- **489** completed Melanoma in People with Skin of Color: Diagnosis and Treatment

PRINTED PUBLICATIONS

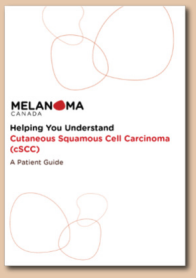
- **7,634** guidebooks delivered
- **41,614** Mole Tracker cards delivered
- **5,038** postcards delivered



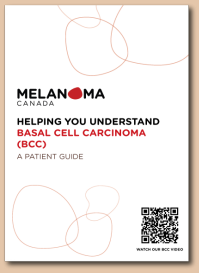
New Edition



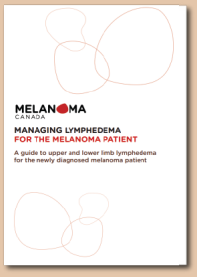
New Edition



Brand Update



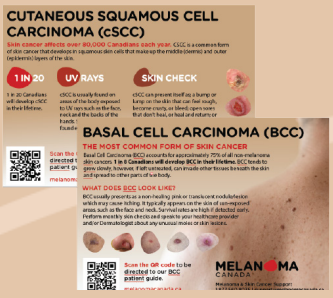
Brand Update



Brand Update





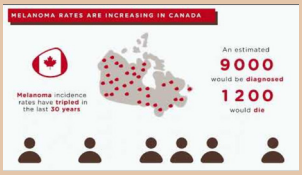


DOWNLOAD OUR PUBLICATIONS
Scan the QR code or visit:
melanomacanada.ca/support-and-resources

EDUCATION PROVIDED

VIDEO RESOURCES

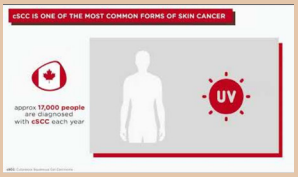
- **188** videos published
- **968** total YouTube subscribers
- **19,100** total hours watched



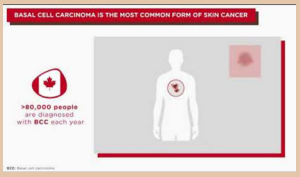
New Melanoma Guide



New Uveal Guide



New Cutaneous Squamous Cell Carcinoma (cSCC) Guide



Basal Cell Carcinoma Guide



New FR CEC Guide



New FR CBC Guide



Melanoma Does Not Discriminate

VIEW OUR VIDEO SERIES
Scan the QR code or visit:
melanomacanada.ca/support-and-resources/video-resources/

PROGRAMS PROVIDED

SUN AWARE SUN SAFETY CERTIFICATION

- **55** certifications issued
- **409** staff sun safety trained
- **25,590** UV bracelets delivered
- Working towards expanding the program to daycare centers

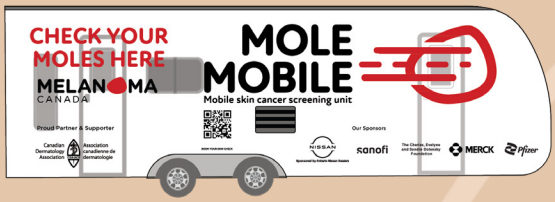
BURNWATCH SUN SAFETY

- **20** suspicious moles or lesions detected
- **69** Burn Guard Certificates issued
- **628** new email subscribers



MOLE MOBILE SKIN CANCER SCREENINGS

- **8,192** km travelled, **42 c**ities visited, **4,078** skin checks, **& 772** suspicious moles/lesions found
- **4,844** email sign-ups
- **96,392,403** reached with media coverage
- **Over 176K** website views





UNITED VOICE PROVIDED

ONLINE COMMUNITY RESOURCES

- **6** private Facebook Support groups
- **954** members in private Facebook Support groups
- **Over 12,000** total followers on social media networks

EMAIL SUBSCRIBERS

- **22.4K** email subscribers
- **1,102** monthly Skin Check Reminder subscribers

FOLLOW OUR ONLINE COMMUNITY
@MelanomaCanada

SIGN UP FOR MONTHLY SKIN CHECKS
Scan the QR code or visit:
melanomacanada.ca



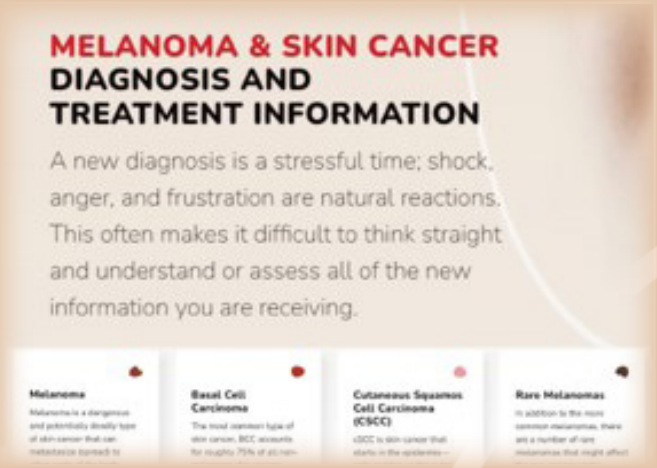
WEBSITE LAUNCHED IN ENGLISH

MELANOMACANADA.CA

- New branding
- User-friendly navigation
- Clinical Trial Finder
- Health Care Professionals Resources
- Support chat
- French version – coming soon!







BRAND RECOGNITION

SELF-ASSESSMENT SUIT

The Self- Assessment Suit is the first-ever wearable graphic to educate on early skin cancer detection. With a custom design inspired by the ABCDEs of early detection—Asymmetry, Border, Colour, Diameter and Evolving. During the month of May, Melanoma Canada ran a social media campaign along with free advertising from Yonge Dundas Square for the chance to win a free Self-Assessment Suit with a mole tracker card along with information on early detection and prevention.

- **Media Exposure -** Yonge Dundas Square digital screens
- **665** email sign-ups for a skin check reminder

LEARN MORE ABOUT SELF-ASSESSMENT SUIT

Scan the QR code or visit: **selfassessmentsuit.ca**



SIGNATURE EVENTS HOSTED

7 SUMMITS SNOWSHOE CHALLENGE FOR SKIN CANCER. PRESENTED BY NEUTROGENA



Throughout February, participants snowshoed, biked, ran, skated, skied, and even paddled at their own pace, a distance equal to the distance of the worlds' 7 iconic summits, a total of 43.29KM!

- **133** total participants
- **$194,007** raised
- **26,830,437** reached with news coverage

SMASH OUT SKIN CANCER



In September, players of all ages and abilities participated in a best-of-3 match tournament. Each match was 30 minutes in length. Top fundraising teams played a bonus round against our celebrity competitors: Billy Baldwin & Daniel Nestor.

- **40** participants
- **$75,164** raised
- **15,212,187** reached with news coverage

STRIDES FOR MELANOMA SUNSET EDITION



Participants virtually joined across Canada to walk 5KM outside peak UV hours (3-5 PM) to show support for the melanoma and skin cancer community.

- **242** total participants
- **$231,128** raised

SIGNATURE EVENTS HOSTED

YORKVILLE EXOTIC CAR SHOW, PRESENTED BY BLOOR-YORKVILLE



On Father's Day, the GTA joined us for our 13th Annual Yorkville Exoctic Car Show, presented by Bloor-Yorkville. This red carpeted event featured classic & exotic cars, including Corvette, Porche, Ferrari, Lamborghini, Aston Martin, American, super cars, and more.

- **150,000+** record attendance
- **$134,000** raised
- **89,022,400** reached with news coverage

BURNWATCH



Last year, three times more Canadians died from melanoma than drowning. With a mission to educate Canadians that sun safety should be taken as seriously as water safety, Melanoma Canada & McCann WorldGroup Canada installed the first BurnWatch tower equipped with the first lifeguards for your skin, trained to protect you from harmful UV radiation at Port Dover Beach on Canada Day weekend.

- **113** screened by Mole Mobile on launch event (1 day)
- **$34,700** raised through Burnwatch Raffle
- **7,709,400** reached with news coverage

GOLF & GRILL



Finalist for Canadian Special Event Awards two years in a row! During the Fall, participants enjoyed the best 18 holes of golf and most delicious barbecue prepared by notable celebrity chefs in Toronto, Vancouver, and Montréal Tournaments included chefs such as Food Network's Nicole Gomes, Vikram Vij, and Massimo Capra, as well as the "Godfather of the Grill" himself, Ted Reader, and many other culinary experts!

- **$104,795** raised
- **1,034,000** reached with news coverage

2023 FUNDRAISING

GIVING TUESDAY CAMPAIGN 2023

Our Giving Tuesday campaign raised **$25,584**, including matching gifts from Billy Baldwin and the Board of Directors. **Over 77,000** reached with news coverage. Partnerships included:

- **Billy Baldwin -** matching gift of $5,000
- **Melanoma Canada Board of Directors -** matching gift of $5,000
- **MorrisonRowe -** T-shirt giveaway to first 10 donors of $150 or more plus 10% of all sales November through to January 6th



PLAY VIDEO

2023 THIRD PARTY EVENTS

MUSCLE UP FOR MELANOMA - FITNESS CHALLENGE

This event raised **$8,290** for the melanoma and skin cancer community.

AXE OUT MELANOMA - AXE THROWING EVENT

This event raised **$3,738** for the melanoma and skin cancer community.

MELANOMA CHARITY STREAM - P1KAPEACH GAMER

This event raised nearly **$20,000** (including matching gift) for the melanoma and skin cancer community.

BREWERY & SKIN CHECKS - DOMINION CITY BREWERY & CO.

This event raised **$5,000** for the melanoma and skin cancer community.

If you would like to host an event in support of Melanoma Canada, contact us directly at **info@melanomacanada.ca**







2024 UPCOMING EVENTS

7 SUMMITS FOR SKIN CANCER

- **Virtual -** February, all month long
- **In-Person, Ontario Lake Country** - March 3, 2024

Take the7 Summits Snowshoe Challenge for Skin Cancer, presented by Neutrogena. Throughout February, participants will commit to snowshoe, bike, run, skate or ski at their own pace, a distance equal to the worlds' 7 iconic summits, a total of 43.29KM! Everyone is also invited to join us for Snowshoe, Sip, & Savour to complete their final 5 KM in-person at Hardwood Ski and Bike in Ontario's Lake Country featuring winter-themed food stations prepared by celebrity chefs such as Lynn Crawford, Massimo Capra, and others! Learn more at **7summits.ca**

SMASH OUT SKIN CANCER TOURNAMENTS

- **Montréal -** Saturday, April 27, 2024
- **Toronto -** Saturday, September 28, 2024
- **Vancouver -** 2024 date TBD

Players of all ages and abilities are encouraged to participate in a best-of-3 match tournament. Each match will be 30 minutes in length. Top fundraising teams will get to play a bonus round against our celebrity competitors. Past tournament featured Billy Baldwin & Daniel Nestor. Learn more at **smashout.ca**

2024 UPCOMING EVENTS

STRIDES FOR MELANOMA

- **Virtual -** May 26, 2024
- **Sunset Celebration, Toronto -** June 1, 2024

Participants will virtually join across Canada to walk 5KM outside peak UV hours (3-5 PM) to show support for the melanoma and skin cancer community. Then, in June, participants are invited to the Sunset Strides Walk Celebration in Toronto for an outdoor evening celebration honouring our top fundraisers.

YORKVILLE EXOTIC CAR SHOW

- **Toronto -** Father's Day, June 16, 2024

Come to the largest exotic car show in North America. Walk the red carpet and see classic & exotic cars, including Corvette, Porche, Ferrari, Lamborghini, Aston Martin, American, super cars, and more. Presented by Bloor-Yorkville, Melanoma Canada invites the GTA to come appreciate these stunning examples of the marques, explore the Bloor-Yorkville, and raise funds for Melanoma Canada. Learn more at **yorkvilleexotics.ca.**

2024 UPCOMING EVENTS

BURNWATCH

- **Huntsville, Ontario -** July 26-28, 2024

Treat yourself to adult summer camp, and join us for a sun safe weekend at Deerhurst Resort to help us throw some shade on skin cancer. Our Burnguard tower will serve as a beacon and reminder to stay sun safe while enjoying your favorite activities: Pickleball, Golf, Axe Throwing, Mountain Biking, Boating and more. Evenings are for casino night, bon fires, and a celebrity chef dinatorie. Learn more at **burnwatch.ca.**

GOLF & GRILL TOURNAMENTS

- **Vancouver -** September 5, 2024
- **Toronto -** September 16, 2024

Participants enjoy the best 18 holes of golf and most delicious barbecue prepared by notable celebrity chefs. Past tournaments included chefs such as Food Network's Nicole Gomes, Vikram Vij, and Massimo Capra, as well as the "Godfather of the Grill" himself, Ted Reader, and many other culinary experts!

2024 UPCOMING MOLE MOBILE STOPS

The Mobile Mole 2024 tour, presented by Neutrogena®, a Kenvue brand, aims to bring skin cancer screening services to communities in Québec and British Columbia, making skin cancer screenings more accessible, particularly for remote, Indigenous, and underserved communities, as well as major cities with long wait times to see a dermatologist.

The tour will commence on April 27, 2024 at the Lower Canada College in Montréal, Québec during our Smash Out Skin Cancer Tournament.

In Québec and British Columbia, the severe shortage of dermatologists– 228 dermatologists in Quebec and merely 65 in British Columbia – has led to extensive wait times exceeding 24 months for some residents.

The Mole Mobile plans to tour the country for five years, contingent upon receiving adequate financial support. As part of its ambitious agenda, this mobile unit will visit different parts of the country each year, ensuring that skin cancer screenings are within reach for all Canadians.

Visit **molemobile.ca** or scan the QR Code to check out the latest schedule, donate to support the Mole Mobile, or sign up for email notifications.

MOLE MOBILE
Mobile skin cancer screening unit
Presented by Neutrogena®

OUR COMMUNITY

Melanoma Canada could not deliver or provide our services and resources without the support of our community. We are incredibly grateful to all of our donors, fundraisers, corporate, pharmaceutical, and foundation partners.

THANK YOU TO OUR SPONSORS, PARTNERS, & DONORS

$50,000+
Charles, Evelyne and Sandra Dolansky Foundation
Johnson & Johnson
Merck
Nissan Canada
Pfizer
Sanofi

$25,000 - $49,000
Bloor Yorkville BIA
Bristol Myers Squibb
Columbia Sportswear
Drive for a Cure
Jess & Red Hamilton Fund
Sunsmart Melanoma Foundation
The Sixty Three Foundation
UV Skinz

$10,000 - $24,000
Aurora Nutrascience
Avison Young
ClubMed
Corvette
Douglas Wright Foundation
McCann WorldGroup Canada
Medison Canada
Novartis
Platinum Cars
Stek Canada

THANK YOU TO OUR SPONSORS, PARTNERS, & DONORS

$2,500 - $9,999

Arthur and Audrey Cutten Foundation
Baffin
BLG Foundation
Broccolini
Burnbrae Farms
Cadillac Fairview
Capra's Kitchen
Dominion City Brewing
Dr. Elaine McWhirter
Dream Unlimited
Drive Festival
Edmonton Winder
Go Pinneaple
Go Wireless
Head Canada
Innovative Medicines Canada
Jaguar Canada
Jamieson Wellness
LiUNA Local 183
Manulife Centre
Michael Dehal/Raymond James
Oxford Properties
PakMark
Polestar
Quadreal
RMC Ready Mix
Rufh Group
Sidney & Doreen Adler Charitable Fund
St James Well
Tilley
Tomato King
Vancouver Canucks

MELANOMA CANADA

supporting the
skin cancer community

melanomacanada.ca

Phone: 1-877-560-8035 Email: info@melanomacanada.ca

Chartitable Registration Number: 854913050RR0001

@MelanomaCanada