

2023-24

We are your breast cancer movement.

# Impact Report



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### **Land Acknowledgement**

On behalf of the Rethink team, we are incredibly grateful and honoured to work on the traditional territory of several nations, such as the Anishnabeg, including the Mississaugas of the Credit and the Chippewa, as well as the Haudenosaunee and the Wendat peoples, which is home to many diverse First Nations, Inuit and Metis peoples today. This sacred land is covered by Treaty 13, signed with the Mississaugas of the Credit, and the Williams Treaties, signed with multiple Mississaugas and Chippewa bands.

Both through our work and personally, we continue to listen and learn about the truth of what has occurred throughout history and hold deep gratitude for our privilege to call this place home. We honour and acknowledge with deep respect the history, the spirituality, the culture and the wisdoms shared over millennia and we stand in solidarity and allyship with the Indigenous peoples of these lands and beyond in their fight for land, self-determination and decolonization.

# We are your breast cancer movement.

Rethink Breast Cancer is a Canadian charity known for making positive change and rethinking the status quo when it comes to breast cancer. Rethink educates, empowers and advocates for system changes to improve the experiences and outcomes of those with breast cancer.

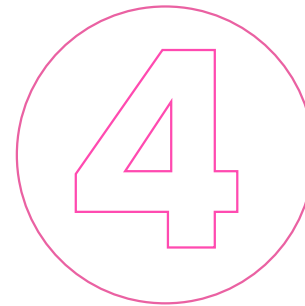
We have more than two decades of experience focusing on historically underserved groups: women diagnosed with breast cancer at a younger age, those with metastatic breast cancer (MBC) and people systemically marginalized due to race, income or other factors within the social determinants of health.

Rethink is focused on improving all aspects of living better with breast cancer for people in Canada and worldwide through innovative campaigns, content, programs and resources. Our goal is to improve the lives of people with breast cancer today and also to change the system, so it is better for people relying on it in the future.

## Our approach to drive Impact

We are not your average charity. Using a social change model, Rethink keeps the community's voice firmly at the centre and drives impact in ways that matter most. Rethink's strategic priorities and organizational direction are guided by the unique and unmet needs identified by patients and their families, and we strive to apply an equity lens to everything we do.

Today, our work is more important than ever as the societal and economic imbalances impact health equity. In 2023/2024 we focused our efforts into four interconnected areas to address community needs.



## Priority Areas for Impact:

- **Building community** – we create spaces where people are seen, heard and feel connected
- **Advocating for health system change** – we disrupt the status quo and consistently push for better access to treatment and care and make positive change
- **Listening and providing support** – we meet people where they are at and support their unique needs
- **Collaborating through strategic partnerships** – we partner with aligned individuals and organizations to increase our impact

At the end of 2022, our little team came together for our annual tradition of reflecting on the past year to inform the year ahead.

Giving thought to what we were most looking forward to in 2023, a return to more “in-person listening and learning” was at the top of everyone’s list. Years ago, Rethink was the charity leading the way in Canada in terms of building digital community and support spaces, having a digital content strategy, and using social media to educate and advocate. I think we are all awakening to the harms of too much time on social media, which as Timothy Snyder notes, “trains us like animals to be stimulated by things that make us very pleased or very upset.” And, in my opinion, then somewhat numbs us to these things. While digital is clearly not going anywhere, and it will continue to be important at Rethink, the current state of the world calls for us to also lean into human connection. And it was incredible to do that in so many different ways last year.

Between all our support programming and education offerings, another one of our goals heading into 2023 was to launch a national advocacy campaign to address challenges and delays in cancer drug access in Canada. For the past two years, it’s been a roller coaster of excitement and hope around new breakthrough treatments on the horizon alongside frustration and heartbreak fielding calls from people who desperately needed the treatments “yesterday.” This is a huge problem and enough is enough. For Rethink, advocacy is not just raising an issue. It’s not just creating a report that then sits on someone’s desk. It involves a lot of fact finding, meetings with all stakeholders – patients, healthcare professionals and health agencies – just to land on strategy and develop an “ask” that is doable

and will have impact. There is often a lot of behind-the-scenes engagement too. So, a big highlight to close out the year was that we launched a new advocacy campaign, called **Breakthrough the Bullsh\*t**, aiming to improve access to breakthrough precision cancer treatments. Part of our campaign launch was bringing back our in-person advocacy day event, because “in-person listening and learning” is effective for government too!

I hope you enjoy reading this report and taking in the photos which highlight some of the ways we met people where they are at, whether in-person or virtually, to connect, empower, listen and rethink breast cancer, together. When I think back to 2023 – with all that was going on in the world that makes running a charity challenging – I am truly proud of what we made happen and how we made it happen. Huge love and gratitude for our small and mighty team on that front – I am so proud of how we show up. And our team could not do it without our Board, Key Collaborators, partners and supporters. Collectively, our inspiration, our energy, our approach is driving important change.

With gratitude,



MJ DeCoteau  
Founder + Executive Director



**As a purpose-driven organization, our “why” is in our DNA: we are here to challenge the status quo in order to help people with breast cancer live better and longer.**

## Fostering Community

Creating inclusive, safe and welcoming spaces for the breast cancer community to connect, gather, heal and thrive is Rethink's foundation and backbone. Breast cancer is incredibly isolating. Connecting with people who get it and knowing you are not alone is healing and affirming. And when people feel safe to share, connect and reflect, we're able to truly rethink breast cancer. Our support programs are created in response to what we hear the community asking for; our educational events and resources are produced to bridge informational gaps identified by the community; and our advocacy campaigns are developed based on barriers and issues that people in the community are experiencing.

In the past year, our community continued to grow both digitally and in-person, as we saw a post-pandemic return to connecting face-to-face. People with breast cancer, caregivers and allies typically find us in the digital space, connecting mostly through Instagram, Facebook or on our website.

**763,000+** website views  
for resources, educational  
information and storytelling!

We are grateful for meaningful opportunities to connect with people wherever they are in their experience with breast cancer and in the world.

# Our digital engagement

HIGHLIGHTS FROM 2023

**42**

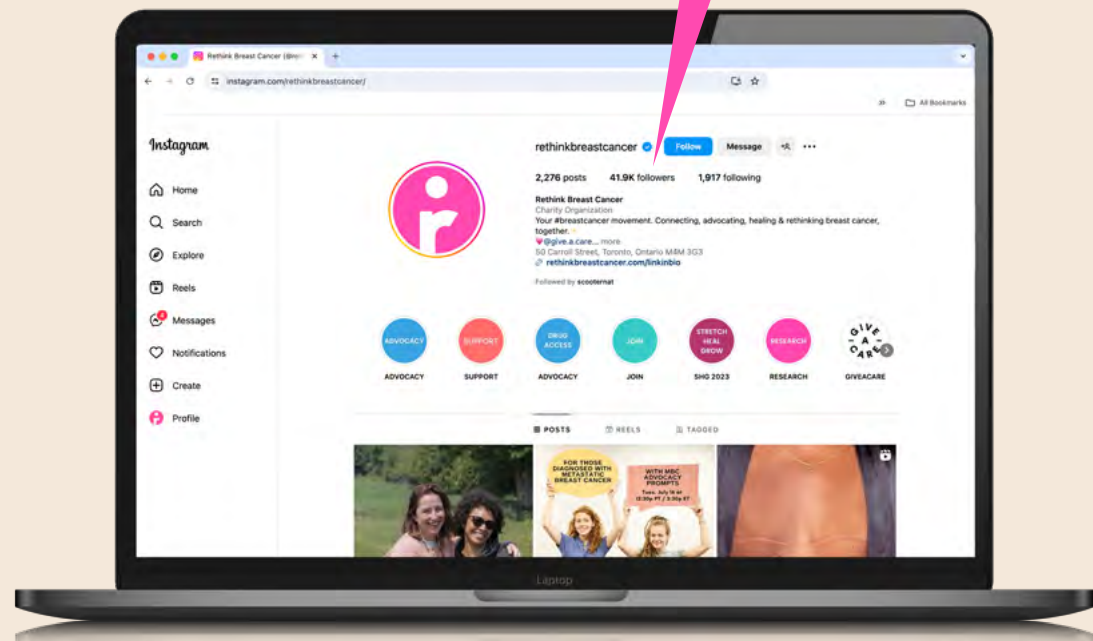
new blog posts from  
community members

**41,500+**

Instagram followers

**917k**

Reached 917k on Instagram,  
with 1.8M impressions



**32,000+**  
Facebook followers

**18 unique Instagram posts**  
from community members

**6 new pieces**  
of MBC content



## KEY COLLABORATORS

### Key Collaborators

Rethink's Key Collaborators are a group of engaged and purpose-driven people in the breast cancer community with lived experience, either someone with breast cancer or a caregiver. They work closely with Rethink on projects and initiatives, actively informing and helping shape Rethink work. These individuals are passionate patient advocates who volunteer their time to represent the breast cancer community and bring the voices of the community to the table.

Thank you to the incredible Key Collaborators who worked with Rethink from April 2023 to March 2024:

**Aya McMillan**

**Carmen Powell**

**Caroline Falaiye**

**Diane DiCesare**

**Jen Pogue**

**Keturah Layne**

**Kim Angell**

**Kristin Matheson**

**Laura Moore**

**Liz May**

**Maja Adolfo-Piwek**

**Margaret Loniewska**

**Melyssa Hollister**

**Michelle Audoin**

**Nathalie Baudais**

**Suzanne Horvath**

**Tasha Westerman**

**Vesna Zic-Cote**



*Diane DiCesare*



*Kim Angell*

### Remembering Diane DiCesare and Kim Angell

We mourn the loss of two Key Collaborators, Diane DiCesare and Kim Angell; both were members of Rethink's MBC Advisors Group and fierce MBC advocates.

Diane always strived to make the most of her life, no matter the setbacks and challenges MBC brought her. She was honest about the challenges she faced, but continued to fill her life with joy and new experiences where she could. While we are grateful for everything she did for Rethink and the MBC community, we are even more grateful for the person she was.

Kim was a powerhouse advocate in the breast cancer community, especially for issues impacting those with MBC. She was an unforgettable storyteller, documenting her reality of navigating breast cancer, never shying away from hard conversations, and

always making space for joy, sometimes simultaneously. Her vulnerability created a safe space for others to feel seen and heard. She had the brightest of smiles and a truly infectious laugh, and was, as a lover of nature, happiest when she was outside in a great big forest with her dogs and loved ones.

Diane and Kim made so many meaningful contributions to our work for the betterment of the breast cancer community. Both were so passionate about drug access, lending their voices and experiences to our advocacy campaigns and CADTH submissions. They also each dug their heels into other projects and issues that were important and impactful. We are so grateful to have met and worked with Diane and Kim and will carry them with us always as we continue to advocate and rethink breast cancer.

## Support + Education

While community is the foundation of Rethink, support and healing is firmly placed at the centre of everything we do. There is truly power in giving people a space to heal. Support is often what helps people with breast cancer feel empowered as they navigate their diagnosis, treatment and survivorship. It's how we get to the point of being able to advocate. It's also how we continue to build community.

A priority for us is curating accessible offerings that help people with breast cancer not only feel seen and heard, but also supported through the many challenges breast cancer throws at them. We continued to build and grow some of our existing support programs, brought back some old favourites, and also, moved back into in-person programs with the goal of fostering spaces to connect and heal together.



### Stretch Heal Grow

Stretch Heal Grow is a four-day retreat offering participants a healing environment that prioritizes wellbeing. It provides people in the community an opportunity to connect on a deeper level with others who get what they're going through. This.

For the 10th anniversary of Stretch Heal Grow, this healing retreat brought together a diverse group of 18 people who had experienced a breast cancer diagnosis for an immersive retreat. It was important for Rethink to be transparent about our selection criteria and process, and shared with all applicants that there were multiple qualifying factors that go into applicant selection:

#### SELECTION CRITERIA:

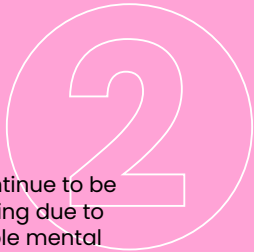
- Being a woman who is 45 years or under with breast cancer, and feeling well enough to attend
- Being able to participate in gentle yoga, meditation, outdoor nature-based activities and group work
- Prioritizing space for those historically underserved due to their race and culture: Black, Indigenous, People of Colour
- Those who have not previously attended a Stretch Health Grow retreat
- First-come, first-serve



We hosted this event in nature at the Silver Springs Retreat in Flesherton, Ontario. Workshops included topics of sex and body, cancer and trauma, and storytelling. Yoga, meditation, and nature walks were incorporated throughout the retreat to provide a holistic experience that supported both physical, emotional and mental healing for participants.

**It was an experience I will remember forever, I found myself again."**

— Stretch Heal Grow Participant



## Virtual Support Group

Rethink’s Virtual Support Groups continue to be an important part of our programming due to the increasing demand for accessible mental health support. These group therapy and psychosocial support sessions are facilitated by a professionally-trained and registered social worker or psychotherapist. They are an intentional space for people with breast cancer to come together to learn, share, feel seen, listen, support and heal together. These sessions are offered free-of-charge to the community, removing any financial barriers to access.



IN 2023 RETHINK HOSTED:

48

virtual support sessions

12

sessions exclusively for people living with metastatic breast cancer

700+

people participated

Participant Demographics for Virtual Support Groups:

Attendees from 15 countries	
Stage of participants:	
Stage 0	20
Stage 1	94
Stage 2	131
Stage 3	92
Stage 4 / MBC	230
Age of participants (based on the 86 participants who provided this information)	
25 – 30 years	29
40 – 50 years	94
51 – 64 years	30
65+ years	1

- 25 different topics were addressed including:**
- Fear of Recurrence
  - Grief and Radical Acceptance
  - Narrative Writing – 4-week series
  - Self-Compassion
  - Navigating Sexual + Intimate Relationships
  - Trauma – Regulating the Nervous System
  - Toxic Positivity vs. Cautious Optimism

What do you find most useful about the virtual support groups?

“Seeing and hearing from others with similar MBC symptoms and guidance to navigate the storm.”

— Virtual Support Group Participant



# 3

## Sex + Body

In collaboration with AnaOno, Rethink hosted an in-person event in September 2023 called Sex + Body to provide the breast cancer community with a safe space for education and empowerment on all things sex, body image and intimacy. This event brought together over 50 people in downtown Toronto to connect, listen and learn from a panel of experts and community members.

# 85k+

The event was recorded and continues to be shared on social media, reaching 85,000+ people to date.

### THE SEX + BODY PANEL INCLUDED:

- Dana Donofree: Founder of AnaOno and Breast Cancer Thriver
- Kim Angell, Rethink Key Collaborator, Advocate and MBC Patient
- Dr. Kim Cullen, Clinical and Health Psychologist, Sex Therapist and Educator
- Dr. Kristin Rojas Breast Cancer Surgeon and Board-Certified Gynecologist
- Maja Adolfo-Piwiek, Rethink Key Collaborator, Advocate and Patient



- 100% of participants who responded to a post-event survey felt more empowered than before talking about sexual health with someone on their cancer care team or other health care professionals.
- 100% of respondents felt that the event provided a safe and supportive environment to discuss the topic of sex and body.

### Why was Sex + Body important:

**“Providing safe spaces to bring breast cancer patients together so they can just be their full selves and air their fears in a room full of others who fully understand.”**

— Sex + Body Participant



### Baby Formula Grant

Rethink and Dr. Arielle Cantor, a Fertility Specialist, mom and BRCA-1 carrier, collaborated to create the Baby Formula Grant to support the feeding experience of those who are unable to breastfeed due to breast cancer or risk of breast cancer. A one-time grant of \$1,500 CAD has been awarded to ten individuals to date to help offset the cost of infant formula.

**COMMUNITY IMPACT:**

A total of \$15,000 CAD has been granted to help mothers affected by breast cancer.

**“Growing up I never imagined building my family would proceed in this way. While we are incredibly grateful to have been able to pursue surrogacy, it is hard to look past the times that I have felt side-lined in the process that I had always imagined I would be playing a far more direct and physical role in, and the financial implications it has had on our family. This grant makes women like me feel seen and provides a little more cushion to support us through the early days of motherhood.”**

— Lara, Baby Formula Grant recipient



### Mentoring Matters

Knowing the healing power of community in addressing isolation and loneliness with cancer, Rethink partnered with Key Collaborator Suzanne Horvath to create a new peer support program. This program is fuelled by time-honoured traditions in the breast cancer space: giving back and supporting others.

Peer support offers a unique kind of support because it's connecting with someone who has faced similar challenges and is able to share what has worked for them in their experience. Learning from someone else's lived experience is valuable and offers empowerment and insights where other counselling modalities may not.

During one-hour sessions, mentors and facilitators with lived experience lead a virtual community circle, providing a welcoming environment for participants

to ask questions and talk through some hard topics with a group of people who have been trained in peer support and just get it. Fifteen peer mentors have been provided with extensive training. All this work and training in the early spring set us up perfectly for a May 2024 launch.



*Rethink partnered with Key Collaborator Suzanne Horvath to create a new peer support program.*

**EARLY COMMUNITY FEEDBACK:**

**“It was the first time I had connected with online MBC folks since my diagnosis, so valuable to hear from others at different stages”**

**“Many of the attendees had similar or the exact same questions that I had. This made me feel less alone and understood”**

ADVOCACY

## Advocacy

Rethink's advocacy campaigns and initiatives are designed to improve the lives of people living with breast cancer, today and in the future. We take a comprehensive approach and engage patients and their allies, healthcare professionals, industry and sector partners and politicians and decision-makers to create advocacy campaigns that will make a meaningful change in cancer care.

In 2023/2024, we continued to build on our Bitterest Pill campaign, calling for equal access to take-home cancer treatments, and launched a new campaign, Break Through the Bullsh\*t, which focused on unprecedented delays in accessing breakthrough cancer treatments in Canada.

### Break Through the Bullsh\*t

Tackling cancer treatments access issues can feel overwhelming as there are many challenges at play in many parts of the system. After significant research, consultation with stakeholders and engaging Key Collaborators on community priorities in October 2023, Rethink launched #BreakThroughtheBullsh\*t. The breast cancer community shared all the BS they've had to deal with since being diagnosed with breast cancer. From delayed diagnoses, to issues with psychosocial support, to poor reconstruction results .

And when it comes to drug access BS, there are too many barriers. Too many delays. Too much red tape and paperwork putting another burden on people with cancer. So, in November, the campaign culminated to advocating for improved access to new cancer treatments, deemed as "breakthrough" treatments by Health Canada. Our advocacy ask was that decision makers and elected representatives help champion:



## ADVOCACY

**1. The development of a clear process to prioritize breakthrough drugs beyond Health Canada**

**2. Expediting the independence of the pan-Canadian Pharmaceutical Alliance (pCPA)**

A highlight of the campaign was an advocacy day at Queen's Park where over 30 community members sat

in Question Period and then joined Rethink to host a luncheon attended by more than 110 MPPs and staffers. This reception provided an important opportunity to connect in person with decision makers and share how delays in drug approvals and listings are impacting the people with cancer. Patient advocates build relationships and had meaningful conversations with decision-makers and Key Collaborator, Margaret Loniewska addressed

the room with a powerful account of what delayed access to treatment means when living with MBC.

We built on the campaign momentum by hosting a Letter Writing Brunch with Breasties on World Cancer Day that was attended by over 40 individuals from our community. This advocacy-focused event brought people with breast cancer and allies together to write letters to the Ontario Minister of

Health and MPPs to share concerns about the delays in drug access and requesting their support. Together we sent over 50 letters to decision makers and conduct qualitative interviews to engage stakeholders. This will ultimately support advocating for system reform to better address the needs of patients who self-identify as part of a minority group by implementing a co-developed intervention.



Nearly 50 community members came to the Ontario Legislature to Break Through the Bullsh\*t alongside us.

## #Bitterest Pill Campaign

The lack of coverage for take-home cancer drugs in Ontario and the Atlantic provinces is a community priority and Rethink has been actively working on the issue for a decade. We had reason for celebration in Ontario two years ago when the Government committed to addressing this disparity; however, there has yet to be any funding allocated nor any other movement forward. In March 2024, the Ontario budget once again failed to prioritize this issue, which prompted MJ to write a blog post highlighting the ongoing challenges; and further responding with a joint letter-to-the-editor with the CanCertainty Coalition, which was published in the Globe and Mail and Toronto Sun and reached over 23,902 people on Instagram alone.

Rethink will continue to mobilize the community on this issue and work collaboratively with CanCertainty to advocate on this issue that is impacting people with cancer.

## Informing Health Technology Assessment

Our work bringing patient values to health technology assessment agencies continued in 2023/2024 with four submissions to the Canadian Agency for Drugs and Technologies in Health (CADTH). We have adapted our submissions to not only sharing patients' experience with the therapy in question, but also diving deeper into the realities of how it has impacted their life.



- The submissions this year were for the following indications:**
- Nab-paclitaxel for hypersensitivity reactions to taxanes for solid tumours
  - Trodelvy (sacituzumab govitecan) for the treatment of HR-positive/HER2-negative advanced or metastatic breast cancer
  - Truqap (capivasertib) for the treatment of HR-positive/HER2-negative locally advanced or metastatic breast cancer
  - Verzenio (abemaciclib) for the adjuvant treatment of HR-positive/HER2-negative early breast cancer



## Rethink in Research

Rethink participates in research opportunities as partners, co-collaborators, subject matter experts and community leaders. Because of this, we help facilitate our community members playing an expanded role in research and providing insights on patients' needs. The result is research that has a strong impact and improves outcomes in meaningful ways.

Below are some of the research initiatives that Rethink has participated in and/or facilitated community participation this year:



## Rethink x Pfizer Canada Joint RFP

**In 2023, this partnership awarded over \$200,000 in grants to three recipients:**

*This group of community members passionately raised their hands to be involved in the 2023 Rethink x Pfizer Canada joint RFP. Key Collaborators Margaret, Nathalie and Vesna were experienced mentors to reviewer mentees Anjali, Jeff, and Karen.*

### **1. SINAI HEALTH SYSTEM: mPYNK: Program for Young Women Living with mBC.**

The goal of this project is to develop an innovative virtual educational program, tailored to the unique needs of young patients with MBC. The key impact of the program will be the use of technology to enhance access to comprehensive, up-to-date, and highly actionable information that improves the lives of young patients with MBC.

### **2. UNIVERSITY OF CALGARY: Enhancing Access to Supportive/Palliative Care Resources for Patients Living with MBC through a Digital MBC Support Platform.**

Patients living with metastatic breast cancer can access a lot of information online, yet few sites include supportive and palliative care resources that prevent or relieve suffering. This program will bring together patients, caregivers, doctors and nurses to choose the best online supports. They will be added to a free, online "Metastatic Cancer Support Platform." Patients will test supports for ease of use and helpfulness. Importantly, this project promotes equity and will give patients control of how and when they get the information they need to feel well even when their cancer is worsening.

### **3. BC CANCER VANCOUVER CENTRE: Addressing Disparities in Breast Cancer Outcomes and Treatment in British Columbia.**

This project seeks to quantify and improve upon racial and ethnically determined disparities in outcomes for patients with metastatic breast cancer in British Columbia. It will be done utilizing real-world evidence from the existing provincial breast cancer outcomes unit databases along with the patient intake questionnaires and conduct qualitative interviews to engage stakeholders. This will ultimately support advocating for system reform to better address the needs of patients who self-identify as part of a minority group by implementing a co-developed intervention.

### Needs Assessment for Young Women with Breast Cancer with Mount Sinai

In 2012, Rethink launched the first-ever quantitative National Needs Assessment for Young Women with Breast Cancer. The findings informed our work to address the gaps in support and care in Canada. Over a decade later, culture has changed, treatments have changed, and cancer care has changed, and we want to better understand the current experience of young women. This needs assessment will be conducted in partnership with Dr. Christine Brezden-Masley and the team at Mount Sinai in Toronto. A comprehensive survey has been developed and has received ethics board approval, with a plan to be shared with the breast cancer community in 2024.

### Real World Evidence in HER2-LOW

In 2022, Rethink executive director, MJ DeCoteau, and Rethink Key Collaborator, Margaret Loniewska, contributed to a study using real-world evidence to examine the treatment patterns and outcomes of patients with HER2-low or HER2 IHC0 recurrent or metastatic breast cancer. The findings of the study were published in the [Cancers Journal](#).

### Current Oncology: Barriers and Unequal Access to Timely Molecular Testing Results - Addressing the Inequities in Cancer Care Delays across Canada

In 2023, Rethink's Founder + Executive Director, MJ DeCoteau, presented at a Canadian conference that brought together thought leaders in cancer care to identify challenges and opportunities for change in terms of equitable and timely access to biomarker testing and reporting. The discussions and recommendations resulting from this conference have been published in [Current Oncology](#).

### Literature Review: Breast Health for Black Women

McMaster University and the Ottawa Hospital published a literature review on [Strategies to Improve Health Outcomes and Care Experience for Black Women with Cancer](#) that references [Uncovered: A Breast Recognition Project](#).

**“I have learned that the model created by our efforts has now been adopted by Pfizer Canada with other patient groups. It means that the MBC advocates who expressed their needs and wishes to partners who were willing to listen, learn and move to action in tangible, real ways were (and are) trailblazers in the field, now impacting other patients in other settings. I am so proud to have been a part of this project from its inception and look forward to learning about the future projects it inspires.”**

— Vesna

## Amplifying Patient Voices

As treatments, technologies and the world around us evolves, so does the experience of people diagnosed with breast cancer. Part of Rethink's role in the cancer care ecosystem is to amplify the voices of people with breast cancer and connect them with opportunities to share their experience and help improve the experience of future patients.

Rethink's amplification efforts included:

### **CANADIAN BREAST CANCER SYMPOSIUM (CBCS)**

After attending the Symposium in 2017, Rethink approached the CBCS chairs about integrating advocates with lived experience into the medical-focused event, including presenting within the conference program. There was an important opportunity to bring people with lived experience in front of healthcare professionals to share their insights and experiences. In 2019, Rethink became a member of the CBCS faculty, and patients have been included since.

In 2023, eleven people living with breast cancer attended the conference and Rethink Key Collaborators, Laura Moore, Vesna Zic-Cote and Jen Pogue spoke to the audience of more than 300 Canadian breast cancer specialists who treat 50,000+ patients across Canada each year.

### **ONCOLOGY EDUCATION**

The Best of San Antonio Breast Cancer Symposium event was held in Toronto early in 2024 to share highlights from

the December conference with the Canadian physicians. Rethink Key Collaborators, Liz May and Margaret Loniewska spoke at the event, sharing their lived experience and inspiring the 125 physicians in attendance to consider best practices in patient-centred care.

### **CANREVALUE FEEDBACK**

Rethink provided feedback to CanREValue on the final Policy Working Group report, identifying barriers and facilitators that could impact the uptake of this framework for the generation and use of Real World Evidence (RWE) for cancer drug funding decisions in Canada. We continued to raise awareness around the importance of transparency, clear timelines and consideration for patient values when implementing this framework.



**“I am still spinning from these last few days, wow! Thank you again for the opportunity that feels like maybe one of the most important and special things I’ve ever done ... There was a pathologist that came up to me at the end of the day who said she was always against PDL-1 testing because it’s such a challenge, but she’ll never push back again now that she’s heard my immune success story and has already emailed her entire department about it. We really made an impact!”**

**- Jen, Rethink Key Collaborator**



## Collaborations

### BREAST HEALTH FOR BLACK WOMEN

For a second year, Rethink collaborated with the Women’s College Hospital, Olive Branch of Hope and Canadian Cancer Society to host the Best Health for Black Women event to hold space for a conversation about breast cancer and gynecological health. This event aimed to empower Black women with health and wellness information tailored specifically to them; increase knowledge and awareness around breast cancer risk factors, prevention, screening and early breast cancer detection; provide knowledge and awareness around gynecological conditions; provide an opportunity to learn from others with lived experience; and, to share educational and community resources that are available for Black women.

### BREAST RECONSTRUCTION AWARENESS (BRA) DAY

Rethink participated in the Women’s College Hospital and Canadian Cancer Society BRA Day event in October 2023 by connecting our diverse community with the opportunity to share at the “Show and Tell” lounge. The event was attended by over 300 individuals, and Rethink had the opportunity to connect with more than 50 participants at our community organization booth. This event provided an important opportunity for us to continue to increase the knowledge about the programs and resources that Rethink offers the patient community around the topic of breast reconstruction, including Uncovered: A Breast Recognition Project that speaks to the unique needs of Black, Indigenous and People of Colour.

### QUEERING CANCER FILM SCREENING

Rethink teamed up with Queering Cancer to co-host the first Canadian screening of Trans Dudes with Lady Cancer, a short film documenting the journey of two transmasculine people, their families and their communities as they navigate breast cancer and ovarian cancer. This event was attended by 40 individuals and the collaboration provided a much needed and appreciated opportunity for the 2SLGBTQIA+ community and allies to come together in a safe space to connect, learn and discuss cancer and how it impacts the 2SLGBTQIA+ community.

### PAN-CANADIAN BIO-MARKER SURVEY

Rethink provided input into a survey developed by Colorectal Cancer Resource & Action Network (CCRAN) to better understand the experiences of people living with metastatic cancer in relation to access to biomarker testing and genomic profiling. Rethink has broadly shared this survey with our community and will be working in collaboration with CCRAN to review findings and address identified gaps in care.



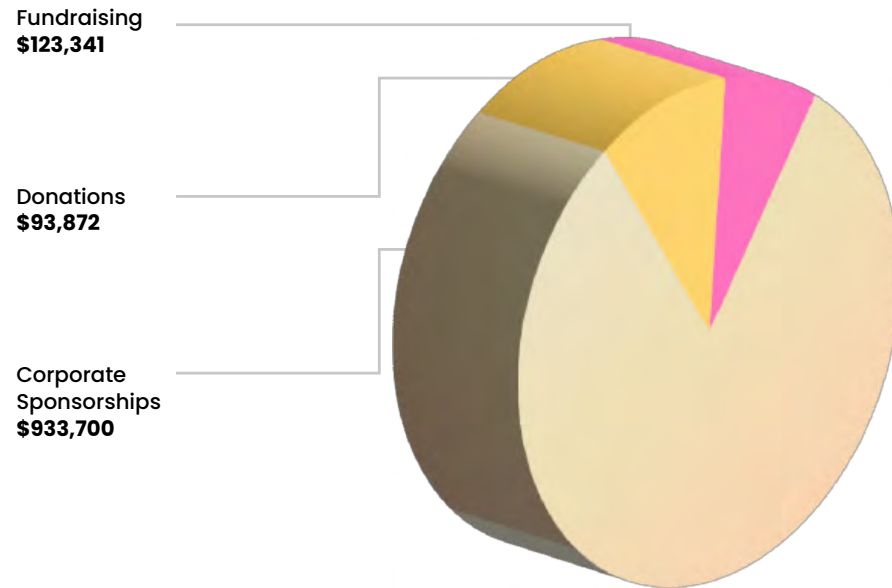
### BEST HEALTH FOR BLACK WOMEN

A Conversation about Breast Cancer and Gynecological Health

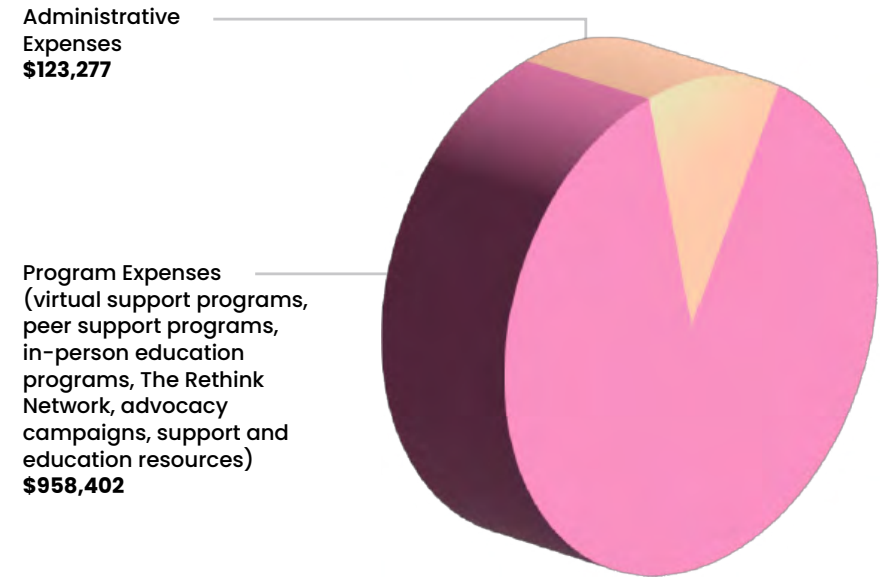


## Impact by the Numbers

### REVENUE



### EXPENSES



## ACKNOWLEDGEMENTS

### Grateful to Rethink's Partners

We are incredibly appreciative of our community members who so vulnerably and transparently share their experience. Your voice helps build community, foster connection and inform change. You are at the core of everything outlined in this report and we are so grateful for your support. To say cancer sucks is an understatement, but it is such a privilege for us to listen and learn from you so we can continue rethinking breast cancer.

Thank you to our dynamic group of Key Collaborators who work closely with the Rethink team to offer guidance, insight and expertise. This passionate group of advocates is critical in shaping the work we do, informing everything from support programming, educational needs and advocacy campaigns, to truly ensure that the lived experience is at the centre of our work. We appreciate what you bring as individuals and collectively, and how committed you are to improving the lives of those impacted by breast cancer. We are so grateful that you've generously chosen to share your time with us and that we get to work alongside you each day. We are privileged to work with a dedicated and knowledgeable team of experts that make up our Scientific Advisory Committee. This insightful group of healthcare professionals includes some of Canada's leading clinical experts. They play a critical role ensuring we are evidence-informed and understand the science of the many advancements in

breast cancer care. Thank you for continuing to make time for Rethink and our community.

Rethink is proud to maintain an open and transparent relationship with all our funding partners. Financial contributions come from a variety of sources, including special event revenue, third-party events, private donors, unrestricted educational grants from industry members and corporate donations from non-industry members. The continued financial support from individuals and organizations allows us to create community, offer support and education programs free-of-charge to those who need them and advocate for optimal care for people navigating breast cancer. Thank you for your continued support and commitment to improving the lives of people impacted by breast cancer.

All our sponsors and partners are listed on the following page.



ACKNOWLEDGEMENTS

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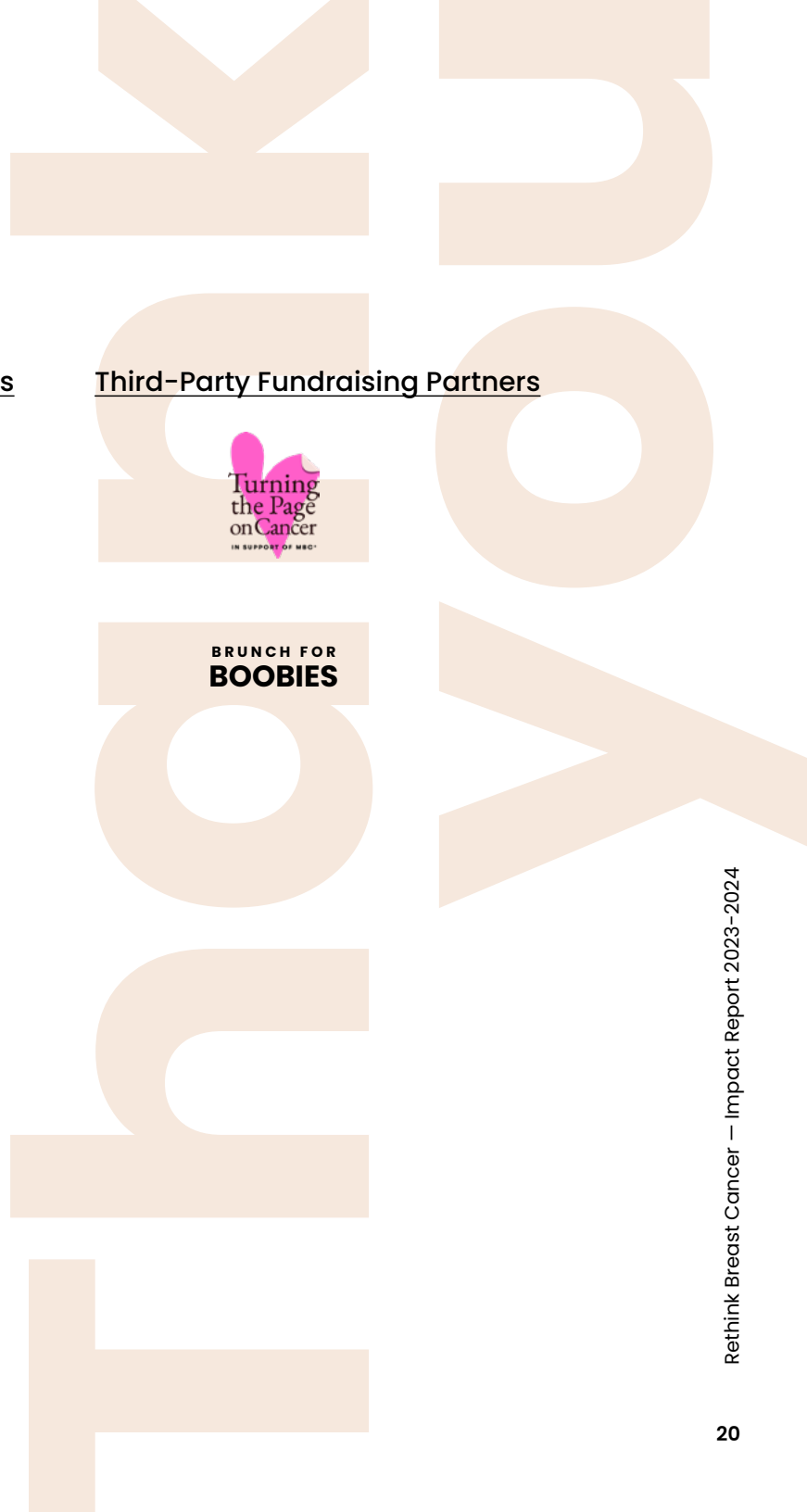
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**Contact Information:**

50 Carroll Street Toronto, Ontario

Canada M4M 3G3

Phone: 416 220 0700

Email: [hello@rethinkbreastcancer.com](mailto:hello@rethinkbreastcancer.com)

[rethinkbreastcancer.com](http://rethinkbreastcancer.com)

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