

2022-23

Rethink Breast Cancer IMPACT REPORT

We are your breast cancer movement.



rethink
BREAST CANCER

CONTENTS

03	Introduction	12	Rethinking Research
04	Note from the Founder / Executive Director	13	Breast Cancer Awareness Month
05	Providing Support	14	Uncovered
08	Listening, Learning + Sharing	16	Content and Community
09	Taking Action	17	Finance
		18	Acknowledgements

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.

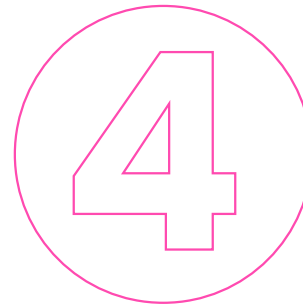
We have more than two decades of experience focusing on historically underserved groups: people diagnosed with breast cancer at a younger age, those with metastatic breast cancer and people systemically marginalized due to race, income or other factors.

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 in the future.

Our approach for 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 2022/23 we focused our efforts into four interconnected areas to address community needs.



Priority Areas for Impact:

- **Building community** – we create a space 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

A NOTE FROM OUR FOUNDER + EXECUTIVE DIRECTOR

I've been told a few times over the years that Rethink "punches above its weight." While we eschew combat language and warrior analogies in our breast cancer space, I'll take the compliment.

From the beginning, Rethink has been identified as a "change maker" and these days we find ourselves leaning into being a social change organization. In early 2021, we implemented a new collective organization model. Through our sustainability mindset, we weigh the impact versus effort. This has led our small team to more intentional projects and programs that make a greater difference to the community. I'm truly proud of our impact, which has deepened year over year, while remaining a tiny, nimble team.

In 2022/23, we learned our role is arguably more important than ever. It was a rollercoaster year of many hopes alongside many concerns. We are in an unprecedented time of advances in breast cancers treatment. New treatments for many subtypes have brought so much hope to the community, especially those with high-risk breast cancer and metastatic breast cancer. But it's also taking longer and longer to get these new treatments to the people who need them. Canada is falling further and further behind the U.S. and Europe and it is people living with breast cancer who are losing out. So the treatment breakthroughs are somewhat bittersweet against the reality of the current reviews, negotiations, and provincial listings – and ultimately delays in accessing treatments.

We also learned the access issues are now about much more than drugs. People are facing challenges accessing a GP, an oncologist, and psychosocial services. Our healthcare system is incredibly stretched and the burnout amongst nurses, physicians and mental health professionals is not just in need of improvement – it's an urgent situation.

There is no easy or quick fix. Canada is complicated. We have a different health system for each prov-

ince and territory, plus some federal jurisdictions. We are a geographically vast country with a relatively small population spread across thousands of kilometres, which adds to the disparities between the care people receive. These factors make advocacy complex, and system change more challenging to implement.

But we're "rethinkers." And in the face of these challenges, Rethink is uniquely positioned to respond to some of these big system issues.

We were reminded of this in October when we hosted our Key Collaborators Summit, a gathering of members of our breast cancer patient advisory boards. The magic felt there reminded us our model works. It reinforced our belief that cancer system change starts with addressing isolation and really listening. You can't make change without first focusing on community and healing. When people feel supported and included, they often want to give back and be a part of moving things forward. They get involved in peer support, in co-creating content and resources, in research, in helping with policy change.

So, back to my point about punching above our weight. We do it through strategic partnership and collaboration. We are nothing without our community, our collaborators, our partners, our advisors. We achieved another year of incredible mission impact, solidifying Rethink as having a unique and important role in the cancer care ecosystem both in Canada and globally.

Thank you to everyone who helped make the impact outlined in this report possible.

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.

Support

Support and healing are at the centre of everything we do at Rethink. Making system change starts with addressing isolation, building community and providing space for healing and support. It comes first, and so it's our first priority. A breast cancer diagnosis can be scary and an isolating experience. Since Rethink's early days, we have heard stories from people feeling completely alienated from their peers. Future plans are put on hold and feelings of safety are stolen by coming face-to-face with their mortality.

We understand what people are going through. Our support programs help make connections to other people going through a similar experience and offer support and resources for where people are in their life.

When people are supported, they feel empowered as they move through their diagnosis, treatment and survivorship. It's how we get to the point of being able to advocate. It's how we build community and rethink breast cancer together. We can't truly rethink breast cancer without it.



The Rethink Network



Since 2014, the Rethink Network has been a safe, private online space for people with breast cancer to get peer support, have questions answered, engage in meaningful conversations and connect with others who just get it, at all stages of breast cancer. It is an important peer-to-peer support tool for those who are newly diagnosed and overwhelmed with the feelings of isolation a breast cancer diagnosis can bring.

New post daily from community, offering a safe and private place to discuss topics such as:

- Treatment advice
- Genetic + genomic testing
- Body image + sexuality
- Expectations around surgeries, treatments + managing side-effects



261 new members
in 2023
(12.5% growth from 2021)

PROVIDING SUPPORT

*From left to right:
Emma Rinaldo, Ashley Mikitzel,
Kristy Weekes Beausoleil, Shawna Rich and
Zenja Mihevc are five professionally-trained
social workers and psychotherapists
for the Healing Collective.*



Virtual Support Group



In 2020, we introduced our Virtual Support Group program to help meet the needs of the community for more accessible psychosocial support. These sessions are facilitated and moderated by a professionally-trained social worker or psychotherapist.

These virtual sessions are for anyone navigating breast cancer who needs support at any stage in their experience with breast cancer. Occasionally sessions are tailored specifically to different stages of breast cancer. Psychoeducation is provided on topics such as: affect regulation, trauma, relationships, communication strategies, grief and more.

In 2022, and the beginning of 2023, we hosted 20+ sessions with many more planned for the end of 2023 and 2024.

The Healing Collective



With the community's increasing needs for accessible psychosocial support, we sought a way to expand our offering in sustainable, effective and impactful way.

Rethink's Healing Collective is a group of five professionally-trained and trusted social workers and psychotherapists with a combined 80+ years of experience in specialized therapy areas. They understand the need to support those impacted by breast cancer in a transformative way, exploring the feelings of isolation, relationship challenges, fear, anxiety, depression and more.

This collaboration offers the community exposure to different therapy styles, tools and techniques. The Healing Collective lead the Virtual Support Group sessions, inform session topics and build out content, while cultivating a safe space to learn, connect, share and heal – together.

PROVIDING SUPPORT



Resources + Give-A-Care

A product line created by people with cancer for people with cancer, Give-A-Care is an educational support resource addressing the side effects and care priorities in breast cancer treatment.

Originally launched in 2016, in 2022/23 we expanded Give-A-Care to include a content stream of educational and supportive information about long-term side effects, in addition to the care priorities we continue to refine and share as needed.

We sent over 100 Give-a-Care packages globally to 22 countries in 2022/23.



“I’ve laid in bed as the tears streamed down my face. The thought of going through IV chemo again. Losing my hair. Feeling really scared down to my core about what my future holds.

I joined a support group this week on grief and radical acceptance and was reminded how these feelings of sadness and anger are taking away time from living my life now. Finding joy in the little things with the people I love and accepting that while I can’t change my situation, it’s OK to let go of some of the control.”

— Kim

LISTENING, LEARNING + SHARING

Key Collaborators Summit

A NEW WAY OF COLLABORATING TO DRIVE IMPACT IN THE BREAST CANCER COMMUNITY

Over the years, Rethink has seen how powerful collaboration is when it comes to impact and making real change, and we are so grateful for all the people who contribute.

We are honoured and grateful to work in partnership with 20 powerful advocates in the breast cancer community who sit on Rethink's advisory boards and are key collaborators in Rethink's work. The initiative was officially kicked off at the beginning of October 2022 when we spent a weekend together at our Key Collaborator's Summit doing some important strategic planning for 2023/24 and brainstorming how to strengthen our work together through action.

The multi-day, in-person, intimate gathering was held at the Rethink home and focused on connecting, listening and collaborating. We cultivated trust, built relationships and inspired the group to take action to improve the lives and experiences of people with breast cancer.



"... My heart has been cracked open pretty darn wide after this past weekend at the key collaborators summit with @rethink-breastcancer. I knew the second I got the invite that this would be one of the most important events I've ever attended, and wow did it not disappoint."

– Jen Pogue

Advocacy

Rethink’s advocacy work boldly puts the issues that matter to those with breast cancer on the agenda and has led to system and policy change. Through collaboration, Rethink keeps the community’s voice at the centre of all our work, driving impact in ways that make a difference for the entire breast cancer community. We are “friendly disruptors” who ask tough questions and demand better answers, with the goal of making much-needed changes to improve breast cancer services, treatment, care and research.

We engage people who care about breast cancer to add their voice for change. It starts by explaining the issues and then motivating them to get involved. During the Key Collaborator Summit, we focused on advocacy education with the goal of inspiring a group of next-level advocates who will be agents for change.

Rethink is also a member of several cancer community coalitions, aligning with other like-minded organisations to help drive change on broader pan-oncology and health system issues.

Access for New Treatments

This has been an unprecedented time for advances in breast cancers treatment. New treatments for MBC. New treatments for cancers at a high-risk of recurrence. For different breast cancer subtypes and for cancers with different genetic markers.

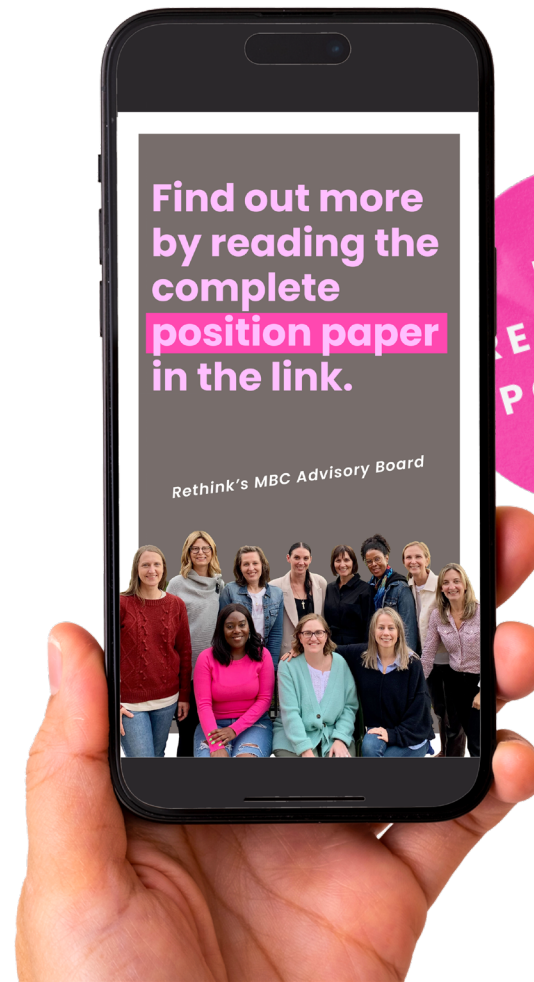
All these advances give us a lot of hope. But, at the same time, it’s taking longer and longer to get these new treatments to the people who need them. We are tracking their progress, but too often we see delays in reviews, negotiations, and provincial listings.

At Rethink we are committed to making sure all patients get the treatment they need when they need it. We collaborate with the various stakeholders and decision makers to help ensure the voice and values of breast cancer patients are considered in their process and that all parties are held to account.

We regularly share the lived experience of patients with the Canadian Agency for Drugs and Technologies in Health (aka [CADTH](#)) to ensure that innovative breakthrough therapies that are benefitting patients are publicly funded. In 2022 alone, Rethink participated in 6 reviews, gathering the community’s direct feedback and experiences with the treatments under review. In-depth, compelling patient profiles were shared so decision-makers could hear from members of the breast cancer community and understand how these cancer drugs directly impact them, with the goal of ensuring access for Canadians.

In 2022, Rethink provided 6 submissions to CADTH, ensuring the lived experience of patients bringing many patient perspectives on the newest breast cancer treatments. Treatments were for:

- Metastatic triple negative breast cancer
- BRCA-positive breast cancer at high-risk of recurrence
- Metastatic HER2-positive breast cancer
- Early-stage hormone-positive breast cancer
- Metastatic HER2-low breast cancer
- Early-stage triple negative breast cancer



The MBC research position paper is part of Rethink Breast Cancer’s advocacy actions that got the lines moving.

TAKING ACTION

#Bitterest Pill Campaign

In 2014, Rethink became a member of the CanCertainty Coalition, and in 2018 made advocating for equal access to take-home cancer treatments an organizational advocacy priority. We made a strategic decision to pause our campaigning at the height of the pandemic but resumed meetings with government in late 2020 and ramped up our comprehensive campaign in late 2021. During the 2022 Ontario election campaign, all political parties committed to resolving the inequities faced by cancer patients who need take-home drugs for the first time as a result of the advocacy effort done in partnership between Rethink and the CanCertainty Coalition. Through joint efforts we raised awareness of the issue, engaged the community to act, got the attention of decision makers and consistently advocated for change.

Following the election, Rethink and CanCertainty continued to engage with the newly elected government to hold them accountable to their commitment through meetings and getting their attention with a personalized pill bottle filled with a representation of the challenges patients face.

THE ISSUE:

In Ontario, when patients younger than 65 need a prescribed cancer drug that is taken at home by pill or injection, they face administrative challenges, stressful delays and expensive out-of-pocket costs.



CAMPAIGN HIGHLIGHTS

- A petition with 9,000 signatures
- A high-profile advocacy activation at the Ontario Legislature on April 4, 2022
- A press conference with all Ontario media present and extensive media coverage across Ontario
- 150+ pill bottles sent to politicians and bureaucrats
- Meetings with key decision makers in the Ontario Government including the Ministry of Health, the Premier's Office and the Treasury Board
- Nearly 300,000 advocacy emails sent with a 28.7% open rate and more than 8,000 actions taken
- Commitment from all major political parties in advance of the election

Breast Cancer Screening

Breast cancer screening is an ongoing issue of concern in the community that we continue to observe and partner on to address and to ensure the breast cancer community has accurate and clear information. We explore where we can continue to be a sustainable partner in furthering this conversation, especially knowing that in underserved communities, the uptake of breast screening is low. We want to identify where we can make a real difference in these communities.

In 2022, we partnered with the Canadian Cancer Society and the Canadian Breast Cancer Network to write a joint op-ed and letter to the Canadian Task Force on Preventative Health to review and consider the newest research published to determine if any changes or updates should be made to the guidelines.

Small 'a' advocacy

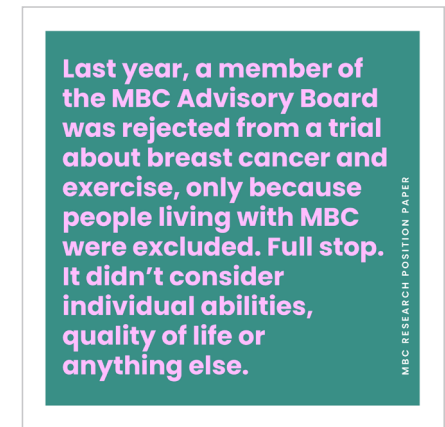
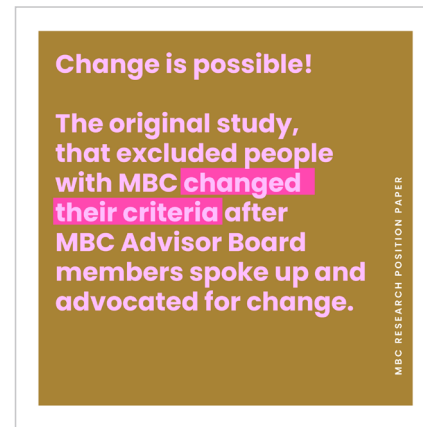
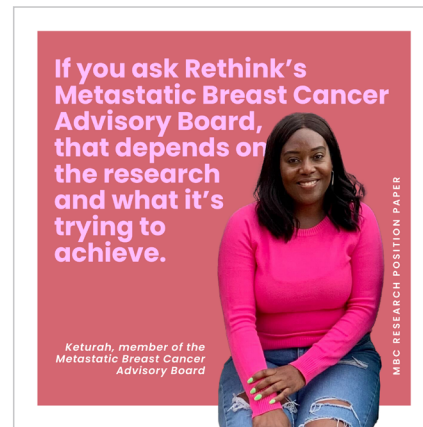
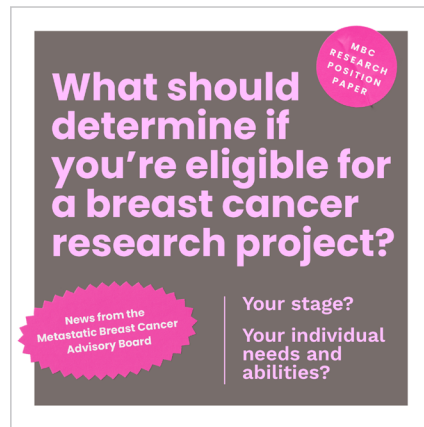
Policy and system change is impactful work, but slow work. In the meantime, we work with our key collaborators on what we call small 'a' advocacy, from writing position papers on improving research to rethinking how we talk about palliative care, and more. These are examples of ways we can affect real change now. They matter to the key collaborators and they are proud to drive them forward.

Small 'a' advocacy includes bringing the voice and values of breast cancer patients to key stakeholders:

- Researchers
- Physicians
- Manufacturers
- HTA bodies



A small "a" advocacy win — a research position paper from key collaborators on the MBC Advisory Board created in response to a clinical trial that excluded those living with MBC. The research team ended up changing their eligibility criteria.



Research

Research is at the heart of improving treatment, care and support for breast cancer and without surprise, a huge priority for people affected by the disease.

Since the beginning, Rethink has played an active role in advancing research from funding research programs, stewarding patient involvement in clinical trials and most recently co-leading a quality-of-care research program focused on people living with metastatic breast cancer.

Rethink x Pfizer: MBC joint RFP

In 2021, Rethink Breast Cancer and Pfizer Canada teamed up to create a joint MBC research grant program guided by the unique and unmet needs identified by MBC patients and their families, aimed at improving the quality of care of those living with MBC and can be implemented in the short-term. With our MBC Advisory Board at the forefront of this work, this is research informed by patients, for patients.

The grant recipients are determined by a joint review panel comprised of Pfizer Canada and Rethink Breast Cancer representatives and metastatic breast cancer experts (patients and medical experts).

This is a best-in-class collaboration that is truly patient-centre. Patients, caregivers and partners work together and lean on each other's strengths to make an impact beyond MBC in other disease areas. Advocates can see first-hand where the money and effort is going and how it is making a difference where the need is greatest. We are excited to be teaming up again in 2023/2024!

In 2022, Pfizer Canada and Rethink Breast Cancer funded the following proposals:

Oncology Outcomes: Data are frequently lacking for recurrent or relapsed cases, which represent a significant proportion of metastatic breast cancer patients. The overarching goal of the proposed work is to develop machine learning data algorithms to identify breast cancer recurrences or relapses more readily. This work will enhance the potential for real-world evidence to inform the quality and care of MBC, particularly in underserved communities where resources for conventional quality improvement initiatives may be limited.

Princess Margaret Cancer Centre: The goal of this project is to develop a clinical trials nurse navigator-led virtual care pathway for MBC patients, designed to support patient access to clinical trials and genomic sequencing. This project will improve the awareness of trial opportunities at Princess Margaret Cancer Centre with community oncologists and their

UPDATE: The Baby Time (POSITIVE) Study

The Baby Time (POSITIVE) study is an international clinical trial looking to provide answers for future generations of young people who wish to interrupt their endocrine therapy to try and have a baby and evaluate the safety in doing so.

Fertility loss is one of the biggest issues young people with breast cancer face. Hormone therapy is recommended for 70% breast cancer patients for up to 10 years following active treatment leaving them unable to start a family.

In 2015, Rethink assisted Canadian Cancer Trials Group (CCTG) with trial recruitment and helped fund the Canadian arm of the study.

patients and enhance patient access to genomic profiling. This will help guide future treatment decisions and support the decision-making and satisfaction of MBC patients in Ontario.

Women's College Hospital: Black women in Canada are often excluded from educational and informational supports designed for women with breast cancer. This project will address disparities in MBC-related care for those marginalized due to race, with a specific focus on Black women with breast cancer, by providing relevant information and supports in a first-

The Baby Time (POSITIVE) study closed to international accrual in January 2020 with a total of 518 patients of which 29 are from Canada - making us the #6 recruiting centre!

Short-term follow up results show young women diagnosed with early-stage, HR+ breast cancer who temporarily stopped hormone therapy to try to become pregnant didn't have higher rates of recurrence than those who didn't. Presented at the San Antonio Breast Cancer Symposium 2022, these findings provide guidance for breast cancer patients hoping to have children. The researchers continue to follow the participants to assess recurrence risk over time.

365 babies have been born so far!

of--its-kind resource hub. The overall goal of this project is to improve the care of Black women living with MBC.

In 2 years, we have announced 6 recipients, totally approximately \$550,000 in grant funds allocated for the implementation of innovative strategies aimed at measurably improving the quality of care of people living with metastatic breast cancer (MBC).

[Learn more about how we're rethinking research here.](#)

Rethinking Breast Cancer Awareness Month

Rethinking the ways we talk about breast cancer has been a part of Rethink's mission since day one, including #RethinkingPink and Breast Cancer Awareness Month (BCAM). And that has manifested in many ways over the years, including rethinking BCAM.

In past years, we would have held a media preview in late September to showcase our BCAM partnerships in a trendy way, amplifying the breast cancer cause and Rethink's mission, while also hosting BCAM-specific campaigns and calls to action. Even though we partnered with organizations that weren't engaging in pinkwashing, we still found ourselves operating in a transactional model focused on marketing benefits for brands that wasn't translating to the mission impact we'd hoped. And that didn't resonate with Rethink nor the breast cancer community.

Through our active listening to the breast cancer community, we have learned BCAM can be an incredibly challenging time. It can be triggering, hard or bittersweet for many. It can feel empowering one day and exhausting the next. Devastating and joyful at the same time. It's different for everyone, and we encouraged those in the community to do what they needed to do to take care of themselves and protect their peace.

In 2021, we landed on a new approach, moving away from the transactional model and leaning into our focus on impact, sustainability and health equity. Our partnerships in 2022 were

"I watched a Cityline episode and was inspired, albeit with resentment, learning that People of Colour are not adequately represented in literature while statistics show a higher percentage of Women of Colour are affected by breast cancer. The person interviewed mentioned your organization and a specific person whose name currently escapes me who spearheaded change and I sent in a donation soon after watching the show."

— Janice

more intentional and, therefore, more impactful. Our priority is to work as partners towards impact with organizations who are aligned with our mission and want to support the breast cancer community.

We also have learned that less is more. Rethinking BCAM also means rethinking our public presence, where we now amplifying media opportunities to have conversations about things people in the breast cancer community are most concerned about and have a high impact on the public.

In 2022, Rethink was featured on Cityline's breast cancer segment, where MJ DeCoteau addressed pinkwashing with tips on how to avoid it, and Michelle Audoin, Rethink's partner in Uncovered: A Breast Recognition Project, shared about the resource and how Black, Indigenous and People of Colour need to be better heard, seen and supported in the healthcare system.



Community members at Cityline for BCAM



Uncovered: A Breast Recognition Project

Uncovered: A Breast Recognition Project is a resource focused on the breast cancer experiences of Black, Indigenous and People of Colour. Through powerful imagery and genuine storytelling, the two editions shine a light on the realities of breast cancer, cultural barriers and health equity to help educate all people, including healthcare providers, it fea-

tures tangible items that can begin to be implemented today to help Black, Indigenous and People of Colour with breast cancer feel better seen, heard and supported.

Uncovered was created in 2020 collaboratively by Rethink Breast Cancer and Michelle Audoin. Michelle, a young, Black woman living with metastatic breast cancer, approached Rethink with the idea based on her isolating experience navigating the Canadian healthcare system.

In 2022, we expanded the Uncovered project to create the Uncovered blog, which is a safe space that exists digitally on the Rethink website for Black, Indigenous and People of Colour to share their experiences and reflections on navigating their diagnosis, cultural barriers and health equity. We created this in response to the requests we continued to receive from people in the community wanting to share their experiences as a part of this project. We published three new stories in 2022, with more to come!

Along with the Rethink team, the space was co-hosted by Rethink's partner in Uncovered, Michelle Audoin, and Caroline Falaiye, who participated in the resource. Both women were thrilled with an opportunity to share, learn and connect at WCC.

UNCOVERED TAKES THE GLOBAL STAGE AT WORLD CANCER CONGRESS

After much success and overwhelmingly positive response since 2020, in 2022 Rethink had the phenomenal opportunity to share Uncovered on the global stage at the World Cancer Congress (WCC) in Geneva, Switzerland. From October 18-20, 2022, Rethink brought Uncovered to the congress by hosting an interactive gallery space, where the powerful images, videos and words from the project were on display in an engaging way in the Global Village at the heart of WCC.

Rethink played an important role at the Congress by prompting a much-needed discussion about health equity both in Canada and on a global scale. Our thought-provoking activation provided space for reflection and connection. People from all over the world shared the different ways Uncovered resonates with them, as well as their personal stories that gave us a glimpse into what people with cancer in other countries are experiencing.

As a result of our intimate conversations, we can confidently say the impact travelled far beyond the 200 square feet lounge and 2,000 attendees. We cultivated future collaborators, gathered important insights, and our learnings and key discoveries will further our initiatives to ultimately drive change.

Impact

The most important impact is that there is now a national and international resource that focuses on the breast cancer experiences of Black, Indigenous and People of Colour that is helping healthcare providers be better equipped to support all the people they care for and helping ensure Black, Indigenous and People of Colour get appropriate information and care.

- 187 articles and stories and a total reach of 53,306,400 this year across television, radio and print/digital media
- Uncovered was featured on CTV Calgary, Cityline, Global News (National), Post Media, City TV (National), Newstalk and more!
- Our 3-year combined reach with Uncovered is now 73,795,140 people.
- Resource inquiries from clinics in Canada and the U.S., including Johns Hopkins, etc.
- Black, Indigenous and People of Colour are reaching out wanting to access the resource and share their stories
- Praise from healthcare professionals, including breast surgeons, oncologists, and psycho-social oncologists



“Here at home, I know the disparities, discrepancies and inequities that exist in cancer care. But on the world stage, I wondered if this impact and storytelling would be lost. We learned Uncovered is an important resource and that no matter where you are in the world, health inequities exist. Uncovered makes it possible for people who work in cancer care to have important conversations and moments to reflect on the challenges they face in their respective communities.”

– Michelle Audoin, Creator, Uncovered



Content and Community

Rethink's content is often our very first impression on those newly diagnosed with early or advanced breast cancer. Looking for support and information, they find first-person accounts that resonate because others see themselves in the story. The right information that they didn't even know they needed yet. Or just the right post that meets people where they are at. And because of the honesty authenticity in our content we gain trust and people stay. Through our content, we've built a virtual community that addresses isolation.

"Today, I love that my body is perfectly imperfect."

Breast cancer may take a lot of things away from you, but if you let it, it can also bring you back to who you are authentically by listening to your body and dancing along the way.

My body is a changing landscape."

— Anna @annamazingjourney for @wildfire_bc_magazine

609,109 site views for resources, educational information and storytelling!

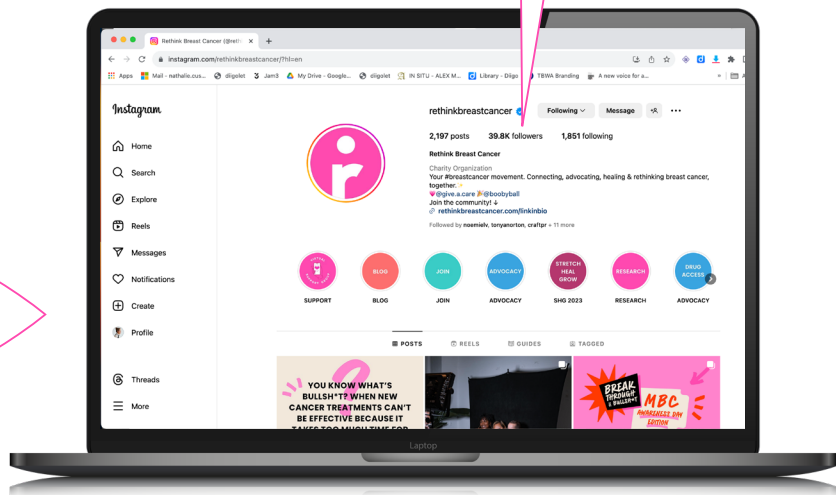
47 new blog posts from the community and educational articles that are inclusive and relevant

Palliative care, health equity, navigating MBC, shared decision-making, mental health, body image, fertility and more

14K MBC-specific content site views

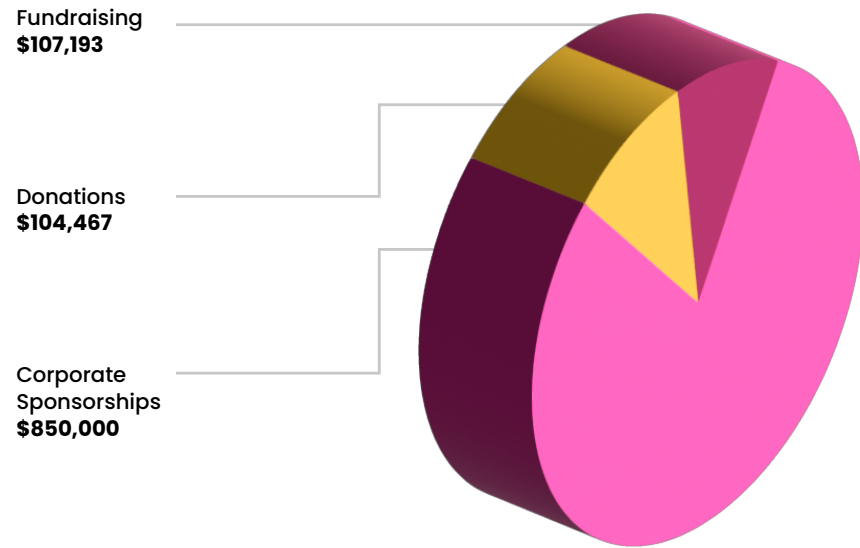
868K Reached 868K on Instagram, with 1.9M impressions

39,800+ Instagram followers + growing creating an engaged online community!

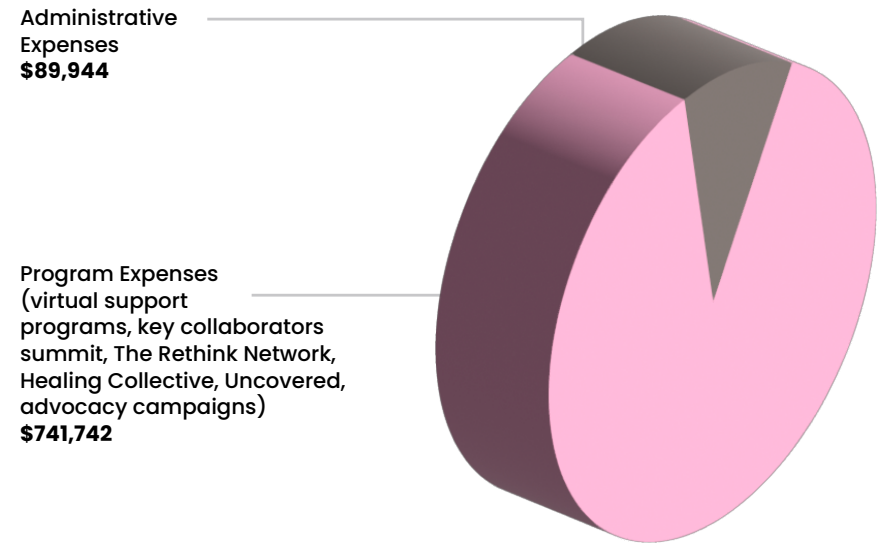


Impact by the Numbers

REVENUE



EXPENSES



Acknowledgements

Rethink’s small but mighty team is able to create the breadth and depth of the impact you see in this report by working closely with our patient and physician advisors to exchange knowledge, gather insights, input and feedback and then collaborate to drive our mission through the co-creation of programs and resources. The lived experiences of people in the breast cancer community are the base from which everything at Rethink develops. Our Key Collaborators group is comprised of Rethink’s Metastatic Advisory Board, Rethink’s Early Breast Cancer Advisory Board and Rethink’s Equity, Diversity and Inclusivity Working Group. We are also truly grateful for the ongoing input and contribution of our Scientific Advisory Committee, which includes some of the leading clinician scientists in Canada who treat breast cancer. We are truly grateful for these incredible volunteers.

Rethink maintains an open and transparent relationship with all commercial partners that is in-line with industry standards and in a manner that will withstand public scrutiny. The financial contributions that support our work come from a mix of sources, including special events, private donors, and unrestricted funding from industry and non-industry organizations. As a credible, patient-focused organization, it is imperative that we protect and uphold our integrity, credibility and commitment to support people living with breast cancer. Find our policy for working with corporations [here](#). We thank the following organizations who have supported Rethink in 2022 as Sustaining Partners and Project Partners.



Sustaining Partners



Project Partners



rethink
BREAST CANCER

We are your breast cancer movement.

Contact Information:

50 Carroll Street Toronto, Ontario
Canada M4M 3G3
Phone: 416 220 0700
Rethinkbreastcancer.com
Registered Charity #: 892176116RR0001
Email: hello@rethinkbreastcancer.com