



# SOUTH WEST NOVA SCOTIA

A CLOSER LOOK AT THE  
FACTS AND FIGURES

BY  
THE  
NUMBERS

**2** in **5**

Canadians will  
be diagnosed  
with cancer in  
their lifetimes.



Canadian Cancer Society  
Société canadienne  
du cancer

WHY WE  
FIGHT



30% of our Lodge That Gives  
residents are from Digby,  
Yarmouth, or Shelburne County.

The Lodge is open every weekday, but closes  
weekends. This makes for a total of **261** days  
of the year that the Lodge is operating

#### In 2014

##### Yarmouth

653 nights spent at the lodge by  
Yarmouth County residents

##### Digby

507 nights spent at the lodge by  
Digby County residents

##### Shelburne

270 nights spent at the lodge by  
Shelburne County residents

**1,430  
nights**

**x \$160**

**= \$228,800**

We provide three meals for every one night's  
stay for a cancer patient staying at The Lodge  
That Gives, a facility where Nova Scotians  
can stay for free while in Halifax undergoing  
treatment. The costs to us is approximately  
\$160/person (room and meals)

Spent by the Canadian Cancer Society directly im-  
pacting South West Nova Scotian Residents.



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In 2014, visiting the Lodge on any given day,  
you would have ran into **5-6** people from South  
West Nova Scotia

# South West Nova Scotia

DIGBY – CLARE – YARMOUTH – TUSKET – BARRINGTON – SHELburnE

**The Lodge That Gives** is truly one of kind and is unique to Nova Scotia. Every division of the Canadian Cancer Society determines the programs and services they want to offer in their respective province. We are the envy of many other provinces that do not have such an amazing facility.

#### Amenities Include

- ✓ rooms with private baths
- ✓ family style kitchen with professional chef
- ✓ outdoor patio
- ✓ living room
- ✓ TV room
- ✓ laundry facilities
- ✓ haircare including a complimentary wig service
- ✓ web/email access
- ✓ evening activities
- ✓ support groups

**Cancer patients pay**

**\$0.00**

#### 2013-2014 Highlights

**\$1.3 million** was raised for research projects nationwide

**5** research projects in Nova Scotia were funded

**3** smoke-free Outdoor Spaces by-laws were adopted

**73** campers went to Camp Goodtime

**10** clinical trials with 30 patients were conducted

**1, 407** guests stayed at The Lodge That Gives and

**50** guests stayed at the Cape Breton accommodations for cancer patients

## 5826 South Street

This is an address all too familiar to many in South West Nova Scotia. Since 1990 the Canadian Cancer Society has owned and operated a facility known as The Lodge That Gives. The facility is a welcoming and supportive home-away-from-home for cancer patients and their families living more than 50km away from Halifax.



#### Who Can Stay?

Cancer patients can stay at The Lodge That Gives and enjoy meals from a professional chef – thanks to the many donors of the Canadian Cancer Society. A family member and/or support person is invited to stay at a low daily rate. There is no charge for the parent or guardian of a child or escort of a transplant patient staying at The Lodge.

#### Financial Considerations

For many people living outside of Halifax, the financial consideration of meals and a place to stay while in Halifax during treatment can be oppressive. Not only are these trips challenging both physically and emotionally, they involve substantial costs for patients and their families

at a time when they are suffering a significant or complete loss of income. Cancer is a diagnosis that affects the entire family. Family members often say that a tremendous amount of their stress has been lifted because they know that their loved one is being well cared for and content at The Lodge.

## Did you know?

An average stay at The Lodge That Gives is 17 days; if a cancer patient had to stay at a hotel for the duration of treatment the

average cost he or she would incur including hotel costs, meals, and parking, would be over \$4,000.



*"30% of the patients who stay at the Lodge that Gives in Halifax are from South West Nova Scotia"*



Your participation in Relay For Life helps us:

**Fund life-saving cancer research.** More people are surviving cancer than ever before. Today, 62% of people diagnosed with cancer will survive compared to only 25% in the 1940s when we began funding research.

**Stop cancer before it starts.** Our researchers are leading the fight to prevent cancer while we promote healthy lifestyles and advocate for policies that protect our health.

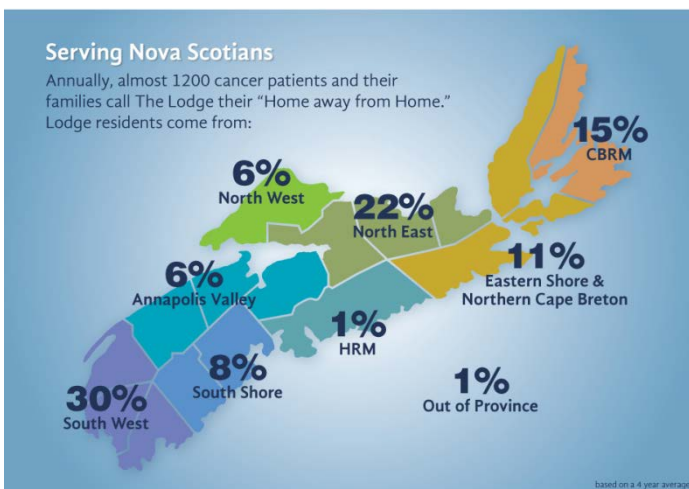
**Ensure no one facing cancer is alone** by offering compassionate services and support to those living with cancer and their families and friends. In Nova Scotia we fund The Lodge That Gives, Camp Goodtime and accommodations in Cape Breton.

**Empower Canadians with information** about cancer to help them make informed choices about their health.

**Register your Relay team today at**  
<http://www.relayforlife.ca>

## Impacting South West Nova Scotia

South West Nova Scotia has felt the impact of cancer. We all have been touched by cancer in some capacity or another. The Lodge that Gives is the biggest initiative that we support in Nova Scotia. And the single biggest user of the facility is South West Nova Scotia. Our end of the province accounts for 30% of patients.



## Expansion is coming

Currently, The Lodge That Gives can accommodate 34 people a night – some nights we actually have 36!

We need more beds, because we know there are more people who need our assistance.

Over the past several years we have been raising money to expand the Lodge. We had set a goal of

\$15 million and with the help of our many donors we achieved that goal at the end of 2014.

In 2015 we are expanding our facility, doubling its capacity. Expected completion is the end of 2015.



## Influencing positive Government change

Nova Scotia has two cancer centers, and most Nova Scotians will travel for care several times throughout their treatment.

The government does offer some financial assistance through the BTO Program,

but until recently to qualify for support your annual household income had to be less than \$15,720.

We actively called on government and in April 2014, the provincial government agreed to

increase the family income threshold for the Boarding, Transportation and Ostomy Program from \$15,720 to \$25,500. The BTO budget was also increased from \$310,000 to \$395,000.



## Camp Goodtime

For one week each year, more than 70 very special kids (including several from South West Nova Scotia) pack their bags, kiss their parents goodbye and head off to Camp Goodtime. What makes these kids so special – they are kids who know what cancer is firsthand.

Kids with or recovered from

cancer come together under the supervision of trained councilors and medical staff to be kids first.

Activities like swimming and canoeing, camp fires and sing-a-longs, arts & crafts, and all the good things that come with summer fun are paramount.

Year after year, Camp Goodtime is supported by generous donors and cancer is what joins these kids together instead of what makes them different.

Our camp is located in Aylesford, Nova Scotia.



**Information and support** are important to cancer patients and their families and the Society is there to answer questions.

**The Cancer Information Service (CIS)** is a toll-free, confidential help line that anyone can call and ask questions about diagnosis, treatment, and support programs in their community.

This helpline is available and accessible for every Nova Scotian in every community across this province, and the service is also available in over 100 languages.

The **CancerConnection** program is a free, online confidential service that matches newly diagnosed cancer patients or their caregivers with people who have “walked in their shoes”. This connection gives them an opportunity to talk to someone who truly understands what they are going through and recognizes that no one should face cancer alone.



**42%** of our annual revenue in Nova Scotia that support these programs are generated by Relay For Life!

This makes participating in Relay For Life one of the most impactful things you can do to help Nova Scotians who are living with cancer.

South West Nova Scotia generates nearly \$300,000 annually in donations to the Canadian Cancer Society.

Since 2003, Yarmouth, Clare, and Digby have raised over \$2.2 million dollars through Relay for Life alone.

#### Mike Muise

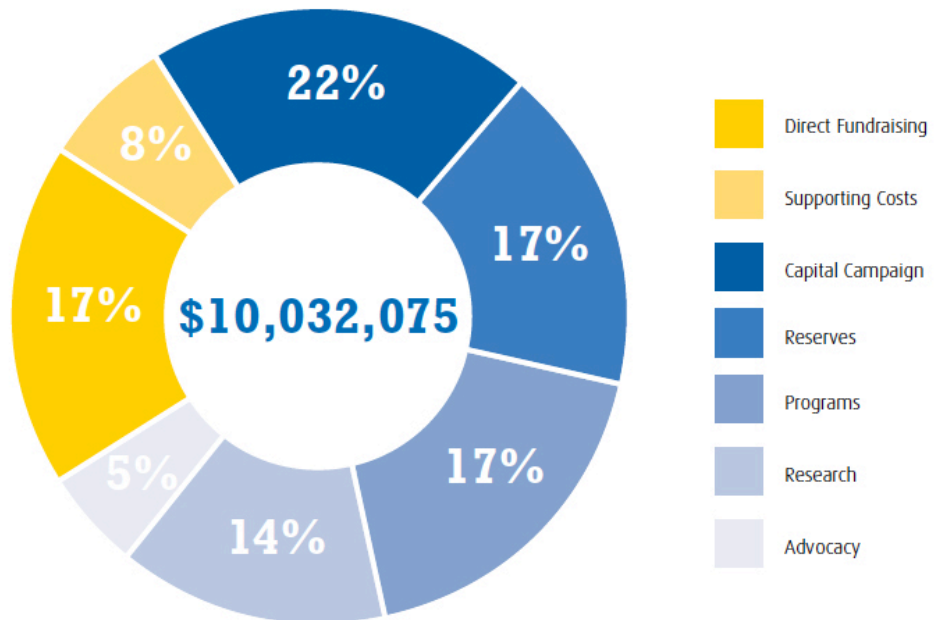
District Coordinator  
Canadian Cancer Society  
Nova Scotia Division

#### Phone

902.663.4634

#### E-mail

[mike.muise@ns.cancer.ca](mailto:mike.muise@ns.cancer.ca)



We raise funds for one reason, and one reason only – to support the important programs that so many Nova Scotians depend on.

We are proud that our fundraising efforts this year allowed us to direct over \$5.8 million to fund our mission work across Nova Scotia. That means that -

**75 cents** of every dollar we receive is used to support our programs and services – services like accommodations, Cancer Connection, and advocacy.

**17 cents** is used to support our fundraising that includes the costs of our daffodils, tents, generators and everything used during Relay, so what I want you to know is that this is not just the cost of staff but the cost of everything we have to do to raise the \$10M.

**8 cents** of every dollar is used to support administration, that includes staff salaries and overhead expenses.

It is important to note that the current industry standard - below 40 cents for every dollar (used for fundraising and administration combined) is considered good use of donor dollars. We are currently at **25 cents** for every dollar.

In 2014, and beyond we will continue to focus on research, patient support and advocacy.

Specifically in Nova Scotia, we will continue to provide accommodations support, access to information, and advocating for more smoke free municipalities, pesticide compliance, quality end of life care, as well as working to increase support for transportation for cancer patients who are required to travel for care.