

*Kelly Shires*  
**Breast Cancer  
Foundation**



2018  
Annual Report



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## A Message from the Directors

We're pleased to announce that our 19<sup>th</sup> year is now in books, and in those 19 years the Kelly Shires Breast Cancer Foundation has:

- Raised over \$6.32 million to provide direct financial assistance to those fighting breast cancer.
- Helped thousands of applicants from locations in Canada ranging from coast to coast.

Our team of volunteers and supporters continue to amaze us.

We have a core group of supporters that selflessly lend their time, energy and enthusiasm to our cause. From year-long planning meetings to the few days of all-hands-on-deck frenzy leading up to the annual Snow Run, our supporters are the backbone and lifeblood of our Foundation. They give far more than they receive, and not one of them would want it any other way.

With the 19<sup>th</sup> year wrapped up, we are already anticipating and planning for our 20<sup>th</sup> anniversary event!

We are still grateful to the assistance and support that we receive from our angels.

Kelly's Angels.



*On Behalf of the Directors*

**Suzy Stenoff**, Co-Founder and Director  
Kelly Shires Foundations



*It has been over 20 years that this Journey began for me when my friend Kelly Shires, who was battling breast cancer, confided that she wanted to help people that were affected financially by breast cancer. As she went through her own struggles with the disease, she personally witnessed how a diagnosis can impact every aspect of your life.*

*It was her determination to make lemonade from her lemons that made it easy join in her in making this dream a reality by creating this charity. This journey has not been without its challenges and losses (Kelly's journey ended on October 31, 2004), I feel esteemed that she trusted me to join her on this voyage. On a personal level I am extremely proud of what this "small charity" has accomplished since its inception, it never ceases to amaze me that Kelly had the foresight to know this need would still be in demand in years to come.*

*Kelly's legacy continues to flourish thanks to people like you - respected Corporate Sponsors, valued participants and a devoted team of the most selfless volunteers.*

*Thank YOU for being a part of this continued journey of carrying Kelly's dream forward and helping us keep this much need assistance available to those who need it. Together we truly are making the difference in the lives of breast cancer patients!*

Suzy Stenoff

*Wow! Every year when the event is over, I wonder how we are going to top this one! It was an awesome Run and fun had by all! Thank you to our awesome Event Committee, you pulled it off again!*

*Thank you to all the Participants, without you we would not be able to do this!*

*Here's to next year!*

Marion Mochrie



*Wow, I can't believe that we will be celebrating 20 years soon! Kelly would have been very proud!*

*The charity that Kelly and Suzy founded is unique in so many ways. We have only one part-time employee. Thanks to our dedicated volunteers, over 80% of funds raised to go directly to applicants to the charity! Our main event, the Snow Run for Fun, is an all-women snowmobile ride held the first weekend in February every year.*

*I'm honoured to be associated with this charity. Kelly's mission was to help ease the financial burden for women and men across Canada battling breast cancer, as she experienced this firsthand. Now, the charity assists, on average, almost 700 people per year across Canada.*

*I'd also like to thank those supporters that hold events throughout the year to fundraise for the foundation as well. These funds are an important addition and enable the approval committee to move forward with all qualifying applications so that no one is put "on hold" due to lack of funds.*

*Of course, I would also like to thank our Corporate Sponsors, many of whom have been with us right from the start. I'd like to welcome two new Platinum Sponsors, Snap-On Tools and Maiga. We are very excited to have them on board!*

Pam DeBoer

*The theme for the 2018 Kelly Shires Snow Run for Fun was Kelly's Champs, in recognition of the champions in all our lives that make the world a better place to live in.*

*Costumes ranged from baseball teams to prize-fighting boxers; each one reflecting the champion spirit that lives within each of us. The theme also reflected the champions engaged in their own battle with cancer; these champions are the ones that face cancer day-in and day-out with courage and conviction. These champions are the reason that the Kelly Shires Foundation exists. Every dollar that we are able to raise and put in the hands of someone battling breast cancer makes their struggle just a little easier.*

*We are eternally grateful for the support of all of our volunteers, organizers, participants and supporters!!  
Champions, one and all!*

Brian Fish



## Background



The Kelly Shires Breast Cancer Snow Run was initially formed by a group of friends that bonded together to make a difference. When Kelly Shires was diagnosed with breast cancer, she experienced first-hand the challenges of battling this disease.

Through those initial years and in the face of many challenges, Kelly proved to be a very strong woman with a big heart. Her experiences provided her a new outlook on life and she decided that she wanted to help others diagnosed with breast cancer that may be facing many of the same challenges.

Kelly teamed up with good friend Suzy Stenoff and an exciting and original concept was born: the Kelly Shires Breast Cancer Snow Run for Fun would be a fundraising snowmobile ride, dedicated to assisting recently-diagnosed individuals with breast cancer. Funds would specifically target cancer-related expenses that extended health care programs do not cover. Kelly wanted the fundraiser to have the theme of ***Women Helping Women***; this seemed to be a perfect fit as Kelly was an avid snowmobiler and the number of female snowmobilers continues to climb.



Collectively, Kelly and Suzy worked to get a charity license approved, organized and promoted the snowmobiling event for women and turned a negative situation into a foundation that would have an ongoing positive impact.

Unfortunately, Kelly Shires lost her 7-year battle with cancer in the fall of 2004. Suzy Stenoff, along with a dedicated Board of Directors and a team of volunteers continue Kelly's dream of helping women with their battle.

The Kelly Shires Foundation is now in its 19<sup>th</sup> year and has provided over \$6.3 million in direct financial assistance to those battling breast cancer.



## Kelly's Angels

The Kelly Shires Breast Cancer Snow Run survives largely on the dedication of its volunteers. This inspiring group of people meet throughout the year, ensuring every possible detail within their control is thought out and attended to. Because of their selfless dedication, the Kelly Shires Breast Cancer Snow Run has flourished. These core individuals, along with the countless other volunteers that support the charity, truly are Kelly's Angels.

***Marion Mochrie***  
Registration



***Blair Munn***  
Grounds Crew



***Jeff Wice***  
Trails & Lunch



***Marci Vine***  
Saturday Dinner



***Joan Wice***  
Welcome Bags



***Dara Haggarty***  
Friday Meet & Greet



***Helen Stenoff***  
Auction



***Suzy Stenoff***  
Location & Media



***Brian Fish***  
Audio / Video





## Kelly's Angels 2018 (Ontario Events Committee)







## Directors

### *Suzy Stenoff*

Co-Founder of the Charity (along with Kelly Shires), also the chair of the Ontario Event Committee and sits as a member on the Charity Approval Committee. Suzy was born and raised in Mississauga where she originally met Kelly Shires and their friendship strengthened when Kelly was diagnosed with breast cancer. Suzy moved to the Barrie area and became a first time mother to Sophia in 2013. Her love of snowmobiling began in 1998 when she purchased her first snowmobile on a whim to try the sport and has been an avid snowmobiler since. Suzy has a passion for recreational powersports which has grown over the years including watercraft and all-terrain vehicle sports. She has been a team leader at the Ontario Snow Run since 2000. In 2010 she Co-Founded, along with Tracey Guthrie, the TraX4 Breast Cancer ATV event in support of the charity.



### *Brian Fish*

Brian and Kim *Sparks* Fish became involved in the charity in 2002. At that time, Kim was battling breast cancer and was instantly drawn to Kelly and her story. Kim became an annual speaker at the event, providing inspiration and awareness of the challenges of living with cancer. Kim lost her battle with breast cancer in September 2004, shortly before Kelly lost her own battle. Brian has been involved as a volunteer with the Charity since 2003, and has been a Director since 2004.



### *Marion Mochrie*

Marion and her husband John have been involved in Snowmobiling since the early 70's. Marion became involved with the Foundation after being approached to help sponsor at the Snow Run. Like many of the volunteers and directors, Marion's involvement with the charity is a personal one; Marion lost a family member due to breast cancer.



### *Pam De Boer*

Pam first became a participant in the Snow Run due to a neighbour, Michele Goulding. During a conversation one day, it was discovered that they both knew Kelly. Michele invited Pam to fundraise and participate in the Snow Run and to reconnect with Kelly. So, never having snowmobiled before, Pam participated in the 3<sup>rd</sup> Snow Run. She was inspired by Kelly's strength and spirit and her ability to share her story and turn her negative situation into a positive making a difference for women who were battling cancer. She was also inspired by the fact that so much of the funds raised went directly to those applying for assistance due to the fact that administration costs are minimal and almost everyone with the foundation is a volunteer. Pam is now also married to Kelly's cousin, Chris, whom she met at the 6<sup>th</sup> Annual Snow Run.



## 2018 Report

### The Ride

The 19th Annual Kelly Shires Breast Cancer Snow Run was a great success! Approximately \$500,000.00 was raised in pledges and corporate sponsorship. The team is very proud of the \$6.32 million that they have raised over the past 19 years!



The event kicked off Friday evening at the Meet n' Greet with Emcee, Carey Moran from KICX FM. Saturday morning the enthusiasm was outstanding as 102 women suited up to participate in this spectacular annual event. The day started off beautifully with a moment of silence in memory of those who have lost their battle with breast cancer and an enthusiastic dance to the event theme song *Man, I feel Like a Woman* by Shania Twain, a song chosen by Kelly Shires to represent the event.



The ladies then headed off on the trails to all meet up again at their lunch destination in Kearney. This exhilarating event was held at the cozy Hidden Valley Resort in Huntsville, Ontario. The trails were beautifully groomed for the teams as they travelled the designated route. Special thanks the local snowmobile clubs for making sure the trails were groomed perfectly for the ride.

Teams completed the ride of challenging trails in the afternoon arriving back at Hidden Valley Resort and were welcomed back with a warm cup of hot chocolate and treats donated by and Hidden Valley Resort. The closing ceremonies consisted of a gala banquet dinner with emcee and breast cancer survivor, Beverly Thomson, awards, and auctions. The team is already planning for the 20th Anniversary event taking place at Hidden Valley Resort on Feb 1-3, 2019.

Extra special thanks and appreciation to the 2018 participants, volunteers, media partners and Sponsors for their part in making this year so successful. Thank you to the team at Hidden Valley Resort for all the extra special touches and for making us feel at home once again.

19 years and still committed, more than ever, to helping those diagnosed with breast cancer! Together we ARE making a difference!





## 2018 Memories

The event is always a fun time for the participants and volunteers. It's truly incredible that so many people can come together for such a great cause and have so much fun over the course of only a few days. The theme of the 2018 event was Kelly's Champs. A few memories from 2018 are shared below.



## 2018 Fundraising

### Supporters

Aside from the personal fundraising performed by the Snow Run participants and volunteers, our corporate sponsors provide significant financial assistance to the charity. A list of sponsors can be found on our website [www.breastcancersnowrun.org](http://www.breastcancersnowrun.org). We gratefully acknowledge the ongoing assistance and support provided by the following Platinum Level sponsors:

- BRP/Ski-Doo®
- Choko Designs
- Factory Recreation – Midland
- Snap On Tools
- FXR RACING
- Royal Distributing
- Hapamp
- Toronto International Snowmobile, ATV & Powersport Show

The Kelly Shires Foundation has been incredibly fortunate to have the Corporate Sponsors listed above; their generosity is truly amazing.

We are always looking for additional sponsors. Sponsors can contact the Foundation directly at [www.kellyshiresfoundation.org](http://www.kellyshiresfoundation.org) or [www.breastcancersnowrun.org](http://www.breastcancersnowrun.org). Alternately, if you are aware of an organization or corporation that you believe would be a good fit for Corporate Sponsorship of the Kelly Shires Foundation, our Corporate Sponsorship Referral Form can be accessed at <http://breastcancersnowrun.org/media/corporate-sponsorship/Corporate%20Sponsor%20Referral%20Request%20GENERAL%20Rev%20BF.pdf>



## How Our Funds Were Used

The Foundation provides direct financial assistance to help support breast cancer patients across Canada in their battle with the disease. A cancer diagnosis can be devastating on so many levels; physical, mental, spiritual and financial. The Foundation provides assistance to help deal with the financial aspects of the diagnosis. Simply put, we help to alleviate some of the financial strain, allowing for a better focus on the physical, mental and spiritual issues.

In addition to loss of income due to inability to work or not qualifying for government assistance, there are other unforeseen expenses incurred by breast cancer patients, including prosthetics, parking and travel / lodging expenses related to treatment, wigs and household expenses to name only a few. The Foundation provides direct financial help with these issues to successful applicants.

Our ability to help our applicants is a direct result of the funds raised by participants as well as personal & corporate sponsors.

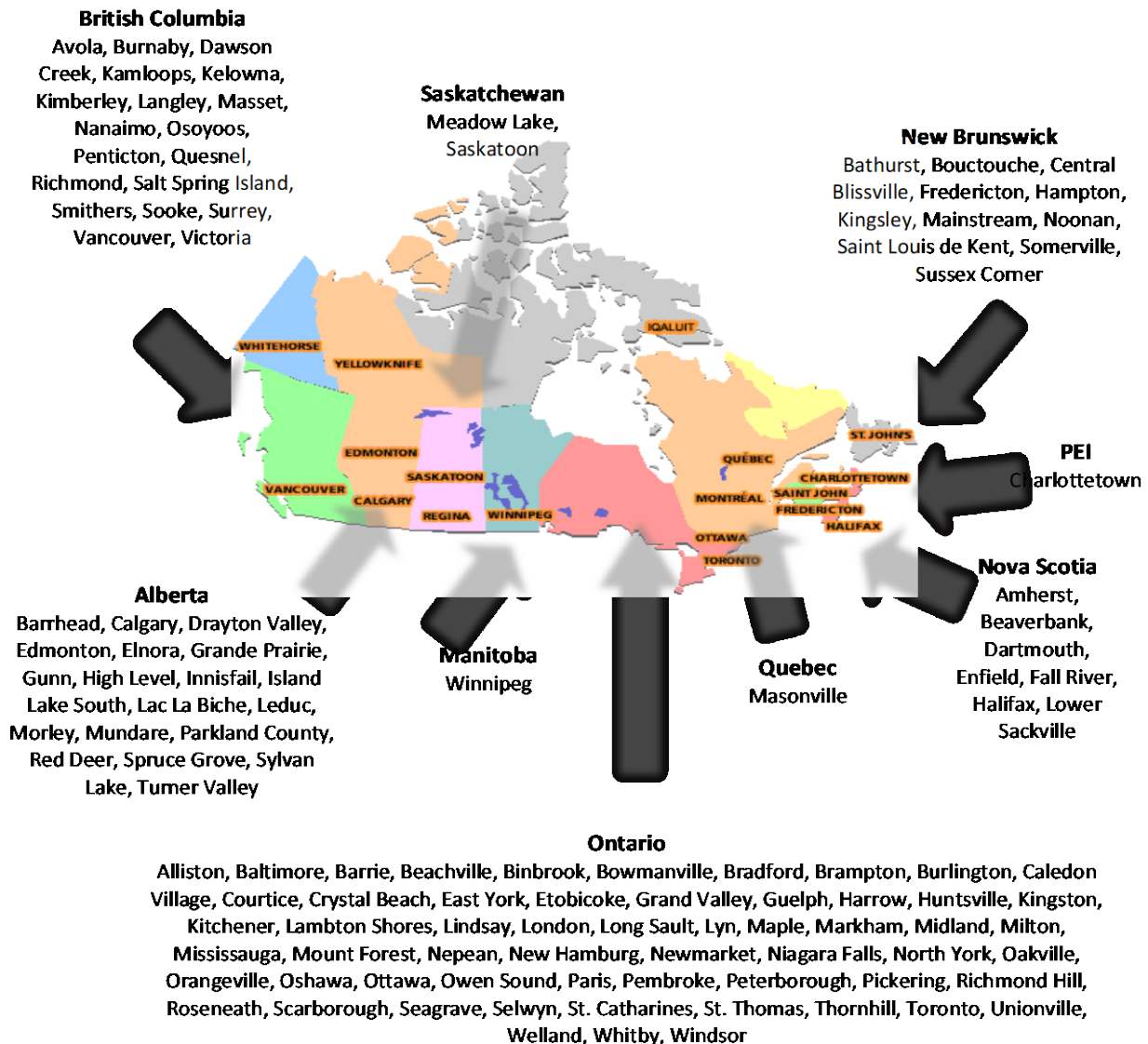
We continue to be a volunteer-driven organization with extremely limited overhead. All Foundation Directors and Volunteers contribute their time, energy and enthusiasm free of charge. We maintain a small office in Midland, Ontario, staffed on a part-time basis in order to receive and process applicant requests, follow up on applicant well-being, and most importantly, share good news concerning applicant success stories. Jen, the friendly voice on the phone at the Snow Run office, is the only paid employee of the charity.

Our aggressive approach to limiting charity-related expenses is the reason that over 80% of the money raised by the charity is paid out to applicants. This is both a source of pride and financial necessity. Even with our frugal, volunteer-based approach, every year the Foundation either exhausts or comes very close to exhausting all of its funds before the end of the fiscal year, resulting in a waiting list for some applications.



## Where Your Funds Were Used in 2018

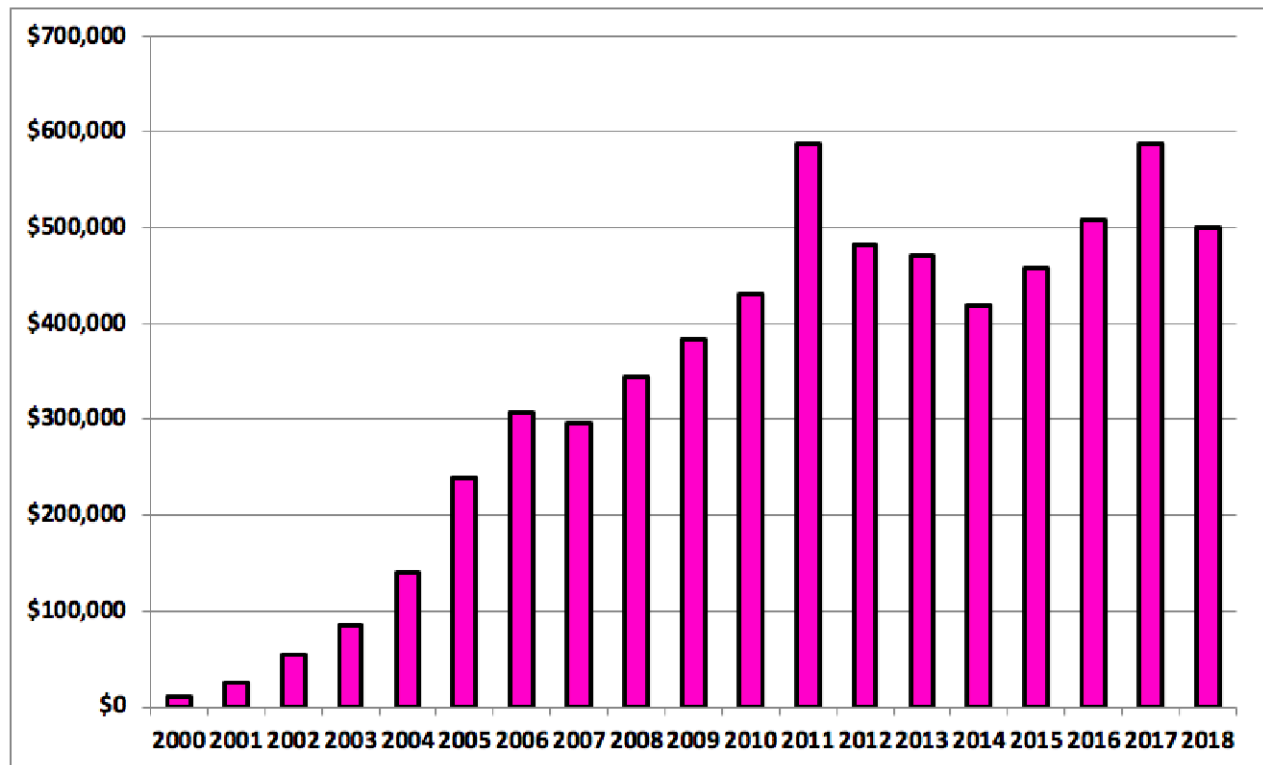
Applications are accepted from across Canada. A list of recipient locations is provided below.



## Fundraising Efforts

The chart below indicates the fundraising totals (year-by-year) since the charity started in 2000.

The 2018 amount raised showed a slight decrease over the amount raised in 2017, however it is in line with the average amount raised over the past 7-8 years.



Again, strong fundraising as well as ongoing support from our sponsors helped the Foundation avoid a waiting list in 2018. Historically, the Foundation exhausted all of its funds prior to the end of the fiscal year, resulting in a waiting list of applicants.

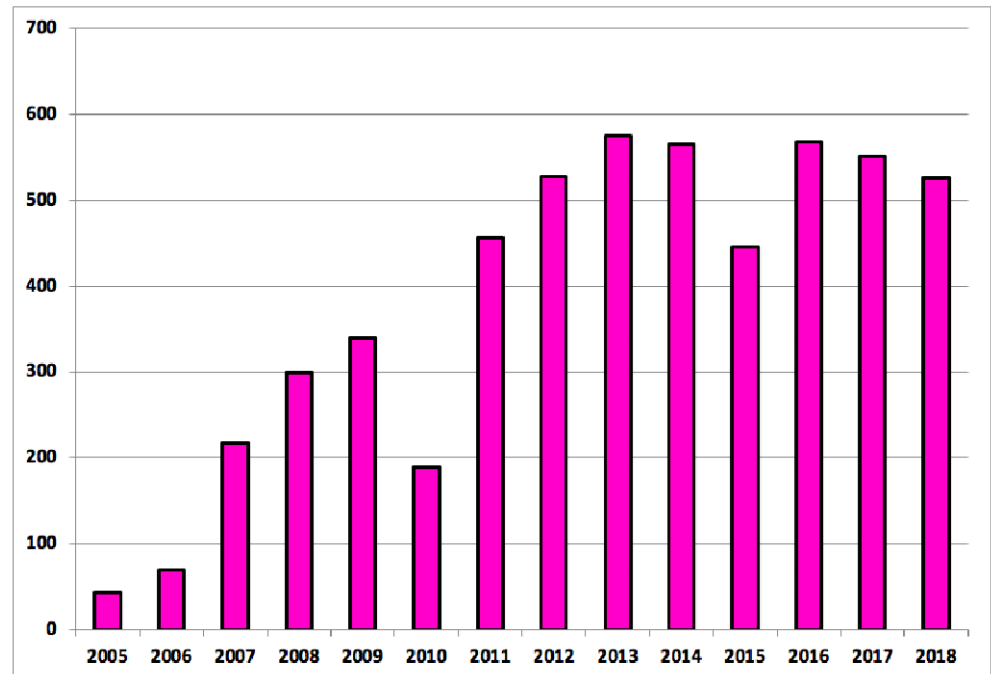
Increasing Foundation revenue (via participants and corporate sponsorships) remains a focal point for the Foundation over the coming years.

## Putting Your Funds to Good Use

In fiscal 2018, 526 breast cancer applicants across Canada were assisted with funds, with a total value of \$404,176.52 paid out to applicants.

As depicted in the chart to the right, the number of applicants assisted has remained relatively constant over the past 7-8 years.

The type of assistance provided to applicants was similar in nature to the assistance provided in prior years.



Specifically, financial assistance was provided to help cover costs associated with:

<ul style="list-style-type: none"> <li>• Dental</li> <li>• Child Care</li> <li>• Counselling and Therapy</li> <li>• Groceries</li> <li>• Lodging and Rent</li> <li>• Vitamins and Supplements</li> </ul>	<ul style="list-style-type: none"> <li>• Medication (not covered through OHIP)</li> <li>• Daily living expenses, including hydro, utilities, etc.</li> <li>• Prosthetics</li> <li>• Travel</li> <li>• Wigs</li> </ul>
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Our ongoing challenge is to ensure that sufficient funds are raised and managed in a manner that allows us to avoid a waiting list for applicants.

Awareness of the Kelly Shires Foundation increases year after year, resulting in an increasing number of applications. Historically, there were many years where the funds raised in one fiscal year could not support the number of applications, and a waiting list for applicants occurred. In 2018, we were able to meet all successful applications without a waiting list!



## Approval Process

### Approval Committee

The approval committee reviews all applications and determines if the approval criteria has been met. On occasion, additional information is requested, or medical specialists are consulted to determine the merits of the application.

### Approval Criteria

The approval committee evaluates all applications against set criteria. The approvals criteria, as listed below, remains unchanged:

1. The application form must be completed in full, with supporting documentation.
2. The applicant must be diagnosed with breast cancer.
3. The applicant must be a Canadian citizen or an approved landed immigrant.
4. Each application can be submitted for a maximum of \$1000.00 (funds permitting).
5. The applicant can apply 3 times to the Trust per calendar year, however no more than once per month (funds permitting).
6. The applicant must submit specific documentation to establish their financial need.
7. On occasion testimonials can be requested by approval committee indicating how the charity has helped the applicant.
8. All applications will be reviewed by at least 3 of the approval committee members. If requests for funding do not meet the criteria listed, especially in cases where alternative medicines are being sought, these requests will also be reviewed by a licensed medical practitioner.
9. Policies and criteria are reviewed annually and amended accordingly.
10. All personal information is protected under the Canadian Privacy Act.
11. The Approval Committee, under their discretion, retains the right to deny any application.

Approval criteria is occasionally revised and updated to reflect the charity's financial position, new opportunities to provide assistance, etc.

## Final Thoughts...

The 2018 Kelly's Champs theme was a great metaphor for many aspects of the Foundation.

- The individuals and corporations that provide the Foundation with financial support are Champions!
- The participants in the annual Snow Run, as well as all of the other satellite fundraisers throughout the year are Champions!
- Our volunteers and organizers that continue to be the lifeblood of this Foundation are Champions!
- Last, and certainly not least, the many people that we help with their day to day struggles are Champions!

Over its 19-year history, the Foundation has raised just over of 6.3 million dollars, with approximately 80% of the funds raised going directly to help those battling breast cancer. Real Canadians with very real challenges are being helped in a direct and meaningful way.

Our Champion volunteer team began working on the 2019 event the day after the 2018 event finished. Their dedication and hard work is invaluable. Our core group of volunteers and organizers make the event look easy, but everyone on the Organizing Committee knows the amount of hard work involved. Everyone's tremendous efforts are truly appreciated beyond words!

From the \$10,000 raised in the first Snow Run in 2000 to the grand total of over \$6.3 Million raised to date, the Kelly Shires Breast Cancer Snow Run continues to provide much-needed financial assistance to people recently diagnosed with breast cancer

A heartfelt thank you to each and every participant, supporter, corporate sponsor and organizer.

We continue to strive to make Kelly proud of the foundation that she and Suzy Stenoff founded over 19 years ago.