

Kelly Shires
**Breast Cancer
Foundation**



**2025
Annual Report**





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A Message from the Directors



The 26th Anniversary Kelly Shires Breast Cancer Snow Run was a great success with over \$450,000.00 raised in pledges and corporate sponsorship. This brings the 26-year fundraising total to over 9 million dollars.

Our Beach Party theme was also a great success, with grass skirts, Hawaiian shirts and flip flops in direct contrast to the brutally cold weather.

As always, we are eternally 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's incredible to reflect that more than 26 years have passed since this journey began, sparked by a heartfelt conversation with my dear friend, Kelly Shires.

While bravely battling breast cancer herself, Kelly shared a powerful dream to support others facing the financial burdens that so often accompany a diagnosis. She understood, firsthand, how breast cancer can affect every aspect of life, not only physically, but emotionally, mentally, and financially.

Her strength, resilience, and unwavering determination to turn life's challenges into purpose inspired me to stand beside her and help bring this vision to life. Together, we founded this charity to support individuals navigating one of life's most difficult paths.

This journey has not been without its challenges and heartbreak. Kelly's own journey ended on October 31, 2004, but her spirit, passion, and vision continue to guide us every day. I am deeply honoured that she entrusted us help carry her dream forward.

I remain incredibly proud of what this "small charity" has accomplished. It is a true testament to Kelly's foresight that, even today, the need for this support continues to grow. Her legacy is not only enduring, it is thriving.

And that is because of people like you.

To our valued corporate sponsors, our dedicated participants, and our compassionate volunteers—thank you. Your generosity and commitment are the reason this work continues. You are the reason Kelly's dream lives on and continues to change lives.

Together, we are making a meaningful difference in the lives of those affected by breast cancer. For that, I am truly and endlessly grateful.

A handwritten signature in black ink, appearing to read 'Suzy Stenoff', located below the main text box.

Suzy Stenoff



As another year draws to a close, we can proudly reflect on a fantastic Snow Run event. The enthusiasm and support from everyone involved truly made it memorable.

Thanks to everyone involved, Thank you to our Sponsors, Thank you to everyone's generosity we will be able to help more people battling Breast Cancer.

From the Bottom of my Heart

A handwritten signature in black ink that reads "M. Mochrie".

Marion Mochrie

Our 26th Kelly Shires Snow Run did not disappoint! Participants and volunteers valiantly sporting Hawaiian shirts and flip flops in the middle of a winter weekend in February.

With another great year of fundraising (thank you to our participants and sponsors!), we are in great financial shape. We continue to help hundreds of applicants every year with direct financial assistance. This assistance goes to individuals actively battling breast cancer.

We help real people. Real Canadians. From Coast to Coast. Every day. We should all be proud.

As always, we are grateful for the support of all our volunteers, organizers, participants and supporters!!

A handwritten signature in black ink that reads "B. Fish".

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 just completed its 26th year and is proud to maintain its original goal of providing 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 / Donna Herridge
Registration



Blair Munn
Grounds Crew



Jeff Wice
Trails & Lunch



Marci Vine
Saturday Dinner



Joan Wice
Welcome Bags



Johanne Belanger / Beth Potter
Friday Meet & Greet



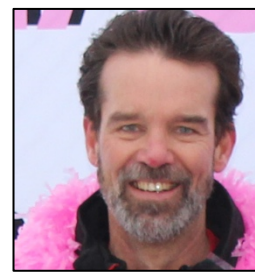
Helen Stenoff
Auction



Suzy Stenoff
Location & Media



Brian Fish
Audio / Video





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.





2025 Report

The Ride

Thank you to all of Kelly's Heroes that enthusiastically participated in the 26th annual KSBC Snow Run, raising over \$450,000 in pledge money and Corporate Sponsorship donations.



The event kicked off Friday with the Pink Market, where participants could take advantage of some great deals from various vendors in support of the cause.

Friday evening the Meet n' Greet Beach Party (in line with our Beach Party Theme) was a fun-filled evening hosted by Carey Moran from PURE Country 106. Games were played allowing the participants to mingle and meet new people and teammates.

Weather conditions were near-perfect, starting with a chilly but stunning sunrise and then delivering with great trails, great riding (and some mis-adventures along the way).



The beach party theme continued into the sub-zero morning opening Ceremonies, led by our Co-Founder and Director, Suzy Stenoff.

Keeping with the original flavour of the event, opening ceremonies started 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 closing ceremonies consisted of a beach-themed Gala dinner with our Mistresses of Ceremony, Beth Potter and Johanne Bellanger.

Special mention to our award winners:

- Kelly Shires Award (for Creative Fundraising): Laura Goulding
- Kim Sparks Award (for an Outstanding Love of Life): Brittany & Krista Novak
- Betty Black Award (for highest pledges): Mary Anne Beaudin
- Mis-Hap Award (for Adventures on the Trails): Beth Potter
- Decorated Door Contest: Kristen & Madison Bryan

Extra special thanks and appreciation to our 2025 participants, volunteers, media partners and Sponsors for their part in making our 26th event so successful. As always, a very special thanks to our Platinum Sponsors:

<ul style="list-style-type: none"> • BRP/Ski-Doo® • Royal Distributing • Factory Recreation in Midland • Hapamp • Choko Designs 	<ul style="list-style-type: none"> • Snap-on Tools • Toronto International Snowmobile ATV & Powersport Show • The Cooperators • Tam-Kal
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2025 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 <https://kellyshiresfoundation.org>. We gratefully acknowledge the ongoing assistance and support provided by the following Platinum Level sponsors:

- BRP/Ski-Doo®
- Royal Distributing
- Factory Recreation – Midland
- Choko Designs
- Snap On Tools
- Hapamp
- Toronto International Snowmobile, ATV & Powersport Show
- Tam-Kal
- The Co-Operators

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 (and everyone else!) can contact the Foundation directly at <https://kellyshiresfoundation.org>



How Our Funds Are 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.

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. Our frugal, volunteer-based approach is a key component our ability to maximize the use of every dollar donated to the Foundation.

On behalf of our
Ontario Events
Committee ,
THANK YOU!



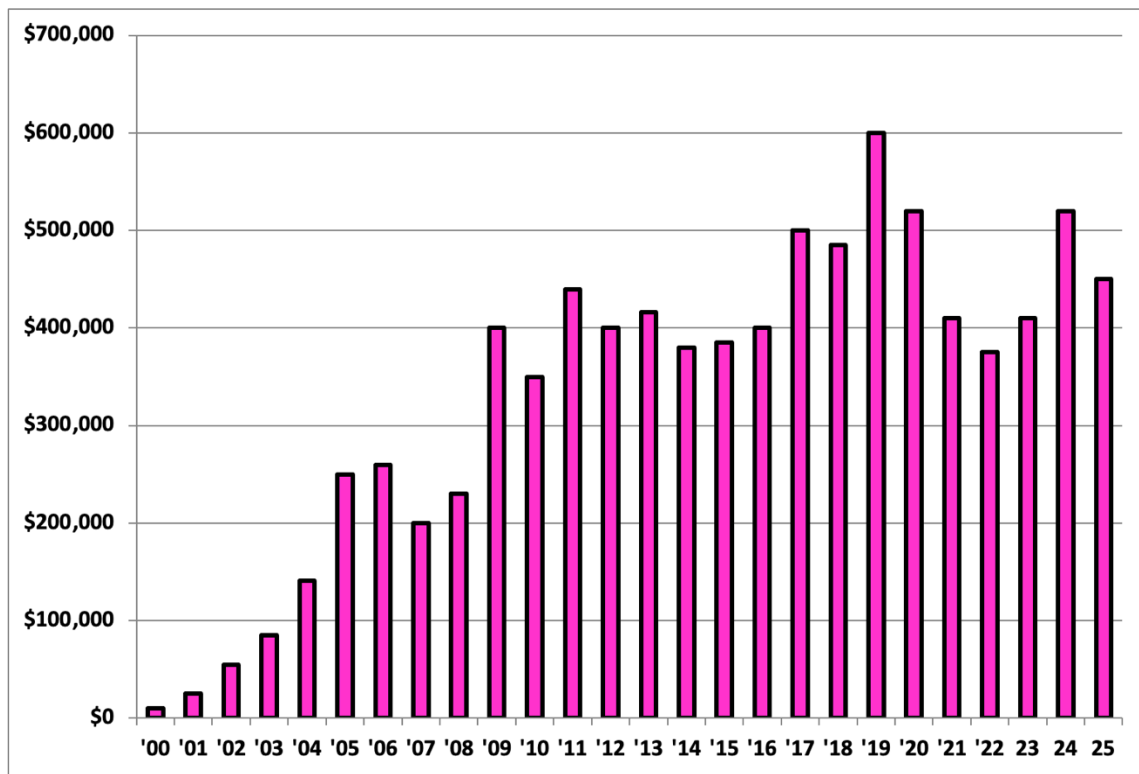


Fundraising Efforts

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

Although the Foundation struggled with the lack of live fundraising events for several years due to COVID, our fundraising efforts once soared in our Silver Jubilee 25th and continued to be strong this year, raising over \$430,000.

The Foundation remains in a solid financial position with respect to helping those individuals with their battle with Breast Cancer. It's been several years since we've had to create a waiting list for applicants (due to a lack of available funds), and we continue to do our best to keep it that way!





Putting Your Funds to Good Use

We continue to help applicants fighting breast cancer with their day-to-day financial situation. 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">• Dental• Child Care• Counselling and Therapy• Groceries• Lodging and Rent• Vitamins and Supplements	<ul style="list-style-type: none">• Medication (not covered through OHIP)• Daily living expenses, including hydro, utilities, etc.• Prosthetics• Travel• Wigs
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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. Once again in 2025 the Foundation was able to avoid a waiting list for applicants.



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 \$1300.00 (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...

Our 2025 theme was a Beach Party; it brought feelings of sunshine and warmth into the heart of a very chilly Canadian winter. There were flamingos, Hawaiian shirts, grass skirts and more than a few mai-tais to help ease the threat of frostbite.

As always, our 26th event was an opportunity to reflect on all that the Foundation has accomplished so far:

- Over \$9 million raised directly via the annual Snow Run Event!
- Almost \$9.5 million raised (in total) when you factor in all of our other fundraising efforts (including Trax 4 Breast Cancer, Fore Pink Golf Tournament, Pink Dingy Poker Run, + + +).
- Thousands of women across Canada helped with direct financial assistance!

Our application process is robust; applicants must submit a variety of documents to qualify for our support. We maintain a very high standard in our application process to ensure the funds we distribute are going where help is needed the most. We know how difficult it is to raise funds for the event, so we exercise great care before providing assistance.

One the best documents that we receive from applicants is a Thank-You note, indicating just how much our assistance has helped in a time of need. Great need.

We believe Kelly would be proud.

We certainly are.