



Canadian Breast Cancer Network  
Réseau canadien du cancer du sein

Canadian Breast Cancer Network



# PARTNER WITH CBCN

Make a Meaningful  
Impact in the Lives of  
Breast Cancer Patients  
and their Families

*Having breast cancer is an  
overwhelming experience; finding  
information and support shouldn't be.*

At the Canadian Breast Cancer Network (CBCN), we have made it our mission to support breast cancer patients and their families through education and working to secure timely access to adequate cancer care.

Helping patients understand breast cancer and its treatments can alleviate the fear and anxiety associated with diagnosis, providing individuals with coping strategies, emotional support, and promoting overall health and well-being. Patients armed with education are then empowered to actively participate in their healthcare decisions, ask questions, and advocate for themselves.

This impactful work provides individuals diagnosed with breast cancer with a sense of belonging and understanding as they navigate and live with the challenges of a breast cancer diagnosis.

We invite you to become a part of our journey by partnering with us to make a meaning difference in the lives of breast cancer patients and their families.



Cathy Ammendolea  
Chair, Board of Directors  
Canadian Breast Cancer Network



# OUR TEAM

CBCN is guided by a dynamic board of directors from diverse backgrounds, with various experiences related to breast cancer, and spanning from different corners of Canada.

Complementing this, CBCN leverages the profound expertise of its esteemed medical advisory board, comprised of healthcare professionals with various expertise in the field of oncology.

Our patient ambassadors work to ensure that CBCN stays aware of the current state of the healthcare system and help to extend the reach of our work and resources.

In the realm of day-to-day operations, CBCN is propelled forward by a nimble yet formidable team of dedicated individuals. Their unwavering commitment ensures the seamless functioning and operational excellence of the organization.



# OUR IMPACT

## Empowering Patients with Knowledge

We provide trustworthy, up-to-date information about breast cancer exactly when and how people diagnosed with breast cancer need it.

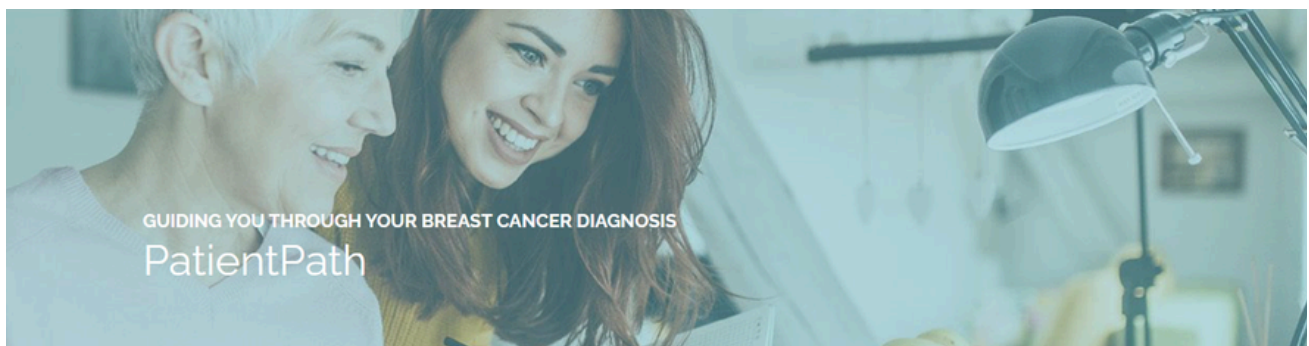
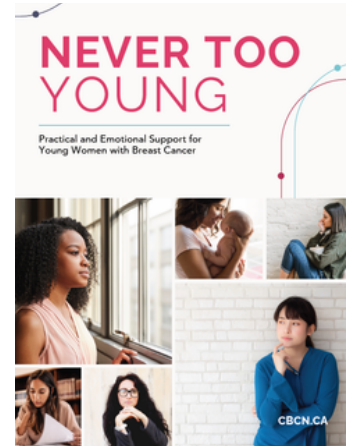
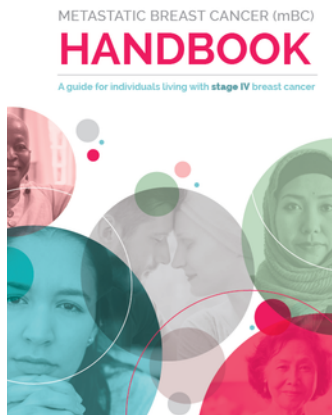
## Making the Patient Voice Heard

We work to ensure that the real-life experiences and values of people diagnosed and living with breast cancer are at the heart of shaping healthcare policy, breast cancer research, and cancer care across Canada.

## Building a Community of Care

No one should face breast cancer alone. We bring together patients, families, doctors, researchers, and more to share vital knowledge and ensure the best possible care for everyone.

# Key Resources and Initiatives





# WHY PARTNER WITH CBCN

## Community Impact

Aligning your organization with CBCN demonstrates a commitment to making a tangible difference in the lives of those affected by breast cancer. Your support will contribute directly to educational resources, support networks, and advocacy efforts.

## Corporate Social Responsibility (CSR)

A partnership with CBCN enhances your company's CSR profile. It showcases your commitment to social causes, reinforcing a positive image that resonates with both employees and consumers.

## Employee Engagement

Supporting CBCN offers opportunities for your employees to engage in meaningful volunteer activities, fundraising events, and awareness campaigns. This can enhance team morale and foster a sense of purpose among your workforce.

By partnering with CBCN, you'll be joining a diverse portfolio of supporters who have been helped us advance our mission, including:





# PARTNERSHIP OPPORTUNITIES

## *Financial Contributions*

Your financial support can be directed towards specific programs, events, or the overall mission of CBCN.

Contributions can be structured as a one-time donation, monthly sponsorships, or annual commitments.

## *Employee Engagement Programs*

Encourage employee involvement through volunteer programs, workplace giving campaigns, or team participation in CBCN events. This fosters a sense of community within your organization.

## *In-Kind Support*

Non-monetary contributions, such as providing services, expertise, or resources, can play a crucial role in supporting CBCN's initiatives.



# ACKNOWLEDGMENT AND VISIBILITY

In acknowledgement of partnering with CBCN, your organization or company will receive one, all, or a combination of the following benefits:

- Your company logo prominently featured on CBCN's website, event materials, annual reports, and promotional collateral.
- Sharing of program metrics and insights, patient perspectives, and CBCN reach.
- Recognition in press releases, newsletters, op-eds, blogposts, and social media posts.
- Opportunities for joint publicity and media coverage, showcasing our collaborative efforts.
- Direct advertisement and promotion to patients, and their families and caregivers.




## LOOKING FORWARD

To discuss potential collaboration opportunities or to tailor a partnership package to suit your company's goals, we would be delighted to arrange a meeting at your earliest convenience.

Please feel free to contact Bukun Adegbebo, Director of Operations, at 613-230-3044 or via email at [badegbebo@cbcn.ca](mailto:badegbebo@cbcn.ca) to set up a meeting.

Thank you for considering this opportunity to join us in making a meaningful and positive impact in the lives of breast cancer patients and their families. We look forward to the possibility of working together towards a future without breast cancer.



Bukun Adegbebo  
Director of Operations  
Canadian Breast Cancer Network



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