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Our Role in the Community



Signature Events

Inspiration Gala

Direct Response

Planned Giving

Major Gifts

Ride to Conquer Cancer raised \$11.1M last year
In three years, the *Ride to Conquer Cancer* has raised \$27.9M

Over \$9M in the last seven years, largest cancer event of its kind in Lower Mainland

Over 30,000 donors gave \$2.7M last year via mail, phone and online vehicles

122 legacy gifts last year, with the average gift around \$50,000

Over \$11.4M last year from individuals, corporations and foundations

Maximizing return on philanthropic investment

BC Cancer Agency Priority Advisory Group Accountability and Transparency

We fund impact, innovation and above-the-line projects.

Priority projects identified in many critical areas include:

Centre of Excellence
in
Lung Cancer

Centre of Excellence
in
Breast Cancer
Research

BrainCare BC

Innovative
Support Fund
(Research)

Personalized
Medicine

Clinician Scientist

Pancreatic Cancer

OvCaRe
(Ovarian Cancer
Research)





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