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Canadian
Cancer
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BRITISH COLUMBIA AND YUKON



Volunteer Handbook

Canadian Cancer Society
BC & Yukon Division
April 2009



Greetings from Our CEO



You have chosen to join the largest health charity in Canada and one of the most exciting and dynamic organizations in the country. You are joining a team of some 20,000 individuals from across British Columbia and Yukon who choose to share their skills, energy and enthusiasm with us.

The Canadian Cancer Society's mission is strong and clear—to eradicate cancer and enhance the quality of life for people living with cancer. Since 1938, cancer survival rates have increased substantially. Today, more than 60 per cent of newly diagnosed cancer patients will survive. And the impact of cancer prevention holds promise for even more dramatic improvements for the future. Together, we are creating a world where no Canadian fears cancer. Working together, we can make cancer history.

Here in the BC and Yukon Division, we strive to be known as a leader in cancer control, focusing on reducing cancer incidence and cancer mortality rates for Canadians through prevention and funding research and enhancing the quality of life of Canadians living with cancer. The values we bring to this work include courage, caring, integrity and progressive.

There are a wide variety of reasons why people choose to volunteer with the Canadian Cancer Society. For each volunteer, there is a unique story and reason for joining our team. No matter what brings you here, we hope that you will become fully engaged in a meaningful and rewarding volunteer experience.

Volunteers play a vital role at the Canadian Cancer Society. In fact, you are our very essence. In this day and age when there are so many pushes and pulls on our time, we truly appreciate your generosity in sharing some of your precious time with us.

Welcome to our team!

Barbara Kaminsky
Chief Executive Officer
BC & Yukon Division



Introduction

Welcome to the Canadian Cancer Society (CCS) – BC & Yukon Division. As a new volunteer, we are sure you have many questions about who we are and how you will play a part. This handbook is intended to answer some of those questions. We will address six broad questions:

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Of course, this handbook is only a first introduction to this large, multi-faceted organization. We know that there will still be lots more to learn. Don't be shy—ask questions. And keep in mind that things are always changing. To be up-to-date and well informed, look to volunteer leaders, your staff partner, and our website (www.cancer.ca).

Section 1

What is cancer?

As you've chosen to become a volunteer with the Canadian Cancer Society (CCS), you are most likely familiar with some aspect of cancer. In this section, we've provided a general overview of what causes cancer and a few of the statistics about cancer.

Cancer is a disease that starts in our cells. Normally, our cells function effectively and we remain healthy. Sometimes a cell's functions get mixed up and it grows abnormally. After a while, groups of abnormal cells form lumps or tumours.

Tumours can either be benign (non-cancerous) or malignant (cancerous). Malignant tumour cells that spread to other parts of the body are called metastases. It is important to find and treat malignant tumours quickly, before they spread.

Cancer is not a single disease. The term "cancer" actually refers to some 200 different diseases. The cause of some cancers is known, while the cause of others is unknown. It is unlikely that we will have "one cure" for cancer. Rather, researchers will look for cures for different types of cancer.

Cancer is the leading cause of premature death in Canada. Two in every five Canadians will be diagnosed with cancer in their lifetime. About one-half of all cancer patients become long-term survivors. At least 60% of cancer cases can be prevented through healthy living, healthy public policies, and systemic changes that protect the health of Canadians.

CCS volunteers are not expected to be cancer experts and you are never to give medical advice. However, we believe that it helps if you have an understanding of what cancer is, how it is treated, and the emotional impact it has on those affected. We provide a separate workshop called Cancer in Context, which introduces these issues so that you will feel more comfortable interacting with people touched by cancer.

Canadian Cancer Statistics

Each year, the Canadian Cancer Society distributes the estimates of cancer rates and numbers by province and for the country as a whole.

Canada

An estimated 159,900 new cases of cancer and 72,700 deaths from cancer will occur in Canada in 2007. The cancers that are most responsible for incidence (new cases) and death (mortality) are lung, colorectal, breast and prostate. In general, incidence and death rates for the majority of cancer sites have stabilized or declined during the past decade.

On the basis of current incidence rates, 39 per cent of Canadian women and 44 per cent of men will develop cancer during their lifetimes. On the basis of current death rates, 24 per cent of women and 28 per cent of men, or approximately one out of every four Canadians, will die from cancer.

British Columbia and the Yukon

In 2007 in British Columbia, there will be an estimated 20,600 new cases of cancer and 9,000 deaths from cancer. This is 600 more new cases and 200 more deaths than 2006. Generally speaking, BC has lower rates of new cases and deaths due to cancer than the rest of the country. We believe that this is due to two main factors. First, BC leads Canada in healthy living. BC has the lowest smoking rates, the highest exercise participation rates, and the lowest obesity rates—risk factors, not only for cancer, but for a number of other diseases. Second, the coordinated system of cancer care through the BC Cancer Agency facilitates more consistent, quality clinical practice than can be achieved through other models of service delivery.

It is important to note that while cancer is a disease that has affected so many Canadians, significant strides have been made in terms of treatment, care, and quality of life. Through the support of organizations like the Canadian Cancer Society, patients and their families/ friends are able to continually improve upon these statistics.

If you want to see more cancer statistics visit our website: www.cancer.ca.

Section 2

What is the Canadian Cancer Society?

Mission Statement

The Canadian Cancer Society (CCS) is a national, community-based organization of volunteers whose mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer.

The CCS achieves its mission through research, education, patient services and advocacy for healthy public policy. These efforts are supported by volunteers and staff through funds raised in communities across Canada.

In this section, we will provide you with a brief history of the CCS and we will explain our Mission, Vision, and Values. We will also introduce you to our organizational structure.

Our History & Our Symbol

The Canadian Cancer Society (CCS) is a well-respected, national organization that can trace its origins to 1938 when the Canadian Medical Association formed a group whose primary functions were to educate the Canadian public on what is considered early warning signs of cancer, and to encourage patients to visit their doctors earlier for treatment.

In 1946, the name of the organization was changed to the Canadian Cancer Society. The main purpose of fundraising through the early 1940s was for education and research, but in 1948, funding was set aside to assist cancer patients with the cost of treatment.

Throughout the 1950s the Society grew and expanded its programs. In 1959 the BC Division amalgamated with the Yukon Division to become the BC & Yukon Division. Growth continued throughout the Division and activities within the units increased. In 1940, the first April campaign was conducted and this was to become a major annual fundraising event. Table decorations at a CCS fundraising event inspired an enterprising group of volunteers to organize a Daffodil Day in early April. Since then, the CCS's Campaign Month is celebrated with Daffodil Days



Our Logo

In 2000, the CCS launched its new corporate identity.

The medical caduceus was replaced with a daffodil which symbolizes and highlights the work of the CCS: hope, renewed life, and inspiration.

where CCS volunteers and public service groups sell flowers across the nation.

Vision

Creating a world where no Canadian fears cancer.

Values

Values represent what we believe in and illustrate the qualities we see in ourselves and expect from one another.

We are *Caring*

We are passionate, considerate, respectful and empathetic toward those individuals and families touched by cancer and our colleagues. We believe that all people should be treated with consideration and dignity. Our encouraging and supportive environment allows volunteers and staff to thrive, and contributes to our ability to advance our cause.

We have *Courage*

We value the determination and drive of our volunteers and staff to take bold steps to effect positive change. We recognize that such spirit requires a unique strength to character – an inherent quality found in the hearts and minds of people who champion the cancer cause.

We have *Integrity*

We are honest and ethical in all that we do, and engage in responsible decision-making that reflects the highest standards of conduct. This ensures that our credibility, leadership and use of donor dollars are never in question.

We are *Progressive*

We value our history of learning as we strive for continuous improvement and development at all levels of the organization. We embrace a creative approach to finding solutions that are appropriate and consistent with the strategy, character and abilities of the organization. We value community inclusion and work hard to create a collaborative environment where we benefit from the cultural perspectives of others.

Guiding Principles

These principles identify the strategies by which we “do business”:

- We are mission-driven, market-**informed** and base our decisions on sound information.

- We are **responsible** and do not relieve governments of their responsibilities for health care, disease prevention, or research.
- We recognize that the challenge of cancer is bigger than any one organization, and will partner with others in an effective manner. **teamwork**
- We are committed to measuring, achieving and reporting results and to using donor dollars wisely. **accountable**
- We believe that all people should be treated with consideration and dignity. We cherish diversity. **respect**
- Our focus is on the people we serve which include cancer patients, their families, donors and the public. **responsiveness**
- We strive for **excellence** through evaluation and continuous improvement
- We strive to be accessible, flexible, **transparent**, and to demonstrate a sense of urgency in our resolve and decision-making.
- We are committed to effective partnerships between volunteers and staff and we seek opportunities to form alliances with others. **teamwork**

Our Core Business: Cancer Control

Our Priorities

- Reduced cancer incidence and cancer mortality rates for Canadians.
- Enhanced quality of life of Canadians living with cancer.

Foundations Means

The Canadian Cancer Society provides Canadians with a compelling opportunity to work, volunteer or donate to have the biggest impact in eradicating cancer and to enhancing the quality of life of people living with cancer.

What Makes Us Different?

The CCS is the only organization in Canada that provides leading financial support for excellence in cancer research, delivers community-based support programs and prevention information, and advocates for people living with cancer.

Our Regional Structure



LEGEND

- 1** Vancouver Island Region
- 2** Greater Vancouver Region
- 3** Fraser Valley Region
- 4** Interior Region
- 5** Kootenay Region
- 6** Northern Region
- 7** Yukon Region

The Canadian Cancer Society is a national organization with ten Divisions across Canada. The National office, located in Toronto, has a National Board of Directors which includes representation from all Divisions (Division Presidents). The National Board is responsible for developing national policies, programs and materials.

The BC and Yukon Division office is located in Vancouver. The Division staff coordinates and provides support and resources for implementing programs, raising funds, and planning and policy development for across British Columbia. The Division Board of Directors includes representation from all Regions (Regional Presidents) and is responsible for developing division policies and determining the Division's strategic direction.

The BC and Yukon Division is made up of seven Regions:

VANCOUVER ISLAND

(Regional Office: Victoria)

INTERIOR

(Regional Office: Kelowna)

GREATER VANCOUVER

(Regional Office: Vancouver)

NORTHERN

(Regional Office: Prince George)

FRASER VALLEY

(Regional Office: Langley)

KOOTENAY

(Regional Office: Cranbrook)

YUKON

(Regional Office: Whitehorse)

One of the primary roles of Regional staff is to support community or Unit volunteers in the development and implementation of fundraising, education, programs, and communications activities. Regional Councils include representatives (Unit Presidents) from each of the Units.

The Unit is the structure at the community level which provides:

- Information on the mission, role, vision, values and goals of the CCS
- Delivery of programs, revenue development, community relations and volunteer resources
- Input to the CCS regarding community needs and client satisfaction
- Administrative support to sustain the Unit's operations.

The Unit may or may not have an office. It is staffed entirely by volunteers.

Section 3

What Does the Canadian Cancer Society Do?

In this section we will describe the two strategic priorities of the CCS and the foundational areas that support them.

We will also describe the CCS in relation to other cancer organizations, and finally, we will talk about the CCS in your community.

Working Together to Achieve Our Purpose

The core business of our organization is cancer prevention/cure and support. Cancer control means that the CCS strives to reduce the number of people who will get cancer, reduce the severity of the illness, improve the quality of life for those who have cancer and reduce the likelihood of dying from cancer.

The CCS works in partnership, on a national basis, with the **Canadian Strategy for Cancer Control**.

Other partners involved in this national strategy are

the Canadian Association of Provincial Cancer Agencies, National Cancer Institute of Canada, Health Canada and the Canadian Cancer Advocacy Network.

In November 2006, the Government of Canada announced the establishment of the Canadian Partnership Against Cancer (CPAC) to oversee implementation of the Canadian Strategy for Cancer Control

Nationally the CCS focuses on two priority areas. This means that everything we do should in some way relate to, or support, one of these areas:

1. **Reduced cancer incidence and cancer mortality rates for Canadians. (Prevention/Cure)**

1.1 Canadians are better informed to reduce their cancer risks, adopt healthy behaviors, avoid exposure to environmental and occupational cancer risks, and participate in organized, evidence-based screening programs.

1.2 Canadians learn about and invest in globally recognized research that generates knowledge resulting in the prevention and early detection of cancers and cures for cancers.

1.3 Public policy makes it easy for Canadians to make healthy choices, adopt healthy behaviors, avoid exposure to environmental and occupational cancer risks, and participate in organized, evidenced-based screening programs.

1.4 Public policy enables organized and coordinated cancer research.

2. Enhanced quality of life of Canadians living with cancer. (Support)

2.1 Canadians living with cancer have access to evidence-based information and emotional and practical support services that they need when they need them.

2.2 Canadians learn about and invest in globally recognized research that generates knowledge that enhances the quality of cancer care, supportive care and end of life care.

2.3 Public policy ensures Canadians benefit from uniform implementation of the Canadian Strategy for Cancer Control and have equitable access to the diagnostics, treatments, end of life care and the other supports they need.

2.4 Public policy enables organized and coordinated cancer research.

There are four foundational objectives which support our efforts to achieve our priorities:

- Revenue Development
- Marketing and Communications
- Human Resources
- Finance and Administration

Strategic Plan

The Division has a Strategic Plan for 2005 - 2009. This plan identifies how we will support our priorities. The overall objectives for the next few years are:

1. Prevention

- 1.1 Addressing primary and secondary prevention
- 1.2 Promoting our prevention messages in multiple venues
- 1.3 Educating our staff and volunteers
- 1.4 Recruiting and training more volunteers in prevention related activities

2. Community Inclusion

Identifying key communities served by Society including populations with diverse needs

Implementing activities that enhance access to diverse communities to better serve and involve them in our services and activities.

3. Trust and Accountability

Managing risk for all activities.
Improving communication to our donors and the public.
Using donor dollars wisely.

4. Double Digit Net Growth

Achieving a minimum of 10% net growth in fundraising revenue averaged over three years for the Division.
Increasing overall net revenue from programs with significant growth potential.
Maintaining net revenue from programs that consistently make a significant contribution to overall net revenue at a reasonable cost per dollar raised.
Investing in new initiatives that have revenue potential.

The “Matrix”

The BC and Yukon Division has what is called a “matrix” structure. This means that staff members have working relationships and accountabilities with numerous people throughout the organization. People work in geographic teams (example: Fraser Valley Region) and also functional teams (example: Peer Support). It means that many of our staff belong to multiple ‘teams’ and have multiple leaders. Although this may seem complicated at times, it allows the organization to approach its work in a more integrated way across functions and locations. Within the matrix structure, our Division is divided into the following portfolios or departments:

1. Strategic Initiatives
2. Revenue Development
3. Marketing and Communications
4. Operations
 - Programs & Regions
 - Human Resources & Volunteer Resources
 - Finance and Administration

1. Strategic Initiatives

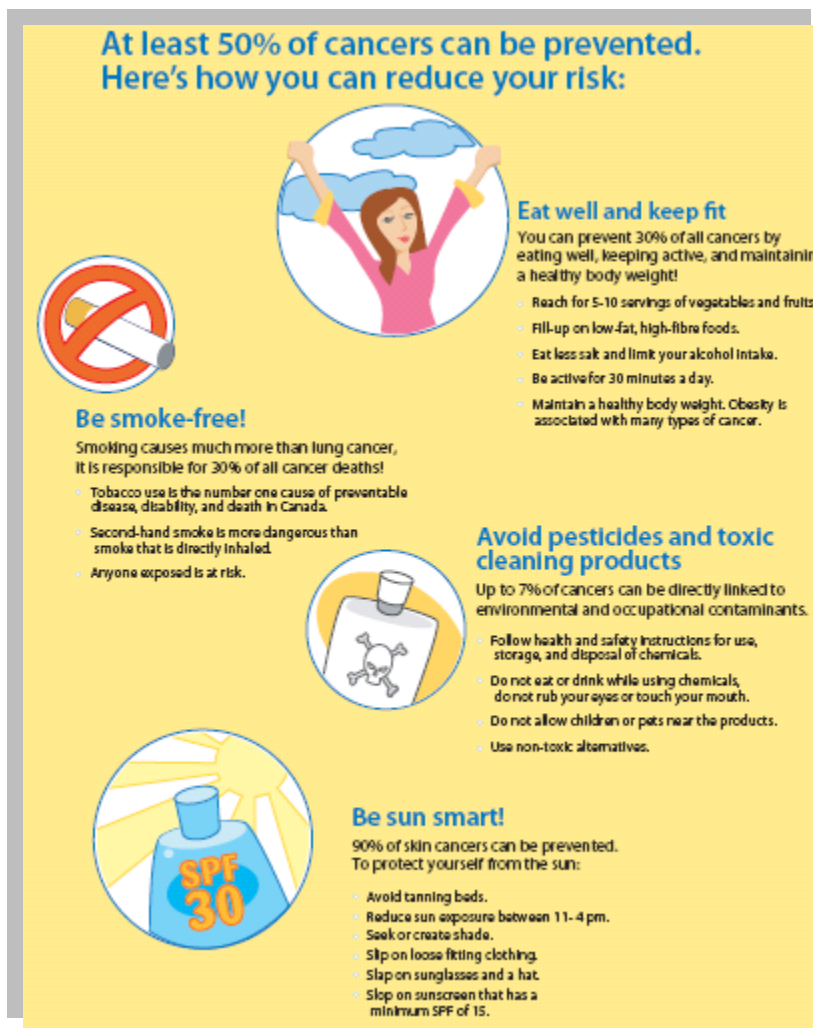
The Strategic Initiatives department provides leadership, expertise, and support in strategic planning, implementation and evaluation across the Division and in alignment with the national level, as well as planning, implementing, and evaluating identified strategic initiatives that cross other departments.

Services include:

- Developing, implementing, monitoring, and evaluating the planning process across unit and functional lines, including the Strategic Plan, National Ends, and Operational Plans.
- Providing leadership and effective management of strategic initiatives that cross departments including **Prevention** (Public Education, Community Action and Advocacy), **Community Inclusion** and **Research**.
- Providing leadership in the development and implementation of key quality assurance initiatives including governance and operational policy development.
- Effectively integrating strategic planning and priorities with other support functions (i.e. Finance, Human Resources and Information Systems).
- Establishing and enhancing the Society's position as a leader in public issues.

Prevention

At least 50% of cancers can be prevented. Here's how you can reduce your risk:



Be smoke-free!
Smoking causes much more than lung cancer, it is responsible for 30% of all cancer deaths!

- Tobacco use is the number one cause of preventable disease, disability, and death in Canada.
- Second-hand smoke is more dangerous than smoke that is directly inhaled.
- Anyone exposed is at risk.

Eat well and keep fit
You can prevent 30% of all cancers by eating well, keeping active, and maintaining a healthy body weight!

- Reach for 5-10 servings of vegetables and fruits.
- Fill-up on low-fat, high-fibre foods.
- Eat less salt and limit your alcohol intake.
- Be active for 30 minutes a day.
- Maintain a healthy body weight. Obesity is associated with many types of cancer.

Avoid pesticides and toxic cleaning products
Up to 7% of cancers can be directly linked to environmental and occupational contaminants.

- Follow health and safety instructions for use, storage, and disposal of chemicals.
- Do not eat or drink while using chemicals, do not rub your eyes or touch your mouth.
- Do not allow children or pets near the products.
- Use non-toxic alternatives.

Be sun smart!
90% of skin cancers can be prevented. To protect yourself from the sun:

- Avoid tanning beds.
- Reduce sun exposure between 11-4 pm.
- Seek or create shade.
- Slip on loose fitting clothing.
- Slip on sunglasses and a hat.
- Slip on sunscreen that has a minimum SPF of 15.

Due to population growth and aging, and if current trends continue, the incidence of cancer in Canada will increase by as much as 70% over the next 15 years. The CCS cannot stop the Canadian population from aging. However, what we can do is address the risks of developing cancer through prevention and encourage timely and appropriate interventions when cancer occurs.

50% of all cancer cases can be prevented through healthy living public policy and systemic changes that protect the health of Canadians. When we talk about preventing cancer, we are referring to reducing the risk, or avoiding cancer from starting in the first place by not smoking, avoiding second-hand smoke, eating well, exercising regularly, practicing sun protections and minimizing exposure to environmental/occupational carcinogens. This is called **primary prevention**.

Screening is another form of cancer prevention (sometimes called **secondary prevention**) that can decrease the duration and severity of cancer through early detection and effective treatment. As an example, a clinical breast exam and mammograms are forms of screening for breast cancer.

Our Division's Prevention Strategy places its major emphasis on primary prevention, targeting controllable risk factors that can directly increase the chance of getting cancer, which include:

- Tobacco use
- Exposure to environmental/occupational carcinogens.
- Poor diet
- Overweight and obesity (being underweight is not a known risk factor)
- Physical inactivity
- Excessive exposure to ultraviolet rays and

The overall goals of our Cancer Prevention Strategy are:

- To provide leadership in the development and delivery of cancer prevention strategies;
- To continue to advocate for legislative and policy change in support of a healthy public.

The Prevention Strategy focuses primarily on creating supportive environments through healthy public policies that make healthy choices the easy choices. This approach, referred to as a population health approach, shifts the focus from influencing individual behaviours to supporting communities in creating healthy environments. Systemic changes at the community level benefit all citizens, not just individuals who have the flexibility to make changes in their own behaviours. From the point of view of the Canadian Cancer Society, a population health approach provides the greatest impact to reduce the burden of cancer for everyone. Healthy public policies promote the health of individuals and communities by making it easier for everyone to make healthy choices.

Our approach to cancer prevention emphasizes population health through three critical and integrated components: community action, public education, and advocacy.

Community Action

Community action engages citizens on issues related to cancer that impact their communities. It promotes community participation in developing strategies and encouraging the development of healthy public policies, which will reduce cancer risk behaviours. CCS volunteers and staff will work together with other organizations and community groups to create supportive environments and to promote prevention and advocacy initiatives. For example, the CCS may participate in a community’s efforts to create safe routes for children to walk, skateboard, or cycle to school.

Public Education

Public education is a critical component of community action. An informed public is more likely to initiate changes in their communities and become involved in cancer prevention issues. Ways that we educate the public on cancer prevention issues include: the CCS web site, our publications, the Cancer Information Service, and Promote Health - Prevent Cancer workshops and displays.

Prevention Advocacy

Advocacy is used to influence decision makers in government, organizations, institutions and the public to create supportive environments in which *healthy choices* are *easy choices*. In communities across the country, the Canadian Cancer Society advocates for policies and legislative change that will prevent cancer and encourage people to adopt healthy lifestyles. An example of our advocacy is the work the CCS has done in partnership with other organizations to advocate for smoke-free restaurants and bars, smoke-free workplaces, photographic health warnings on cigarette packages, and age restrictions on the sale of tobacco products. Through joint efforts with like-minded coalitions, significant progress has been made at provincial and municipal levels, and in improving the public's understanding of the negative impacts of second-hand tobacco smoke.

Community Action Coordinators support advocacy initiatives by mobilizing policymakers and the public. Whether meeting with election candidates, writing letters to community papers, presenting to school boards, or encouraging MLAs to attend the organization's annual breakfast in Victoria, these staff members use their influence to urge government and other organizations to become more committed to the health needs of their constituents.

CCS "Walks the Talk" in Prevention

As an organization, we are committed to cancer prevention. We need to reflect this not only in the work we do in communities and across our Division, but through our internal policies. The intention is not to examine and judge individual health choices, but to create an organizational environment that supports healthier choices. Examples include: allowing flexible staff schedules to have time for physical activity, ensuring that there are plenty of vegetable and fruit choices at meetings and events, having a no-smoking policy for staff and volunteers, and using non-toxic cleaning supplies at our Lodges.

To Sum Up...

Our Prevention Strategy guides us in our health promotion efforts by changing the way we work in communities, placing a greater emphasis on advocacy and by enhancing our public education messages and programs. Ultimately, our goal is to reduce the rates of cancer deaths due to preventable factors. Prevention does not stand-alone and is not a "program." Prevention is a philosophy and comprehensive series of strategies and activities that crosses over all departments, activities and events.

Join us in modeling healthy choices and taking individual action to spread our health promotion messages to your family, friends and co-workers!

We are active advocates for policies and legislation that would help create healthy communities, and to create environments where people are supported in adopting healthy lifestyle changes.

Advocacy

Our overall advocacy goal is to ensure that Canadians have the best possible cancer control system in the world including:

- Protection from risk factors for cancer supported through government community-based investments, policies and legislation
- Improved access to treatment and community care for all people living with cancer
- A cancer control community that demonstrates leadership in advocacy regarding cancer.

While the primary emphasis of the CCS BC and Yukon Division's advocacy efforts have been on advocating for policies that will prevent cancer and encouraging people to adopt health lifestyles, we have had success in other areas. For example prior to 1999, the government did not cover the costs of symptom management drugs for cancer patients (e.g. anti-nauseants). Our Division assisted low income individuals to pay for these drugs through our Emergency Aid program. After extensive lobbying, in partnership with the BC Cancer Agency, the government agreed to take on the funding of these drugs, with the CCS continuing the administration of the program.

Before the January 2006 federal election, the CCS mobilized volunteers, staff and communities across the country to advocate for the full funding of the national Canadian Strategy for Cancer Control (CSCC). The CSCC was developed by the cancer community and provides the framework for all levels of government to work together to reduce the risks of developing cancer, improve cancer care through better screening, treatment, access to services and quality of life, and to reduce the risk of dying from cancer. The new Prime Minister subsequently committed \$260 million to this critical initiative. In November 2006, the Government of Canada announced the establishment of the Canadian Partnership Against Cancer (CPAC) to oversee implementation of the Canadian Strategy for Cancer Control.

Research

We are closer than ever before to understanding cancer. A broad range of research funded by the CCS has contributed to our current knowledge of the disease. As our knowledge increases, we will see even greater progress. Scientists are making discoveries that are leading to new and better ways to prevent, treat, and control cancer. By turning their attention to the environment and healthy living, researchers are hoping to prevent cancer by



learning more about why various cancers develop in the first place. Because more people are surviving cancer, researchers are working to improve the care and quality of life for those affected by the disease.

The CCS is Canada's largest charitable funder of cancer research. For 2007, the BC and Yukon Division allocated close to \$5 million to be distributed to scientists across Canada and throughout BC. Funding excellence in research is the cornerstone of our approach to eradicating cancer and improving the quality of life for those living with cancer. We fund researchers at the BC Cancer Agency, University of British Columbia, Simon Fraser University, University of Victoria, and clinical trials throughout BC. To learn more about current research that we support visit our website at www.cancer.ca.

2. Revenue Development

Fundraising is vital to the effectiveness of our operations. It is of paramount importance that all fundraising on behalf of the CCS is conducted ethically and responsibly at all times and is not conducted in any way that jeopardizes or damages the CCS's charitable status, reputation, or image with the public it serves. All CCS volunteers and staff members involved in fundraising are expected to model the highest standards for ethical fundraising by adhering to Imagine Canada's Ethical Fundraising and Financial Accountability Code. This Code may be accessed on Imagine Canada's website at <http://www.imaginecanada.ca>.

The CCS is unique in that it receives minimal financial support from the government. This means we have more flexibility to focus our activities on the organization's mission, but it also means that we depend on the people of the BC and the Yukon to provide financial support.

CCS volunteers and staff work together to generate revenue from a variety of sources including:

Personal Giving

Bequests and Planned Gifts

For many people, giving is a very important part of life and it provides a great sense of personal satisfaction. Making deliberate choices about how and when you give a larger gift is called Planned Giving. Many people are choosing to name the Canadian Cancer Society, B.C. and Yukon Division in their wills through cash gifts called a Legacy or a share (or percentage) of their estate, after first providing for their loved ones. Such gifts (known as bequests) are vitally important to our ongoing mission.

In this Division, over 30% of our revenue is received from gifts in wills. This is by far the most cost-effective Revenue Development program in B.C.; for every dollar received, \$0.96 cents directly funds our mission. We have had a proactive program for over ten years to

inform donors how to plan gifts to support the CCS. Many people are surprised to find out, after reviewing their options, that they can make a very significant contribution. Every Region and Unit is aware of the importance of this program which falls under Personal Giving (Major and Planned Gifts and Donor Recognition) and you don't need to know the technical details in order to introduce the subject of Personal Giving and the impact of leaving a legacy. A bequest enables someone to make a long-term commitment to charity while not affecting their current standard of living.

Major Gifts

Major Gifts are gifts of \$1,000+ in any given fiscal year. Donors who make major gifts are strongly aligned with our vision and priorities, and want to see their gifts at work during their lifetime. Our Revenue Development staff provide personal service to major donors (i.e. by telephone and in person) in order to determine their reasons for supporting CCS, to build their relationship with CCS, and to solicit future major gifts. Donors of \$25,000 or more are entitled to receive Stewardship Reports which detail the impact of their gift.

Donor Recognition Program

All donors are personally thanked for their gifts to the CCS. Donor Recognition events are held to honour our annual donors. Once their annual accumulated gifts reach \$1,000, they are recognized on our Donor Wall(s) and in the Annual Community Report. We have five recognition levels:

Monthly Giving Circle	Friends for Hope
\$1,000-\$9,999 Circle	Partners for Hope
\$10,000 + Lifetime Giving Circle	Leaders for Hope
\$100,000+ Lifetime Giving Circle	Ambassadors for Hope
Planned Giving Circle	Legacy for Hope
\$1 million +	Visionaries for Hope

Community Fundraising

After planned giving, community fundraising events bring in the second largest amount of net revenue. Community Fundraising events are organized by volunteer committees in over 100 communities in BC and the Yukon. With the help of their staff partner, the volunteer organizing committees are dedicated to raising more funds and reaching more people each year.

Relay for Life



Relay for Life is the National Signature event of the Canadian Cancer Society. In 2007, there were 52 events held across the Division with over 24,000 participants. Relay for Life is a twelve hour event, held overnight in many communities, where teams of 8-12 people take turns strolling, walking, or running around a track. Cancer survivors and their caregivers walk the first lap and our special Luminary Ceremony is held at dusk.

Cops for Cancer Tours



There are four Cops for Cancer Tours held in the fall. Emergency services personnel including municipal officers and the RCMP, undertake cycling tours from 8 to 13 days. The proceeds of the Cops for Cancer tours support pediatric cancer research and programs for children and families.

Door-to-Door (April Residential Campaign)

This is the CCS's third largest annual revenue source that generates over \$2 million each year through the efforts of over 10,000 community volunteers.

Daffodil Days



Daffodil Days is one of our longest running and most well-known activities. These cheerful symbols of hope signal the beginning of our annual Spring campaign across Canada.

Direct Marketing and Donor Relations

Direct Response

Direct Response includes conducting direct mail campaigns, recruiting monthly donors, and general on-line giving. Through direct mail we seek to renew existing donors, reactivate lapsed direct mail donors, and acquire new CCS donors. The Monthly Donor program or Pre-authorized Payment program is the most convenient way for donors to support the CCS. In addition to utilizing direct mail to recruit new monthly donors, we also use telephone fundraising to convert recent donors to monthly giving. A donor newsletter is sent to all direct response donors to inform them about our activities and accomplishments.

In Memoriam and In Honour Donations

The CCS receives more than \$1 million each year from people giving to the CCS in memory or in honour of loved ones who have passed away or have been affected by cancer. Many of these donors become lifetime supporters of the CCS. In Memoriam and In Honour donations

are made on-line, by mail in response to direct mail, newspaper ads, memorial services etc. and by telephone.

Corporate Relations

Corporate Campaign

The CCS has excellent relations in the corporate community, which supports us through sponsorship of programs and events, and through philanthropic gifts. Here are some of the many ways a company and its employees can get involved with the CCS:

- Corporate Gift – cash & in-kind
- Corporate Sponsor
- Corporate Teams (e.g. Relay)
- Corporate Matching Gift (to employee giving)
- Employee Group Gift
- Independent Fundraising Event
- Volunteer Leaders
- Promote to Customers

Employee Groups

The CCS has been supported by employee groups for many years through designated donations to the United Way, the Provincial Employees Community Services Fund, and company employee programs. The Division is also a member of the Health Partners Program, a group of 15 national health organizations, which raises money through the GCWCC (Government of Canada Workplace Charitable Campaign).

Galas

The CCS holds four galas each year. Money is raised through ticket sales, sponsorship, donations, silent and live auctions and Fund-a-Need (where guests agree to fund a specific CCS program or service). In addition to raising funds, these high-profile events help build awareness and attract new supporters to the Society.

- **The Diamond Ball** has been held in Vancouver each April since 1997. This black-tie dinner, dance and auction has a different theme each year and guests are encouraged to dress up and enjoy a memorable evening of inspired décor, fine dining and dancing.
- **An Evening to Remember with...** has been held in the Fraser Valley since 2001. This black-tie dinner, dance and auction features a different musical act each year, and has included performances by Three Dog Night, Burton Cummings, and Sarah McLachlan.
- **The Gala of Hope** has been held in Kelowna since 2005. This black-tie dinner, dance and auction was emceed in 2006 by Deborra Hope, Anchor for BCTV news on Global.

- CCS Asian Campaigns has held galas in Vancouver since 1995. In 2005 this black-tie optional dinner and auction was named **The Diversity Gala**. In 2006 guests were entertained by world-class magician, Juliana Chen.

Chinese and Asian Programs

The CCS has volunteer committees in these communities. These committees coordinate a number of special events including a Chinese telethon broadcast nationally, the Diversity Gala, Daffodils of Hope campaign, annual toy drive, Raffle-For-Hope, and Traditional Chinese Medicine (TCM)-Cancer fundraising dinner and information forum. Our volunteers encourage giving through major gifts, in-memoriam and direct mail programs.

3. Marketing and Communications

The Marketing and Communications (MarCom) department has four key areas of focus:

1. Marketing/Advertising/Promotion
2. Communications/Media Relations
3. Marketing Research
4. Website (cancer.ca and microsite development)

The role of the MarCom department is to ensure all BC and Yukon staff and volunteers are delivering a consistent experience across the organization. That means that all marketing and communications materials (such as posters, brochures, videos, press releases, advertising, etc) have a consistent visual format and use consistent language. This consistency helps build one look and voice that is unmistakably recognized as belonging to the Canadian Cancer Society. In order to ensure consistency in design and message, volunteers can work with their local Marketing and Communications Coordinator when developing new advertising templates, brochures or press releases.

The MarCom department ensures our visual identity and messaging is clear, consistent and reflective of our overall mission. It also promotes the CCS as the leader of all public issues relating to cancer control. The responsibilities of this department include:

- Developing all division-wide advertising: TV, Print, Radio, Outdoor (Brand, Programs, Prevention and Community Fundraising) and managing relationships with provincial media
- Ensuring we have a consistent visual identity (brand)
- Producing Division-wide marketing templates for all internal departments (e.g. posters, brochures, videos, advertising templates, banners, signage, etc)
- Ensuring we have consistent messaging in our collateral, news releases, promotional videos, etc.
- Liaising directly with radio/television and print journalists on all cancer issues
- Conducting all Division-wide market research studies

- Overseeing all content on our division pages of the CCS nationally integrated website: www.cancer.ca
- Producing the Annual Community Report
- Providing communications and marketing support to the Regions
- Conducting media training workshops for volunteers and staff.

4. Operations

Programs

The Programs department is the Division’s service delivery arm. It is responsible for support and information programs.

Information

Cancer Information Service (CIS)

The CCS’s Cancer Information Service is a national toll-free service offering comprehensive, current and accurate information about all types of cancer, and relevant community resources to cancer patients, their families, the general public, and healthcare professionals. Qualified and supportive information specialists help meet individual caller’s needs in clear, understandable terms. The CIS provides information across the cancer continuum about prevention, screening and early detection, diagnosis, treatment, side effects, clinical trials, psychosocial issues, and end of life care. This confidential service is available across Canada, Monday through Friday from 9 a.m. to 6 p.m. and is available in English and French. For other languages, the service provides access to an interpreter service. The Cancer Information Service can be reached at 1.888.939.3333 or via e-mail through the CCS web site.



Website www.cancer.ca

The CCS is committed to providing the latest cancer information 24 hours per day. Our nationally integrated website has been listed as one of the top health-related websites in Canada. The website provides visitors with basic information across the cancer continuum from prevention to end of life care, and access to more detailed comprehensive information with the Canadian Cancer Encyclopedia. Visitors can download cancer publications in English, French, Chinese and Punjabi and/or use the cancer glossary to understand complex cancer terms. The website reaches Canadians across the country, so whether you’re looking for information on support programs in BC, the Yukon, or in another province, the CCS web site is available 24 hours a day at www.cancer.ca.

Support

Peer Support

CancerConnection

CancerConnection is a free, confidential, peer support program for people living with cancer who are over the age of 18 and residents of BC or the Yukon. Each caller is matched with a carefully screened and trained volunteer who has experienced cancer and shares similar personal circumstances. Volunteers provide one-to-one support to callers either over the telephone or in person, by empathizing with concerns, frustrations, hopes and fears. We use a national database of volunteers so that when someone's circumstance is rare or requires a very close match, we can access survivors anywhere in the country. For telephone connections, the CCS covers long distance charges for volunteers and clients of this program. This service is available at 1.888.939.3333.

Cancer Support Groups

For a person with cancer, the balance between mind, body, emotions, and spirit affects their quality of life. Support groups provide people affected by cancer with an opportunity to share their feelings, enhance their emotional well-being and coping skills, relieve the stresses of loneliness and isolation, and expand their knowledge of resources in their communities. Trained volunteer facilitators assist group members to share personal experiences, concerns, and laughter. Support groups are active across BC. Information on groups offered in your community is available at 1.888.939.3333.

Camp Goodtimes Summer Camp



Camp Goodtimes is a free, summer residential camp for children aged 6 to 16, and for leaders in training aged 17-18, who have a history of cancer. Camp Goodtimes hosts four one-week sessions in July and August at Loon Lake near Maple Ridge, BC. It is a special place that provides a fun-filled, happy, and safe camping experience that allows kids to "just be kids." A medical team is present to provide 24-hour care. Camp Goodtimes provides opportunities for siblings of children with cancer to attend. Activities include swimming, canoeing, kayaking, art projects, campfires, carnival games night, a big dance at the end of the week, and more! For older campers, a climbing wall and high/low ropes challenges are available under the supervision of hired professional instructors, as well as an overnight camp-out under the stars. Formal opportunities for peer support through structured sharing and reflection are also a part of the schedule.

Camp Goodtimes Family Program

This three-day retreat is an opportunity for families to do “family things” in the great outdoors as well as share their experiences in dealing with the effects of childhood cancer. Held at Loon Lake in Maple Ridge, BC, the program hosts children up to 18 years of age with a history of cancer and their families. In a supportive setting, families get to play, laugh, and enjoy a wide variety of activities. Families go canoeing, swimming, kayaking, get creative in arts and crafts, and test their courage on the multiple obstacle courses, the climbing wall, ropes courses, and much more.

Camp Goodtimes Teen Program

This five-day camp provides a recreational peer group setting where teens aged 13 to 18 with a history of cancer can meet, share their experiences, and support one another. It’s a special place where they can feel safe talking, laughing, crying or just being together. Teens have an opportunity to experience a few “out-of-this-world” days of activities, great food, a games evening, a dance, or they can just hang out and make new friends. In addition, teens have the opportunity to come together and share their experiences in supportive peer group sessions.

Practical Support

Breast Prosthesis Bank

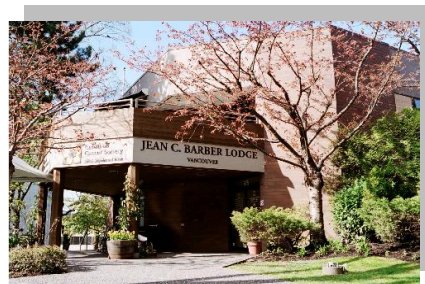
Throughout BC and the Yukon, free permanent breast prostheses are provided for women who cannot afford to buy them. Prostheses are donated to unit or regional offices for this purpose. Your Regional office will have details on where prostheses are available in your Region.

Emergency Aid

The CCS provides limited, short-term financial assistance towards accommodation and transportation for cancer related-treatment, and access to symptom management drugs through a partnership with the BC Cancer Agency. Applicants are interviewed for eligibility by one of our authorized volunteers who conduct a confidential needs assessment.

Lodge Accommodations

A “home away from home,” CCS Lodges provide low-cost accommodations for out-of-town cancer patients receiving cancer-related treatment or consultation in Vancouver, Victoria, and Kelowna. Our lodges are open



year-round with nursing supervision, caring volunteers, and a host of amenities.

Volunteer Driver Programs

Our Volunteer Drivers transport cancer patients to and from their cancer treatment-related appointments and also between airports and our Lodges in Greater Vancouver, Fraser Valley and Vancouver Island. For many years, the Freemasons of BC (in partnership with CCS) through their Masonic Community Charity Fund, have also completely funded and maintained a Cancer Car Driver Program in the Greater Vancouver, Vancouver Island, and Interior Regions.



Regions

The Regions department is the “hub” of our “matrix” organization for all operations in BC and the Yukon. It is responsible for implementing all CCS revenue development, support and prevention programs in Regions, Units and communities.

Human Resources



The CCS aims to provide an environment in which volunteers and staff work in a harmonious and effective partnership to accomplish our mission.

The Human Resources (HR) Department is responsible for both volunteers and staff. The HR Department services include:

- Providing guidance in recruitment and selection
- Offering orientation to all new employees and volunteers
- Creating and supporting opportunities for learning and development
- Supporting staff in performance management monitoring
- Coordinating benefits administration
- Creating opportunities for recognition.

HR works closely with all areas of the organization to ensure that our most essential asset, our human resources, have the tools and supports they need to be effectively engaged in our work.

The HR Department strives to ensure that the CCS is an “organization of choice,” where both volunteers and staff can meaningfully contribute to our vision, mission and values.

Finance and Administration

The Finance and Administration Department is responsible for monitoring our revenue and expenses, and ensuring the smooth running of our offices.

The services of this department include:

- Collection of financial information, and reporting on same
- Co-ordination of the annual budget process and monitoring of actual results against the budget;
- Maintaining a system of internal controls to ensure assets are safeguarded;
- Payment of supplier invoices and of employees;
- Managing information technology needs;
- Providing material management services.

The CCS financial year runs from February 1st to January 31st. Our financial statements can be found in the Annual Community Report available on our website at www.cancer.ca in the section "About Us."

The CCS and Other Cancer Organizations

With so many different organizations involved with the cancer cause, it can be confusing. As a CCS volunteer it is important that you understand and can explain what the CCS is, and how it differs from other organizations.

The Canadian Cancer Society (CCS):

- Is committed to reducing the burden of cancer for all Canadians through a comprehensive cancer control program with two priorities:
 - Reduced cancer incidence and cancer mortality rates for Canadians. (Prevention/Cure)
 - Enhanced quality of life for Canadians with cancer. (Support)
- Funds cancer research and provides information and support for all types of cancer;
- Is nationally respected and locally connected. It is a community-based nonprofit organization;

- Receives less than 5% government funding for special projects (such as some operational support for our Lodges in Vancouver, Vancouver Island and Kelowna);
- Relies on thousands of volunteers to deliver our programs and services;
- Is the largest charitable funder of research in Canada and supports cancer research projects across BC through: the University of British Columbia, Simon Fraser University, the University of Victoria, and the BC Cancer Agency;
- Is a founding partner in the Canadian Strategy for Cancer Control (CSCC) and the BC and Yukon Regional Council of the CSCC. The Canadian Partnership Against Cancer (CPAC) now oversees the implementation of the Canadian Strategy for Cancer Control.

The BC Cancer Agency (BCCA):

- Provides cancer treatment, screening and clinical care across the province.
- Conducts cancer research (often funded by the Canadian Cancer Society).
- Is a partner in the Canadian Strategy for Cancer Control across Canada and co-founder (with the CCS) in the BC and Yukon Regional Council of the CSCC. The Canadian Partnership Against Cancer (CPAC) now oversees the implementation of the Canadian Strategy for Cancer Control.

The BC Cancer Foundation (BCCF):

- Raises money to build and operate the BC Cancer Agency's (BCCA) new cancer research centre in Vancouver and supports the work of the BC Cancer Agency.

There are many other cancer organizations that are dedicated to specific cancers. It will be useful for you to find out what cancer organizations are active in your community and region so that you can make appropriate referrals when necessary.

Another important organization to be aware of is the BC Healthy Living Alliance (BCHLA):

- A group of organizations who have come together to reduce the burden of chronic disease and to improve the health of British Columbians through leadership that enhances collaborative action to promote physical activity, healthy eating and living smoke-free.
- Member organizations include: BC Lung Association, BC Pediatric Society, BC Recreation and Parks Association, Canadian Diabetes Association, Pacific Area, Dieticians of Canada, BC Region Heart and Stroke Foundation of BC and Yukon, Union of BC Municipalities and Public Health Association of BC.
- The provincial government recently granted the BCHLA \$25.2 million to advance its *Winning Legacy* prevention agenda.

The CCS in Your Community

The CCS is proud to say that our programs and services are available in communities throughout British Columbia and Yukon. In some locations the CCS has a highly visible presence with a regional office or storefront unit office. In many places there is no office and it is a handful of exceptional individuals who are the face of the CCS in their community. However, through the power of the Canadian Cancer Society's website and toll-free telephone lines, even the most remote person can access our services.

Being a CCS volunteer means that you become a CCS "ambassador." The CCS is your organization. Therefore you should be able to tell people the many ways in which the CCS is active in **your** community. Talk to your volunteer leaders and staff partners to discover what services and activities are available.

No matter what your volunteer role, you can also help us by:

- Identifying yourself first and foremost as a CCS volunteer – regardless of your specific program or activity;
- Promoting the CCS toll free number (1.888.939.3333) and CCS website: (www.cancer.ca) for any cancer-related information on all types of cancer;
- Checking the Division website regularly for current media releases and information on services and events being offered in the Division and in your community;
- Photographing CCS events/programs;
- Monitoring your local media for coverage about the CCS;
- Forwarding local story ideas to the Regional or Division office on how CCS services have helped local people;
- Helping us advocate for better public health policy by staying informed on local issues that affect cancer patients or cancer prevention in your communities.



Section 4

How Will Volunteering Make a Difference?

When you were thinking about becoming a volunteer you may have wondered about the contribution of CCS volunteers. In the following few pages we outline for you some of the benefits of volunteering with the CCS and the impact you will make.

How Volunteers Support the CCS

Our strength comes from the 20,000+ individuals from BC and Yukon who share their time to support our mission. Our volunteers help in a variety of roles, at all levels of the organization. Earlier in this handbook we gave you an overview of the organization's different program areas and foundational support functions. Volunteers help in every aspect of our work from developing policy on our Board, to delivering brochures to doctors' offices. Volunteers are the heart and soul of who we are and what we do. We can confidently state that the work we do, with the reach we have, is only possible with

the support of our dedicated volunteers. As our frontline ambassadors, what you do, and what you say about us makes a big impact in how we are perceived. In the eyes of the people in your community **you** are the CCS.

Benefits of Volunteering With CCS

Every volunteer brings with them a unique combination of expectations and motivations in their desire to share their time. Some of the reasons our volunteers have chosen us include:

- ✿ Wanting to share the strength and courage that came from surviving cancer
- ✿ Sharing or learning new skills.
- ✿ Developing experience in organizing events.
- ✿ Making their community a better place.
- ✿ Trying out new ways of doing things.
- ✿ Building a stronger resume.
- ✿ Contributing to a cause that has affected a friend or family member.
- ✿ Enhancing leadership abilities and joining a team to make things happen.
- ✿ Meeting new people.
- ✿ Being part of a nationally respected organization.
- ✿ Gaining satisfaction through touching lives and making a difference.
- ✿ Responding to a request for help.

Whatever your motivation was in coming to the CCS, we hope that you will find many more reasons for you to stay involved.

Impact of Our Volunteers

It would be wonderful if we could quantify the value and impact of our volunteers. But the reality is that we do not know exactly how many:

- doors were knocked on last year by our canvassers
- homes and offices displayed daffodils as gifts of hope
- tears were shed after a CCS volunteer presentation
- brochures were picked up at a CCS display and then shared with others
- eyes viewed a news story about a CCS community fundraising event
- cancer patients whose burdens were made a little lighter

What we do know is that volunteers keep us close to our roots, in touch with our communities, and alive in the hearts of the citizens of BC and Yukon.

From time to time as a volunteer you may be asked to add up the number of hours you gave to the CCS, or the number of people with whom you are connected. If you do get these requests, please take the time to calculate the information requested. Numbers will never tell us the true value of your contribution but they do help us all get a sense of what 20,000 individuals focused on cancer control can really do. It is important to remember, that the numbers provided will help to guide the CCS in making decisions on how to best fulfill the goals of the organization.

Section 5

What's expected?

Responsibilities of Volunteers

Confidentiality

All volunteers and employees are asked to sign a Statement of Confidentiality before they start with the CCS. It is your responsibility to respect, in strict confidence, any information about clients/patients, donors, team members and their circumstances. In all situations, it is wise to be constantly on your guard not to discuss the privileged affairs of a donor or client of the CCS. A general rule of thumb when considering talking about a person or experience when volunteering with the CCS, is only share the "need to know." For example, you may need to discuss a particular information request with another volunteer, but the name of the person who made the request is not important and so it does not need to be shared with your fellow volunteers. It is important that the CCS be known as an organization that respects the rights to privacy of newly diagnosed cancer patients and our donors. When in doubt, seek advice from your team or unit leader, or staff partner.

In this section we will describe your key responsibilities of being a CCS volunteer. We will also tell you the responsibilities that the CCS has to our volunteers. Please ask your unit leaders or staff partner if you have any questions regarding these expectations.

Conduct

Volunteers and staff are also required to sign a Code of Conduct. The Code outlines information on conflict of interest, privileged information, and personal gain. CCS volunteers and staff are expected to conduct themselves in an appropriate manner that follows the organization's mission, values and principles. Accordingly, volunteers and staff are not permitted to smoke on Society premises, at any CCS event, or while representing the CCS. Volunteers and staff are also expected to treat each other with respect. Any words or actions that may be seen as harassment or discriminatory will not be tolerated.

Reference and Criminal Record Checks

The Society reserves the right to conduct reference checks on all new volunteers. The Society requires candidates for volunteer positions designated as 'high risk' to consent to provide the

Society with a criminal record search in order to determine the candidate's suitability for volunteering.

The objectives of the criminal record search are to:

- Determine whether or not the person had been charged with or convicted of a criminal offense that is related to their potential status with the Society as a volunteer;
- Obtain updated information related to the candidate's suitability for working a high risk position.

The Society may choose not to offer employment/volunteer assignments to any candidate who has been convicted of, has been charged with or is being investigated for an offense reasonably related to the duties of a high risk position. The following job assignments are considered high risk:

- All Peer Support Volunteers:
-any and all Volunteers on site at Camp Goodtimes
- All CancerConnection Volunteers
- All Support Group Volunteers

Medical Advice

Volunteers may offer information about cancer which consists of facts available to anyone seeking general knowledge about the disease and its treatments. However, volunteers must **not** offer advice about treatment, therapy or medications, make comparisons, or discuss medical professionals to any patient or client you serve. Encourage people with specific questions to the toll-free Cancer Information Service at 1-888-939-3333.

Publicity

Requests for information from the media or any other person should be referred to the Unit President, Unit Communications Chair, or Regional or Lodge Manager. The Division office has established position statements on cancer issues which reflect the CCS view. It is important that the right person respond to media requests so that the point of view of a particular individual is not made to represent the thousands of volunteers that support the CCS throughout the Division.

Accountability

As part of the team, you are accountable for your actions to the rest of the team. When you are placed, your Volunteer Assignment Guide (job description) will identify your lines of accountability and communication. Your staff and volunteer partners are there for you if you have questions, concerns, or suggestions regarding your volunteer assignment.

Team Member

As a team member you share a responsibility to your colleagues to perform your duties and to follow-up on tasks delegated to you. Help your colleagues by being a good listener, flexible and by sharing the burden. TEAM means “**T**ogether **E**veryone **A**chieves **M**ore!”

Time and Commitment

The amount of time that you, as a volunteer, give to the CCS depends on a number of factors, which may include:

- The job (assignment) that needs to be done, outlined in your Volunteer Assignment Guide.
- The amount of time you have to give. Be clear on how much time you can give during the interview process or when your circumstances change.
- The ‘term of office’ in leadership positions such as Chair or Committee Member, outlined in the Assignment Guide. Occasionally, extra volunteer time will be required in these roles. (e.g. during campaign, special events, etc.).

Some volunteer positions have flexible hours while others have set schedules. Some assignments are long term while others are short term projects. Be sure you know what time commitment is expected from you and find out who you need to speak to if you are unable to meet this commitment. The mandate of the CCS is best fulfilled with happy volunteers, so please be honest when discussing your availability with your volunteer or staff partner.

Attendance

The Society expects all volunteers to assume diligent responsibility for their attendance and promptness. Volunteers who are unable to come to work or who will be late should notify their staff partners at least one hour prior to their scheduled start time.

Incident Reporting

Any incidents of an emergency or critical nature that you may witness should be reported immediately to your staff partner. Any incidents of a less serious nature should also be reported in a timely fashion.

Injuries while volunteering

All volunteers are expected to follow appropriate safety guidelines while volunteering. Should an injury occur, the volunteer is expected to immediately stop the activity that caused the injury and seek first aid or medical attention if necessary. The volunteer must inform his or her staff partner about the incident and complete an incident report form. The volunteer should not resume the activity until treatment has been provided and/or he or she has been given the approval from a supervisor to continue the activity.

Handling money

Whenever possible, two or more volunteers and/or employees should be involved when handling money/ donations to ensure that funds are adequately counted.

Non-smoking Policy

In keeping with the Mission Statement of the Canadian Cancer Society and to promote healthy lifestyles, the BC and Yukon Division is a smoke-free environment. Employees and volunteers are not permitted to smoke on Society premises, at any CCS event or while representing the Society in any way.

The Canadian Cancer Society has a long-standing commitment against tobacco consumption because it is a known cancer cause. It is recognized that smoking is the single largest preventable cause of disease and death in Canada today, and the Society is committed to the need to inform Canadians of hazards of smoking and second-hand smoke.

The overall role of the Society is compromised if employees or volunteers smoke while representing the Society. Smoking at any premises of the CCS, in an official capacity, shall be cause for disciplinary measures to be taken, up to and including termination of employment or volunteering.

Drugs and Alcohol

The Society maintains a workplace that is free from the effects of drug and alcohol abuse. It will not tolerate any abuse of drugs or alcohol that imperils the health or well being of its volunteers, staff, clients, threatens its operation, or compromises the safety of its programs and services.

Emergency contact information

It is the responsibility of each volunteer to regularly update their personal contact information and emergency contact information. This update can be made by contacting their respective Volunteer Resource Coordinator or staff partner.

Brand Management

As a Canadian Cancer Society volunteer, you are integral to reinforcing our brand. But what is a "brand"? An organization's brand is more than a logo, tagline, or an advertisement. Brand identity is the result of experiences with an organization. It is the impact, reputation, and perceived value of the organization that builds (or depletes) the brand of any organization.

Everyone in the organization (volunteers and staff) should have simple understanding of who we are, what we promise in the market place (our vision and mission), and how we deliver that promise.

Successful brand management starts from the inside out. When staff and volunteers 'live the brand' of an organization, the brand becomes real – the logo and the name have meaning. Branding is the responsibility of everyone at the Canadian Cancer Society and to be

successful; our brand must be reinforced in every facet of the organization. In 2005-2007 we plan to commit resources to actively promote and reinforce our brand so that we can increase accuracy of our name recognition and strongly associate the CCS name with our fundraising and program activities.

CCS Brand Challenges

- The Canadian Cancer Society is well known, but not known well.
 - Our donors and clients are not aware of our product offering and our community impact.
 - Our clients and donors do not often correctly associate us with our programs and events – there are many cancer organizations.
- There are so many different cancer organizations; many confuse us with the BCCF, or BCCA.

Benefits of Branding

- Provides clarity about who we are and what we do;
- Differentiates us in an increasingly competitive marketplace;
- Ultimately increases revenue and allows us to recruit more volunteers (and staff), allowing us to further our mission.

Consistency = Brand Success

- Consistent use of our Visual Identity (logo, tag line, look and feel of our collateral, language, materials, ads, etc.)
- Consistent donor/client experience of our brand values and 'look and feel' at all touch-points: programs, events, presentations, materials, meetings, offices, etc.

Marketing and Communications Standards

We are delivering a consistent look that is instantly recognized as belonging to the Canadian Cancer Society. To ensure consistency, we have templates developed for a wide range of resources such as advertising, posters, brochures and media releases. Should you need any of these, please check with your regional MarCom Coordinator.

What can each Volunteer do?

- Refer to themselves as 'Canadian Cancer Society' or 'CCS' staff and volunteers
- Know our website address (cancer.ca) and our toll-free line (1 888 939-3333)
- Know our two priorities

- Know the difference between the CCS and the BC Cancer Agency and the BC Cancer Foundation
- Use CCS templates for ads, posters, media releases, etc.

Responsibilities of CCS

The CCS has responsibilities to you, our volunteer. They include:

- interviewing you to understand your expectations and skills
- placing you in an appropriate assignment which will be mutually beneficial
- providing you with a clear description of your assignment
- giving a clear orientation to the organization and providing any training needed for your assignment
- providing opportunities for you to give input and receive feedback
- maintaining a comfortable and safe work environment for all our volunteers (although much of the work of our volunteers takes place within the community, these considerations still apply)
- showing appreciation and recognition for the contribution you make to the organization

Health and Safety

We strive to make our work places healthy and safe. If you see anything that seems to violate this principle please draw it to the attention of a staff person.

Community Inclusion

One of the treasured characteristics of Canada is the way in which we embrace personal, family and cultural Community Inclusion. We welcome volunteers from the many diverse communities that make up BC and the Yukon. Indeed we need to recruit volunteers from all these communities to best serve the needs of the clients of CCS who also represent the spectrum of the Canadian population.

It is our intention to reflect community needs and to have diverse community representation when designing and implementing programs and services. It is the responsibility of all volunteers and staff to ensure that all people regardless of gender, age, ethnicity, physical abilities, sexual orientation, education, family, education, work background, or religion are provided a welcoming and inclusive environment. Cancer doesn't discriminate, nor shall we.

Sexual Harassment and Discrimination

We believe that each individual has the right to be treated in a manner which fosters feelings of dignity and self-worth. Therefore, we are committed to providing our volunteers and employees with a work environment that is free from sexual harassment and discrimination. If you feel that you are experiencing harassment or discrimination, please discuss the matter with a Unit Leader, or either the Coordinator or Manager, Volunteer Resources. Your concerns will be addressed promptly.

Policies and Procedures

Policies and procedures are established to minimize risks and to protect our volunteers, staff and clients. Policies specifically relating to volunteers have been developed and are updated as new circumstances or issues deem it necessary. Be sure you are familiar with the policies and procedures which relate to your responsibility area. If you are unsure of what is expected of you, please check with the person to whom you are accountable. A copy of our "Volunteer Resources Operational Guidelines" is available from team or Unit Leaders and CCS offices.

Expenses

During the course of your volunteer duties you may have to spend money on our behalf. You will be reimbursed for **pre-approved** out of pocket expenses after completing an expense claim form and attaching all receipts. The form indicates current guidelines for travel and meals. To be on the safe side and to avoid unnecessary problems, **always** check first with CCS staff or your team or a Unit Leader before making purchases on behalf of the CCS.

Privacy

The CCS is committed to protecting the privacy of the personal information of its volunteers, employees, donors, and clients. Keeping the trust of all the people we deal with is extremely valuable. We recognize that maintaining this trust requires that we are transparent and accountable in how we treat the personal information that is shared with us.

When we collect personal information from you, we will tell you why we are collecting this information. Furthermore, personal information we collect remains confidential with safeguards in place. We want to ensure that this information is secured, and not disclosed or shared more widely than is necessary to achieve the purpose for which it was gathered. Please note that you have the right to access your own information at any time.

For more information on the CCS's privacy policy and what it means to you, please consult with a staff person. Any formal questions, concerns or complaints relating to this policy and the treatment of personal information should be directed to the Privacy Officer.

Section 6

What Happens Next?

The Orientation is only the first step in becoming a successful volunteer. You can expect to be given opportunities for enhancing your knowledge and skills, and for receiving the supervision and support you need to excel at your assignment. You deserve to be able to give and receive feedback, and to be recognized for your contribution.

Orientation and Training



This handbook along with the CCS Volunteer Orientation only gives you a general overview of the organization and our expectations of volunteers. Depending on your assignment you may also be asked to successfully complete specific training (e.g. CancerConnection, Camps, Office). The style of training and the time involved will depend on your location and the requirements of the assignment—it is frequently offered as a workshop but sometimes in a one-to-one setting.

From time to time units and regions offer “continuing education.” Whenever possible, do try to take advantage of these presentations or workshops. They will broaden your skills and abilities and make you better able to support the work of the CCS.

Supervision

The supervision you will receive will depend on your assignment. You may be working alone, or you may be working alongside a more experienced volunteer or staff member. They are there to provide guidance, support and to answer your questions. If you are performing your volunteer assignment by yourself remember that you are not alone - there is a team of staff and volunteers backing you up and they are only a telephone call or email away. Their goal is to ensure you are happy and feeling good about your volunteer assignment. You should never feel that there is no one to talk to you.

Feedback

No one wants to do a bad job. Two-way feedback is important to ensure that we are able to serve our community in the best way we can. We want our volunteers to tell us when you can see better ways to do our work. We also think you deserve to hear how you are doing. This feedback may include talking about training opportunities, giving you praise, offering ideas for task accomplishment, or suggesting more challenging roles within the CCS.

It is in the spirit of the CCS's value of integrity, that we introduced the "performance commitment plan." This process, for both volunteers and staff, outlines the procedures to take before things start to go "off the rails." The purpose is to support our volunteers and staff and to ensure that our clients and programs are in good hands.

The Volunteer Performance Commitment Plan provides our volunteer leaders and staff guidelines on the steps to take when a volunteer's performance or conduct is not acceptable or up to the standards of the CCS. These are the steps of the Performance Commitment Plan:

Informal Transactions

Positive Contact
Coaching Session

Formal Transactions

Level 1: Oral Reminder
Level 2: Written Reminder
Level 3: Decision-Making
Leave?

Each step provides an opportunity to address an identified problem or issue. The goal is to conduct informal conversations early after an issue has been identified, to discuss it while it is still small and easier to tackle. Delaying the conversation may only result in a little issue growing into a serious problem. At the heart of this process is a philosophy of early intervention that focuses on assisting, not dismissing volunteers. For more details, please consult the eleven page guide "Performance Commitment Plan for Volunteers."

Changing Assignments

We understand that it is important that your volunteer experience with us is fulfilling and rewarding. If at any time you wish to change your volunteer assignment, or take on an additional assignment, please contact volunteers or staff involved with volunteer resources. You can learn more about the range of volunteer opportunities by visiting our website at www.cancer.ca or obtaining a copy of the "Overview of Volunteer Assignments" from your local Unit or Regional Office.

Staying Informed

The CCS is a large organization and we acknowledge that it is not always easy to keep track of all that is going on. Some volunteers tell us they get too much information but some say it is not enough. Besides asking staff, there are a number of resources available that give up-to-date information about the mission of the CCS.

Our nationally integrated website www.cancer.ca is an extremely useful place to learn more about our programs, media releases, special events and volunteer opportunities. This website is a tremendous source of information on all aspects of cancer. The Cancer Encyclopedia, which talks about treatment, diagnosis and prevention of all types of cancer, is being posted on the website and we look forward to even more sections going up in the near future. We also have an internal website or intranet that is accessible only to staff but will be available to leadership volunteers in the near future. On this internal website we post forms, minutes from meetings, reports and much more.

Attending Unit or Regional meetings is another important way to stay in touch with new initiatives and activities. Call other volunteers. Maintain regular contact with your Unit Leaders. And if you are in town, drop by your Regional Office and meet the staff. Some Units or Regions print and circulate volunteer newsletters although there is an increasing interest in using email to communicate in a more economical manner.

Your regional and unit offices also carry publications that give an excellent overview of what the CCS is doing in BC and the Yukon. The Annual Community Report comes out every summer and gives an overview of what happened over the last year. Watch for newsletters and other publications.

Taking Care

It is no secret that volunteering at the CCS can be challenging. There are times when balancing the demands of everyday life can be overwhelming. As a health organization we do not want our volunteers or staff carrying unmanageable workloads. It is important to learn to delegate, prioritize, plan ahead, and recognize your limits. It means learning how to say 'no' and accepting that response from others. We must strive for balance in our life and to prevent burnout in ourselves and in others. Be aware of those around you and watch that they do not take on too much.

Many volunteers choose to share their time with the CCS because of their own cancer experience. Although we honour the strength and courage these volunteers bring to us, we ask that they make their own health and that of their family's their first priority. Should you become ill, we encourage you to have an open discussion with your volunteer supervisor or staff partner to explore options regarding what will be best for you and the CCS. Some people feel able to continue to volunteer while undergoing treatment, while others find that it is best to take a leave of absence. Each situation is unique, so we do not make firm rules. It will depend on your volunteer role and your individual needs.

Your well-being and that of our clients are of foremost concern.

Remember that you are not alone. Reach out to other Unit leaders and to your regional staff partners. Let's commit to support each other during difficult times.

Recognition

Volunteers frequently tell us that they do not volunteer with us for the recognition. As mentioned earlier, volunteers choose to share their time and skills with us for many reasons. No matter what reasons brought you here and regardless of what assignment you are performing, be confident that the work you do is vital to the success of the Canadian Cancer Society. You are helping the fight to control cancer.

Recognition for volunteers takes a number of forms. Informally, it will come through spontaneous “thank you’s” and small acts of appreciation. However it will come in a formal context with appreciation events, length of service pins, and special awards. Letters of reference may be requested after a minimum of six months or 50 hours of volunteer service.

The important work you do as a CCS volunteer will sometimes be very serious and sometimes it may even be sad. But we believe at all times, that volunteering should bring you personal satisfaction and fill your heart with the joy of sharing your time and being part of a team of people who share a common vision and purpose.

Leaving the volunteer program

Any volunteer becoming inactive or leaving the CCS volunteer program should contact the Volunteer Resources Coordinator or a staff partner two weeks prior to his/her last day of volunteering and complete an exit interview. This is a process designed to evaluate the volunteer’s experience with the Society.

Appendix

In this final section, we give you a start in building your own directory of contacts at the Canadian Cancer Society. Please write down important contact information below:

Useful Contacts

Canadian Cancer Society BC and Yukon Regional Offices

Fraser Valley Region

#202-20434 64th Avenue
Langley, BC V2Y 1N4
Telephone: (604) 533-1668 or (888) 222-2240
Fax: (604) 533-8511

Greater Vancouver Region

#230-3689 East 1st Avenue
Vancouver, BC V5M 1C2
Telephone: (604) 253-8470 or (888) 229-8288
Fax: (604) 253-8403

Interior Region

1633 Pandosy Street
Kelowna, BC V1Y 1P6
Telephone: (250) 762-6381 or (800) 403-8222
Fax: (250) 762-8855

Vancouver Island Region

750 Hillside Avenue
Victoria, BC V8T 1Z4
Telephone: (250) 592-2244 or (800) 663-7892
Fax: (250) 382-8130

BC and Yukon Division Office

565 West 10th Avenue
Vancouver, BC V5Z 4J4
Telephone: (604) 872-4400
Fax: (604) 879-4533
Inquiries@bc.cancer.ca

Kootenay Region

19-9th Avenue South
Cranbrook, BC V1C 2L9
Telephone: (250) 426-8916 or (800) 656-6426
Fax: (250) 426-3947

Northern Region

#300-500 Victoria Street
Prince George, BC V2L 2J9
Telephone: (250) 564-0885 or (800) 811-5666
Fax: (250) 563-0385

Yukon Territory

#2-3089 3rd Avenue
Whitehorse, YT Y1A 5B3
Telephone: (867) 668-6440
Fax: (867) 668-6442

My Regional Office:

Address:	
Telephone:	
Fax:	
Email:	
Regional Manager:	
Volunteer Resources Coordinator:	

My Unit:

Unit Address:	
Telephone:	
Fax:	
Email:	
Unit President:	

Useful Links:

Organization	Website
Volunteer BC	http://www.volunteerbc.bc.ca
Volunteer Canada	http://www.volunteer.ca
Imagine Canada	http://www.imaginecanada.ca
International Association for Volunteer Effort	http://www.iave.org
Charity Channel	http://www.charitychannel.com
Charity Village	http://www.charityvillage.ca
Energize	http://www.energizeinc.com
The Non Profit and Voluntary Sector Network (????)	
The Voluntary Sector Knowledge Network	http://www.vskn.ca

My Orientation Checklist

- Met with Volunteer Resources representative for an interview to learn about volunteer opportunities and requirements
- Received Volunteer Assignment Guide from Volunteer Resources representative
- Participated in a Volunteer Orientation
- Received contact information for staff partner
- Made contact with staff partner
- Attended program specific training (if required)
- Read and understand Statement of Confidentiality
- Read and understand Code of Conduct
- Completed and returned Volunteer Information Form to the Volunteer Resources representative
- Know contact information for my Unit President (if applicable)
- Know contact information for my local Unit Office (if applicable)
- Learned what Canadian Cancer Society programs, services and events are available in my community
- Learned which other cancer organizations are also active in my community
- Viewed the Canadian Cancer Society website
- Tried using the Cancer Information Service



***Thank you for volunteering for the
Canadian Cancer Society!***

