



MEDIA KIT — 2026

About the Breast Cancer Support Fund

The Breast Cancer Support Fund (BCSF) is a Canadian charity dedicated to reducing the financial strain experienced by women diagnosed with breast cancer. Founded in 2011, BCSF provides direct financial assistance, meal support, and breast health education to women across Ontario, Atlantic Canada, and beyond.

Cancer treatment often reduces or eliminates a woman's ability to work, while household costs continue to rise. BCSF helps close that gap — covering essentials such as rent, groceries, utilities, transportation, medication, and childcare — so patients can focus on treatment and recovery rather than financial crisis.

Millions of dollars are raised each year in the name of breast cancer, directed largely toward research and education. BCSF is one of the few Canadian charities addressing the economic impact of a diagnosis directly, and works to change the conversation about breast cancer to include its financial toll alongside its physical one.

Our Mission

To support Canadian breast cancer patients on their journey to wellness by reducing their economic burden and providing education about the importance of prevention.

Our Vision

To be Canada's leading voice in changing the conversation about breast cancer; raising awareness of the financial challenges that accompany a diagnosis, and the importance of prevention.

Why BCSF Is Different

#CareBeforeCure

We help women with breast cancer. Not someday. Today.

The rent is still due. Groceries still have to be bought. Hospital parking isn't free. And lost wages during treatment and recovery mean less money for the bills. Despite the millions raised each year to find a cure, very little of it reaches the nearly 30,000 Canadians diagnosed with breast cancer annually in the form of direct financial support. That gap is why BCSF exists.

Programs and Services

BCSF offers three programs to women in active breast cancer treatment who meet its eligibility criteria. Applications are prioritized by income level, and most patients supported are living at or below the poverty line.

Financial Assistance Program

Provides urgent, practical support to women facing profound economic strain during treatment: grants toward rent, utilities, transportation, childcare, groceries, and other critical needs, of up to \$2,000 per patient. The program operates nationally.

Meal Support Program

Delivers free, prepared, nutritious meals to patients for a period of 4 to 24 weeks, depending on their treatment plan. Children under 18 - and occasionally a spouse - are included. Food support looks different by region: sometimes a delivered meal, sometimes a grocery card where no meal provider exists locally. The program is currently available in Ontario and Atlantic Canada.

Breast Health Program

Established in 2024, this program educates workplaces, communities, and employee groups about early detection, self-advocacy, and navigating treatment. Sessions are led by a registered dietitian with a focus in oncology and are offered virtually and in person, having already reached hundreds of people through organizations including Infrastructure Ontario, Maple Leaf Foods, and Metrolinx.

Eligibility and Application

Women and men undergoing active breast cancer treatment may apply online. Applicants must be diagnosed with breast cancer, provide financial documentation, and have their application endorsed by a healthcare professional involved in their care.

Breast Cancer in Canada: Facts and Statistics

Prevalence and Incidence

- Breast cancer is the most common cancer among Canadian women, accounting for an estimated 26% of new cancer cases in women in 2026.
- Approximately 1 in 8 Canadian women is expected to develop breast cancer during her lifetime.
- An estimated 32,400 women in Canada will be diagnosed with breast cancer in 2026, and 5,400 will die from the disease: an average of 89 diagnoses and 15 deaths every day.

Source: Canadian Cancer Society, 2026 projected estimates.

The Financial Toll

- Indirect costs to the Canadian economy from breast cancer - lost income and productivity - have been estimated at \$75 million to \$317 million per year (Canadian Partnership Against Cancer).
- In past survey data, almost 60% of young adult survivors reported spending at least \$100 a month on cancer-related expenses, and 49% missed at least one year of work.

The Women BCSF Supports

- 76% live on less than \$25,000 a year while in treatment
- 48% are under age 50

- Almost 40% are single mothers
- 25% are living with stage IV metastatic breast cancer

Source: BCSF program data, fiscal year ending July 2025.

Fundraising and Community Programs

Move for the Boob™

BCSF's flagship national fundraising campaign invites fitness and wellness communities: yoga, Pilates, indoor and outdoor cycling, running clubs, pickleball, tennis, and CrossFit, to turn a class or event into a fundraiser. Participating studios and clubs donate class fees directly to BCSF; in return they receive recognition on the campaign page, a digital toolkit, and the knowledge that their community directly supported a woman in treatment. The campaign returns as a national effort each fall, timed to Breast Cancer Awareness Month.

Neighbour Network

BCSF's initiative inviting the community - including corporate and workplace partners - to unite in supporting breast cancer patients, helping cover the cost of medication, rent, groceries, utilities, transportation, and childcare.

Media Highlights

BCSF has garnered significant media attention for its work, reaching an audience of more than 3.4 million in 2023, including television news segments and national newspapers.

- [Globe and Mail](#) - August, 2026
- [CTV's The Good Stuff with Mary Berg](#) - featured Donna Sheehan in a Good People segment.
- [CBC's Our Toronto](#) - aired October 23, 2023, during Breast Cancer Awareness Month.
- [CityNews at 6](#) - coverage of BCSF's work, with a focus on the Meal Support Program.

In Their Words

"We are all hoping for a world where breast cancer doesn't exist, but right now, we help breast cancer patients with the short-term financial support they need so they can focus on getting well."

— Donna Sheehan, Founder & Executive Director, Breast Cancer Survivor

"I fully and whole-heartedly recommend this 'real-food' program that is locally based. Even though I will never meet the chef and staff who spent the time preparing these meals, I feel that they were part of my healing journey."

— Janice P., Meal Support Program recipient

"Grants for medications not covered by provincial programs, transportation, wigs, and daily essentials such as rent and groceries allow patients to focus on treatment rather than impossible financial choices."

— Elisa Rink, MSW, RSW, Social Worker, Psychosocial Oncology

[Note to Donna: I've kept this to three representative quotes for a media-kit read. Happy to swap in others from your fuller testimonial file — I left out the quote attributed to the late Joy McKerr, since your notes flagged her permission as unconfirmed.]

Contact

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