

*Kelly Shires*  
**Breast Cancer  
Foundation**



2024  
Annual Report





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## A Message from the Directors



Our 25<sup>th</sup> Anniversary Jubilee was a HUGE success! Well, aside from the lack of snow, our anniversary event was a HUGE success!

After several years of a virtual event (due to COVID restrictions), our dedicated group of riders, volunteers and sponsors still managed to turn lemons (in the form of a lack of snow) into lemonade (in the form of fantastic fundraising), fun and new memories created by an energized group of both new and experienced participants.

The Kelly Shires Breast Cancer Foundation raised an outstanding **\$520,000** in 2024, bringing our 25-year fundraising total to over \$8.8 million. That's almost \$9 million in direct financial assistance to Canadians fighting breast cancer.

Our Pink & Silver theme this was a combination of the silver 25<sup>th</sup> anniversary combined with our always-present favourite colour!

We are eternally grateful to the assistance and support that we receive from our angels.

Kelly's Angels.

A handwritten signature in black ink, which appears to read 'Suzy Stenoff', is located above the signature block.

*On Behalf of the Directors*  
**Suzy Stenoff**, Co-Founder and Director  
Kelly Shires Foundations



*It's hard to believe that over 25 years have passed since this journey began, sparked by a conversation with my dear friend, Kelly Shires. While battling breast cancer herself, Kelly shared a dream: to support others facing the financial burdens that often accompany a diagnosis. She had witnessed firsthand how breast cancer can impact every corner of your life—not just physically, but emotionally, mentally, and financially.*

*Her strength, resilience, and determination to turn life's lemons into lemonade inspired me to stand beside her in bringing this vision to life. Together, we founded this charity to help others navigate one of the most difficult paths life can present.*

*This journey hasn't been without its challenges and heartaches. Kelly's own journey ended on October 31, 2004—but her spirit, her passion, and her dream live on. I feel truly honoured that she entrusted me to help carry her vision forward.*

*I continue to be immensely proud of what this "small charity" has achieved. It's a testament to Kelly's foresight that, even today, the need for this kind of support continues to grow. Her legacy is not only surviving—it's thriving.*

*And that's because of people like you.*

*To our respected corporate sponsors, our cherished participants, and our selfless team of dedicated volunteers—thank you. You are the reason this work continues. You are the reason Kelly's dream is still changing lives.*

*Together, we are making a real difference in the lives of breast cancer patients. And for that, I am endlessly grateful.*

A handwritten signature in black ink, which appears to read 'Suzy Stenoff', is located below the main text block.

Suzy Stenoff



*I have been proud to have worked along side all the Volunteers over the past 20 some years! The hard work and passion is very inspiring!*

*It feels good to see all the people who have been given a little bit of support in a time of Difficulty.*

*Thanks to all the people who participate and to all our Sponsors who continue to support us.*

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

Marion Mochrie

*Ok, we managed to survive a few tough years of COVID restrictions, only to have Mother Nature deal up a stingy amount of snow. Although we couldn't ride the trails, our dedicated participants and volunteers poured into busses for a great afternoon of contests and games. As you will see with some photos later in this report, everyone had a blast!*

*Even with the lack of snow, we had a phenomenal turnout, raising over \$520,000. Our collective spirit and determination continued to shine through.*

*\$8.8 million raised over the course of 25 years!*

*One of my tasks as a Director is to sign cheques going to our applicants. A summary sheet is provided along with each successful application, and I take the time to read each summary sheet. We help young woman dealing with a devastating diagnosis and a family to help support.*

*We help more senior individuals who are in a financial deficit due to the unanticipated costs of treatment combined with the impact of not being able to work, or to work on a less frequent basis. We help real people. Real Canadians. Every day. We should all be proud.*

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

Brian Fish





## Background



The Kelly Shires Breast Cancer Snow Run was initially formed by a group of friends that bonded together to make a difference. When Kelly Shires was diagnosed with breast cancer, she experienced first-hand the challenges of battling this disease.

Through those initial years and in the face of many challenges, Kelly proved to be a very strong woman with a big heart. Her experiences provided her a new outlook on life and she decided that she wanted to help others diagnosed with breast cancer that may be facing many of the same challenges.

Kelly teamed up with good friend Suzy Stenoff and an exciting and original concept was born: the Kelly Shires Breast Cancer Snow Run for Fun would be a fundraising snowmobile ride, dedicated to assisting recently diagnosed individuals with breast cancer. Funds would specifically target cancer-related expenses that extended health care programs do not cover. Kelly wanted the fundraiser to have the theme of ***Women Helping Women***; this seemed to be a perfect fit as Kelly was an avid snowmobiler and the number of female snowmobilers continues to climb.



Collectively, Kelly and Suzy worked to get a charity license approved, organized and promoted the snowmobiling event for women and turned a negative situation into a foundation that would have an ongoing positive impact.

Unfortunately, Kelly Shires lost her 7-year battle with cancer in the fall of 2004. Suzy Stenoff, along with a dedicated Board of Directors and a team of volunteers continue Kelly's dream of helping women with their battle.

The Kelly Shires Foundation just completed its 25<sup>th</sup> year and is proud to maintain its original goal of providing direct financial assistance to those battling breast cancer.



## **Directors**

### ***Suzy Stenoff***

Co-Founder of the Charity (along with Kelly Shires), also the chair of the Ontario Event Committee and sits as a member on the Charity Approval Committee. Suzy was born and raised in Mississauga where she originally met Kelly Shires and their friendship strengthened when Kelly was diagnosed with breast cancer. Suzy moved to the Barrie area and became a first time mother to Sophia in 2013. Her love of snowmobiling began in 1998 when she purchased her first snowmobile on a whim to try the sport and has been an avid snowmobiler since. Suzy has a passion for recreational powersports which has grown over the years including watercraft and all-terrain vehicle sports. She has been a team leader at the Ontario Snow Run since 2000. In 2010 she Co-Founded, along with Tracey Guthrie, the TraX4 Breast Cancer ATV event in support of the charity.



### ***Brian Fish***

Brian and Kim Sparks Fish became involved in the charity in 2002. At that time, Kim was battling breast cancer and was instantly drawn to Kelly and her story. Kim became an annual speaker at the event, providing inspiration and awareness of the challenges of living with cancer. Kim lost her battle with breast cancer in September 2004, shortly before Kelly lost her own battle. Brian has been involved as a volunteer with the Charity since 2003 and has been a Director since 2004.



### ***Marion Mochrie***

Marion and her husband John have been involved in Snowmobiling since the early 70's. Marion became involved with the Foundation after being approached to help sponsor at the Snow Run. Like many of the volunteers and directors, Marion's involvement with the charity is a personal one; Marion lost a family member due to breast cancer.





## 2024 Report

### The Ride

Thank you to all of Kelly's Heroes that enthusiastically participated in the 25<sup>th</sup> annual KSBC Snow Run; our Silver Jubilee Event!



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

Friday evening the Meet n' Greet PJ Party was a fun-filled evening hosted by Carey Moran from PURE Country 106. Games were played allowing the participants to mingle and meet new people and teammates.

With the mild start to winter, the organizing team was unsure if a snowmobile ride would be an option. Mother Nature had a fun week keeping everyone guessing.



The group planned on the Snow Olympics and when the weekend approached, participants were given the option to ride the trail with a different departure location or participate in the "Snowlympics".







Keeping with the original flavour of the event, opening ceremonies started beautifully with a moment of silence in memory of those who have lost their battle with breast cancer and an enthusiastic dance to the event theme song “Man, I feel Like a Woman” by Shania Twain, a song chosen by Kelly Shires to represent the event. Half of the ladies rode and half were bussed to the Kearney Community Centre to meet with the riders for lunch then participated in the Snow Olympics in the afternoon.

Both groups had an amazing day either riding or competing in the Snowlympics. The enthusiasm was high and contagious as the ladies showed their competitive sides throughout the morning. Many thanks to the Highland Rovers Snowmobile Club for working tirelessly with the little snow they had to make the trails available to those who wished to ride. Heartfelt thanks to the Town of Kearney who also moved snow back onto the side of the roads and parking lot for a safer ride.

The closing ceremonies consisted of a Pink & Silver Jubilee Gala dinner with Emcee and powersports enthusiast, Taera Mclean, awards, an auction and a DJ.

Special mention to our award winners:

- Kelly Shires Award (for Creative Fundraising): Cathy Korpi.
- Kim Sparks Award (for an Outstanding Love of Life): Linsey Grisdale.
- Betty Black Award (for highest pledges): Lou Montgomery
- Mis-Hap Award (for Adventures on the Trails): Stephane Bellemare

Extra special thanks and appreciation to our 2024 participants, volunteers, media partners and Sponsors for their part in making our 25<sup>th</sup> event so successful. As always, a very special thanks to our Platinum Sponsors:

<ul style="list-style-type: none"> <li>• BRP/Ski-Doo®</li> <li>• Royal Distributing</li> <li>• Factory Recreation in Midland</li> <li>• FXR Racing</li> <li>• Hapamp</li> </ul>	<ul style="list-style-type: none"> <li>• Choko Designs</li> <li>• Snap-on Tools</li> <li>• Toronto International Snowmobile ATV &amp; Powersport Show</li> <li>• Tam-Kal</li> </ul>
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## 2024 Fundraising

### Supporters

Aside from the personal fundraising performed by the Snow Run participants and volunteers, our corporate sponsors provide significant financial assistance to the charity. A list of sponsors can be found on our website [www.breastcancersnowrun.org](http://www.breastcancersnowrun.org). We gratefully acknowledge the ongoing assistance and support provided by the following Platinum Level sponsors:

- BRP/Ski-Doo®
- Royal Distributing
- Factory Recreation – Midland
- Choko Designs
- Snap On Tools
- FXR RACING
- Hapamp
- Toronto International Snowmobile, ATV & Powersport Show
- Tam-Kal (New Sponsor!!!)

The Kelly Shires Foundation has been incredibly fortunate to have the Corporate Sponsors listed above; their generosity is truly amazing.

We are always looking for additional sponsors. Sponsors can contact the Foundation directly at [www.kellyshiresfoundation.org](http://www.kellyshiresfoundation.org) or [www.breastcancersnowrun.org](http://www.breastcancersnowrun.org). Alternately, if you are aware of an organization or corporation that you believe would be a good fit for Corporate Sponsorship of the Kelly Shires Foundation, our Corporate Sponsorship Referral Form can be accessed at <http://breastcancersnowrun.org/media/corporate-sponsorship/Corporate%20Sponsor%20Referral%20Request%20GENERAL%20Rev%20BF.pdf>





## How Our Funds Were Used

The Foundation provides direct financial assistance to help support breast cancer patients across Canada in their battle with the disease. A cancer diagnosis can be devastating on so many levels; physical, mental, spiritual and financial. The Foundation provides assistance to help deal with the financial aspects of the diagnosis. Simply put, we help to alleviate some of the financial strain, allowing for a better focus on the physical, mental and spiritual issues.

In addition to loss of income due to inability to work or not qualifying for government assistance, there are other unforeseen expenses incurred by breast cancer patients, including prosthetics, parking and travel / lodging expenses related to treatment, wigs and household expenses to name only a few. The Foundation provides direct financial help with these issues to successful applicants.

Our ability to help our applicants is a direct result of the funds raised by participants as well as personal & corporate sponsors.

We continue to be a volunteer-driven organization with extremely limited overhead. All Foundation Directors and Volunteers contribute their time, energy and enthusiasm free of charge.

Our aggressive approach to limiting charity-related expenses is the reason that over 80% of the money raised by the charity is paid out to applicants. This is both a source of pride and financial necessity. Our frugal, volunteer-based approach is a key component our ability to maximize the use of every dollar donated to the Foundation.

On behalf of our Ontario Events Committee , THANK YOU!





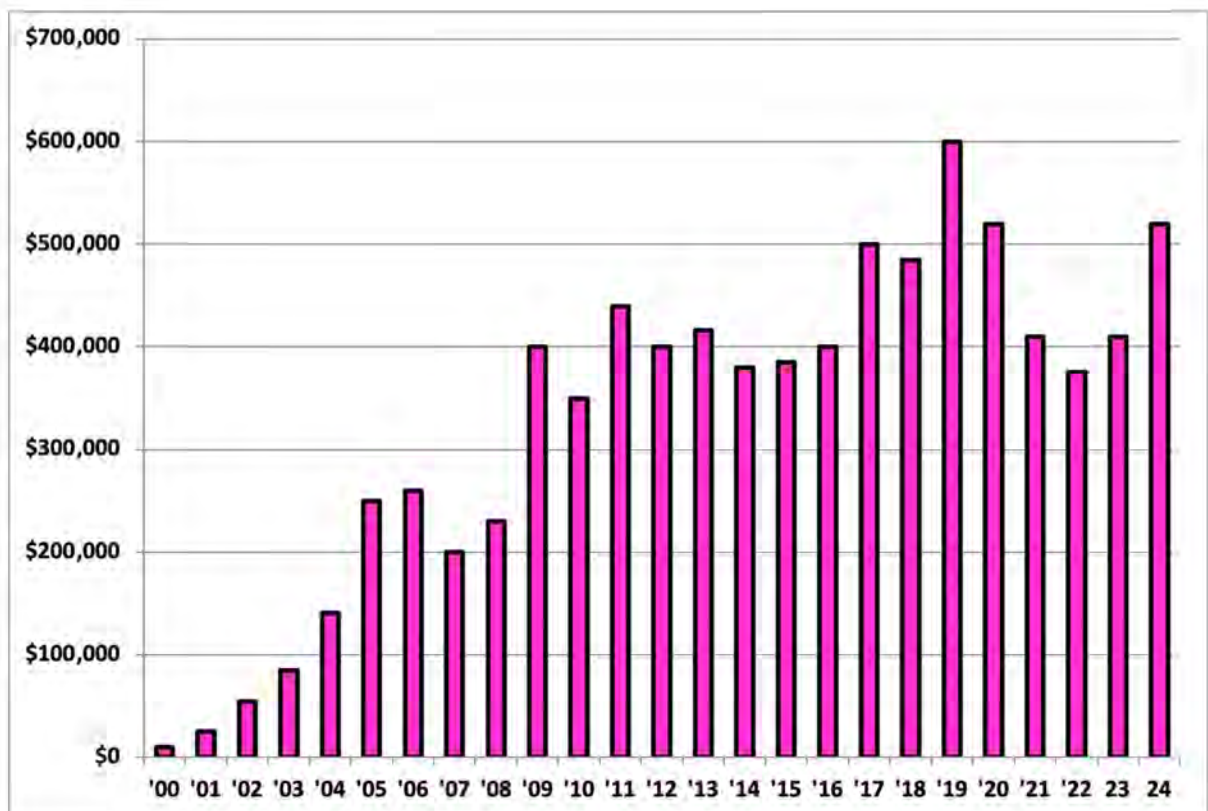
## Fundraising Efforts

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

Although the Foundation struggled with the lack of live fundraising events for several years due to COVID, our fundraising efforts once again soared in our Silver Jubilee 25<sup>th</sup> annual event.

Thanks to the fundraising of our participants as well as the amazing support we receive from our corporate Platinum Sponsors, our 2024 fundraising total matched our 2020 total; 2019 was the only year where the \$520,000 records was exceeded.

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







## Putting Your Funds to Good Use

We continue to help applicants fighting breast cancer with their day-to-day financial situation. The type of assistance provided to applicants was similar in nature to the assistance provided in prior years. Specifically, financial assistance was provided to help cover costs associated with:

<ul style="list-style-type: none"><li>• Dental</li><li>• Child Care</li><li>• Counselling and Therapy</li><li>• Groceries</li><li>• Lodging and Rent</li><li>• Vitamins and Supplements</li></ul>	<ul style="list-style-type: none"><li>• Medication (not covered through OHIP)</li><li>• Daily living expenses, including hydro, utilities, etc.</li><li>• Prosthetics</li><li>• Travel</li><li>• Wigs</li></ul>
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Our ongoing challenge is to ensure that sufficient funds are raised and managed in a manner that allows us to avoid a waiting list for applicants.

Awareness of the Kelly Shires Foundation increases year after year, resulting in an increasing number of applications. Historically, there were many years where the funds raised in one fiscal year could not support the number of applications, and a waiting list for applicants occurred. Once again in 2022 the Foundation was able to avoid a waiting list for applicants.



## **Approval Process**

### **Approval Committee**

The approval committee reviews all applications and determines if the approval criteria has been met. On occasion, additional information is requested, or medical specialists are consulted to determine the merits of the application.

### **Approval Criteria**

The approval committee evaluates all applications against set criteria. The approvals criteria, as listed below, remains unchanged:

1. The application form must be completed in full, with supporting documentation.
2. The applicant must be diagnosed with breast cancer.
3. The applicant must be a Canadian citizen or an approved landed immigrant.
4. Each application can be submitted for a maximum of \$1000.00 (funds permitting).
5. The applicant can apply 3 times to the Trust per calendar year, however no more than once per month (funds permitting).
6. The applicant must submit specific documentation to establish their financial need.
7. On occasion testimonials can be requested by approval committee indicating how the charity has helped the applicant.
8. All applications will be reviewed by at least 3 of the approval committee members. If requests for funding do not meet the criteria listed, especially in cases where alternative medicines are being sought, these requests will also be reviewed by a licensed medical practitioner.
9. Policies and criteria are reviewed annually and amended accordingly.
10. All personal information is protected under the Canadian Privacy Act.
11. The Approval Committee, under their discretion, retains the right to deny any application.

Approval criteria is occasionally revised and updated to reflect the charity's financial position, new opportunities to provide assistance, etc.





## **Final Thoughts...**

Our 2023 theme was Pink Family Reunion; it was a celebration of our ability to get together in person after several tough years of COVID-induced separation and virtual Snow Run events.

Although it wasn't our stated theme in 2024, this event still had the feel of a family reunion. We had the opportunity to catch up with old (experienced may be the better term) friends and make new ones. Although mother nature threw some lemons at us in the form of a lack of snow, we've become experts at taking those lemons and making lemonade!

Our 25<sup>th</sup> event was an opportunity to reflect all that the Foundation has accomplished so far:

- \$8.8 million raised!
- Thousands of women across Canada helped with direct financial assistance!

Our Silver Jubilee event also gave us pause to think about the future of the Foundation. We have become more efficient in our fundraising efforts and application process, and we raise more funds every year than Kelly would have ever imagined.

We continue to strive to make Kelly proud of the foundation that she and Suzy Stenoff founded over 25 years ago.

We believe Kelly would be proud.