

*Kelly Shires*  
**Breast Cancer  
Foundation**



2020  
Annual Report





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## A Message from the Directors

We're pleased to announce that our 21<sup>ST</sup> year is now in books, and in those 21 years the Kelly Shires Breast Cancer Foundation has:

- Raised over \$7 million to provide direct financial assistance to those fighting breast cancer.
- Helped over 6,000 applicants from locations in Canada ranging from coast to coast.

2020 presented some interesting (to say the least) challenges. We concluded our 21<sup>st</sup> event just weeks before COVID-19 was declared a worldwide pandemic.

We spent 2020 learning to zoom, self-isolate and social distance. We learned to adopt. We also spent the year learning patience, and, hopefully, being kind(er) to each other.

We quickly shifted gears from our just-finished 21<sup>st</sup> annual live event and planned for a virtual event for our 22<sup>nd</sup> year. We'll let you know how that turned out in next year's Annual Report!

Our core group of supporters remained the strength of the Kelly Shires Foundation. Volunteers gave more of their time and energy. Platinum sponsors stepped up to the plate (and hit home runs). Participants continued to dance like no one is watching. Our team of volunteers and supporters continue to amaze us.

As always, we are eternally grateful to the assistance and support that we receive from our angels.

Kelly's Angels.

A handwritten signature in black ink, appearing to read 'Suzy Stenoff', written in a cursive style.

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



*It has been over 21 years that this journey began for me when my friend Kelly Shires, who was battling breast cancer, approached me with her wish to do something more for people that were affected financially by breast cancer.*

*As she went through her own struggles with the disease, she saw first-hand how a diagnosis can impact every facet of life. Kelly's determination to make lemonade from her lemons made it easy to work with her to turn this dream into a reality and in turn creating this charity. Although Kelly's journey ended on October 31, 2004, I feel honoured that she trusted me to join her on this voyage. On a personal level, I am tremendously proud of what this "small charity" has achieved since its inception in 2000. It never ceases to amaze me how Kelly had the foresight to know this need would still be in demand for years to come. Kelly's legacy continues to flourish thanks to people like you, treasured Corporate Sponsors, magnificent participants and a dedicated team of the most remarkable volunteers. Thank YOU for being a part of this continued journey carrying Kelly's dream forward and helping us keep this much need assistance available to those who need it. What we all accomplish by coming together is nothing short of amazing!*

*Together we truly are making the difference in the lives of breast cancer patients! Heartfelt appreciation to each of you in making this happen!*

A handwritten signature in black ink, appearing to read 'Suzy Stenoff', located below the first text block.

Suzy Stenoff

*This was the first Snow Run I had missed in 17 years. Leading up to the Snow Run a lot of planning always goes into the event. A lot of worry about the weather. This year was no different, but because of the wonderful Volunteers and their hard work and dedication the event was a great success.*

*Thank you each and every one of you for your dedication to the Kelly Shires!*

*Thank you to all the Registrants for their hard work gathering funds and coming to the event.*

*Thanks to all the sponsors!*

*Who knew a month and a half after the Snow Run our World would be turned upside down!*

*Stay safe and stay well everyone!*

A handwritten signature in black ink, appearing to read 'M. Mochrie', located below the second text block.

M. Mochrie

Marion Mochrie



*Congratulations everyone on another fantastic event and another incredible result from a volunteer driven organization. In fact, there are so many volunteers that work hard to handle every task associated with the main event, the Snow Run for Fun, and the successful running of the foundation. These volunteers allow us to maintain a ratio of over 80% of funds raised going directly to those that need it!*

*I'm honoured to be associated with this charity. Kelly Shires' vision was to help ease the financial burden for women and men across Canada battling breast cancer, a disease she experienced first-hand. Co-founder Suzy Stenoff has made it her life's work to honour this vision. Every year the foundation helps people across Canada to fight their battle with breast cancer by easing the associated financial burdens, which can be many. I'd also like to thank those supporters that hold events throughout the year to fundraise for the foundation as well. These funds are an important addition and enable the approval committee to move forward with all qualifying applications so that no one is put on hold due to lack of funds.*

A handwritten signature in blue ink that reads "Pam DeBoer".

Pam DeBoer

*The 2020 Kelly Shires Breast Cancer Snow Run (and all of its supporting fundraising events) was, once again, a huge success.*

*Over \$7 million raised over the course of 21 years. Over 6,000 individuals provided with direct financial relief in an effort to alleviate the financial challenges with a breast cancer diagnosis. Every dollar that we are able to raise and put in the hands of someone battling breast cancer makes their struggle just a little easier.*

*As always, we are grateful for the support of all of our volunteers, organizers, participants and supporters!!*

A handwritten signature in blue ink that reads "Brian 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 is now in its 21<sup>st</sup> year and has provided over \$7 million in direct financial assistance to those battling breast cancer.



## Kelly's Angels

The Kelly Shires Breast Cancer Snow Run survives largely on the dedication of its volunteers. This inspiring group of people meet throughout the year, ensuring every possible detail within their control is thought out and attended to. Because of their selfless dedication, the Kelly Shires Breast Cancer Snow Run has flourished. These core individuals, along with the countless other volunteers that support the charity, truly are Kelly's Angels.

*Marion Mochrie / Donna Herridge*  
Registration



*Blair Munn*  
Grounds Crew



*Jeff Wice*  
Trails & Lunch



*Marci Vine*  
Saturday Dinner



*Joan Wice*  
Welcome Bags



*Dara Haggarty*  
Friday Meet & Greet



*Helen Stenoff*  
Auction



*Suzy Stenoff*  
Location & Media



*Brian Fish*  
Audio / Video





**Kelly's Angels 2020 (Ontario Events Committee)**





## 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.



### *Pam De Boer*

Pam first became a participant in the Snow Run due to a neighbour, Michele Goulding. During a conversation one day, it was discovered that they both knew Kelly. Michele invited Pam to fundraise and participate in the Snow Run and to reconnect with Kelly. So, never having snowmobiled before, Pam participated in the 3<sup>rd</sup> Snow Run. She was inspired by Kelly's strength and spirit and her ability to share her story and turn her negative situation into a positive making a difference for women who were battling cancer. She was also inspired by the fact that so much of the funds raised went directly to those applying for assistance due to the fact that administration costs are minimal and almost everyone with the foundation is a volunteer. Pam is now also married to Kelly's cousin, Chris, whom she met at the 6<sup>th</sup> Annual Snow Run.





## 2020 Report

### The Ride

The 21<sup>st</sup> Annual Kelly Shires Breast Cancer Snow Run was a great success! Approximately \$520,000.00 was raised in pledges and corporate sponsorship. The team is very proud of the more than \$7 million that they have raised in total!



The event kicked off Friday evening at the Meet n’ Greet with Emcee, Carey Moran from Pure Country 106. Saturday morning the enthusiasm was outstanding as 125 women suited up to participate in this spectacular annual event.

The day started off 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 Shania Twain’s *Man, I feel Like a Woman*; a song chosen by Kelly Shires to represent the event. The ladies then headed off on the trails to all meet up again at their lunch destination in Kearney. This exhilarating event was held at the cozy Hidden Valley Resort in Huntsville, Ontario. The trails were beautifully groomed for the teams as they travelled the designated route. The ladies completed the ride of challenging trails in the afternoon arriving back at Hidden Valley Resort. The closing ceremonies consisted of a gala banquet dinner with emcee and breast cancer survivor and new inductee to the Order of Canada, Beverly Thomson, awards, and auctions.

Extra special thanks and appreciation to our 2020 participants, volunteers, media partners and Sponsors for their part in making our 20<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>• Hampamp</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>• Vector Equestrian</li> <li>• WithinUS</li> </ul>
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Thank you to the team at Hidden Valley Resort for all the extra special touches and for making us feel at home once again. Together we ARE making a difference!



## 2020 Memories

The event is always a fun time for the participants and volunteers. It's truly incredible that so many people can come together for such a great cause and have so much fun over the course of only a few days. The theme of the 2020 event was **Tackling Cancer**. A few memories from 2020 are shared below.





## 2020 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
- Vector Equestrian
- WithinUS

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.

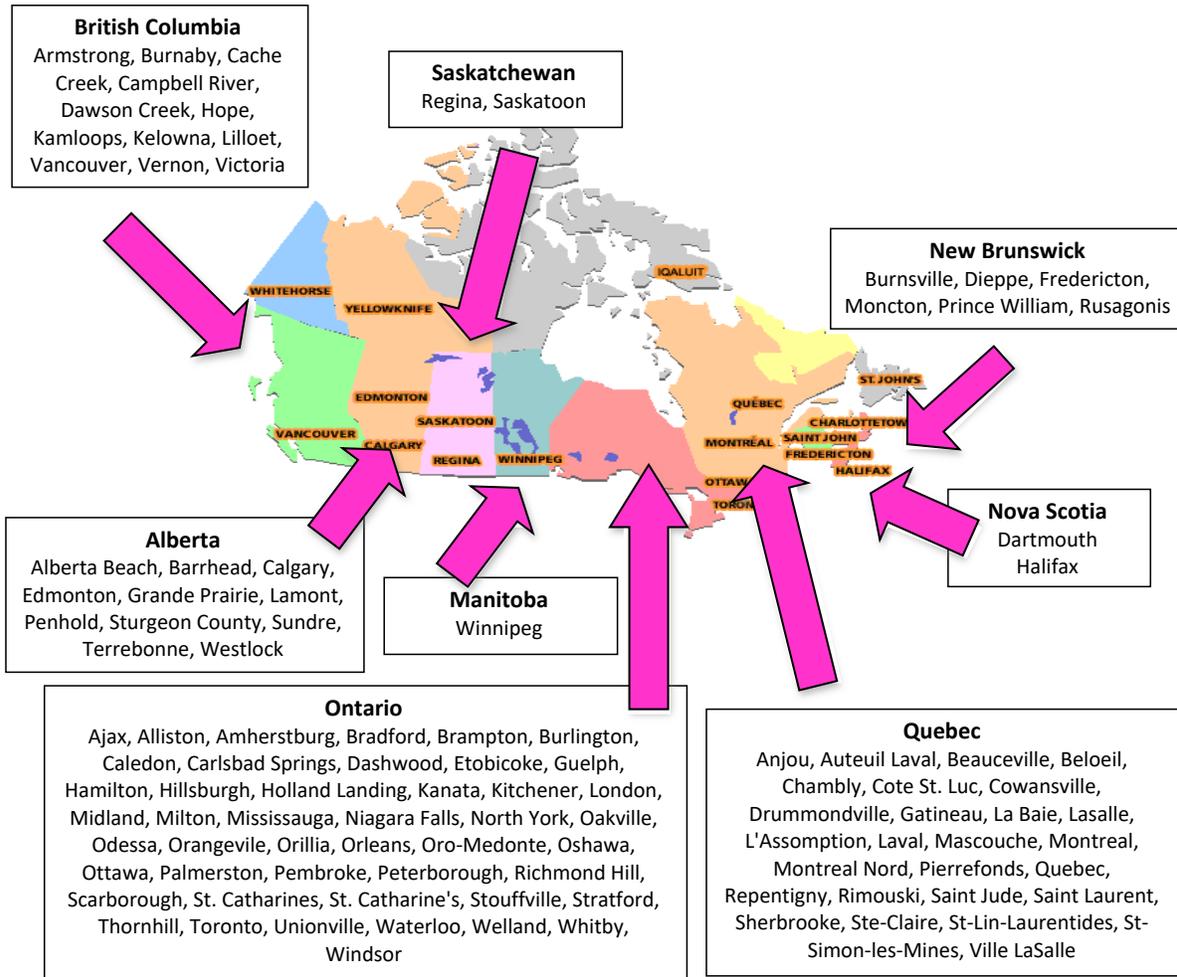
We continue to be a volunteer-driven organization with extremely limited overhead. All Foundation Directors and Volunteers contribute their time, energy and enthusiasm free of charge. We maintain a small office in Midland, Ontario, staffed on a part-time basis in order to receive and process applicant requests, follow up on applicant well-being, and most importantly, share good news concerning applicant success stories. Jen, the friendly voice on the phone at the Snow Run office, is the only paid employee of the charity.

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. Even with our frugal, volunteer-based approach, every year the Foundation either exhausts or comes very close to exhausting all of its funds before the end of the fiscal year, resulting in a waiting list for some applications.



## Where Your Funds Were Used in 2020

Applications are accepted from across Canada. A list of recipient locations is provided below.





## Fundraising Efforts

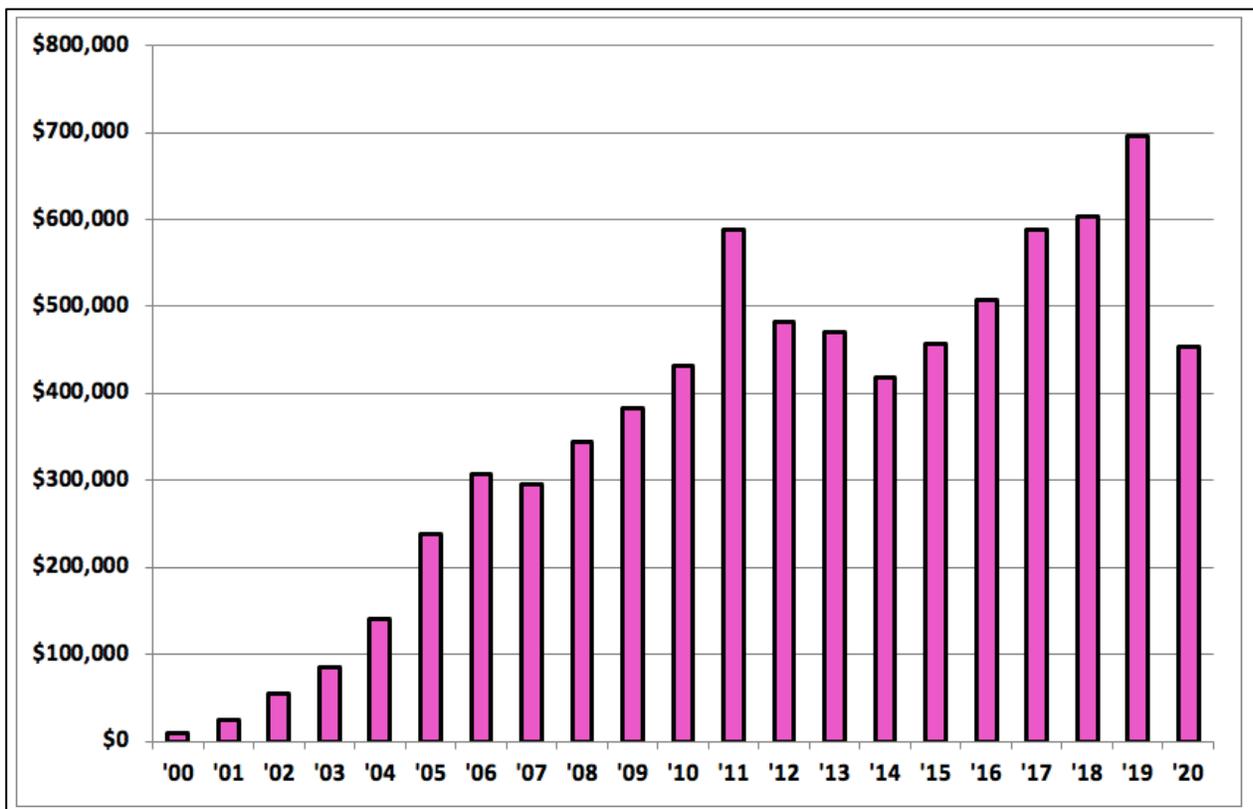
The chart below indicates the fundraising totals (year-by-year) since the charity started in 2000.

The amount raised in 2020 was significantly affected by COVID-19. A number of reasons contribute to this:

- Fundraising events such as Trax4BC and the Fore Pink Golf Tournament were cancelled due to COVID-19 and the restrictions it mandated.
- The economic health of many individuals was affected. Any impact to personal income has a direct impact on the discretionary funds available for charity giving.

Even with the reduced fundraising, the Foundation avoided a waiting list for applicants in 2020.

Increasing Foundation revenue (via participants and corporate sponsorships) remains a focal point for the Foundation over the coming years.





## Putting Your Funds to Good Use

In 2020, over 514 breast cancer applicants across Canada were assisted with funds, with a total value of approx. \$335,000 paid out to applicants.

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.

In 2020, we were able to meet all successful applications without a waiting list!



## 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...

Each year, we look for a guiding theme. The 2020 **Tackle Breast Cancer** epitomizes many aspects of the Foundation, its participants, applicants and sponsors.

- Our Ontario Events Committee (OEC) and supporters rose to the challenges and tackled them head on.
- This is a team effort; our team wins when everyone is on board.
- Our applicants tackle their challenges every single day, and we are there to support them.

Over its 21-year history, the Foundation has raised over \$7 million, with approximately 80% of the funds raised going directly to help those battling breast cancer. Real Canadians with very real challenges are being helped in a direct and meaningful way.

Our volunteer team began working on the 2021 event the day after the 2020 event finished. We were all abundantly aware of the impact that COVID-19 was going to have on the 2021 event, and we remained busy throughout the year turning lemons into lemonade. Lots of lemonade!

Our core group of volunteers and organizers make the event look easy, but everyone on the Organizing Committee knows the amount of hard work involved. Everyone's tremendous efforts are truly appreciated beyond words!

From the \$10,000 raised in the first Snow Run in 2000 to the grand total of over \$7 Million raised to date, the Kelly Shires Breast Cancer Snow Run continues to provide much-needed financial assistance to people recently diagnosed with breast cancer

A heartfelt thank you to each and every participant, supporter, corporate sponsor and organizer.

We continue to strive to make Kelly proud of the foundation that she and Suzy Stenoff founded over 21 years ago.