

## Daffodil Month backgrounder

For 80 years, the Canadian Cancer Society (CCS) has been Canada's cancer voice and leading authority on the disease. We're the only organization that fights all types of cancer, supports and advocates for patients and their families, and champions those who care about a future where no Canadian fears cancer.

Daffodil Month, held every April, is our national fundraising campaign. Monies raised allow us to continue our critical work in the fight against cancer.

The daffodil is resilient. It survives our harsh winters and is the first flower to bloom in the spring, a time of renewal and hope. For those living with cancer, the daffodil is a symbol of strength, courage and life. Together, Canadians rally around this symbol every year in support of world-class research and support services.

When the ones you love are diagnosed with or die from cancer, friends and family often want to do something to help or honour them. Fundraising enables change and we can all have a part in advancing the cancer cause through our generosity. This April, at the Canadian Cancer Society, we want you to know Daffodil Month is a special opportunity to make a difference.

## Daffodil Month key messages

- **Daffodil Month, held every April, is a national fundraising campaign to raise money for the Canadian Cancer Society to continue its work in the fight against cancer.**
  - Donations enable change and by giving generously we can all play a role in advancing the cancer cause.
- **Progress is being made. The overall cancer survival rate has increased from 25% in the 1940s to 60% today. Together, we are making an impact!**
- **Money raised during Daffodil Month will go towards funding the best cancer research.**
  - Last year, thanks to our donors, we funded millions of dollars in world-class research. Real change is happening thanks to this investment. For example, with CCS funding:
    - A researcher combined different technologies allowing for the detection of signs of cancer in the blood. Developing this technology into a diagnostic tool could detect cancer early and save lives.
    - A researcher determined that a certain protein made in bones signals breast cancer cells to spread toward bone marrow. This finding could help develop new treatments to prevent breast cancer spread.
    - A researcher found that the genetic maps of the most common form of childhood brain cancer change dramatically when the cancer recurs. This breakthrough could help researchers design better clinical trials to test new treatments.
  - **Your donations also support services such as our lodges or camps which helps local patients and their families during a difficult time.**
- **With nearly 1 in 2 Canadians expected to be diagnosed with cancer in their lifetime and a nearly 35% surge in cancer cases anticipated by 2030 due to our growing and aging population, now more than ever, we need your generous support.**
- **This April, when you donate, you can proudly wear a daffodil pin as a sign of your commitment to the fight against cancer. Visit [cancer.ca/daffodil](https://cancer.ca/daffodil) for more information and to donate.**

