



2023-24 Gratitude Report

Setting the stage for growth

Our Mission

FISCAL YEAR: APRIL 1, 2023 - MARCH 31, 2024

As we embark on another year of serving individuals and families impacted by cancer, we are filled with gratitude for your continued support and dedication to Wellspring's mission. Your generosity has been the driving force behind our achievements, and we are thrilled to share some exciting updates with you.

Expanding Access and Support:

In the past year, your support has enabled us to make significant strides in expanding our reach and enhancing our services. We successfully launched our new virtual platform, revolutionizing how we deliver vital support services to individuals regardless of geographical constraints. Additionally, through a strategic partnership with Horizon Health Network, we expanded our in-person programs into New Brunswick, furthering our mission to provide essential support services to those facing the challenges of cancer across Canada.

Embracing Diversity and Inclusivity:

We are committed to ensuring that all individuals, regardless of background or language, feel supported and included. With your support, we introduced a French website and French programs, catering to the needs of French-speaking communities.

Furthermore, we launched new programs such as our MAID Bereaved Support Group and conducted staff diversity training, underscoring our dedication to addressing the diverse needs of our community.

In the coming year, we are excited to continue our expansion efforts, seeking ways to reach and better serve other groups and communities.

Your support has been instrumental in our success, and we are deeply grateful for your partnership. Together, we are making a tangible difference in the lives of those affected by cancer, providing them with the resources, support, and hope they need to navigate their journey with courage and strength.

Warmest regards,



Christina Smith
CEO, Wellspring



D'Arcy McDonald
Board Chair, Wellspring

Our Impact

SUPPORTED:

8,500

individuals*

↑ 9% increase from last fiscal

SUPPORTED:

62,000

program visits*

↑ 21% increase from last fiscal

SUPPORTED BY:

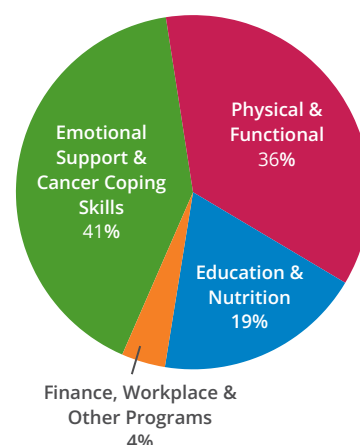
310

volunteers

↑ 2% increase from last year

* Includes members (patients, caregivers and family members), volunteers and healthcare professionals.

PARTICIPANT VISITS:



In our 2024 Mission Survey, member respondents said:

93% Wellspring helps me feel less isolated.

93% I manage stressful situations better.

94% Wellspring increased my physical well-being.

96% Wellspring increased my mental health.

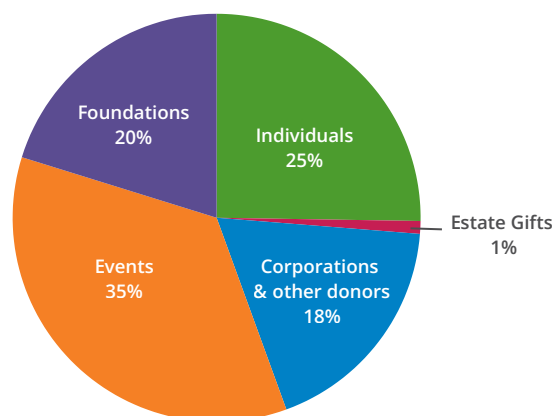
65% Wellspring increased my financial well-being.

93%

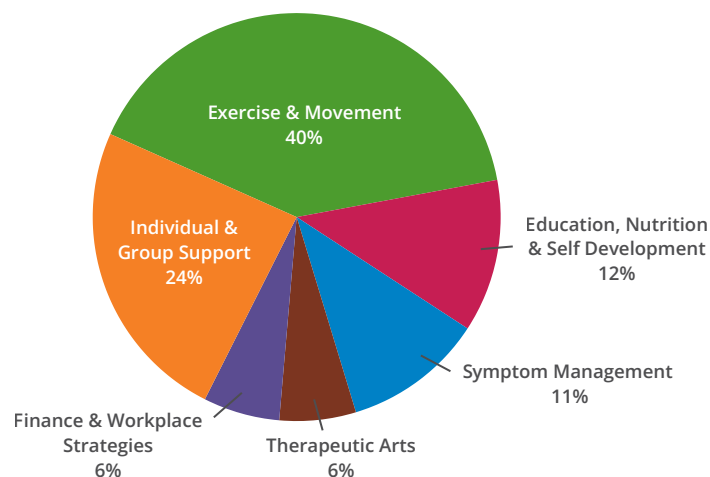
My quality of life has improved as a result of participation in Wellspring programs.

Our Financials

SOURCES OF FUNDING:



PROGRAM EXPENSES:



Our Milestones

NEW COLLABORATIONS

At Wellspring, we are deliberate with the organizations we choose to collaborate with. Part of our planning and coordinating means maximizing resources for participants, while ensuring there we don't duplicate services. We are proud of and deeply grateful to our trusted partners, who align with our vision and are equally committed to ensuring sustainable supports are available to those living with cancer for years to come.

New or enhanced collaborations from this past year include:

- New Horizons Health, New Brunswick
- Ovarian Cancer Canada
- Lung Cancer Canada
- Ottawa Cancer Foundation
- Ontario Parents Advocating for Cancer

EXPANDING OUR REACH

New Digital Platform

In March, Wellspring launched a new online platform, which included an overhaul of our back-end systems and processes. Thanks in great measure to a \$600,000 donation from TD Bank Group (TD), this new platform has improved administration of our programs, provides more access to data, and most importantly, allows us to better support individuals living with cancer from across Canada.

We will continue to add improvements and features to the site throughout the coming year, including launching volunteer management functionality and a discussion forum for Wellspring members.

New French Website and Programs

To support Wellspring's goal of becoming a more nationally recognized resource to all Canadians, as well as to support diverse communities across Canada, Wellspring now has a French website. This site includes our specific French programming, including those created in partnership with Ovarian Cancer Canada (Ovarian Cancer Peer Support and an Ovarian Cancer Support Group), as well as general Peer Support. We have also created French-specific volunteer training to support the continued expansion of our French programming.

New Brunswick Expansion

Starting last October, thanks to a collaboration between Horizon Health and Wellspring Cancer Support Foundation, in-person Wellspring programs began to be offered in Saint John, New Brunswick. These programs include: Peer Support, Relaxation and Visualization, Nourish, and Cancer Related Fatigue. This year we are planning to expand our programming and support to additional regions within New Brunswick.

This collaboration demonstrates how organizations can create meaningful change when they work together.



"I've developed a lot of medical anxiety throughout my cancer journey, going into hospitals and getting scopes every three months. But the Healing Journey Program, in conjunction with all the other programs and resources I'm taking at Wellspring, has made my cancer less painful. I can use the skills and strategies to practice mindfulness to take the pain away. They are all key pieces I need to heal."

— Mary Huston,
Wellspring program participant



NEW PROGRAMS

MAID Bereaved Support Group

Losing someone close to you can be a profound and emotionally devastating experience. When someone chooses Medical Assistance in Dying (MAID), it can result in feelings and experiences that are different than other deaths. This new program is targeted to individuals who had a spouse who chose MAID. This is an eight-week program with weekly two-hour sessions.

We are seeing great success from this program, which was funded by Pancreatic Cancer Canada.

Watch for further updates in the coming months as we implement a broader slate of 2SLGBTQIA+ programs, and continue to develop additional programs as a result of our partnerships, which include the Nourish RX Food App.

"When I began exercising at Wellspring, all my lipids came back down to normal levels. My cholesterol, which had been very high, dropped significantly. Everything was going in the right direction, and a lot of it had to do with the exercise I was doing at Wellspring."

— David Johnston,
Wellspring program participant



Giving Opportunities

In addition to ongoing fundraising opportunities, Wellspring has several philanthropic initiatives that provide more specific program support, for those who want more say in how their dollars are spent.

- Our **Adopt-a-Program** provides a full year's worth of funding for vital Wellspring programs. Through this initiative, the following programs were fully sponsored in the past year: the Chronic Cancer Support Program, Counselling for Children and Families, Music Therapy (Online), Nourish, and the Breast Cancer Support Group at Wellspring Birmingham Gilgan House. In addition, Wellspring received significant contributions designated towards Skills & Strategies workshops and the Relaxation & Visualization program. These generous gifts enable us to enhance health outcomes and assist more individuals in better coping with cancer.
- Our new **Mission Leaders** initiative allows philanthropic leaders to pool their resources in support of Wellspring's Oasis suite of programs, for individuals facing advanced cancer, providing critical support to those most vulnerable. We will expand the Mission Leaders in the upcoming year.
- **Wellspring Initiators** continue to drive innovation by voting on areas for new programs or services to better serve the Wellspring community. Thanks to seed funding provided by this dedicated group, Wellspring has developed program solutions to address existing gaps in cancer care services. Most recently, we are about to introduce a new 2SLGBTQ+ program, and are fostering partnerships to create an inclusive environment and raise awareness of cancer support within this community. Later in the year, we are launching a new Discussion Forum — an online space where cancer patients from across Canada can safely ask questions and forge meaningful connections through online conversations.

Thanks to the ongoing support of our donors and community, we're continuously striving to make a meaningful impact in the lives of those affected by cancer. Thank you for being an integral part of this journey.



wellspring.ca

Helping people live better with cancer

Wellspring Cancer Support Foundation is a charitable organization serving all Canadians. Charitable Reg. #892728940RR0001