

MEDIA KIT

| Sept 2022





Overview

A cancer diagnosis can be devastating. It brings countless life-altering events for the people who receive the diagnosis and for those who love them. People with cancer are compelled to find a 'new normal' as priorities shift and relationships change. Life is ... different.

Wellspring Cancer Support Foundation (Wellspring) helps people living with cancer elevate their quality of life and improve their health outcomes. Wellspring provides a range of programs that provide connection and belonging, ease physical pain and emotional distress, build strength and mobility, and reduce fatigue. Specialized financial, workplace, counselling and other cancer-related supports are also available.

Wellspring programs are available across Canada online, and through centres in Ontario and Alberta. Programs are evaluated regularly, using a rigorous process developed by a team of experts in all areas of oncology.

Cancer patients have been among the most vulnerable to the COVID-19 pandemic because of delayed treatments, screenings and limited access to health care providers. Visits to Wellspring programs in the last year were up 27% compared with 2019, as people presented with more complex cases due to delayed treatment and screening, and increased fear and isolation. Even before COVID, studies had begun to show that thousands of Canadians lacked access to life-changing supportive cancer care due to their remote location, disabilities, lack of awareness, and other barriers.

Wellspring's innovative online programs reduce barriers and improve health and emotional outcomes for cancer patients, their families and other care providers. The focus at Wellspring is on the person, not the disease.

Wellspring is a registered charity that draws on the diverse and skilled leadership of professional program leaders, talented volunteers, and experienced staff. Wellspring programs are provided free of charge and without referral, and are made possible through donations and fundraising events.

Wellspring has strong partnerships within the healthcare community and enjoys the support and endorsement of healthcare professionals at local cancer treatment centres.

"I had a lot of pain from the cancer in my bones, and I was dealing with anxiety and depression, and feeling broken... Over time, I learned to talk to my body in a different way, and that helped with my pain. Everything started to improve." – Karla

OUR MISSION

Wellspring helps people living with cancer elevate their quality of life and strengthen their minds and bodies through innovative cancer support programs.



Quick Facts

- Wellspring provides professionally-led programs that help cancer patients and their loved ones overcome the emotional, physical, social, and practical challenges that come with a diagnosis. Programs are provided at no charge, with no need for medical referral.
- Wellspring welcomes people living with any type of cancer, at any stage of their cancer journey, as well as their families and caregivers.
- Wellspring programs are led by experienced professionals, including psychologists, physiotherapists, art therapists, dietitians, and lawyers – all with oncology experience.
- Wellspring provides a safe and confidential place where people living with cancer and their loved ones can network with others in similar situations, can access experts, learn coping strategies, gain practical support and share knowledge.
- Wellspring provides a number of online programs and webinars and a variety of downloadable resources, all at no charge.
- All Wellspring programs are evidence-based, professionally developed and evaluated.
- Wellspring receives no core or ongoing government or hospital funding and relies solely on donations.
- Wellspring has a robust online platform and includes a network of community-based centres located across the GTA, in Niagara, London, Calgary, and Edmonton.
 - Wellspring Cancer Support Foundation operates two centres in the GTA (Toronto and Oakville), manages Well on the Web programs, and maintains all Wellspring IP programs and brand.
- In 2021, over 5000 individuals visited Wellspring Cancer Support Foundation over 57,000 times, each learning how to take an active role in managing their cancer and improving their quality of life.
- Wellspring Cancer Support Foundation staff are supported by more than 300 highly trained volunteers. Volunteers are also used at our affiliate organizations across the country.
- Wellspring Cancer Support Foundation's charitable number is: 89272 8940 RR0001



What Wellspring Offers

Wellspring offers evidence-informed programs and services that meet the social, emotional, practical and physical needs of people living with cancer, caregivers and family members at no charge. Our programs are complementary to medical streams of treatment.

Programs fall within the following six categories:

<p>Self-Development & Educational: Receiving the right support often starts with information and education. Here you will learn about resources, strategies and tools to help you live well with cancer.</p> <p>Programs include: Healing Journey; Nourish; Be Well Talks; Wellness Workshops; Resource Centres</p>	<p>Symptom Management: Cancer and cancer treatment can bring a variety of symptoms, from brain fog to general fatigue to pain. These programs help you manage your symptoms so you can live better with cancer.</p> <p>Programs include: Brain Fog; Cancer Related Fatigue; Breathing Wellness; Meditation; Relaxation and Visualization; Reiki or Therapeutic Touch</p>	<p>Therapeutic Arts: Creative expression can foster healing, improve mental well-being, reduce stress, and support social development. Express yourself through visual arts, writing, music and more.</p> <p>Programs include: Art Workshops; Writing Workshops; Music Workshops</p>
<p>Exercise and Movement: Activity can be an important part of a cancer treatment plan, improving both physical and mental health. These health-restoring programs help you recover from the various physical impacts of cancer.</p> <p>Programs include: Exercise and Educate; EXCEL Group Exercise; Chi Life; Yoga; and various outdoor activities</p>	<p>Financial & Workplace Strategies: Living with cancer brings many practical, real-life challenges, such as financial struggles, or returning to work following an extended leave of absence. These programs provide you with help overcoming challenges in the context of day-to-day issues.</p> <p>Programs include: Money Matters; Returning to Work; Wellness at Work</p>	<p>Individual & Group Support: Many individuals living with cancer find it important to find a safe and confidential place to share personal feelings and concerns with others in similar situations. Here you can receive individual and/or group support that is specific to your needs.</p> <p>Programs include: Peer Support; Counselling; Caregivers Connect; Children's and Parent's Program; Bereavement Support Group; Living Beyond Cancer Support Group; Gay Men's Cancer Support Group; and other support groups</p>

How do Wellspring's programs help people living with cancer and caregivers?

More than 1 in 2 patients with cancer report they have symptoms causing distress during treatment. Of these:

- 76% experience fatigue
- 56% experience anxiety
- 51% experience pain
- 45% experience depression

2 in 3 cancer survivors experience difficult times after treatment ends. Of these:

- 8 in 10 report having physical challenges after their treatment. Fatigue is the most difficult to get help for.



- 7 in 10 report having emotional challenges after treatment ends. Worry about cancer returning is the most difficult to get help for.
- 4 in 10 report having practical challenges after their treatment ends. Financial problems such as paying health care bills and getting life insurance are the most difficult to get help for.
- 1 in 3 who seek help for their most difficult post-treatment concerns report waiting too long or being unable to get help.
- Adolescents and young adults with cancer are even more likely than adults to have physical, emotional or practical concerns after treatment ends:
 - 9 in 10 have physical challenges
 - 9 in 10 have emotional challenges
 - 8 in 10 have practical challenges

Source: CPAC: Canadian Strategy for Cancer Control Companion Data, Priority 5: Deliver information and supports for people living with cancer, families and caregivers (2020). Available at: <https://s22457.pcdn.co/wp-content/uploads/2020/01/CSCC-Companion-Data-Priority-5-EN.pdf>

Wellspring has programming to help address all of these challenges.

Wellspring's programs inform and empower people to play a role in their wellness, help people feel connected to others so they do not feel isolated and alone in their cancer experience, and provides support with various transitions – which may include support following treatment, returning to the workplace following cancer, or supporting a family with bereavement.

The Wellspring community, both physical and online, is distinctly safe and welcoming; a place where people living with cancer, their caregivers and their family members can gather for support, compassion and vital information. Access to Wellspring's programs is free and does not require referral.



From Experience

“Legacy building helped [my husband] understand how he wanted our daughter to remember him.”

— Elise, whose husband, Jay, learned his cancer was terminal and turned to Wellspring for programs like the *Oasis Advanced Cancer Support Group for Parents*

“Cancer robs you of a big chunk of who you are. You may still be a wife or a daughter or whatever role you play in your life, but so much of who you are gets taken away from you, and you no longer have control. You feel helpless. But Wellspring puts you back in the driver’s seat and gives you the tools you need to be in control again.” – Alana

<https://wellspring.ca/online-programs/alanas-story/>

“Before I reached out for help, I was in a deep, dark depression. The cancer diagnosis, coming at the same time as the lock-downs of the pandemic, sent me to a terrible mental place, and I couldn’t see my way out. But the online programs kept me connected.

“The depression is now gone, and slowly but surely, I’ve learned how to think differently. Everything is much more vivid and has so much more meaning. I’m thriving now and have a whole new outlook on life. I have lots of hope, faith, trust, lots of loving family and friends, I have my fellow cancer travelers, and I have Wellspring.” – Steve

<https://wellspring.ca/online-programs/steves-story/>

“One of the benefits of having a network of community-based centres is that Wellspring is in tune with what the cancer community needs. While diagnosis and treatments are discussed in detail, post-treatment discussions are often scant. Wellspring changes this by providing support programs for every stage of a person’s cancer journey, from understanding their initial diagnosis to support throughout and after their active treatment.” – Alyssa

<https://wellspring.ca/online-programs/alyssas-story/>



Key Contacts

Margaret Valois, Director, Communications & Marketing
Wellspring Cancer Support Foundation
Cell phone: 905-409-2925 | Email: margaret@wellspring.ca

Suzanne Polyak, Chief Digital & Communications Officer
Wellspring Cancer Support Foundation
Cell phone: 403-923-5210 | Email: suzanne@wellspring.ca

Locations

Wellspring Cancer Support Foundation operates the following centres:

- Wellspring Westerkirk House: 105 Wellness Way, Toronto, ON M4N 0B1
- Wellspring Birmingham Gilgan House: 2545 Sixth Line, Oakville, ON L6H 7V9

Affiliates:

Wellspring Alberta:

- 1404 Home Rd NW, Calgary, AB T2B 1G7
- 3910 Seton Drive SE, Calgary, AB T3M 2N9
- 11306 65 Ave NW, Edmonton, AB TGH 2Z8

Wellspring Chinguacousy: 5 Inspiration Way, Brampton, ON L6R 0L7

Wellspring London and Region:

- 382 Waterloo Street (inside the YMCA), London, ON N6B 2N8
- 48 Well Street, Stratford Ontario, N5A 4L7

Wellspring Niagara: 50 Wellspring Way, Fonthill, ON L0S 1E6