

MEDIA KIT

April 2026





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.

We all know the importance of cancer research and medical treatment. However, those living with cancer and their loved ones know that the steps to recovery, the mindset of living well, and the hope of living longer with cancer, all require support and resources beyond the medical umbrella. That's where Wellspring comes in. The focus at Wellspring is on the person, not the cancer.

Wellspring Cancer Support Foundation (Wellspring) helps people live better with cancer. Wellspring aims to elevate quality of life and improve health outcomes by providing a range of programs for connection and belonging, to 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 free of charge and without medical referral across Canada online, and in-person through centres in Ontario, Alberta, and New Brunswick. Programs are evaluated regularly by a team of oncology experts.

Wellspring provides cancer care without barriers through its newly launched virtual platform which offers innovative online programs, self-paced resources, and information.

Wellspring Cancer Support Foundation is a registered charity that draws on the diverse and skilled leadership of professional program leaders, talented volunteers, and experienced staff. Although Wellspring has strong partnerships within the cancer community, it receives no ongoing government or hospital funding and relies solely on donations.

“All these programs help my mental health in one way or another. Partially because it takes your mind off the cancer, but they also teach you new ways to approach and deal with your cancer.” – Jim Turner

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 Cancer Support provides virtual and in-person support services that help people live better with cancer.
- Wellspring offers over 50 evidence-based programs, all led by experts, covering the emotional, physical, and practical challenges of a cancer diagnosis.
- Wellspring's services are free of charge with no need for a medical referral.
- Wellspring Cancer Support Foundation receives no ongoing government or hospital funding and relies solely on donations.
- Wellspring is committed to fostering a welcoming, inclusive, and safe space through its virtual community and in-person centres in Ontario, Alberta and New Brunswick.
- With cancer cases rising annually, there is no better time than now to become a Wellspring member, volunteer, or donor.
- Wellspring Cancer Support Foundation has been providing support to people living with cancer for over 30 years.
- Wellspring Cancer Support Foundation's charitable number is: 89272 8940 RR0001

Wellspring's Impact





What Wellspring Offers

Through our nationwide online platform and in-person locations in Ontario, Alberta, and New Brunswick, Wellspring offers over 50 evidence-based programs covering the emotional, physical, and practical challenges of a cancer diagnosis. Wellspring's services are free of charge with no need for a medical referral.

Programs fall within the following six categories:

- 1. Educational & Self-Development:** 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.
 - Programs include: Healing Journey; Nourish; Be Well Talks; Wellness Workshops; Resource Centres
- 2. 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.
 - Programs include: Brain Fog; Cancer Related Fatigue; Breathing Wellness; Meditation; Relaxation and Visualization; Reiki or Therapeutic Touch
- 3. 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.
 - Programs include: Art Workshops; Writing Workshops; Music Workshops
- 4. 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.
 - Programs include: Exercise and Educate; EXCEL Group Exercise; Chi Life; Yoga; and various outdoor activities
- 5. 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.
 - Programs include: Money Matters; Returning to Work; Wellness at Work
- 6. Individual & Group Support:** Many people 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.
 - 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



How do Wellspring's Programs Help?

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. Worrying about cancer returning is the most difficult thing 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's programs help to address all of these challenges.

They 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 provide support through life transitions – including support following treatment, returning to the workplace following cancer, or supporting a family with bereavement.

The Wellspring community, both physical and online, is a safe, inclusive, and welcoming space, for everyone, no matter where they are on their cancer journey.



From Experience

Franco Viudez: “The exercise program gave me the energy to give back to my friends and family and gave me the confidence to get back out to the world. It gave me a guideline to keep my body healthy. Joining the incredibly supportive exercise group helped me overcome my social anxiety. It’s an inclusive and welcoming space where everyone helps each other and develops comradery.”

Tammy Gunn: “I never realized until my diagnosis how many people are affected by cancer daily. When one person has cancer, it easily affects a minimum of one other person if not entire families or the communities who are there to support that one person. Getting to connect with others going through this experience made a huge difference for me in not feeling so alone.”

K. Eleanor Novak: “I felt comforted from the very first visit. The receptionist was cheerful and kind, a foil to my rampant anxiety. Throughout my journey as a caregiver, Wellspring has been like a warm, comforting blanket.”

Mary Huston: “The sessions helped me figure out how to get this team approach to my cancer diagnosis and ensure that I was delivering news in a way that would be supportive for our family and the girls. Because of this, the girls managed my cancer news well, and they’re doing better every day.”

David Johnston: “I remember feeling like I was in this deep pit trying to climb out, and people kept throwing dirt at me. But Wellspring really changed that outlook to be more positive. Wellspring gave me hope when I was down, and I felt wonderful after attending each Wellspring exercise program session—it gave me the confidence and motivation to do more.”



Key Contacts

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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

Wellspring New Brunswick

- 166 Macbeath Avenue Moncton, NB E1C 7A1