2017 Annual Review

As of December 31, 2017

**$841,866 TOTAL INCOME**

- Donations: 11.5%
- Grants and Sponsorships: 19.4%
- Interest on Investments: 0.3%
- Fundraising Events: 68.8%

**$841,866 TOTAL EXPENDITURES**

- Surplus for the future: 9.7%
- Patient Education and Support: 20.5%
- Administration: 6.0%
- Awareness: 35.4%
- Fundraising Costs: 6.8%
- Research: 21.5%

**2017 AWARENESS WALK**

- **$602,340**
  - Total amount raised from 20 locations across Canada
- **2,118** Participants

**2017 AWARENESS PROGRAM**

- **$145,000**
  - Spend
- **$5.4 million**
  - Retail Value

**SOCIAL MEDIA STATS**

- Facebook Likes: 1,436 (2016: 1,155 Likes)
- Twitter followers: 2,186 (2016: 2,015 followers)
- YouTube views: 95,400 (2016: 34,341 views)

**WEBSITE ACTIVITY**

- Website visitors: 123,551 (2016: 60,630)
- New visitors: 109,158 (2016: 37,591)

**NEWSLETTER**

- Newsletter subscribers: 5,400 (2016: 4,200)

**VOLUNTEERS**

- 360

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