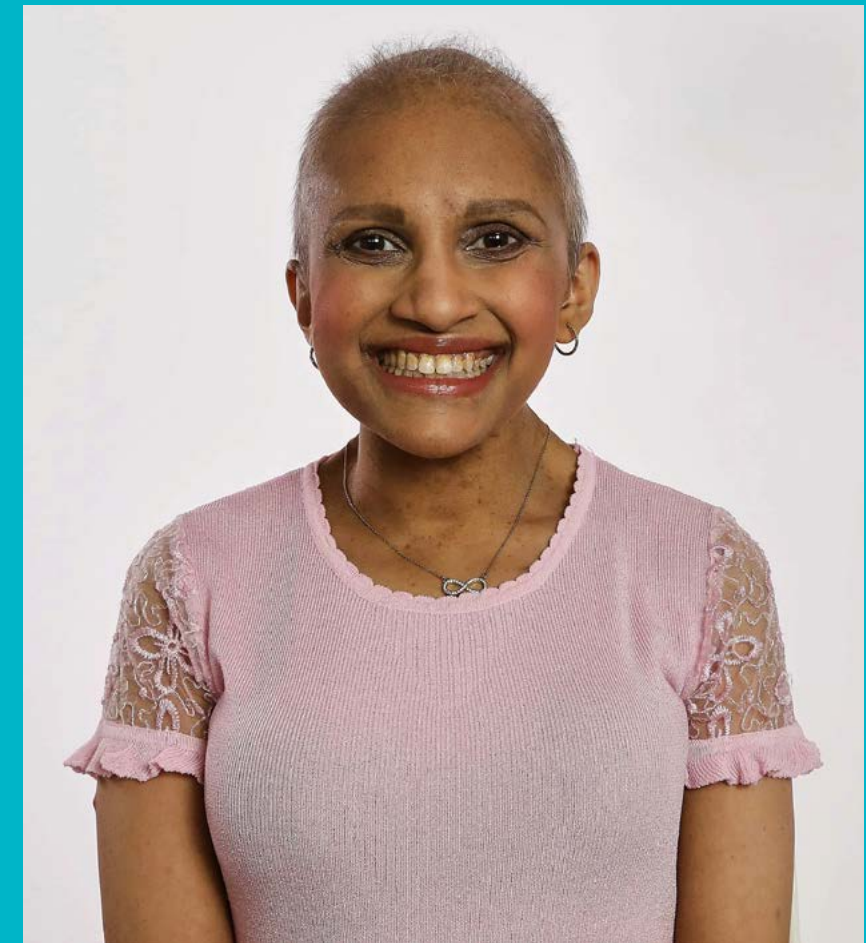




LOOK GOOD
FEEL BETTER®



COMMUNITY IMPACT REPORT 2021

A MESSAGE FROM OUR LEADERSHIP

Dear LGFB Family,

Finding ways to stay connected to loved ones safely has become top of mind for so many of us. For those facing cancer – who often have compromised immune systems – that need for support is even more crucial. We know that feeling like oneself and finding a community that cultivates a safe and supportive space goes a long way during a woman’s cancer journey. Which is why the past two years have strengthened our resolve to deliver our supportive-care programming to women and teens across the country.

More than ever, what we do is paramount to supporting the women we love. And thanks to the support of our community, we will not stop. Together, we are encouraging those facing cancer to take time for self-care in ways that our most relevant to them.

Cancer isn’t stopping, and neither will we. In fact, we’ve never felt so determined to provide the wrap-around supportive care women deserve. In 2021, we remained steadfast in providing our impactful core programs online while continuing to evolve to meet the many needs of participants. Through our Speakers’ Series, expanded online resources and interactive digital magazine, we are listening and building content based on feedback from our community.

Thanks to our incredible donors, volunteers, and community who continue to rally around LGFB, we remain undaunted and inspired; we will let nothing stop us from being here for the women we love. Cancer already takes so much away, but with all of you, hope is unstoppable, and so are we.



Dee Diaz
PRESIDENT & CEO



Lynda Rose
CHAIR, BOARD OF DIRECTORS



THE 30TH ANNIVERSARY MAGAZINE

How to celebrate our upcoming 30th Anniversary in a year when planning events and gatherings was filled with unknowns? We knew we wanted to include our entire community – the women who have come to trust our programs, and our volunteers and supporters – many who have been with us from the very beginning. In order to ensure a memorable milestone for everyone while keeping the women we support at the heart of all we do, we decided to publish a special anniversary edition of our iconic magazine filled with practical advice and inspirational stories for women and teens, and their community of support. Adding a digital version allowed us to include more videos and expanded content, providing a reference guide that uplifts, informs, and provides support in a way that the average clinical medical brochure can't.

We partnered with healthcare professionals, specialists, ambassadors, volunteers, and caregivers to offer a variety of very candid and impactful articles, stories, and testimonials, to help women navigate through this challenging time in their lives. This online resource is filled with an array of self-care themes ranging from beauty & skincare, health & nutrition, mindfulness, and overall wellness.

This beautiful endeavour was made possible thanks our corporate donors and agencies such as the Ontario Trillium Foundation.

We are so proud to offer this valuable resource to women and their families.

[Click here to explore it.](#)





“Because I live alone and am going through this journey on my own, the supports to help me cope with this disease are so appreciated. Thank you.”

- Speakers' Series Attendee

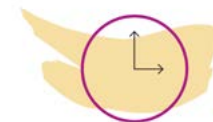
DIVERSITY, EQUITY & INCLUSION

As part of our on-going Diversity, Equity & Inclusion work, we held several listening sessions with BIPOC (black, indigenous, and people of colour) healthcare providers and BIPOC women who have faced cancer to learn more about their journeys. As one of many steps following these sessions, we hosted a special event called Black Women & Wigs: A Discussion on the Misconceptions and Inequities for Black Women Facing Cancer. Dr. Deanne Simms, Clinical Psychologist, highlighted the mental health benefits of managing appearance during cancer, the impact of the loss of control and the connection between hair and identity, specifically for BIPOC women.

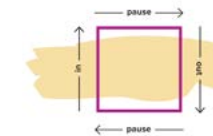
Dianne Austin, Cancer Survivor and Entrepreneur shared her personal experience facing hair loss due to cancer treatment. Diane was unable to find a natural, afro-kinky medical-grade wig through wig boutiques and ended up at a fashion wig store with no private fitting rooms or ability to provide appropriate invoice for insurance coverage. This experience led Diane to create a social enterprise to meet gaps in supporting Black women facing hair loss.

You can listen to the full conversation [here.](#)

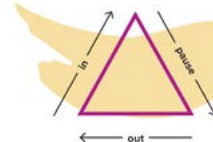
THREE MINUTE BREATHING



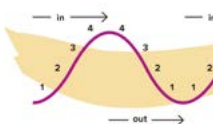
SQUARE BREATHING



RELAXING TRIANGLE BREATH



BE IN THE PRESENT MOMENT



MINDFULNESS & CANCER

More than ever, 2021 called for strategies to help manage stress, promote self-care and support the mental well-being of those facing cancer. Through our ongoing Speakers' Series, we sat down with Dr. Linda Carlson, Professor in the Faculty of Medicine and co-author of The Art and Science of Mindfulness.

Dr. Carlson shared research-based examples on how mindfulness can help reduce stress and improve mental health during cancer and broke down common misconceptions around mindfulness. She ended the session with followed practical tips, simple breathing exercises and suggested easy-to access apps to help women get started.

Check out her Q&A and full recoding [here.](#)

The event was offered with live French translation.



Dr. Deanne Sims



Dianne Austin

KITS

Along with our supportive programming, welcoming volunteers and valuable expertise, Look Good Feel Better has been known for providing women facing cancer a beautiful take-home bag filled with premium skincare and cosmetics. The kits provide tools to practice the techniques taught in our workshops, and also an extra lift when she needs it most.

Pre-Covid, we shipped kits en masse to our hospital site partners, where women received their kit at in-person workshops. In 2021, thanks to the generosity of our donor community, we were able to re-tool our systems and ship kits directly to homes – all free of charge to our participants.

1,547

Number of Kits
Delivered Directly to
Women & Teens' Homes



My sincere thanks for facilitating these workshops during these difficult times. My package arrived the other day and I am blown away by the quality and variety of products!

Importantly, it has saved me the mental effort of finding appropriate products and coordinating getting such products to me during a time when energy conservation is key. This package being sent to my home makes it much easier for me to test out the tips from the workshop, on the days when I need that 'pick me up'.

Thank you kindly.



Cris, LGFB Participant



PHONE CALLS THAT CHANGE LIVES

Heather Pynten has been a dedicated LGFB volunteer for 18 years. “My girlfriend got me into it, and I was hooked after the first workshop”, says Heather. Heather’s commitment to the cause, her fellow volunteers, and the women who attend the workshop was evident when, despite moving from Nanimo, B.C. to Alberta, she did not stop her support of LGFB. Heather planned on continuing volunteering in Kitscoy after settling into her new home. But it was then that COVID stopped so much—including the in-person LGFB workshops.

Despite the curveball, it did not stop Heather’s dedication to LGFB’s mission. She volunteered to make reminder calls to workshop registrants, providing an extra level of support to women facing cancer.

For a lot of women undergoing treatment, memory recall can be hindered, and mental clarity reduced. Commonly called chemo brain, many women experience this brain fog. Coupled with social isolation and possible anxiety, Heather’s reminder calls to participants are more than just a phone call—it’s a reminder to the women that they are not alone.

For many, not knowing what to expect at a workshop is a daunting. As Heather connects with participants, she acts as the first point of contact to assuage any concerns. With a calm voice and soothing telephone presence, Heather has a lot of positive responses. “With chemo, something as simple as a reminder call does wonders. Some of them have technical questions or have questions about the workshop. “I hear the genuine vulnerability in their voices”, says Heather. “When they ask if they should turn on their camera, I encourage them to do so—because the workshops are great, and it’s important women feel that sense of community, even online.”

Reminder calls, done by warm and caring volunteers like Heather, ensure that critical and necessary support is available to those facing cancer. As Heather explains it, “there’s no other support service like LGFB, it’s one of a kind. “Everyone should be attending because it is such a great resource.” Reminder calls, and the online workshops, show us that when a group of willing and eager women come together and support each other, magic happens.



Rebeca Zavaleta, caregiver:

“Somebody at one of the hospitals put her in touch with LGFB. I remember how difficult it was for my mother to deal with the physical and mental pain from it all. But I will never forget seeing her come in with a smile on her face and a bag of goodies clutched to her chest like a child with a new toy. I am crying as I write this because I cannot stress enough what a happy day it was to her. I will never forget trying to hold back the tears as I looked at her while she was telling me everything she learned and smelling and touching every product while looking at herself in the mirror and SMILING. For that, I will forever be thankful.”

Patricia Neale:

“I learned about the Look Good Feel Better workshops from a close friend who had attended and urged me to go. There is something about being in the presence of other women who are in the same boat as you that is so special. It is helpful to not feel alone when you feel as vulnerable as you can during cancer treatment. We must do our best to try and lift our spirit anyway we can, and that’s where LGFB comes in: helping us to look good and feel better while we go through treatment and the aftermath. That is what I really want to stress—just because you have cancer does not mean you have to look like you do. There are ways to lift your spirits and enhance your appearance.”

Loretta:

“Whether we like to admit it or not, our appearance affects how we feel about ourselves. And the ability to look like me again was a big reason why I signed up for a Look Good Feel Better workshop. After finding out about the program, I went online looking for resources that could help me. I started with reading blog posts and stories from other women and began to feel less alone—I felt seen.”



205

Online workshops held in 2021.

4,271

Registrations in 2021 for the online workshops.

98.7%

of participants would recommend the online workshop to another woman with cancer.

Online workshops offered in

English & French

from coast, to coast.

THE POWER OF COMMUNITY

Once again, 2021 has had its ups and downs and did not allow us to meet, connect and cheers in person.

Despite the ongoing restrictions and the fact that our key events could not happen in person, our community never left our side and once again showed us tremendous support – one that we can only be grateful for.

Whether organized by one of our committee of volunteers or a dedicated group of supporters, all our online gatherings were filled with love, compassion and hope.



**EVENT SPOTLIGHT:
GRIT & GRACE - #WALK A MILLION IN HER SHOES**

Grit & Grace is an annual fitness-based fundraising event organized by the community of Markham, Ontario, in honour of Laura. An athlete and cheerleader, Laura always challenged herself and those around her.

Because Laura would have never let anything stand in her way, neither did her friends! Not being able to gather in-person, a virtual walk was organized with the goal of walking 1,000,000 steps in honour of Laura. What a fun and healthy way to support women facing cancer.

\$7,158

was donated online through the Grit & Grace virtual event.



**EVENT SPOTLIGHT:
BUBBLES & BRUNCH – MIND, BODY & MIXOLOGY**

An evening of fun, prizing, summer cocktails and impact, Bubbles & Brunch 2021 invited us to join an interactive online event in supporting young women facing cancer. The committee created a special program including LGFB Ambassadors Aida, Aisha, Andrea and Dee-Jay who joined us to share the magic and impact of LGFB programming. Amazing swag bags, filled with products from our sponsors, helped raise crucial funds in support of LGFB.

\$31,000

was raised thanks to the generosity of B&B donors.



B&B 2019 photo

THANK YOU!

Look Good Feel Better's national impact is made possible thanks to the generosity and support of individual donors, corporate partners and community fundraisers.

Without your heart felt dedication to our cause, we couldn't continue to offer practical and emotional support, we couldn't ship complementary kits to our online participants, we couldn't evolve our programming to meet new needs and we couldn't help women and teens feel like themselves again. Thanks to the community's investment in LGFB, we can continue to have a huge impact in the lives of the women we love, both now and in the future.

Thank you for the incredible support of our corporate donors who have given more than \$25,000:

Shoppers Drug Mart Life Foundation

Mary Kay Ash Foundation

Ontario Trillium Foundation

Benefit Cosmetics LLC

Holt Renfrew

Estée Lauder Companies

Cosmetics Alliance Canada

L'Oréal Inc.

Coty Inc.

CIBC

Anita Ltd.

Clarins Inc.

Sephora Canada

Shiseido Inc.

TJX Canada

FINANCIAL SUMMARY & EXPENSES BY ACTIVITY

(COVID 19 and our financial stability)

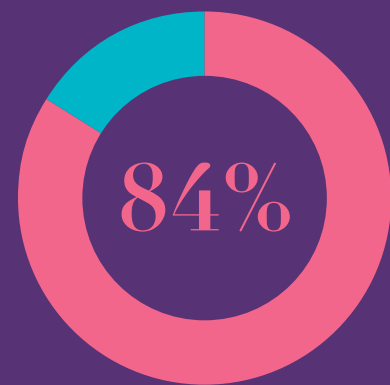
Financial Summary

In a challenging year, the 2021 fiscal year was one of financial stability for LGFB. Our thanks to the commitment of our individual donors, corporate partners, community fundraising and granting agencies whose generosity allowed us to continue and evolve our programming.

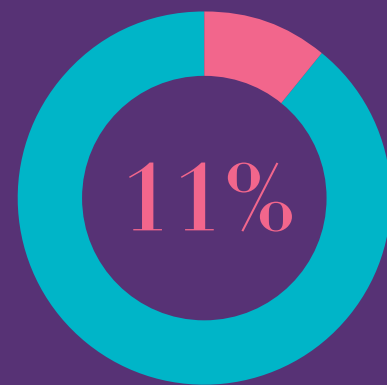
We are proud to be an effective organization, keeping the women we serve at the heart of our decisions and being accountable to donors. We are also proud to operate at an administration rate on par with industry standards, distributing more than 84 per cent of funds to areas directly impacting women with cancers and their families.

In 2021, it is estimated that **110,900** Canadian women will be diagnosed with cancer.

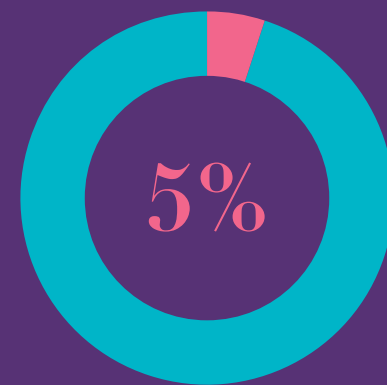
LGFB is worldwide with programming in **27** countries.



PROGRAMS



FUNDRAISING



ADMINISTRATION

OUR LEADERSHIP

Thank you to our Board of Directors for their commitment to Look Good Feel Better and the community we serve. Their expertise and support have successfully guided us through 30 years of impact while championing our program evolution.

Chair: Lynda Rose, *General Manager, Mary Kay Canada*

Vice Chair: Louanne McGrory, *President, Shiseido Canada Inc.*

Treasurer: Myles Robinson, *President, Centura Brands Inc.*

Directors:

Sharon Avery, *President, Toronto Community Foundation*

John Coyne, *formerly with Unilever Canada*

Doriane Dalati, *Vice-President / Chief Corporate Communications Officer / Chief Diversity & Inclusion Officer, L'Oréal Canada*

Dennis Darby, *President, Canadian Manufacturers and Exporters*

Deny DiFelice, *General Manager Canada & Mexico, Benefit Cosmetics*

Barbara Foldes, *Vice President - Internal Audit, CIBC*

Taposhi Gandhi, *Vice President/Brand Manager, Estée Lauder Companies – MAC*

Allan Lever, *CEO, Hollywood Alliance Ltd.*

Darren Praznik, *President & CEO, Cosmetics Alliance Canada*

Lisa Reid, *Commercial Operations Leader-Beauty, Procter & Gamble*



SUBSCRIBE TO OUR NEWSLETTER!

Our newsletter is filled with inspiring stories, invaluable tips and updates on the LGFB special events and campaigns.

JOIN OUR COMMUNITY:

FACING CANCER TOGETHER

Facing Cancer Together offers a safe place for women and their support network to share thoughts and connect with a community of others who can relate to their experiences. Read stories of others' experiences and share your own story too.

lgfb.ca

GET INVOLVED WITH US

Amazing online events and campaigns are held throughout the year in support of Look Good Feel Better. It is because of the passion and creativity of our community that we are able to help raise awareness and critical funds for the charity.

Interested in becoming a corporate partner? Have an idea for a fundraiser? We'd love to hear from you!

info@lgfb.ca



LOOK GOOD
FEEL BETTER

Look Good Feel Better
150 Eglinton Ave. East, Suite 308
Toronto, ON M4P 1E8
647-776-5111

LOOK GOOD FEEL BETTER® | REGISTERED CHARITY #13374 0316 RR0001