



2024

# Community Impact Report



LOOK GOOD  
**FEEL BETTER**  
BELLE ET BIEN  
DANS SA PEAU

## Our Mission

In the face of cancer, we help people feel more like themselves again by **EDUCATING** and **EMPOWERING** them to help manage the appearance-related impact of the disease and its treatment. By building and delivering our programs with **EMPATHY** and **EQUITY**, we reflect and respect the unique experiences of all.



# A Message From Our Leadership

The achievements and programs that have defined 2024 would not have been possible without your contributions. Your impact has been felt as we continued to expand our programming, working with like-minded partners to fill crucial gaps in psychosocial cancer care. The launch of our Advanced Skincare virtual workshop gave Canadians access to the advice and expertise of world-leading onco-dermatologists. We convened a panel of experts to raise awareness of the importance of psychosocial care in celebration of National Cancer Wellness Awareness Day. Close to 1,000 people registered for our five Post-Treatment Nutrition workshops last year alone. This has all been possible with your support.

We know that the need for these critical supports continues. We are dedicated to reach Canadians in need of our programs regardless of age, location, ethnicity or gender identity. All Canadians deserve psychosocial support as they face cancer and its treatment. This is what propels us to explore new opportunities to reach people at every stage of their cancer journey.

We could not be any prouder of the monumental changes that we have made, together. As we look forward, we warmly invite you, our LGFB community, to stand with us as we evolve on this next chapter of our journey, with the people we support at the centre of all we do.

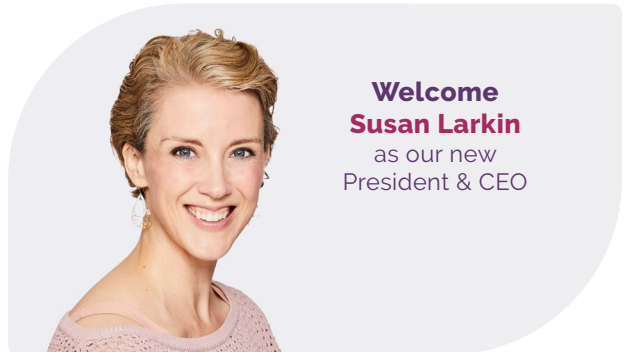
With full and grateful hearts, thank you.

**Thank you  
Dee Diaz**

for ten inspired years  
as President & CEO



**Welcome  
Susan Larkin**  
as our new  
President & CEO



**Thank you  
Lynda Rose**  
for your steadfast  
leadership as Board Chair



**We are pleased  
to welcome  
Louanne McGrory**  
as in-coming Board Chair



# The Feel Better Series: Advanced Skincare

At Look Good Feel Better, we know how important it is to be able to access expert advice throughout a person's cancer experience. That's why we continue to develop speciality workshops that offer support before, during and after treatment.

Susan Larkin, President & CEO, speaks to the importance of the new Advanced Skincare workshop.



## Why has LGFB created an Advanced Skincare Workshop?

Cancer treatments have evolved over the years. New forms of chemotherapy and immunotherapy treatments have caused different and adverse side effects to emerge – everything from the impact on a person's nails to skin concerns like hyperpigmentation, acne or severely dry or painful skin. After hearing so many questions from our participants, we reached out to one of Canada's leading onco-

dermatologists, Dr. Maxwell Sauder, part of the Canadian Skin Management in Oncology Group, to ensure our community can have the latest supportive information to help reduce and relieve the side effects they are experiencing.

## When should someone attend this workshop?

Adverse skin effects can be experienced during or even post-treatment. This workshop was designed to address skin concerns wherever they are in their care continuum. There are even tips for those about to start treatment.

## Why is the Advanced Skincare workshop held online?

We know how important it is for those who are going through this journey to have this information easily accessible. If a patient is experiencing adverse skin effects, we want to ensure that they can attend a workshop when it is convenient for them and from the comfort of their home - in English or French.

We also understand that often people may need to wait to access experts in the community so it is critical to us to offer broad-based expert information to help fill that gap.

## What's been the response to this workshop?

We knew there was a need for this information, but we didn't quite anticipate how great the demand would be. More than 800 people from across Canada registered for our first workshop! We will continue to deliver this workshop in 2025 and beyond so that as new patients are diagnosed, they all have access to this critical information.

## Are there other benefits to attending this workshop?

Our participants might have a natural support group through their family, friends, caregivers and healthcare team. And, while those built-



in supports are wonderful, family and friends don't always understand what it's like to have cancer. The magic of this workshop, and all our workshops really, is the ability to unite the people who attend. The opportunity to connect with others who may be going through something similar, and maybe, grow a little more confident while doing so.

### Our Experts

We are honoured to have Dr. Tarek Hijal and Dr. Maxwell Sauder as the expert presenters of our Advanced Skincare workshops. Both are members of the Canadian Skin Management in Oncology Group.

“Just knowing others are going through the same symptoms gave me hope.”

Look Good  
Feel Better thanks  
La Roche-Posay  
for their financial  
support of our  
Advanced Skincare  
Workshop.

“This webinar was delivered beautifully. I liked how participants' questions were answered, and things were explained at length.”



**Learn More** about  
All our Workshops



# Workshop Highlights

Designed for all Canadians facing cancer, our Feel Better Series gives people access to expert advice anywhere across our country and can be attended from the comfort of home. Here's a recap of some of our most requested topics.



## Post-Treatment Nutrition

LGFB teamed up with experts in holistic nutrition and cancer coaching to deliver a workshop that provides Canadians facing cancer with information that can boost their immune system and help build a balanced diet plan. The practical advice and ability to ask important questions give attendees the tools to make informed decisions about their nutrition once treatment is complete.



## Areola Tattooing

Areola tattoos are a form of artistry that can help women restore the physical appearance of their breasts, help reclaim self-esteem and their sense of identity after undergoing surgery. The workshop covers the basics of areola tattooing, good candidate criteria, locating a technician, before and after photos to help manage expectations while also giving attendees the opportunity to get their questions answered.



## Men's Skincare and Shaving

Studies show that men feel less comfortable asking questions about the appearance-related impacts of treatment or seeking support during cancer care. This workshop ensures that men can feel more confident in managing the side effects of their treatment. Topics include caring for the skin, shaving hygiene during treatment, side effects such as skin issues and the loss of eyelashes, eyebrows and facial hair, and the most gentle and effective types of skincare products to use.



## Breast Prostheses, Bras and More

Practical information about breast prosthesis, bras and other undergarments is incredibly useful before and after oncology surgery. Expert volunteers share what to expect at a fitting, demonstrate products for all stages of treatment, and discuss how to ensure proper fits as body shapes change. Gaining this knowledge enables individuals to feel more comfortable to make informed decisions when connecting with community retailers or professionals.

# Our Reach

More than  
**8,000**  
print copies  
of the Look Good  
Feel Better Magazine  
were distributed in  
2024 – plus **4,350**  
reads online.



FACING  
CANCER  
TOGETHER

**10,705**

downloads of our  
podcast episodes  
last year.



**Listen** to our Podcast



# Impacts and Achievements in 2024

## 6,186

participants attended our online or in-person workshops.



## 27%

increase from 2023



Two new workshop topics were introduced in 2024:

**Advanced Skincare**

**Areola Tattooing**

## 795

online and in-person workshops held.



## 50%

increase from 2023



Two community partners joined us for our Feel Better Series:

**Cancer and Work** (with the Cancer and Work team) and **Speaking to Kids about Cancer** with Nankind

## 97%

of participants would recommend our workshop to another person facing cancer.

## 89.1%

of our participants reported feeling somewhat confident about their appearance AFTER our workshop, compared to 32% reporting feeling somewhat confident before attending.



# Meet Julia

Cancer shaped Julia's life long before her own diagnosis. After losing her mother to the disease at just two years old, she was inspired to become an oncology nurse. She dedicated her career to supporting patients through their most difficult moments – never guessing that cancer wasn't finished turning her life upside down.

"I work in the outpatient chemo room of the cancer centre in Sudbury, Ont., and I love it," says Julia. "I've always wanted to help people, and working in nursing and oncology has been my dream for so long. It's incredibly rewarding."

But at just 30 years old – and 24 weeks pregnant with her first child – Julia received a life-changing diagnosis: an aggressive form of breast cancer. "I practically blacked out when I heard those words," says Julia. "I thought, 'What? I'm pregnant. This isn't supposed to happen.'"

Overnight, Julia's colleagues in the cancer centre became her doctors, nurses, and caregivers. Her perspective on facing cancer shifted dramatically, despite having cared for cancer patients for years.

And a resource that she had often recommended to patients – Look Good Feel Better (LGFB) – suddenly became one of her lifelines.

"I signed up for a workshop right away, and boy, was it ever awesome," says Julia. "I'd heard all about LGFB, but attending myself was a completely different experience. It was so good for the soul. I learned some great tips, but more than that, it gave me a powerful sense of hope. I'm so grateful that LGFB exists."



Today, Julia and her husband Ryan are relishing life with their infant son, Matthew, along with their faithful Golden Retriever, Dudley. "Life can really throw some curveballs and challenges at you sometimes," she says. "I tried my best to be resilient and handle it on my own, but sometimes we have to recognize when we need help. Going through this journey, there was so much anxiety and fear of the unknown. But now little man is here, and it's been so much better."

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**Julia N.**, Oncology Nurse

# Volunteer Profile: Barb Wengreniuk

Barb Wengreniuk is the embodiment of what makes LGFB volunteers so special.

For 31 years, Barb has not let Edmonton's winter weather deter her from spending time with her "ladies", as she calls her workshop participants. An esthetician by training, Barb has helped thousands of women across Canada build back their confidence and self-esteem in the face of a cancer diagnosis.



Barb became hooked on volunteering with LGFB after her very first session. She loved the joy, the friendship and the sense of community that she witnessed among participants. But the true magic for her was the transformation that took place as the women experimented with the products in their workshop kit. As they learned techniques to address some of the physical effects of their treatments, they said they felt a bit more like themselves. They sat a little taller, radiating confidence. And most importantly, all left smiling.

In 2024 alone, our volunteers provided more than **5,933** hours of service, delivering and supporting our workshops.

## Volunteers celebrating 30-year milestone:

Linda Cottell

Andrée Fallu

Andrea Ferguson

Jennifer Jacobi

Elaine Marmen

Phyllis Ticco

Barb still feels the same way today facilitating LGFB's online workshops as she did at the end of her very first in-person session.

As she reflected on her journey with Look Good Feel Better, Barb summarized her experience in one word: expansion. She credited her 31 years as a volunteer with Look Good Feel Better with expanding her outlook, her capacity to be present and even expanding her energy as a parent.

We couldn't be more grateful to Barb and all our incredible volunteers who share their time and compassion with our participants.

# The Confidence Kit

This purple bag helps re-create days when cancer isn't in charge.

When LGFB workshop participants want to look and feel a bit more like themselves, they turn to the LGFB Confidence Kit. The contents of this iconic purple bag help people facing cancer practice the techniques and tips taught in our Skincare & Cosmetics workshops. It's filled with skincare and cosmetics from Canada's top beauty brands. Not only do these products allow our workshop participants to counteract some of the physical side effects of cancer treatment; they also boost confidence. Confidence to see friends or colleagues, to celebrate with family or to just go about their day without drawing attention to their health.

We are proud to have Category Champions who donate and cover the entirety of a single category (ie lipstick, eyebrow pencils) in our workshop kits. Category Champions, along with our other general product donors, make it possible for workshop participants to feel more in control of appearance-related side effects. LGFB packs kits twice per year in three different shades to ensure every workshop participant can feel their best.

## Thank you to our **Category Champions**

Clinique  
Estée Lauder  
La Roche-Posay  
MAC  
Mary Kay Cosmetics Ltd.  
NARS  
Vichy



“It was the day of my daughter's graduation, and I wanted the attention to be on her, not my cancer. I grabbed my kit and used the techniques the volunteers showed me. I felt good and was able to celebrate my daughter. That was a good day.”

- Verity CN; LGFB  
workshop participant



# Community Connections

## Cindy Buim's 70th Birthday Extravaganza **\$5,293 raised**

Cindy Buim's 30+ years of dedication to LGFB as a workshop volunteer is truly inspiring – but then – she did even more! Last September, when planning a milestone birthday with 50 friends, she requested donations in lieu of gifts. She raised an incredible \$5,293 for LGFB! Thank you, Cindy, for your decades of support, and inviting LGFB to your birthday celebration.



## General Motors Canada (Oshawa plant) & Unifor Local 222 **\$7,000 raised**

General Motors Oshawa and Unifor Local 222 held a Gate Collection at the plant in honour of co-worker Sherry Fallis, a LGFB workshop participant. Employees and guests donated pocket change and cash at their parking lot entrances, and it all added up to an incredible \$7,000 for LGFB in Sherry's name! This outpouring of community and encouragement had a tremendously positive impact on Sherry's health and self-confidence - and reminds us of the power of community.

## Silvering Beauty **\$9,500 raised**

Alexis Eizinas is an entrepreneur passionate for addressing the unique needs of silvering hair – and for supporting those facing cancer. Since its inception, Silvering Beauty has donated a portion of its products sales to LGFB which totaled \$9,500 in 2024. What an incredible example of building philanthropy into the values of one's business to create community impact. Thank you, Alexis, for your community leadership!



## Crowsnest High School **\$1,527 raised**

When one member of the boys' volleyball team at Crowsnest Consolidated High School in Coleman, Alberta had a sister attend an LGFB teen workshop during her cancer treatment, the group rallied behind her. Team members shaved their heads during a pep rally as a fund raiser, collecting \$1,527 for LGFB. What a demonstration of caring and community!





Dee Diaz with Nathalie Cormack  
of Mary Kay Cosmetics Ltd.

## Inaugural Community Spirit Awards

At the 2024 Cosmetics Alliance Canada (CAC) Beauty's Best Awards, we were thrilled to see the launch of the inaugural Community Spirit awards, in partnership with LGFB. These awards recognize an individual or group from the cosmetics and personal care products industry whose volunteerism and/or philanthropy have a tremendous impact in their local communities and beyond. Please join us in congratulating Lida Generali of Shoppers Drug Mart, the first Beauty's Best Community Spirit individual award winner. With equal joy, we celebrate Mary Kay Cosmetics as the recipient of the Beauty's Best Corporate Community Spirit award.



Susan Larkin with  
Lida Generali of SDM





Mirror Ball 2024 was a night that shone with excitement and purpose as we gathered to celebrate and amplify Look Good Feel Better's impact on Canadians with cancer.

Meredith Shaw, a long-time friend of LGFB, championed our mission with heart and humour in her role as host. Over 650 guests were deeply touched by our Ambassador, Verity's story when she and her lovely family took the stage. Surpassing all expectations, the event **raised an impressive \$1.48 million**, a testament to the leadership of Co-Chairs Sandy Santucci and Leah Thelen, and the unwavering support from Mirror Ball Committee, our sponsors, auction donors, and attendees who wholeheartedly contributed to the resounding success of the evening.



**Check out** Verity's story shared at Mirror Ball



## Reflecting On A Remarkable Year For Bubbles & Brunch!

Connection and community were experienced across Canada with Bubbles & Brunch events in Toronto, Calgary and Montreal. These gatherings had a deeply meaningful purpose - supporting Look Good Feel Better. Thanks to the generosity of our guests and sponsors, and dedication of our volunteer committees, **the 2024 events contributed to a total of over \$322,000 to LGFB programming. Since 2017, Bubbles & Brunch has raised over \$800,000** for Look Good Feel Better making a substantial impact on the lives of those facing cancer.



Linda is the face of LGFB in our area, attending organizations to speak about the program. Linda is the person others look to for information and guidance regarding the program. Congratulations Linda and Thank You for your many years of dedication to LGFB."

- **Mercedis J.**, Volunteer Team Leader



**Linda Thompson** - 25-year  
LGFB Volunteer, NS

**You aren't alone &  
you're still you!**

**Denise, V.**,  
Mirror Ball Attendee

## Quotes of Hope & Support



**Robyn Trott**, 25-year  
LGFB Volunteer, ON

20 years of dedication to the cause as substitute team leader. Thérèse is a jovial, sociable, giggling volunteer who is always ready to help participants. Bravo and thank you Thérèse for your 20 years of volunteer work."

- **Line C.**, Volunteer Team Leader

Women who attended Look Good Feel Better are fierce - and they look fabulous throughout!"

- **Julie, S.**, Mirror Ball Attendee

Robyn's ability to make each participant feel beautiful and confident is truly inspiring!

As a volunteer who has learned directly from Robyn, her exemplary leadership and welcoming attitude has helped our community grow in strength and number over the years."

- **Madeline D.**,  
Volunteer Team Leader

**Stay Strong.  
You have the power  
to overcome  
ANYTHING. XO**

**Sonia, M.**,  
Mirror Ball Attendee



**Thérèse Rioux**, 20-year  
LGFB Volunteer, QC

This is an amazing program. I kind of knew about it but didn't know much. Now I have cancer and it is great to know there are sponsors and volunteers out there that care about us feeling good. I would recommend this to anyone, anytime."

- **Lauren, G.**, Workshop Participant

Looking good was a big part of my healing process. It made me feel more like myself and gave me a sense of control. Look Good Feel Better is empowering and it made me feel better. It helped show me that I was going to get through it."

- **Sera, S.**, Workshop Participant



# Beauty Mingle:

## The Magic of Community and Leadership

We are overwhelmed by the generosity and magnitude of this year's Shoppers Drug Mart Holiday Beauty Mingle! Together, Shoppers Drug Mart's Beauty advisors and customers raised \$1.58 million for our psychosocial care programs for Canadian women and teens facing cancer. Through this community investment, Look Good Feel Better can ensure access and equity to health and wellness.

Local engagement is a hallmark of the Beauty Mingle, allowing community members to directly impact the health and lives of friends and neighbours. In turn, Shoppers Drug Mart's support of LGFB programs through the Beauty Mingle allows Canadian women equitable access to critical psychosocial supports and expert advice, regardless of where they live.

Heartwarming in-store moments became collective celebrations in online posts and stories. Beautiful smiles and meaningful stories lit up social media. Canadians were deeply inspired, and because of their generosity, Look Good Feel Better's mission was greatly amplified.

Shoppers Foundation for Women's Health and Shopper's Drug Mart's ongoing support of Look Good Feel Better directly improves access to psychosocial care for thousands of women and teens with cancer, and their families. We are incredibly proud of and grateful for our long-standing partnership. Thank you.



A beauty event by Shoppers Drug Mart

## HOLIDAY BEAUTY MINGLE

Save the date  
Saturday, November 16<sup>th</sup>

Join us in-person for our Holiday Beauty Mingle!  
Show yourself a little love with a beautiful makeover  
and skin care consultation.  
Feel great about getting gorgeous.

\$5 from each ticket sold will go to Look Good Feel Better  
supported by Shoppers Foundation for Women's Health™.

DATE: Saturday, November 16<sup>th</sup>



TIME:

**\$5 Special Offer:**  
Receive \$5 off your purchase of  
cosmetics, fragrance or jewellery.



## Holiday Beauty Mingle

a beauty event by Shoppers Drug Mart

### Saturday, November 16<sup>th</sup>



# Possibility Makers

**A heartfelt thank you to all our donors, partners, and fundraisers.** Your generous support has been the driving force behind Look Good Feel Better's ability to broaden our services, expand programming to increase access for all Canadians, and help people facing cancer feel like themselves again. In our journey of growth, we are immensely thankful for our community – our family – standing by us and contributing to our shared vision.

LGFB is grateful to recognize our donors and partners who have supported us with a sponsorship or gift of \$25,000 or more in 2024:

Anita Canada Ltd.	La Roche-Posay
Array Marketing	La Vie en Rose
Benefit Cosmetics LLC	L'Oréal Canada
CIBC	Mary Kay Cosmetics Ltd. - Mary Kay Ash Charitable Foundation
Clarins	
Cosmetic Alliance Canada	Media 6
Coty Inc.	PUIG
Estée Lauder Companies	Sephora Canada
FDJ	Shiseido Inc.
Group Marcelle	Shoppers Drug Mart™ - Shoppers Foundation for Women's Health™
HBC	
Holt Renfrew	SST Cosmetics
iA Financial Group	

## Clarins: Making A Difference for Over 30 Years

Clarins has been a true partner of LGFB since our inception over 30 years ago. Through the years, our partnership has continued to evolve and flourish.

We've been so fortunate to have key Clarins leaders share their expertise and creativity by being part of our event steering committees. In addition to consistent sponsorships, the Clarins team rolled up their sleeves and stepped up to provide warehouse and staff support for LGFB signature event, Bulles et Brunch Montreal to ensure the event goes off without a hitch.

Their regular gift-in-kind product donations to our Confidence kits empower the participants in our workshops to look and feel a bit more like themselves. In addition, Clarins raises important funds through their annual **Share the Love campaign** in Shoppers Drug Mart in support of LGFB.

Thank you Clarins for being such a committed partner to Look Good Feel Better for so many decades!



# Financials

The 2024 LGFB fiscal year was financially stable yet again. 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 those 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 77 per cent of funds to areas directly impacting people with cancer and their families. Please see our website for our most up-to-date audited financial statement.

## Finances by activity and expenses:

### Program Delivery

73%

### Fundraising

22%

### Operations & Administration

5%

# Our Leadership

Thank you to our 2024 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 over 30 years of impact and programming.

## Chair:

**Lynda Rose**, formerly of Mary Kay Cosmetics Ltd.

## Vice Chairs:

**Lisa Reid**, Procter & Gamble

**Louanne McGrory**, formerly of Shiseido Americas

**Sharon Avery**, Toronto Foundation

## Finance & Audit Committee:

**Chair:** Barbara Foldes, formerly of CIBC

**Past Chair:** Myles Robinson, Centura Brands Inc.

## Directors:

Allan Lever, Hollywood Alliance Canada Inc.

Amanda Chew, Formerly of G Adventures

Caroline Morin, VP, Marketing & Communications, Clarins Canada Inc.

Darren Praznik, Cosmetics Alliance Canada

Dr. Deanne Simms, Founder & CEO, ThriveSpace Health & Wellness

Doriane Dalati, Formerly of L'Oréal Canada

John Coyne, Circular 365

Julie Sutherland, Estée Lauder Companies

Marie-Evelyne François, L'Oréal Canada





## Tell Someone You Love About **Look Good Feel Better**

Cancer impacts us all. If you or someone you love is facing cancer, please connect with us.

Visit Look Good Feel Better on the web to register for one of our many workshops, find informative resources, read our digital magazine, and listen to the Facing Cancer Together podcast. [lgfb.ca](https://lgfb.ca)

Amazing events and campaigns are held throughout the year in support of Look Good Feel Better and those facing cancer. Want to help out? Send us a line at [news@lgfb.ca](mailto:news@lgfb.ca)

**Get Involved**



**LOOK GOOD  
FEEL BETTER®**

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