



Canadian Cancer Society
Soci t  canadienne
du cancer

ALBERTA / NWT DIVISION

Beth Gerrard
Strike Energy Services Inc.
1300-505 3 St SW
Calgary, AB T2P 3E6

Dear Beth Gerrard,

The Canadian Cancer Society is looking for the opportunity to learn more about the motivation behind your generosity! We may have even spoken to you already. *(If we haven't and you would like to share the story behind your gifts, please call the gift planning team at 1-800-661-2262 extension 382).*

It is through your generosity that the Society is able to fund cutting-edge cancer research, and to provide support to thousands of Canadians and their families each year. Just as we would have you share with us, let us share some of our motivators with you.

More than 75,000 Canadians were offered support services during their fight against cancer last year. For example, more than 10,000 rides were offered to patients through our *Volunteer Driver Program*, and our wig bank provided renewed confidence to more than 200 Albertans going through cancer treatment.

Your commitment also allowed the Society to contribute nearly \$50 million to cancer research. We are proud to be the largest charitable funder of research Canada-wide; and to have contributed nearly \$1 billion to date. This commitment continues to fund research on all 200 types of cancers, and has led to significant advances in prevention, screening, detection, and treatment.

Most importantly this work has increased survival rates. Today, 62% of Canadians diagnosed with cancer survive – a rate that has nearly doubled since the 1960s.

Our success is only made possible with you. As a small token of our continued appreciation, I am enclosing a complimentary copy of *Believe* magazine, which is published twice a year and features stories about everyday heroes – people who are fighting cancer on behalf of themselves and the people they love.

If we can be of any further assistance or if you would like additional information, please do not hesitate to contact me.

With gratitude,

Nichola M. Lastella
Manager, Major Gifts & Gift Planning

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