

ENBRIDGE
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ALBERTA
FOR CANCER

Alberta Cancer
FOUNDATION

ENBRIDGE TOUR ALBERTA FOR CANCER 2023 ESG REPORT



As the fundraising partner for all of Alberta's cancer centres, the Alberta Cancer Foundation acknowledges that our work and initiatives take place, and serve the people, on traditional and ancestral Indigenous lands. These lands include the territories of Treaty 6, Treaty 7 and Treaty 8, the homeland of the Blackfoot Confederacy – Kainai, Piikani, and Siksika – the Cree, Dene, Saulteaux, Nakota Sioux, Stoney Nakoda and the Tsuu T'ina Nations, and the Métis Nation of Alberta and eight Metis Settlements. We acknowledge the many First Nations, Métis and Inuit who have lived on and cared for these lands for generations. We express this acknowledgement as an act of reconciliation and a meaningful gesture of gratitude to those whose territories we reside on or are visiting.



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About us

The Enbridge Tour Alberta for Cancer supports the most courageous and brave Albertans who have shown their strength through a cancer experience. Our end goal is more moments for Albertans facing cancer..

As the signature event for the Alberta Cancer Foundation (ACF), funds raised support cancer treatment and research at all Alberta Health Services cancer centres across the province.

We are thrilled to announce that in our 15th legendary year, we surpassed our 2023 goals raising over \$5.68 million thanks to the generosity of sponsors, riders and donors who supported the event. We would like to genuinely thank you for your involvement in making this year so successful!

Building on top of the key milestones of our event legacy and fundraising, this report illustrates the tangible steps we take to raise funds for Albertans facing cancer in the most sustainable, equitable, and ethical manner.

We are proud to share how we took incremental strides in deepening our commitment to Environmental, Social and Governance (ESG) this year. From the start to the finish line of the Enbridge Tour Alberta for Cancer, we strived to reduce the environmental footprint of our event, increase our social and local contributions, and minimize the operational cost so we can provide more donations toward our cause.

We are pleased to share this year's ESG Report with you, and are excited to continue to develop practices to best manage our ESG focus areas in 2024 as we continue to provide More Moments for Albertans.



2023 Tour ESG Report, CEO Message

Cancer affects us all, with half of Albertans receiving a cancer diagnosis in their lifetime. It's not just a statistic. It's deeply personal. Each of us has a story, and these stories are the driving force behind the Alberta Cancer Foundation's Enbridge Tour Alberta for Cancer. They inspire us and unite us, creating an incredible and powerful force for change.

This year, we celebrated 15 legendary years of the Tour. That's 15 years of riding together with one common goal: more moments with loved ones. More lives saved from cancer. And having raised over \$5.6 million through this year's Tour alone, we are well on our way to meeting that goal.

Thanks to our incredible riders, volunteers and sponsors, we are making a tangible impact on cancer research in Alberta. This support funds clinical trials for patients with no other treatment option, is paving the way for revolutionary cancer detection and treatment technologies, and supports Albertans who need financial support after a cancer diagnosis. It also supports enhancements at all cancer centres across Alberta, including Calgary's new, world-leading Arthur J.E. Comprehensive Cancer Centre, set to open in 2024.

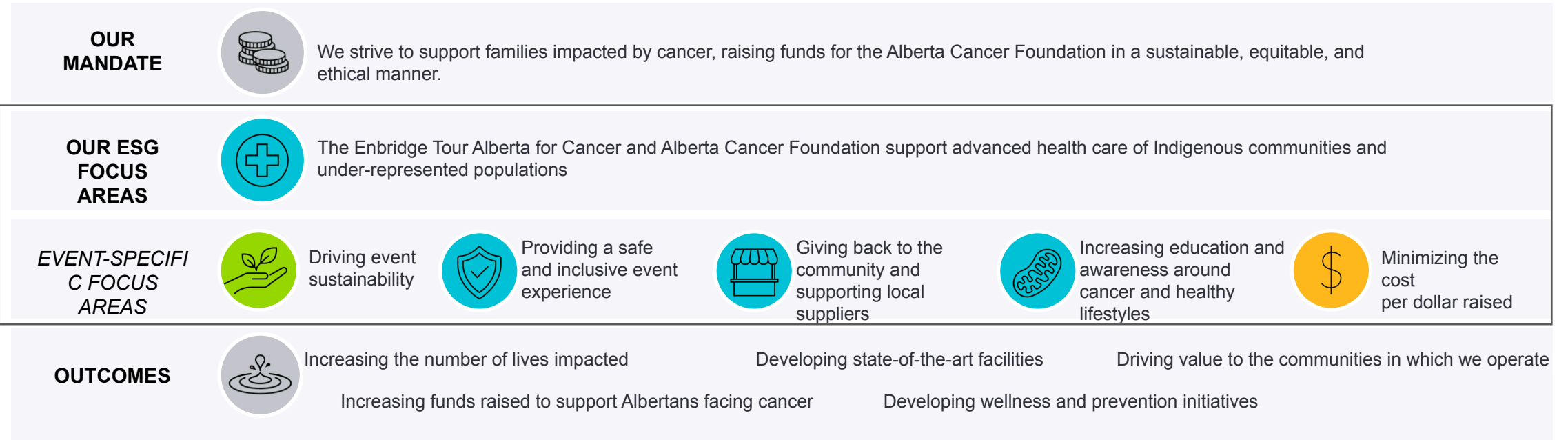
As we reflect on the remarkable journey we've embarked on together, I'm filled with great pride and gratitude. Thank you for supporting the Enbridge Tour Alberta for Cancer and the Alberta Cancer Foundation. Thank you for helping make life better for Albertans facing cancer.



Wendy Beauchesne,
CEO, Alberta Cancer
Foundation

ESG at the Enbridge Tour Alberta for Cancer

Our mandate is our overall purpose as an organization, and is the driving force behind everything we do. Our ESG focus areas are aligned to our mandate, and support our ability to provide tangible outcomes and additional value to our stakeholders. We have grown from the foundation we developed last year, and further strengthened it with the addition of a new event-specific focus area.



Our ESG approach aligns to five of the United Nation Sustainable Development Goals (UN SDGs).



Demonstrating alignment to the UN SDGs

We continually monitor how we can drive greater value to society relative to our ESG ambitions, as well as our alignment to the UN SDGs. Through our mandate and objectives, we contribute to five of the UN SDGs:



Our mandate is to raise funds to support cancer treatment and research, and provide a safe and inclusive event, thereby promoting health and well-being.



The ACF is developing certain policies and mandates to provide equal opportunities for women. Our leadership team is 75 percent female, and our Board of Trustees is 47 percent women.



The ACF has implemented programs to support all Albertans facing cancer, regardless of their race or socioeconomic status. The Enbridge Tour Alberta for Cancer provides more route and bike options to make the event more inclusive.



We promote cycling as a means of commuting, driving sustainability improvements for communities across the Province.



We aim to reduce our per capita food waste, and to partner with suppliers that reduce overall waste.

Our ESG ambitions and performance



Our ESG ambitions

The Enbridge Tour Alberta for Cancer is working to increase its commitment to ESG in ways that align with values of our organization, our partners, and the UN SDGs. We have identified opportunities that will reduce the environmental impact during the event and continually grow our bonds with the community.

Our ambitions include:

- **Reducing emissions and our carbon footprint** - We supported this goal by simplifying the event structure, providing on-site amenities for guests, and using electrical equipment where possible instead of generators.
- **Reducing waste and single-use plastics** - We supported this goal by providing large, refillable water bottles for guests for use, as well as providing composting and recycling stations, and sorting through waste.
- **Increasing event safety** - We progressed our efforts toward this goal by providing training rides, increasing medical staff & riders supports, and monitoring for air quality during the event.
- **Providing an inclusive environment** – We supported this goal by providing additional route options, and allowing electric bikes on course.
- **Giving back to the community** – This goal was supported by our ability to partner with local suppliers, develop and strengthen our relationships with the town of Strathmore, and give back to local charities.
- **Supporting local suppliers** – We worked toward this goal by identifying and selecting food and beverage suppliers that were local, and worked with local Indigenous groups to support the opening ceremonies.
- **Increasing education and awareness** – We strive to inform Albertans about the benefits of living a healthy lifestyle, and provide accessible information about all Alberta's cancer centres and core provincial programs (e.g., Indigenous Cancer Patient Navigator).
- **Minimizing cost per dollar raised** – We support this goal by continuously looking for new partnership and sponsorship opportunities, and reducing the cost to run our event where possible.



Driving event sustainability



Supporting Indigenous communities and under-represented populations through access to health care



Providing a safe and inclusive event experience



Giving back to the community and supporting local suppliers



Increasing education and awareness around cancer and healthy lifestyles



Minimizing the cost per dollar donated

Driving event sustainability

We worked towards minimizing our environmental impact and reaching our sustainability goals. In 2023, we drove event sustainability in several meaningful ways:

1. Reducing emissions and our carbon footprint

- Implemented a single event location to minimize the emissions associated with commuting and travel.
- Reduced emissions by using electrical equipment in place of additional generators.

2. Reducing waste and single-use plastics

- Minimized the use of single-use plastic by encouraging people to use refillable bottles through the implementation of self-serve water stations at festival and pit stops.
 - Provided refillable water stations across the route, at festival and in the camping area..
- Reduced food waste through proper quantity management, and donated the left-over food to local shelters.
 - Received food donations from Strathmore grocery stores for volunteers on course, and water and granola bars for riders.
 - Recycled over 6,000 bottles/cans for a \$612 refund from Strathmore Bottle Depot, and reinvested those funds back into the cause.
 - Donated 500 oranges and 500 granola bars to Safe Communities Opportunity and Resource Centre.
 - Donated 24 packs of water and 24 packs of Gatorade to the Youth Centres of Calgary.
- Implemented recycling programs to reduce the amount of waste.
 - Collected a total of 10 yards of compost and 25 yards of recycling.

Moving forward, we will continue to drive waste reduction by partnering with suppliers to minimize the use of plastic, and promoting the use of refillable water bottles for both the event participants and supporting family and friends.



Providing a safe and inclusive event experience

While the primary focus of our event is to raise funds for the ACF, we identified opportunities to ensure the safety of riders at the event and make the event more inclusive for participants.

1. Increasing event safety

- Provided pre-tour training rides and virtual Rider Ready sessions to help riders feel prepared and confident for the event.
- Managed environmental safety concerns by monitoring air quality and wind.
- Provided on-route access to air conditioning to help riders cool off in the heat at pit stops.
- Protected the safety of riders with six course managers, two aid station managers, 20 professional traffic controllers and 12 course marshals.
- Deployed 20 medical volunteers and six vehicles on course to transport emergency patients to local hospitals, and provided adequate health and safety precautions with the intention of reducing injuries.
 - Reported two non-emergency transports on Day 1; none on Day 2.
 - Deployed on-site medical volunteers, including Medical Operations Manager, Medical Dispatch, Registered Nurse, Advanced Life Support, Basic Life Support, and First Aid Attendants.
- Aided nearly 100 bike tune-ups, including changing tires, throughout the weekend via on-site bike mechanics.

2. Providing an inclusive environment

- Provided riders with two course options (70km or 100km) to accommodate different physical capacity.
- Allowed the usage of electric bikes to accommodate participants with physical considerations.

The Enbridge Tour Alberta for Cancer strives to continuously provide a safe and inclusive event experience for all. It is our intention to unite Albertans from across the province to form a like-minded community with a common goal of raising funds to support those facing cancer.

“

Absolutely an incredible experience of caring, comradery, cycling and making of difference for those with cancer! Proud and grateful to have been a part of such a well-organized and supported event! Well done!! I'll be back!"

- Merina Farrell, Team Shawcor

“

To someone who has never done it, this event can seem daunting...but you are well supported and can overcome what looks like a mountain when you start. With that in mind, why not join us? We're making progress toward a cancer-free future, one pedal stroke at a time."

- Michael Halliwell, Tour Participant



Giving back to the community and supporting local suppliers

Our primary mechanism for giving back to the community is through raising funds for the ACF. However, we also engaged with the local community of Strathmore and identified opportunities to support the town that hosted our event. This year, we are proud to share that 94 percent of our suppliers are Alberta-based.

1. Giving back to the community

- Donated leftover food items to local shelters: Safe Communities Opportunity and Resource Centre and Youth Centres of Calgary.
- Hired local suppliers and sub-contractors to provide food and beverages, logistical support, and other event services.
 - out of 36 suppliers, only two were outside the province (94 percent local suppliers), and the ambition for next year is to have more concentrated suppliers in Strathmore.

2. Supporting local suppliers

- Purchased donuts and volunteer meals from local bakeries and restaurants.
- Contributed to the local economy as hotels and restaurants met capacity over the weekend.
- Engaged Astokomii Smith, who is a member of the Siksika Nation and the Indigenous liaison for the town of Strathmore, with a cultural dance as a part of the opening ceremony and land acknowledgment.

We strive to sustain and nurture the ongoing partnership with the town of Strathmore, and continue to engage with local Indigenous groups and communities. We aim to continually increase the percentage of suppliers that are locally-based.



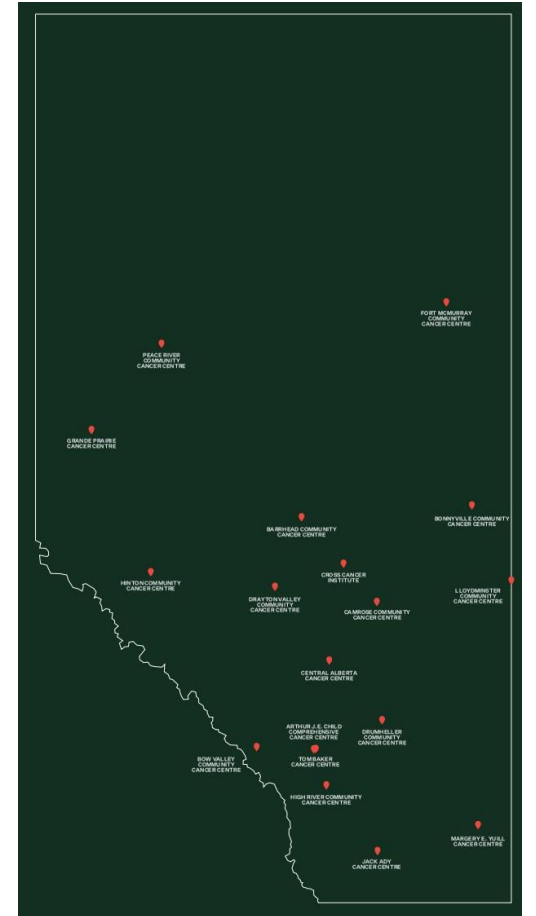
Increasing education and awareness

The Alberta Cancer Foundation aims to make the patient experience more seamless, accessible and inclusive. As the designated fundraising partner for all Alberta's cancer centres, we support the patient experience through various education and financing initiatives:

- Our Patient Navigator Program helps patients by providing timely access to information, and aiding in decision making through individualized care.
- Our Indigenous Cancer Patient Navigator supports Indigenous patients in navigating the healthcare system, providing support and information, and advocating on behalf of our patients to ensure their questions are answered and concerns are addressed.
- Our Patient Financial Assistance Program supports patients in addressing direct costs of care such as travel, accommodation and medication, as well as other indirect costs such as grocery or utility bills.
- We aim to provide greater access to care through the power of proximity, with 17 cancer centres across the province.

We understand the importance of living a healthy lifestyle in reducing cancer risk. The ACF and the Enbridge Tour Alberta for Cancer encourages Albertans to live a healthy lifestyle through various platforms:

- Encouraging cycling as a form of exercise and a healthy approach to commuting;
- Hosting and supporting training rides ahead of the event;
- Building community around cycling and the event through rider appreciation events;
- Encouraging more riders to join the event in cycling 200 km – over two days; and
- Promoting a healthy diet through articles in our Leap Magazine.



Minimizing the cost per dollar raised

One of our ESG focus areas is to reduce the operating cost of the event with the intent to increase the amount that goes directly toward the ACF. We track our performance in this area through the 'cost to raise a dollar' metric, and are proud to share we were able to maintain a low cost to raise a dollar of \$0.18, meaning \$0.82 of every dollar raised by the ACF goes directly toward supporting Albertans facing cancer.

On an event-specific basis, we were able to reduce the operational cost of running the event on a per capita basis by 60 percent.

The following factors contributed to our ability to minimize the cost of the event in 2023:

1. Strathmore & District Agricultural Society's generosity in providing the event venue at a reduced price, supplying power and water, and providing volunteers.
2. Increasing participants by approximately 200 percent from last year through effective marketing and sponsor engagement, which contributed to the total amount raised and enabled greater economies of scale.
3. Prioritizing efficient event management and planning through the employment of an experienced contracting firm.
4. Partnered with the community to identify volunteers and amenities where possible.
 - Over 300 volunteers and local sport teams were instrumental in running the event
 - Pit Stop locations were donated by local land owners

We understand that effective and transparent stewardship of donations is at the heart of our mission. As such, our operational team seeks to strengthen corporate governance to increase the amount of money we're able to contribute to the ACF, and host a safe and effective event. We continue to strengthen our internal practices by looking for new sponsorship opportunities, increasing rider participation, and working with a third-party ESG service provider.



How to get involved

The Enbridge Tour Alberta for Cancer is proudly the signature fundraising event for the Alberta Cancer Foundation. Funds raised through the Enbridge Tour Alberta for Cancer support the lives of thousands of Albertans that use the Alberta Health Services cancer centres each year.

There are many ways to get involved, and support our cause and event. We can tailor our approach to meet your individual needs.

Individual participants: Volunteer, donate, or participate in the event.

- There is a minimum of \$2,500 fundraising requirement for participating in the in-person event.

Corporate teams and sponsorship: Cash contributions, in-kind services and products, or sponsoring a rider or corporate team.

- Contact [Krystal Clements](#) to inquire.
- The Enbridge Tour Alberta for Cancer is looking for sponsors to support running our event, and making our event more sustainable. Specific opportunities include:
 - Variety of sponsorship levels starting at \$10,000;
 - Sponsors for local and/or healthy food options for cyclists on event day;
 - Renewable energy sponsors to reduce our dependence on fossil fuels and generators; and
 - Zero-emission vehicle sponsors (e.g., electric vehicles, hydrogen fuel cell vehicles).



Contact Us

General Inquiries

touralberta@albertacancer.ca

Corporate and Sponsorship Opportunities

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