



# 2022 ENBRIDGE TOUR ALBERTA FOR CANCER ESG REPORT



## About us

The Enbridge Tour Alberta for Cancer is in support of the most courageous and brave Albertans who have shown their strength through a cancer experience. Those with us. And those we've lost. Our end goal is More Life. More Moments. More time with those we love.

By raising funds for cancer treatment and research at all 17 Cancer Centres across the Province, the Enbridge Tour Alberta for Cancer is proud to support the incredible work of the Alberta Cancer Foundation (ACF). We are thrilled to announce that in 2022, we raised over \$3.7 million thanks to the generosity of those who participated in the Enbridge Tour Alberta for Cancer.



## MORE LIFE. MORE MOMENTS. MORE TIME WITH THOSE WE LOVE.

In 2022, we took a close look at our event sustainability and partnered with Ernst & Young LLP (EY) to support our commitment to embedding Environmental, Social and Governance (ESG) into our event operations and business practices.

Our ESG aspirations are guided by our ambition to drive event sustainability, increase our local and social contributions, and minimize event costs, so we can ensure each dollar raised has the largest impact on Albertans facing cancer.

We are pleased to share our inaugural ESG Report with you, and are excited to continue strengthening our focus in these areas.

### A Message from the Alberta Cancer Foundation

While 23,000 Albertans will face cancer diagnoses in 2023, many more people will be impacted. All of our stories with cancer are unique, but we share the same worries, fears and hopes as one another.

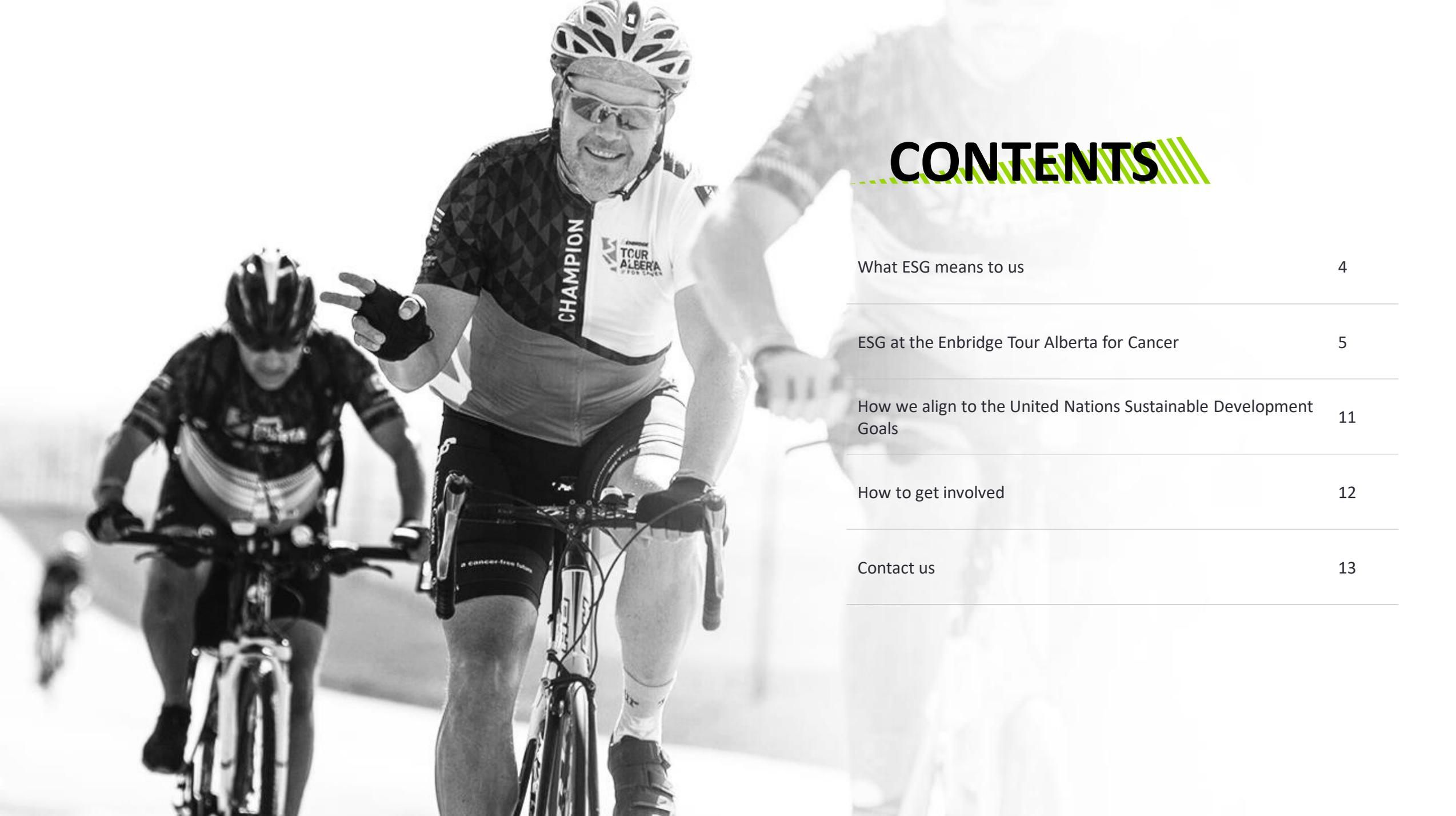
It is our hope, at ACF, to provide Albertans the best care, research and opportunities in facing cancer, and this is reflected in our organizational purpose: To create more moments for Albertans facing cancer by inspiring our community to give to innovation in detection, treatment and care.

This past year alone, we dedicated over \$27 million to cancer research, treatment and care across Alberta, and are the fundraising partner for the 17 Alberta Health Services cancer centres as well as the new Calgary Cancer Centre.

We fulfill our purpose year round through events and programs such as the Enbridge Tour Alberta for Cancer, and are grateful for the generous support from our event sponsors and donors. So thank you for supporting this event, and for the tremendous role you play in improving the lives of Albertans.



**Wendy Beauchesne,**  
CEO, Alberta Cancer Foundation



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## What ESG means to us

The Enbridge Tour Alberta for Cancer is a two-day cycling event with a big ambition: to raise funds for Albertans facing cancer. We are committed to doing this in the most sustainable, equitable and ethical manner, and to build off our past success in continuing to drive incremental value to our sponsors, riders and the communities in which we operate.

We demonstrate our commitment to ESG by reducing the environmental footprint of our event, while maximizing our contributions to society and our people. We seek to maximize the donations we raise for the Alberta Cancer Foundation, and improve the health care experience for Indigenous Peoples and minority groups within Alberta.

We continue to seek new opportunities to improve, and have identified five ESG focus areas:

1. Driving event sustainability by reducing emissions and waste;
2. Supporting Indigenous communities and under-represented populations through access to health care programs with tangible outcomes;
3. Giving back to the community and supporting local vendors in our contracting and sub-contracting approach;
4. Increasing education and awareness around cancer prevention and healthy lifestyles through year-round campaigns; and
5. Minimizing the cost per dollar raised by reducing event costs.

We are proud to announce EY as our sustainability partner of choice over the coming years, where we look forward to enhancing our ESG performance and generating additional long-term value for our stakeholders.

## OUR ESG FOCUS AREAS



Driving event sustainability



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



Giving back to the community and supporting local vendors



Increasing education and awareness around cancer and healthy lifestyles



Minimizing the cost per dollar donated

# ESG at the Enbridge Tour Alberta for Cancer

Our mandate is the driving force behind what we do, supported by tangible actions that result in real-life outcomes. In pursuit of our event ESG principles, we will provide additional value to our stakeholders.



Our ESG approach aligns to the following United Nations (UN) Sustainable Development Goals (SDGs)



# Supporting Advanced Health Care of Indigenous Communities

The Alberta Cancer Foundation is committed to building and understanding relationships with all cancer patients in Alberta.

Cancer rates in Indigenous Peoples have continued to increase over the last few decades, with patients typically being diagnosed in later stages. Indigenous Peoples are also less likely to receive the same level of care and outcomes as other patients in Alberta.

To better support the health care needs of our Indigenous population, the ACF has implemented the Indigenous Cancer Patient Navigation program.

This new program is designed to provide greater care to Indigenous Peoples impacted by cancer by providing:

- resources for earlier diagnoses;
- access to better treatment options;
- registered nurses to work with and support First Nations, Métis and Inuit Peoples impacted by cancer;
- opportunities to connect Indigenous Peoples with support services and resources across all 17 cancer centres in Alberta; and
- two dedicated Indigenous Cancer Patient Navigators for both North and South communities.



“

Throughout my journey, I have worked with and have seen Indigenous clients in emergency and cancer care, and I continually find that there are still gaps in understanding. I have personally seen and experience biases in health care, and that's part of what fuels my passion to do better.



**Arrow Big Smoke,**  
a proud member of the Piikani Nation, Southern Indigenous Cancer Patient Navigator

## Driving event sustainability

At an event level, we are also working toward implementing sustainability measures and minimizing our impact on the environment.

We drive event sustainability in a number of meaningful ways:

### 1. Reducing emissions where possible by:

- promoting the use of bicycles as a sustainable and clean alternative to commuting and transportation; and
- implementing a single event location to minimize the emissions associated with commuting and travel.

### 2. Reducing waste where possible by:

- implementing an end-to-end recycling program to reduce the amount of waste, and reducing packaging materials through our vendors;
- minimizing the use of single-use plastic and associated waste through the implementation of self-serve water stations;
- reducing food waste through proper quantity management, and donating the left-over food to food shelters; and
- providing an option for participants to opt out of event swag such as jerseys.

Moving forward, we are considering opportunities to further reduce our carbon footprint through on-site electric vehicle use and renewable options to support our electricity needs.



## Giving back to the community and supporting local vendors

Although our primary mechanism for giving back to the community is through raising funds for the Alberta Cancer Foundation, we continue to identify opportunities to support the local communities in which we host our event.

- The Tour unites Albertans from across the province, different industries and walks of life, to form a like-minded community, with the common goal of raising funds for Albertans facing cancer.
- We encourage peers, families and employees to support and participate in the ride, festival and ceremonies.
- We donate leftover food items to local food shelters.
- We donate leftover swag items to local charities and community groups.
- We invest in sufficient medical care to ensure adequate health and safety precautions are in place on event, thereby reducing injuries.
- Where possible, we hire local vendors and sub-contractors to provide food & beverage, logistical support and other event services.



## Increasing education and awareness around cancer and healthy lifestyles

One of our ESG focus areas is to raise awareness about cancer programs and healthy lifestyles. We do this by providing support to a number of Alberta Cancer Foundation programs:

- Designated site funds for all 17 Alberta Health Services Cancer Centres, including Tom Baker Cancer Centre & Cross Cancer Institute.
- Patient Navigator Program, which ensures timely access to information required for decision-making, co-ordinates additional supports in their communities and offers individualized care to meet specific areas of need.
- Patient Financial Assistance Program, which provides timely access to financial aid for patients undergoing treatment.

Maintaining and living a healthy lifestyle is a year-round commitment, and one that is very important to reducing cancer risk. It has been suggested that approximately 1/3 of all cancers can be prevented through healthy living, which is why we work year round to advocate for health and wellness.

Some of the ways we encourage a healthy lifestyle include:

- promoting year-round fitness and exercise;
- building a community around cycling through Enbridge Tour Alberta for Cancer rider appreciation events;
- promoting a healthy diet through articles in our Leap Magazine;
- hosting 1,313 participants at the Enbridge Tour Alberta for Cancer; and
- hosting training rides ahead of the event.

### PATIENT NAVIGATOR PROGRAM LOCATIONS



## Minimizing the cost per dollar donated

One of our guiding principles at the Enbridge Tour Alberta for Cancer is to drive efficiencies with the intent of reducing costs. We are proud to announce that we were able to reduce our cost per dollar raised by 36 percent last year. In 2021, the average cost per dollar raised for the Alberta Cancer Foundation was only \$0.18, a number we strive to reduce year over year.

We do this through a number of key initiatives:

- increasing our funds raised year over year;
- reducing the costs to run our events; and
- identifying sponsors and volunteers for all amenities where possible.

We understand the value in diversity and inclusion, and recognize that diverse teams drive greater levels of innovation and problem solving.

We are proud to share that our executive team is 100 percent women, and our Board of Trustees is comprised of 39 percent women.



# Demonstrating alignment to the UN SDGs

The UN SDGs are the heart of the 2030 Agenda for Sustainable Development. Through our mandate and business actions, we contribute to five of the UN SDGs:



Our mandate is to raise funds to support cancer treatment and research, thereby promoting health and well-being.



The ACF is developing certain policies and mandates to provide equal opportunities for women. Our leadership team is 100 percent female, and our Board of Trustees is 39 percent women.



Donations to the ACF support all Albertans. The ACF has implemented programs to support all Albertans facing cancer, regardless of their race or socioeconomic status.



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 vendors that reduce overall waste.

## How to get involved



As one of the primary fundraising events for the Alberta Cancer Foundation, funds raised by the Enbridge Tour Alberta for Cancer benefit the 17 Alberta Health Services cancer centres throughout the province.

Your support contributes toward helping the thousands of Albertans who use these facilities each year. Over and above the ambitions of our mandate, we strive to improve our ESG performance, and become better stewards of the land and resources entrusted in us.

Getting involved is easy, and we can tailor our approach to meet your sponsorship needs:

**Individual participants:** Volunteer, donate, or fundraise. There is a minimum of \$2,500 fund raising 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 [Melissa McKenzie](#) 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 dependency on fossil fuels and generators; and
- zero-emission vehicle sponsors (e.g., battery electric vehicles, plug-in hybrid vehicles, hydrogen fuel cell vehicles).

# Contact Us

General Inquiries

[touralberta@albertacancer.ca](mailto:touralberta@albertacancer.ca)

Corporate and Sponsorship Opportunities

[melissa.mckenzie@albertacancer.ca](mailto:melissa.mckenzie@albertacancer.ca)