



HBOC Society Members:

Thank you for your continued support of the HBOC Society and our cause.

This last year continued to see major financial challenges as a result of the downward local economy. However, there was good news with regard to a significant shift in the type of financial support we are receiving, as a result of social media donation programs. This change took us from primarily local donations that were in response to our pleas, to a place where we are seeing multiple unsolicited donations from patrons from across the country. This is very important because it means we are working toward more sustainable funding and also because it reflects the burgeoning success of our RISKY GENES™ Awareness Program.

The focus of our CEO was to continue to grow local chapters and form strategic partnerships with industry who focus on services or products for those of us affected by risky genes. An obvious example is genetic testing services, an industry growing by leaps and bounds. It also now includes the pharmaceutical industry, some of whom have for the first time developed specialized products for our aggressive, genetic cancers. The four local Chapters in Vancouver, Victoria, Calgary and Edmonton continue to grow, primarily due to contact through the Risky genes Facebook groups. The success of these groups spur hope that members from other communities will continue to come forward to establish groups in their own communities.

The Board continued to focus on strategic direction and was successful in forming a solid basis for future plans. With the genetic cancer landscape constantly expanding as researchers learn more, the move towards our more inclusive risky genes brand will help us better navigate those changes. With your help we look forward to responding to the needs of our members, contacts and the risky genes community as a whole. If you would like to make a tangible difference, please consider supporting your own cause by volunteering or choosing the HBOC Society as your charity of choice.

I wish all of you the best in the coming year.

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