

Daffodil Days taking a new path in Ontario

by Julia Le

Oakville Beaver Staff

Competition is stiff when you have more than 320 cancer charities all vying for donor dollars, says Martin Kabat, CEO of the Canadian Cancer Society (CCS) Ontario Division.

Kabat spoke to staff and volunteers about the challenges the CCS faces while visiting the Halton Unit office in Oakville Thursday.

This year's change to the Daffodil Days campaign is part of CCS' attempt to stay "ahead of the curve" and better connect with Ontarians in a way that's meaningful and important to them, Kabat said.

His visit was part of his tour of approximately 30 of the CCS' Ontario offices to offer an open discussion about the organization's direction and vision.

Kabat acknowledged each community has unique ideas and concerns that the CCS is taking to heart.

For example, he said there are concerns in Northern Ontario about fundraising dollars raised there being sent to Toronto.

He said the money funds the "best research" that is making a difference

in everyone's lives.

"Seventy-five years ago, when the society started funding research, one in four women survived breast cancer and today 88 per cent survive," he said.

"No children survived leukemia and today 90 per cent of children will survive all childhood cancers. Those children are living in North Bay, in Red Lake and in every single community in Canada."

As Kabat spoke with approximately 20 staff and volunteers at the Pacific Road office in Oakville, he addressed a more local issue that had concerned some volunteers.

In April, which has traditionally been the CCS' Daffodil Days fundraiser, live daffodil sales have been handed over to Loblaw Companies Ltd.'s grocery stores this year while the CCS, Ontario Division volunteers sell daffodil pins.

The exclusive deal with the Loblaw Group will net the CCS' Ontario Division \$400,000 and better allocate resources for other campaigns while still offering fresh flowers to those who want them, he said.

"The problem was, we couldn't handle it," admitted Kabat, noting even though the sale of fresh daffodils



Cancer survivor Mutasim Khandakar, 8, of Toronto and Martin Kabat, CEO for the Canadian Cancer Society (CCS) Ontario Division, kick off the Canadian Cancer Society's Daffodil Month. This year, through a partnership with Loblaw Companies Limited, live daffodils will be sold on behalf of the CCS exclusively at Loblaw group stores in Ontario. CCS volunteers will sell daffodil pins. | photo courtesy Canadian Cancer Society Ontario Division

was successful in Halton, in other areas it was failing. "We could no longer get people to go out, pick up daffodils, drop them off, throw them out, take

care of them, go get new bunches and bring them back or stand on street corners and sell live flowers."

Kabat said the world is constantly

changing and the demand for the flowers was on the decline, as was the revenue.

Kabat also acknowledged the Loblaw reach of stores is likely to grow in Oakville and Halton given Loblaw Companies Ltd.'s recent acquisition of the Shoppers Drug Mart chain.

Meanwhile, the sale of daffodil pins could increase public awareness as pins are available at LCBOs, grocery stores and numerous local shops.

Just as the pink ribbon and poppy are symbolic, he said, the daffodil pins are catching on. CCS is also out boosting its social media presence.

He said the Internet has had significant impact.

Long-time CCS volunteer Joan Gibb said she's optimistic about the CCS' direction and supports the daffodil continuing as the CCS symbol of hope.

Betty Rogers, who has been volunteering in Halton for about seven years, said while she'll miss selling the fresh flowers, she supports the CCS move to raise awareness and funds for cancer research.

Though skeptical of the daffodil pins' success at first, Rogers said she's seeing more people making donations.

INLINE
FIBERGLASS



WINDOWS & DOORS

The walls of your home are insulated with fiberglass and so should your windows. Fiberglass windows outlast all other windows. Beauty, Style, Colours and Quality.



To purchase direct from the manufacturer and save,

Contact us at

866-566-5656

or info@inlinefiberglass.com

www.inlinefiberglass.com



Dr. Stephen Phelan, DDS

New Patients Welcome!

Our door is always open

We pride ourselves on the high quality of treatment, service and care we provide. We are always very happy to welcome new patients to our practice, and I welcome your call to schedule a new patient or emergency appointment with us! My office offers a wide range of complete modern dental care in a state of the art facility.

One area that is a focus of my practice is to help the many people suffering from advanced tooth wear and erosion. It seems

this is a problem that is increasing but it can be treated if caught before it is too late. The main issue if you feel you suffer from any form of tooth wear is protection and prevention. If your tooth wear has been diagnosed at an early stage you can concentrate on preventing further tooth wear with diet modification, protective dental appliances and some limited dental bonding to restore the small areas of attrition or erosion. If tooth wear has progressed to the point that your protective enamel has been worn away and you have exposed your inner dentin you will likely need a more comprehensive solution.

The pictures included are an example of a patient with severe attrition, erosion and bite collapse that I solved with a full mouth rehabilitation using porcelain restorations.

Before



After



If you suffer from tooth wear or other advanced dental problems, I would like to invite you to call my office to arrange a personal consultation appointment.

Dr. Stephen Phelan



Dr. Stephen Phelan

Call 905.827.1619 to arrange an appointment

Dental Surgeon. Cosmetic, Restorative & Implant Dentistry.
1500 Heritage Way, Oakville

www.phelandental.com

CREATING SENSATIONAL SMILES

IN OAKVILLE FOR 22 YEARS.

