

2017 Annual Report: Management Summary

2017: a year with some extraordinary milestones and fantastic innovations for the Dutch Cancer Society. We can now look back on:

Target expenditure

- Total spend of over 133 million on our mission objectives: less cancer, more cure and a better quality of life for (former) cancer patients.
- A total of 118 oncological research projects have received funding from the Research & Implementation Program, more than €58 million in total.
- The Oncode Institute was launched, partly thanks to the DCS and three ministries (Economy & Climate, Health, Welfare & Sport and Education, Culture & Science). This has brought together the very top in Dutch fundamental cancer research to crack the cancer code at an accelerated pace.
- The Dutch Cancer Society has joined the declaration against tobacco manufacturers to stop fiddling with cigarettes.
- We launched the 'Cancer affects more than you realise' awareness campaign, with the aim of making symptoms emerging after cancer treatment, more open to discussion.

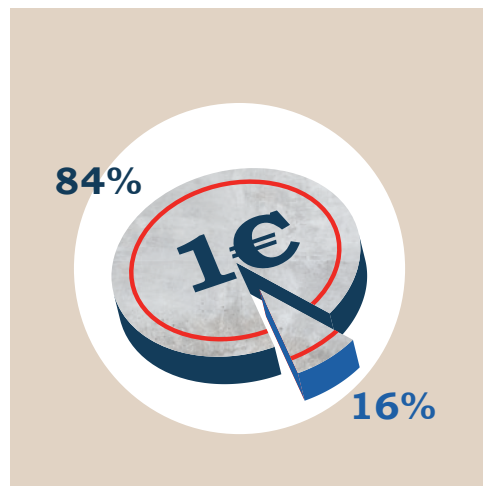
Fundraising

- The Dutch Cancer Society received more than €146 million in funds to spend on its mission objectives. These came from donations, inheritances, volunteers, big donors, DCS lotteries and hundreds of private and corporate campaigns.
- A first for the online collection box. Over 1600 collectors shared their collection boxes via Facebook, Twitter, LinkedIn, WhatsApp and e-mail. In total, the collection week brought in more than € 5.9 million.
- Ride for the Roses celebrated its anniversary edition: this tour was held for the 20th time, this time by more than 7,000 cyclists!
- The Dutch Cancer Society was more visible than ever on social media. Our Facebook fan base grew from 80,000 to 200,000. Dutch audiences could watch the Stars on Stage live via Facebook, where researchers and celebrities showed the very latest developments in the fight against cancer. We even managed to reach a total of 6.2 million people with the end-of-year lantern campaign.

Corporate Affairs

- As the chair of the European Cancer Leagues Access to Medicine Task Force, we increased our collaboration from 6 to 25 European Anti-Cancer Societies, with the aim of keeping innovative cancer medicines accessible to cancer patients in Europe.

We would like to express our thanks to our donors, our 100,000 volunteers, researchers, DCS Advisory Board, PACO members, our staff and all collaborative partners. We are all working together to ensure we are constantly getting closer to the day when nobody has to die from cancer any more.



Income distribution 2017

