Norwegian Cancer Society
Annual Report 2018
His Majesty the King is the patron of the Norwegian Cancer Society

Members of the royal family have been excellent ambassadors for the Norwegian Cancer Society since 1948, when King Haakon VII became the society’s first patron. King Harald has been the Norwegian Cancer Society’s patron since 2005. He participates in the society’s annual award of the King Olav V cancer research prize in June. The prize was established on 29 April 1992, in memory of King Olav V, and is awarded to a cancer researcher – or a cancer research team – that has helped to promote the quality and scope of Norwegian cancer research.
A cancer-free society

The Norwegian Cancer Society celebrated its 80th birthday in 2018. Huge progress has been made during those 80 years thanks to research and medical and technological advances. There have been many improvements in healthcare, and there is now more openness about the disease, and the Norwegian Cancer Society has been a major contributor to many of the advances that have been made.

There is a lot to be pleased about. Major advances have been made regarding cancer, but there is one thing that remains constant and unchanging. We could call it ‘the human factor’. That feeling of the ground being taken away from under your feet, the feeling of despair and frustration. Or that ray of hope, and a huge feeling of relief. All the feelings associated with cancer, both good and bad, are the same. Human relationships and emotions know no national boundaries; they do not follow trends in society and they do not change over time.

However, as a cancer society, we have changed with the times. We are now seeing more and more people survive cancer, but that does not mean they are becoming healthy again. That is why we put late effects on the agenda in 2018 through campaigns, exhibitions and meetings. The Krafttak mot kreft fundraising event raised NOK 30 million for research into late effects after cancer treatment, and eight research projects will help ensure that those affected receive better follow-up and support after they have completed their cancer treatment.

Our long-term goal is a cancer-free society. Everything we do has this revolves around this goal.

Photo: Agnete Brun

A cancer-free society
The Board of the Norwegian Cancer Society

Chair of the Board
Gunn-Elin Aa. Bjørneboe
University Director at the University of Oslo for 12 years until February 2019, now special advisor at the Faculty of Medicine at the same university. She has also been a researcher at the Institute for Nutrition Research at the University of Oslo, and affiliated to the University of Oslo and the University of Tromsø as a professor. Former director of the Norwegian National Nutritional Council and assistant director of the Directorate for Health and Social Affairs. Qualified doctor, Dr. Med.

Deputy Chair
Carl Otto Løvenskiold
Owner and CEO of the family business Løvenskiold-Vækera AS. Formerly President of the Enterprise Federation of Norway (previously HSH) and is a board member of Norges Varemesse, Bygg Reis Deg, Norsk Byggtjeneste, Bergene Holm and EDRA (the European DIY Retail Association). MBA graduate.

Board member
Line Bjørge
Divisional Chief Consultant in gynaecological cancer, Haukeland University Hospital, and Professor of Obstetrics and Gynaecology at the University of Bergen. Qualified doctor (University of Bergen), with a PhD in cancer immunology (University of Bergen and University of Helsinki) and MBAs from Mannheim Business School and ESSEC, Paris. Honorary positions in international advocacy groups working on gynaecological cancer and clinical cancer studies. Chair of the Oncological Forum and board member of the Oslo Cancer Cluster.

Board member
Tord Dale
Special advisor in the Footprint climate consultancy, and has previously worked on strategy and policy in trade and industry. He was a political advisor and State Secretary in the Stoltenberg government, notably in the Ministry of Health and Care Services. He completed an education in nursing and holds a Master of Management from BI, the Norwegian Business School.

Board member
Odd Gulbrandsen
Formerly Assistant Managing Director of NTNU Technology Transfer AS. Formerly Managing Director of Mision AS and has held various posts at Siemens AS. He is a qualified teacher with a degree in sport and intermediate courses in special education. Business school in Trondheim and senior management programme whilst at Siemens AS.
Board member
Per Haarr
Assistant Municipal Chief Executive in Stavanger municipality, former Director of Adolescence and Living Conditions in the same municipality. He has many years of experience from folk high school behind him, mostly as a school principal. He has held a number of national honorary positions relating to Norwegian and Nordic folk high schools. He also has a background as a health and social manager and a municipal chief executive in the municipality of Randaberg. A qualified teacher with supplementary qualifications in the natural and social sciences, as well as public sector management.

Board member
Maja-Lisa Løchen
Professor of Preventive Medicine, UiT The Arctic University of Norway, Tromsø and Consultant Cardiologist, University Hospital of North Norway. Many years experience as a relative of a cancer sufferer in her immediate family. Has had a number of national appointments in research and prevention, notably as chair of the Norwegian national council for tobacco prevention.

Board member
Håvard Aagesen
Speech-writer, advisor and writer in his own company, Medandreord. He has a background from the United Nations Development Programme, as a political adviser to the Norwegian Labour Party, a special adviser at Dinamo and as director of communications for the Norwegian Shipowners Association. Aagesen authored the book *Ingenmannsland – for oss som ikke døde, som ikke lenger er syke, men heller ikke blir friske* (No man’s land - for those of us who are not dead, who are no longer ill, but not healthy either).

Employee representative
Else Støring
Special adviser concerning division strategy and analysis at the Norwegian Cancer Society. Educated as a specialist oncology nurse, with eleven years’ experience as specialist nurse and head nurse at the gynaecology department of the Norwegian Radium Hospital. Has also worked as a clinical research nurse at the same hospital. She has previously also worked for the Norwegian Cancer Society as an advisor and divisional manager at Kreftlinjen.

Deputy
Julie Holte-Ambjørnsen
Legal adviser in Tromsø municipality. Previous experience as an adviser for NAV and project coordinator for the City of Oslo. She has a Master of Law degree from 2011 from the University of Oslo, and completed a one-year political science programme at the University of Agder.

Deputy
Arvid Hallén
He currently works as a board member and consultant and is associated with OsloMet – Oslo Metropolitan University. He is chairman of the board of the Western Norway University of Applied Sciences and of JPI Oceans in Brussels, and is a member of the board of Copenhagen Business School. Hallén has a background as a social scientist and research director and was the CEO of the Research Council of Norway from 2004 to 2017. He has a Magister degree (Mag. art) in sociology from the University of Oslo.
Measurements revealed that the cigarettes emit up to six times more toxins when the ventilation holes in the cigarettes are covered. Photo: Helge Mikalsen, VG / NTB scanpix

Visiting the Netherlands Institute for Public Health and the Environment. The Norwegian Cancer Society was the driving force behind an investigation into toxins in Norwegian cigarettes. Photo: Ingrid Stenstadvold Ross
The Norwegian Cancer Society’s purpose is to work to prevent and fight cancer and to improve quality of life for patients and their families. The Norwegian Cancer Society is an important stakeholder in society: through research and prevention, information, support, advice and advocacy we fight cancer locally, nationally and globally. The Norwegian Cancer Society has its head office in Oslo and regional offices in Tromsø, Trondheim, Bergen, Stavanger, Kristiansand, Hamar, Tønsberg and Oslo.

A new strategy was adopted by the supervisory council in 2015 and is in force from 2016 to 2019 inclusive. Our goals are:

1. Norway shall be a pioneer in cancer prevention.
2. Norway shall be a pioneer of good patient pathways.
3. More cancer patients will survive or live longer with cancer.
5. More user-oriented cancer care.

We present below the main activities and results achieved during the course of 2018 under each of the main strategic goals.

SOME HIGHLIGHTS FROM 2018
New national cancer strategy launched in 2018. The Norwegian Cancer Society was a major contributor in the preparation of this strategy and won support for key strategic initiatives. The Norwegian Cancer Society’s reputation is still the highest amongst all advocacy groups. The Norwegian Cancer Society celebrated its 80th anniversary, the year ending with a major live television broadcast from Akershus Fortress on 22 December 2018. Over 200,000 people watched the broadcast on TV2.

1. Norway shall be a pioneer in cancer prevention

TOBACCO
The Norwegian Cancer Society is striving to bring about a tobacco-free society by 2025. The Norwegian Cancer Society achieved a major victory when Norway introduced standardised snuff and tobacco packaging in July 2018. The Norwegian Cancer Society provided third party intervention on behalf of the State in the case where Swedish Match sued the State for failing to introduce advertisement-free packaging in 2017, but the tobacco industry was unsuccessful in its legal action. The aim of the standardised packaging is to prevent children and adolescents from starting to use tobacco. Another political victory was won when Norway ratified the Protocol to Eliminate Illicit Trade in Tobacco Products in June. The aim of this protocol is to prevent and eliminate illicit trade through better public authority control over the production and retail chain and by facilitating closer international cooperation.

On behalf of the Norwegian Cancer Society, an independent laboratory at the Netherlands National Institute for Public Health and the Environment carried out measurements on samples of Norwegian cigarettes. Following a collaboration with the newspaper VG, the issue attracted
considerable attention, as the results indicated that the cigarettes may be more dangerous than is stated on the packaging. The samples showed that the official measurement method understates the amount of tar, nicotine and carbon monoxide that a smoker ingests from the cigarettes. VG’s revelation led to strong reactions amongst politicians, health organisations and the Norwegian Consumer Council. The Minister for the Elderly and Public Health became involved in the issue and will consider the possibility of banning ventilation holes in Norwegian cigarettes. The Norwegian Cancer Society is following up the issue.

In cooperation with six national hospitals and the Norwegian Institute of Public Health, the Norwegian Cancer Society has begun a systematic initiative to promote services aimed at helping cancer sufferers to stop smoking. Both the outcome and the post-treatment prognosis are improved if the patient stops smoking. The project is due to be concluded in 2020.

INTERNATIONAL PREVENTION WORK
For many years, the Norwegian Cancer Society has been working to raise awareness of the importance of cancer in low-income countries. Seventy per cent of all cancer deaths occur in countries in this category. A high proportion of these cases could be prevented, and restrictions on the use of tobacco are the most important preventive initiative area. In line with the Norwegian Cancer Society’s input, the Storting decided in December to allocate money to prevent tobacco-related diseases and death via the aid budget. The government was also asked to develop a clear strategy setting out how Norway should engage globally in the efforts being made to combat cancer and other non-infectious diseases.

CERVICAL CANCER AND HPV VACCINES FOR MORE PEOPLE
Autumn 2018 saw the introduction of the offer of HPV vaccination for boys starting at 7th grade. Such vaccination has been available to girls since 2009. HPV is a sexually transmitted virus that can lead to several types of abdominal cancer. The Norwegian Cancer Society has a zero vision goal for cervical cancer, and high take-up of the HPV vaccine is an important step towards eradicating cervical cancer in Norway. In 2018, 18,000 HPV vaccination doses were at risk of being discarded due to pharmaceutical agreements, but together with the Minister for the Elderly and Public Health, we avoided this so that the vaccine could be distributed free of charge to particularly vulnerable groups (such as drug addicts).

For the past four years, the Norwegian Cancer Society has been conducting the cervical campaign #sjekkdeg in September in partnership with Womens magazine “Det Nye”, Fashion brand “Bik Bok”, the Cancer Registry of Norway and others. This campaign has resulted in 72,000 more women checking themselves in 2017 compared with 2014, the year before the campaign started.

2. Norway shall be a pioneer of good patient pathways

GLOBAL AND NATIONAL COMMITMENT AGAINST ANTIMICROBIAL RESISTANCE
Every year, almost 34,000 people are told, “You have cancer”. Today, seven out of ten of them survive. Cancer treatment weakens
Vice Mayor for Finance Robert Steen and Secretary General Anne Lise Ryel on stage at this year’s e-health conference (E-Hin 2018)
Photo: Ard Jongisma / Still Words Photography

With Minister of Health and Care Services Bent Høie on a study trip to China to learn about how robots can revolutionise tomorrow’s cancer treatments.
Photo: Helse- og omsorgsdepartementet
Our work on antibiotic resistance across national borders. Here, from the WHO’s head office, where the "Hanging by a Thread" exhibition is on display. Anne Lise Ryel with Dr. Danilo Lo Fo Wong and Cristiana Salvi. Photo: Jon Kirknes
the immune defence system, which makes it important to have effective antibiotics available both during and after cancer treatment. Through the marking of World Cancer Day in February, the Norwegian Cancer Society publicised the initiative to combat antibiotic resistance through the raising of awareness, together with the World Health Organization, Doctors Without Borders and the Norwegian Institute of Public Health. The proceedings were attended by both the Minister of Health and the Minister for the Elderly and Public Health. As a backdrop to the day, the Norwegian Cancer Society had prepared an installation which represented the issue: “Hanging by a thread”. The installation was used as a backdrop to a series of seminars and meetings concerning the issue during the spring and autumn.

The installation was on display at the Norwegian Cancer Society Knowledge Centre for six months, and was then purchased by Oslo University Hospital and is now on display at Rikshospitalet. The WHO has an English version of the exhibition, “Hanging by a thread”, which is currently in Copenhagen. The work has raised the Norwegian Cancer Society’s international standing.

**NEW CANCER STRATEGY WITH “PATHWAYS HOME”**

The government’s new cancer strategy entitled “Living with cancer”, developed in close cooperation with the Norwegian Cancer Society, was presented in April and covers the period from 2018 to 2022. The Norwegian Cancer Society is particularly pleased that the spotlight is now being directed more on those living with cancer and with late effects following cancer treatment.
King Harald hands the King Olav V Cancer Research Prize for 2018 to Professor Vessela Kristensen (University of Oslo) in the university’s old festival hall. Photo: Heiko Junge / NTB scanpix

Pricewinner Professor Vessela Kristensen, the King Harald V, Chair of the board Gunn-Elin Bjørneboe and Secretary General Anne Lise Ryel. Photo: Heiko Junge / NTB scanpix
The pathways for cancer were introduced in 2015 and have helped to give patients greater predictability and confidence in their pathway from primary to specialist health service. In the new strategy, “Pathways home” is intended to ensure that patients continue to receive the support they need after their treatment. It is a victory for the Norwegian Cancer Society that the cancer coordinators are being recognised as a vital asset in the new cancer strategy. The Norwegian Cancer Society has contributed to the establishment of cancer coordinator posts through the joint financing of posts in around half of the country’s municipalities. It is a success that, with very few exceptions, the municipalities are continuing to employ people in the posts without any financial support from us.

DIGITALISATION
For patients, digitalisation and the introduction of new technology is about higher survival rates, better pathways and improved lifeskills. Technology is also a prerequisite for being able to provide medical support in more and new ways. With a seat on the National e-health Board, the Norwegian Cancer Society is well-positioned to influence developments and in particular has been working to ensure progress in the introduction of “one person – one medical record”.

In collaboration with the City of Oslo, the Norwegian Cancer Society has produced the video “The story of Tim” to illustrate what digitalisation could mean for patients. The video was shown during Arendal Week and at the national e-health conference.

EXPERT PANEL AND AN OPPORTUNITY FOR RE-EVALUATION
The establishment of the Expert Panel in 2018 was an important victory for cancer patients. The panel provides reassurance that every possible treatment option has been considered, whether or not new treatment is recommended. In the longer term, the Norwegian Cancer Society hopes that the scheme will help many patients to gain access to experimental treatments through clinical studies.

3. More cancer patients will survive or live longer with cancer

RESEARCH
The chances of surviving cancer and being able to live a good life afterwards are continuing to improve. The Norwegian Cancer Society awarded a total of NOK 220 million to cancer research projects in 2018. The funds were split between fundamental research, translational research, clinical research, epidemiological research and health and social science research. The awarding of research funding took place through events at the Norwegian Cancer Society’s offices in Oslo. The Norwegian Cancer Society has also arranged a series of seminars at which many researchers who have previously received funding from the Norwegian Cancer Society have presented their research and their projects and preliminary results. The Norwegian Cancer Society’s website makes it easy to see which projects have received research support and what the projects are about.

Through the Norwegian Cancer Society’s campaigns “Krafttak mot kreft” and “Rosa sløyfe”, funds were raised which were then
The Norwegian Cancer Society Knowledge Centre is a popular arena for experiences and research dissemination. During 2018, the centre hosted the "Late effects following cancer treatment" exhibition. Photo: Jorunn Valle Nilsen
allocated to research relating to this year’s theme – late effects following cancer treatment.

NordForsk, the Research Council of Norway and the Norwegian Cancer Society have joined forces regarding a historic investment in child cancer research in the Nordic region, which involved the awarding of a total of NOK 30 million to three Nordic projects in personalised cancer treatment for children. We received some of the funding that the Norwegian Cancer Society made available via the National Budget in 2017.

In 2018, the King Olav V Cancer Research Prize was awarded to Vessela Kristensen for her research into genetics and breast cancer. The NOK 1 million prize was awarded by King Harald V.

**PHARMACEUTICALS AND PERSONALISED MEDICINE**

2018 saw widespread debate regarding personalised medicine and the cost of pharmaceuticals and new treatment methods. The Norwegian Cancer Society has put a clear message across on behalf of patients in various media, during an annual week-long political gathering in the city of Arendal and in debates relating to this subject field. In 2018, we also arranged a round table meeting with selected stakeholders in order to improve the dialogue between the parties. The Norwegian Cancer Society has also arranged seminars on the issue at the Norwegian Parliament in cooperation with the Labour Party.

**EARLY DETECTION**

The Norwegian Cancer Society has been an active driving force as regards the introduction of a national colorectal cancer screening programme. An important breakthrough during 2018 was the grant received via the National Budget for the introduction of a national screening programme for colorectal cancer. The grant will enable more colorectal cancer cases to be detected at an early stage and thereby facilitate more effective treatment.

4. Better quality of life for patients and their families

In 2018, the Norwegian Cancer Society achieved a political breakthrough by ensuring that children and adolescents as relatives will have their travel and accommodation expenses reimbursed in the event of a parent’s treatment, and by ensuring that women will be reimbursed for their personal contribution relating to the freezing of eggs to enable them to become pregnant after cancer.

**SERVICES AND SUPPORT PROGRAMMES FOR PATIENTS AND THEIR FAMILIES**

Cancer is a serious illness that many people live with for a long period of time. Cancer patients and their families need both information and support, and the website kreftforeningen.no provides up-to-date information on diagnoses, treatment, rights and services. In 2018, there were 1.6 million unique visitors to our website. Through the advisory service and the rights service, the public, patients and relatives receive advice on symptoms, assessment, treatment, finances and rights. In 2018, the Norwegian Cancer Society’s advisory service received 9,619 enquiries.

In 2018, Legal aid had 90 volunteer lawyers who handled 4,318 cases. This represents a doubling in the number of cases compared with the previous year.
This increase is linked to the fact that, through active marketing and visibility, we have reached out to more people in need of support.

The Norwegian Cancer Society attaches great importance to the provision of local meeting places: The seven Beacon Centres are affiliated to various university hospitals and give patients and their families a break from hospital routines, relevant courses and a place to meet other people and share experiences or simply have a good chat. In 2018, the Beacon Centres received more than 45,000 visitors.

“Treffpunkt” is a meeting place for children and adolescents as relatives, where a focus is placed on the group’s situation and provision is made for participation in activities and good discussions. At local thematic cafes, patients and their families receive information and knowledge, and have a chance to meet other people in the same situation. The service is available at 58 locations across the country, with activities run by volunteers.

The Norwegian Cancer Society gives cancer patients and their families practical help during and after illness. The “La meg hjelpe” (Let me help) initiative makes it easier for neighbours, friends and families to offer practical assistance, such as washing the car or picking children up from nursery. Through the Hverdagshjelpen (Everyday help) initiative, over 70 households received practical help in the home during 2018, and the initiative was extended across three new municipalities in 2018.

FOCUS ON LATE EFFECTS

During the year, the Norwegian Cancer Society directed considerable attention on late effects following cancer treatment through exhibitions, public meetings and campaigns. In autumn 2018, the exhibition entitled “Kreftfri, frisk?” (Cancer-free, healthy?) was set up at the Norwegian Cancer Society Knowledge Centre, which was supplemented by a number of public meetings about fatigue and working life. The exhibition will also be part of World Cancer Day in 2019, where the theme is adaptation in working life.

We have arranged seven public meetings about late effects across the country. Over 3,500 people attended meetings or followed proceedings via streaming. The support shows strong and unsatisfied demand for information about late effects. A stronger focus and greater awareness can make it easier to both understand and accept that being free from cancer is not always the same as being healthy.

The theme of this year’s “Krafttak mot kreft” campaign was “living with late effects after cancer”, while in the Pink Ribbon campaign, a special focus was placed on the twin themes of working life and sexuality.

During 2018, Pink Ribbon races were arranged in eight locations around the country. The intention was to show solidarity with breast cancer sufferers. Over 10,000 participants ran for the breast cancer cause, and the campaign raised a total of NOK 33.8 million.

The Blå sløyfe (Blue ribbon) campaign was carried out for the second consecutive year.
Over 24,000 collection box carriers participated in our annual Krafttak mot kreft fundraising campaign around the country. Photo: Kjell Inge Søreide
in collaboration with Prostatakreftforeningen. The number of people diagnosed with prostate cancer has increased in recent years, and many people who are treated for prostate cancer suffer debilitating late effects from the treatment. In 2018, we directed our attention on the lack of good diagnostic tools to better distinguish between the “aggressive” form of prostate cancer, which requires active treatment, and the “milder” form, which only needs to be monitored. The campaign is attracting increasing attention, and 2018 was the first year in which the campaign sold ribbons/pins in shops. A number of major collaboration partners also have helped to raise awareness and boost revenues.

5. More user-oriented cancer care

REPRESENTATION ON COUNCILS AND COMMITTEES
The Norwegian Cancer Society is an active player in society, a mouthpiece for citizens, patients and their families, and has a broad interface. The society is represented on around 160 boards and committees, and also chairs NAV’s user committee, amongst others. The Norwegian Cancer Society’s Secretary General is represented on the board of the HO21 Advisory Board and the National e-health Board. An extensive network and a number of important collaborations with both the public and private sectors give the Norwegian Cancer Society many opportunities to exert an influence and make a difference.

USER PANEL
In 2016, the Norwegian Cancer Society set up a user panel with over 2,000 participants with experience as a cancer patient and/or relative. During 2018, the panel was frequently used to conduct surveys concerning various issues, such as rehabilitation needs and hospital buildings. Through the panel, we also find user representatives for boards and committees, as well as cancer patients and their families who want to share their experiences and personal stories for everything from campaigns to articles in the media.

NEW ASSOCIATED MEMBERS
The Norwegian Cancer Society has 16 associated members, and in 2018 we welcomed the Pancreatic Cancer Network Norway, a network that aims to help improve the everyday lives of pancreatic cancer patients and their families. This is currently one of the forms of cancer with the lowest survival rates.

6. Greater commitment to cancer awareness

THE NORWEGIAN CANCER SOCIETY’S VISIBILITY
In 2018, the Norwegian Cancer Society was the advocacy organisation in Norway with the best reputation (IPSOS Profile Survey for 2018). During the year, the Norwegian Cancer Society had over 200 articles in the national press and was mentioned in more than 5,500 press articles across the country. In social media, the Norwegian Cancer Society has a total of 350,000 followers. Over 300,000 people follow us on Facebook, 7,500 on Twitter and 39,000 on Instagram. The Norwegian Cancer Society has an extensive network and reaches a large number of people. This gives us a high profile and the ability to reach many different target groups.
POLITICAL INFLUENCE
A key part of the Norwegian Cancer Society’s work is to build up strong networks and put cancer on the political agenda, both nationally and locally. In 2018, the Norwegian Cancer Society’s Secretary General took part in the health debate “Healthy at any price” during an annual week-long political gathering in the city of Arendal. The Norwegian Cancer Society also took part in a number of consultation meetings for the Storting report on the health industry, as well as meetings concerning the future of cancer treatment, antibiotic resistance and volunteering. As a commentary on the National Budget, we arranged a breakfast meeting about the health profile of the National Budget in which a number of key stakeholders took part, including the Norwegian Medical Association and the Institute of Public Health.

THE NORWEGIAN CANCER SOCIETY KNOWLEDGE CENTRE
2017 saw the establishment of the Norwegian Cancer Society Knowledge Centre, a centre which is aimed at creating interest and greater awareness concerning human biology, cancer research and technology. The centre also acts as an arena for workshops, seminars and thematic meetings for the general public, and provides a new meeting venue for everyone in Norway who is working on health, research and innovation. In 2018, the centre welcomed more than 13,000 visitors and hosted 146 events.

MEMBERS, CAMPAIGNS AND GENEROSITY
The Norwegian Cancer Society has 116,000 members, which represents a decline from 2017. 2018 saw a gratifying increase in income from regular donors. A new and important source of income for the Norwegian Cancer Society has been Facebook donations, which amounted to NOK 24.8 million in 2018.

In 2018, the Norwegian Cancer Society received strong support for all campaigns conducted during the year. Almost 24,000 volunteers went round with collection boxes during Krafttak mot kreft. The campaign mobilised student groups and various clubs, societies and associations from all over the country to go around with boxes, resulting in NOK 42.1 million being raised.

In 2018, the Norwegian Cancer Society participated in the “Giving Tuesday” campaign, which was intended to promote commitment to a good cause as an alternative and counter-response to the Black Friday sales bonanza. Around NOK 180,000 was raised, and over 3,000 wristbands were made to raise money for cancer.

HONORARY PRIZE AND TV BROADCAST
The Norwegian Cancer Society’s honorary prize was awarded to Jan Vincents Johannessen, who has attracted enormous attention and was a visionary regarding the cancer cause throughout a long career as a doctor, researcher, hospital director and association leader. In addition, “the Rjukan Radium Society” was awarded the Norwegian Cancer Society’s honorary prize during the TV programme “Christmas at the Fortress” for their huge contribution to the cancer cause over many years. They have knitted socks and raised over NOK 3.5 million kroner during the last 20 years.

The lead-up to Christmas was celebrated with a live TV broadcast, “Christmas at the Fortress”, on 22 December. The broadcast celebrated the 80th anniversary of the Norwegian Cancer Society and helped to boost the profile of the society. A total of
Anne Lise Ryel took part in the health debate during Arendal Week in 2018. Photo: Ingrid Stenstadvold Ross
NOK 3.2 million was raised from private individuals and businesses. We also received a donation of NOK 5 million from the government. The broadcast was linked to our Christmas campaign. The Christmas star campaign aims to boost the spirits of those who are unable to leave hospital over the Christmas period, and resulted in 15,426 Christmas stars being received and hung up in hospitals across the country. This represents an increase of 51 per cent from last year, and revenues from the campaign rose by 46 per cent.

VOLUNTARY COMMITMENT
In 2018, 1,639 people voluntarily helped to actively run the Norwegian Cancer Society’s activities and services around the country. Almost 24,000 people also took part in the Krafttak mot kreft fundraising campaign. People from all walks of life volunteered to assist the Norwegian Cancer Society, some in a professional capacity, e.g. volunteer lawyers.

The Norwegian Cancer Society’s Stafett for livet (Relay for life) was held in eight locations across the country in 2018. Over 13,000 people took part in the relays, where the local community – family, friends, schools and businesses – walked, ran or strolled for 24 hours in solidarity with those affected by cancer.

INNOVATIVE, LEARNING AND COST-EFFECTIVE ORGANISATION
The Norwegian Cancer Society has a conscious approach to quality and risk management, including personal data protection and information security. We are a knowledge-based organisation and our employees are characterised by diversity and a high level of expertise. The Norwegian Cancer Society’s objective here is to
be innovative, learning and cost-effective and the most attractive workplace in the voluntary sector.

The Norwegian Cancer Society strives to be a diverse and inclusive workplace and focuses on promoting equality and preventing discrimination. This applies both when we recruit new employees, and when we develop staff. At the end of 2018, the Norwegian Cancer Society had 188 permanent employees. The organisation consists of 24 per cent men and 76 per cent women, which reflects an increase in the number of men compared with 2017. This is in line with our ambition to recruit more men and even out the gender imbalance. Staff turnover for 2018 ended at 10.9 per cent.

The Norwegian Cancer Society has been a member of the Inclusive Working Life scheme since 2004, and we are committed to meeting different needs, as well as having premises that are universally designed.

Absence due to illness in the Norwegian Cancer Society fell during 2018, ending at 5.3 per cent. We are now working to prevent and reduce absence due to illness and boost job presence.

No serious injuries or accidents in the workplace were reported in 2018. The Norwegian Cancer Society is certified as an environmental organisation by the Eco-Lighthouse Foundation and has no activities that pollute the environment.

FINANCIAL HEADLINES
The Norwegian Cancer Society’s accounts are prepared according to the Accounting Act of 1988 and the accounting standard NRS(F) “Good accounting practice for charitable organisations”.

FINANCIAL RESULT FROM ACTIVITIES
In 2018, the financial result from activities was minus NOK 9.7 million, compared with a positive result of NOK 59.6 million in 2017. The use of funds for acquiring income increased by NOK 2.8 million and we used NOK 15.8 million less on causes in 2018 than in 2017. Financial income in 2018 was minus NOK 13.5 million, compared with NOK 94.9 million in 2017.

INCOME
The Norwegian Cancer Society’s work is mainly financed through fund raising, testamentary gifts and national lottery funding. Testamentary gifts represented one of the largest sources of income in 2018, totalling NOK 115.4 million. We had 37,000 regular donors who gave us NOK 44.6 million. We received NOK 49.7 million from donor letters and NOK 25.2 million in memorial donations (donations given in memory of a deceased person). We raised NOK 24.8 million through Facebook collections in 2018. The Norwegian Cancer Society does not use telemarketing.

We received NOK 69 million in 2018 from the National Lottery Fund. The allocation of lottery funding will change significantly from 2019 and could entail considerable financial consequences for the Norwegian Cancer Society.

In 2018, the Norwegian Cancer Society received NOK 2.7 million in public grants and NOK 27.2 million in VAT compensation. We also received a donation of NOK 5 million from the government to mark the Norwegian Cancer Society’s 80th anniversary.
USE OF FUNDS
The fundraising percentage of 80.8 in 2018 was slightly higher than in 2017. The Norwegian Cancer Society is registered with the Fundraising Register and complies with the requirement that at least 65 per cent of the funds raised must be used for the causes. Joint expenses, i.e. expenses that cannot be directly related to any special activity, of NOK 74.9 million have been distributed between fundraising expenses, the individual main activities and administration based on the number of FTEs connected with the activity. The Norwegian Cancer Society has spent NOK 445.7 million on the various causes. This corresponds to 82.1 per cent of all funds used, while the corresponding figure for 2017 was 83.2 per cent. Administration expenses, which comprise part of the administrative functions and part of the expenses relating to the secretary general and assistant secretary general, represent 1.5 per cent of funds used.

FINANCE
The Norwegian Cancer Society invests its assets according to advice from its own Finance Committee of professional volunteers. The aim is to find a balance between satisfactory returns and ensuring that assets are invested with the caution, including security, liquidity and risk spreading, that is appropriate for the treatment of assets from fundraising.

Of the Norwegian Cancer Society’s funds under management at the end of 2018, external funds under management amounted to NOK 935.2 million, comprising NOK 483.4 million in unit trusts and NOK 451.8 million in interest rate instruments. The return on external funds under management in 2018 was NOK 15 million. This corresponds to a rate of return of minus 1.6 per cent. By way of comparison, the return in 2017 was NOK 93.4 million, or 10.2 per cent. NOK 40 million was withdrawn from the portfolio during 2018.

To reduce the risks connected with investment in unit trusts and interest rate instruments, the Norwegian Cancer Society has chosen to use six different fund managers. The distribution between unit trusts and interest rate instruments at the end of 2018 was 52 per cent and 48 per cent respectively. Investments in Norwegian unit trusts were somewhat lower than investments in foreign unit trusts. Investments in foreign unit trusts is not hedged against the Norwegian krone. The trusts in which the Norwegian Cancer Society has invested are listed in NOK and have share investments in local currency in many parts of the world. Exposure in a number of different currencies reduces exchange rate risk. The Norwegian Cancer Society has ethical guidelines for financial management. This means that we do not invest in companies or groups that produce tobacco. We also follow the “Guidelines for observation and exclusion from the Government Pension Fund – Global investment universe”.

LIABILITIES
The Norwegian Cancer Society has given grants to projects that first fall due for payment after the end of 2018. These amount to NOK 512 million and are classified as liabilities in the balance sheet. Other liability items are mainly related to debts to suppliers, public taxes and pension obligations.
LIQUIDITY
In 2018, liquid assets fell by NOK 34.6 million. At the end of 2018, the Norwegian Cancer Society had bank deposits of NOK 150.5 million. Bank deposits increased by NOK 20.4 million during 2018 and the securities portfolio decreased by NOK 55 million. Unpaid grants that are classified as liabilities in the balance sheet were reduced by NOK 1 million during 2018.

CAPITAL FOR CAUSES
The Norwegian Cancer Society must have sufficient capital for causes to be able to deal with future loss of income. The Norwegian Cancer Society shall be a long-term and predictable organisation with robust capital so that we are able to take major national initiatives in the field of cancer. Our partners can and shall be confident that the Norwegian Cancer Society can meet its obligations in cancer research and cancer care. Funds have been allocated for all projects to which the Norwegian Cancer Society contributes, so that the financing of these is secured regardless of income trends in the future.

GOING CONCERN
The board confirms that the prerequisites for the going concern assumption exist and accordingly the annual report has been prepared based on the going concern principle.

OTHER CIRCUMSTANCES
As far as the board is aware, no circumstances have arisen after the end of the financial year that are of significance for the organisation’s position or financial results.

FOUNDATIONS
The Norwegian Cancer Society administers and/or participates in 17 foundations whose purpose is cancer awareness.

Oslo, 11 April 2019

Gunn-Elin Aa. Bjørneboe
Chair

Carl Otto Løvenskiold
Deputy Chair

Tord Dale

Pet Haarr

Odd Gulbrandsen

Maja-Lisa Løchen

Line Bjørge

Håvard Aagesen

Else Støring

Anne Lise Rye

Employee representative

Secretary General
REVENUE FOR 2018

- Public grants 0,5% (3 mill)
- Donations from the public sector 1% (5 mill)
- VAT compensation 5% (27 mill)
- Funds from Norsk Tipping (Norwegian National Lottery) 13% (69 mill)
- Membership fees 5% (27 mill)
- Grants and donations from foundations 4% (23 mill)
- Bequests 21% (115 mill)
- Memorial gifts 5% (25 mill)
- Donations and funds raised from private individuals 38% (210 mill)
- Donations from businesses and sponsor revenue 7% (39 mill)
- Other incomes 0,5% (3 mill)

USE OF FUNDS IN 2018

- Core activities 82% (446 mill)
- To create income 16% (89 mill)
- Administration costs 2% (8 mill)

USE OF FUNDS FOR CORE ACTIVITIES IN 2018

- Research 53% (235 mill)
- Information/health education 11% (50 mill)
- Cancer care 28% (125 mill)
- Community contact 3% (15 mill)
- International work 1% (6 mill)
- Preventive work 4% (16 mill)
The Norwegian press is an important communication channel for the Norwegian Cancer Society. Here, Anne Lise Ryel is interviewed by TV2 in conjunction with the Krafttak mot kreft campaign.

Photo: Cathrine Eide