



“Success is balance.”
- Yael Cohen

Founder and CEO of Fuck Cancer

Yael Cohen loves to cuss.

And she does it with purpose.

The CEO of Fuck Cancer respects the censorship media outlets employ during radio and television interviews, but believes that vocabulary strengthens dialogue. “Cancer’s not going anywhere, so we have to learn how to deal with it and talk about it better,” she says. In this fight between people and disease, Cohen is promoting a paradigm shift with no quiet conservation or socially prescribed answers and a vocabulary far from G-Rated.

CAREER SAMPLING IS WISE.

Born in South Africa, the 26-year-old Vancouver native had her sights set on being a doctor, but after two years into her pre-med, decided that she wanted to “fix the system, not the patients.” After graduating from political science and shifting to a career in finance, every element of Cohen’s education has come together to run a thriving cancer charity.

EARLY PHILANTHROPY.

In high school, she established Night of Hope, a fashion show fundraiser. “I started to raise money for the Canadian Breast Cancer Foundation with no family or personal experience,” she says. Although she considers it may have been a mode of “karmic protection,” her mother’s diagnosis years later would test mortality.

Building a community of dialogue and experience Cohen established Fuck Cancer to fulfill needs not being met. “We give a safe space where you can have an authentic emotional response,” she says of a community inclusive of patients, caregivers and survivors. The organization will be launching new projects this summer that encourage people to engage with each other through shared, experiential knowledge.

Check out: www.letsfcancer.com