

CROHN'S AND  
COLITIS CANADA

**ANNUAL  
REPORT**

2015/16

2015/16 fiscal year: July 1, 2015 to June 30, 2016

MAKE IT STOP. FOR LIFE.



Crohn's and  
Colitis Canada  
Crohn et  
Colite Canada

# BUILDING MOMENTUM



Harvey Doerr  
Chair, Board of Directors



Mina Mawani  
President and CEO

Crohn's disease and ulcerative colitis are invisible diseases, but the growing number of Canadians supporting our mission is helping ensure we are more visible. More and more people are raising their voices, taking advantage of programs, and participating in fundraising. We are improving the lives of 250,000 Canadians through research discoveries, patient programs and donor and volunteer commitments. Thanks to the tremendous efforts of thousands of Canadians from coast-to-coast, our Gutsy Walk generated a record \$3.5 million, our patient programs helped more people, and our social media promotions were seen by millions of Canadians.

We're building incredible momentum. Thanks to your support, we've been able to invest more than \$100 million in world-class research since our founding in 1974. These funds have led to important breakthroughs in genetics, gut microbes, inflammation, and cell repair research, as well as laying the groundwork for new and better treatments.

We are so inspired by your passion and support. You have helped us launch and advance several critical initiatives, including the development of a strategic vision and priorities that takes our organization to 2020. The first-ever PACE Network has brought together leading IBD centres to advance best practices and elevate patient care for Canadians living with Crohn's and colitis. Our Crohn's and Colitis Canada GEM Project nears a milestone with 86% of recruitment completed. This project will provide valuable insights into the triggers for Crohn's so that we are better able to develop personalized treatments and find a cure.

These achievements and our expanded outreach to Canadians could not have happened without your support. Thanks to you, our \$100 million **Crohn's & Colitis – Make it stop. For life.** campaign is at \$44 million (44%) at the end of the third year of our seven year campaign and funds are already hard at work transforming lives.

We are proud to go into the new year with a surplus and a balanced budget, laying a solid foundation today and building greater momentum for the future!

YOU and your families remain at the centre of our work now and into the future, as we drive research, patient programs, advocacy and awareness to greater heights.

**We  
sincerely  
thank  
you for  
supporting  
Crohn's  
and Colitis  
Canada.  
Together, we  
will make it  
stop. For life.**

# WHAT'S AHEAD

This past year, Crohn's and Colitis Canada established a new strategic vision to take us into the future. The Crohn's and Colitis Canada strategy sets out a clear view of where we need to be by 2020 as defined through the input of patients, donors, volunteers, staff, and the research/medical community. The strategy is bold, aspirational, yet obtainable.

We will build on our momentum and continue to be relentless in our promise to find the cures and improve the quality of life for those affected by these chronic diseases. Every single person with Crohn's or colitis – young and old – inspires this strategy.

Our vision will become a reality by focusing our efforts on five overarching priorities. Crohn's and Colitis Canada, with the support of our community, will:

Generate new science, knowledge and treatments for Crohn's and colitis through a diverse research portfolio

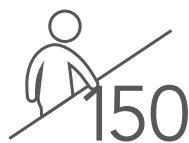
Improve the quality of life and experience of people living with or affected by Crohn's and colitis

Diversify and grow our fundraising

Create an open conversation about Crohn's and colitis and grow our profile as leaders

Support high performance and strategic action across the organization

Thanks to you, we've made tremendous strides since our last plan – investing in world-class research, elevating awareness, advocating for change, and engaging thousands through empowering patient programs. For us, it's all about the quarter of a million Canadians living with Crohn's or colitis and ensuring that every child and adult can live their life to the fullest.



1 in 150 Canadians are living with Crohn's disease or ulcerative colitis



Canada has among the highest rates of these diseases in the world

## 2020 VISION



Crohn's and Colitis Canada is a global force advancing transformational research and activating our community to improve the lives of people affected by Crohn's and colitis in Canada.



# BUILDING MOMENTUM

# TOGETHER 2015/16 HIGHLIGHTS

## RESEARCH

**\$6.6M**

invested in the most promising research to find the cures and develop better treatments

**GEM Project** to find triggers for Crohn's disease expanded to 88 sites worldwide & recruited 4,300 participants to date

Launched **PACE network** of five leading IBD centres to advance patient care

**13** major hospitals and universities supported by our research grants & awards

**27** research grants plus **14** awards to support promising trainees & young investigators

## PATIENT PROGRAMS

**10,000+**

touched by patient programs

**Gutsy Peer Support** grows, offering support to people with Crohn's & colitis + caregivers

**Camp Got2Go** expanded to western Canada – increasing number of kids to 100

**Twitter chat** used to educate almost 2,500 through social media

10 new students awarded with **IBD Scholarships**

## ADVOCACY

**250,000**

Canadians living with Crohn's or colitis

**GoHere** washroom access initiative grows with addition of 400+ Husky gas stations

**Met** with government officials and Provincial Ministers of Health across Canada

**500** letters sent to MP candidates during 2015 federal election

**2** new drug treatments approved in Canada

## AWARENESS

**200M**

media impressions

Public relations activity generated **200+** stories across Canada

**PSAs** run during November Awareness month & Gutsy Walk campaign

**Social media** followers increase & engagement grows + launch of LinkedIn & Instagram accounts

Volunteer-led chapters grows to **46** with new chapter in Bridgewater, NS

## FUNDRAISING

**\$44m**

raised – well on our way to reach \$100M by 2020

**44%** of \$100M raised by year 3 of the **Crohn's & Colitis – Make it stop. For life.** campaign

Gutsy Walk sets a new record, raising **\$3.5M** + most walkers ever at 23K!

Fund-a-cure raises **\$450K** in 25 minutes

New fundraising channel **TEXT-TO-DONATE**

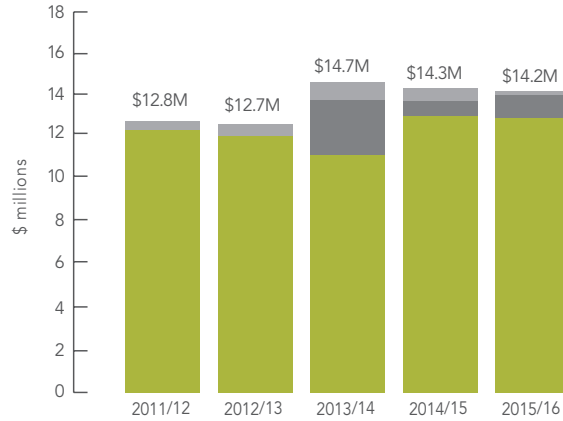
# FINANCIALS

## 2015/16 HIGHLIGHTS

### TOTAL REVENUE OVER PAST FIVE YEARS

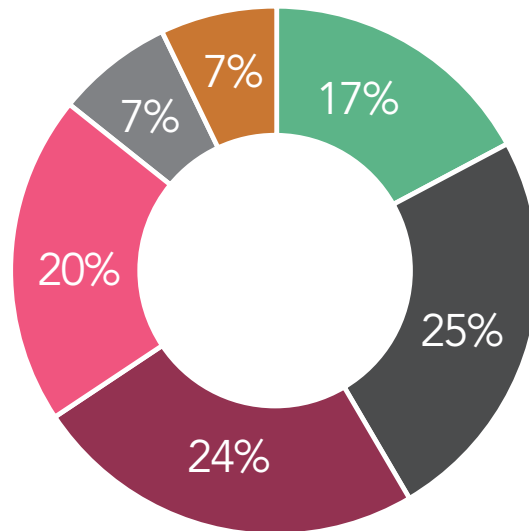
Multi-Year Research Grant revenue represents funds recognized in Fiscals 2013/14, 2014/15 and 2015/16 related to a multi-year grant that was awarded to Crohn's and Colitis Canada.

- Core Fundraising Revenue
- Multi-Year Research Grant
- Investment Income



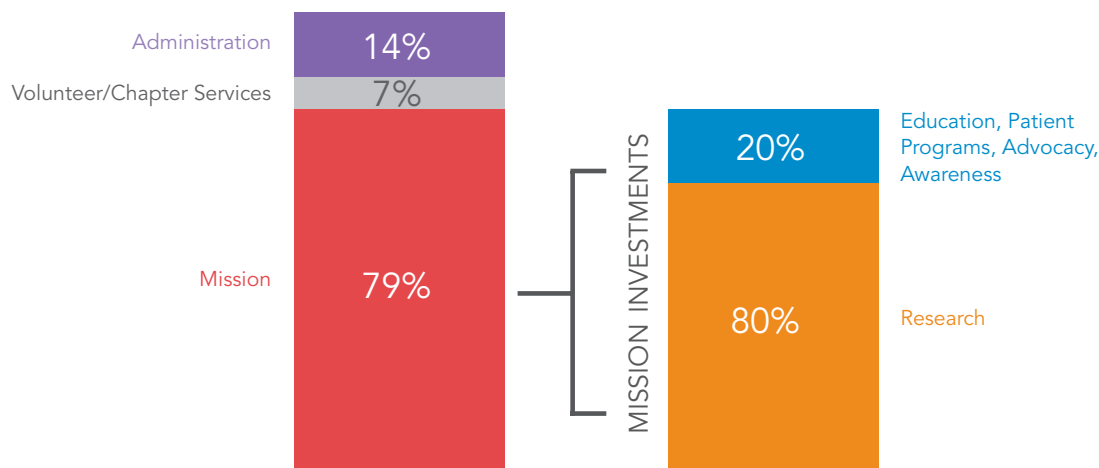
### SOURCES OF REVENUE

- Community Events
- Gutsy Walk
- Individual Giving
- Corporate Giving
- Multi-Year Research Grant
- Other



### HOW WE SPEND OUR FUNDS

USE OF NET FUNDRAISING REVENUE



# THANK YOU

FOR MAKING THE PAST YEAR  
SO REMARKABLE

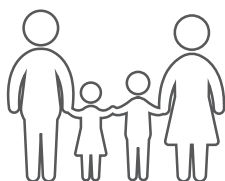
Together with our volunteers, donors, event participants, partners and researchers, we made big strides in 2015/16.

## But there is more work to be done.

The goal of our **Crohn's & Colitis – Make it stop. For life.** campaign is to raise \$100 million by 2020 to improve lives today, and ultimately find the cures. Together, we are funding world-class researchers, patient programs, advocacy and awareness so that every child and adult can live their life to the fullest.

## Help us make it stop. For life.

Please give today at [crohnsandcolitis.ca](http://crohnsandcolitis.ca)



Families new to Canada are developing Crohn's and colitis for the first time – often within the first generation



The incidence of Crohn's disease in Canadian children under the age of 10 has almost doubled since 1995

### Follow us:

- Facebook @crohnsandcolitis.ca
- Twitter @getgutsycanada
- YouTube @getgutsy
- Instagram @crohnsandcolitiscanada

To donate now please call  
1-800-387-1479 or visit

**[crohnsandcolitis.ca](http://crohnsandcolitis.ca)**

Registered Charity | #11883 1486 RR 0001



Crohn's and  
Colitis Canada  
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