



Crohn's and
Colitis Canada
Crohn et
Colite Canada

ANNUAL REPORT 2014/15

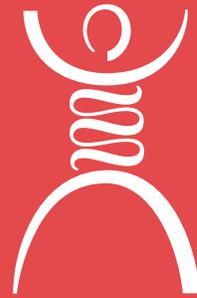
For a full version please visit crohnsandcolitis.ca/2015report



Make it stop. For life.

CROHN'S & COLITIS

Make it stop. For life.



1 in 150 Canadians are living with Crohn's disease or ulcerative colitis. We have more reasons to be concerned than anyone else in the world.



We have among the highest reported rates of these diseases in the world



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 children under 10 in Canada has almost doubled since 1995

Crohn's and Colitis Canada is leading the way to a future without these lifelong diseases, and better lives for children and adults living with Crohn's and colitis today.

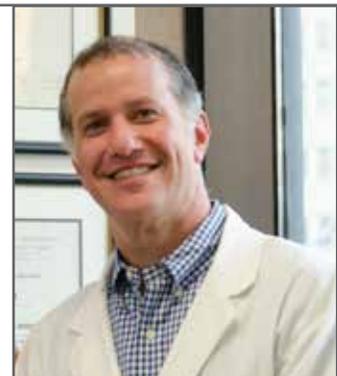


"Before Camp Got2Go, I had never met anyone else my age with Crohn's. It was a place where I made friends that are like family to me - where everyone understood me and it made me less afraid."

Seraphina, 13
CampGot2Go camper

"When it comes to uncovering the mysteries of Crohn's and colitis, Canadian researchers stand among the best in the world. Crohn's and Colitis Canada plays a critical role as a funder, leader and innovator so that we can pursue the most promising pathways to new treatments, better patient care and cures."

Dr. Mark Silverberg
Chair, Scientific/Medical Advisory Committee



OUR BOLD VISION

Make it stop. For life. has become the rallying cry of Crohn's and Colitis Canada and every Canadian who wants to stop these devastating lifelong diseases.

We have a bold vision for the future and at the heart of that vision is our **Crohn's & Colitis – Make it stop. For life.** campaign to raise \$100 million by 2020. Thanks to the amazing support of our donors, partners, volunteers and event participants, we are well on our way. Another record-breaking year for Gutsy Walk enabled us to reach 30% of our goal just two years into the campaign!

The **Make it stop. For life.** campaign fuels our promise of improving the lives of children and adults living with Crohn's and colitis, and ultimately finding cures. This year, we made a major investment in new programs that are having life-changing impact **today**: we sent kids with Crohn's and colitis to summer camp, paired the newly diagnosed with peer mentors, sparked a movement for increasing washroom access and raised awareness to end the isolation.

We are proud of our role as a global leader in Crohn's and colitis research. Our research strategy has evolved to drive greater innovation and collaboration, attract more funding, and focus more on studies that impact patient outcomes and care. Research grants awarded this year included studies on pediatric healthcare, fecal transplant, psychosocial risk factors and new therapies. Our commitment to the world-renowned GEM Project remains strong. This landmark study to identify the triggers of Crohn's disease now has 3,600 study participants in more than 80 sites around the world.

From philanthropy to healthcare to research, our world is changing. Collaboration is a requirement for success in this changing environment, and we are responding by building a stronger community and new partnerships – with individuals, government, organizations and industry.

As we come together to stop these diseases, we thank you for your deep generosity. And we need you to be part of our future. **Together, we will make Crohn's and colitis stop. For life.**



Har Grover
Chair, Board of Directors

Mina Mawani
President and CEO

2014/15 HIGHLIGHTS

TOGETHER WE ARE TRANSFORMING LIVES

FUNDRAISING

\$30 M

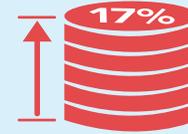
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30% of \$100M raised by year 2 of the Crohn's & Colitis - Make it stop. For life. campaign

GUTSY WALK

Record-breaking year for Gutsy Walk! \$3.4M raised; 12% more participants



17% increase in revenue from core fundraising programs, thanks to corporate partners, donors, event supporters and volunteers



RESEARCH

\$6 M

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Ground-breaking GEM study expands to 80 sites worldwide



22 awards to support promising trainees and young investigators



20 major hospitals and universities supported by our research grants and awards



44 research grants



New drug treatment approved for colitis in Canada

PATIENT PROGRAMS

44%

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Launch of Camp Got2Go gave kids living with Crohn's and colitis a place where they belong



New Gutsy Peer Support program provided a shoulder to lean on for the newly diagnosed



21 online and live events educated 3,700 youth and adults

"Gutsy Peer Support has meant a great deal to me, because no one should have to journey alone as I did when I was diagnosed."

Cathy
Gutsy Peer Support Volunteer Mentor

ADVOCACY

233,000

Canadians living with Crohn's and colitis - we raised our voice on issues that matter to them



GoHere decal program and mobile app launched to improve public washroom access across Canada



Canadian compassionate care benefits expanded from 6 to 26 weeks



Increased advocacy to government for drug coverage

AWARENESS

40 M

media impressions brought Crohn's and colitis out from behind closed doors during Awareness Month



New public service announcement launched for Crohn's & Colitis Awareness Month with reach across TV, print, radio, outdoor and digital



230,000 website visitors connected with us



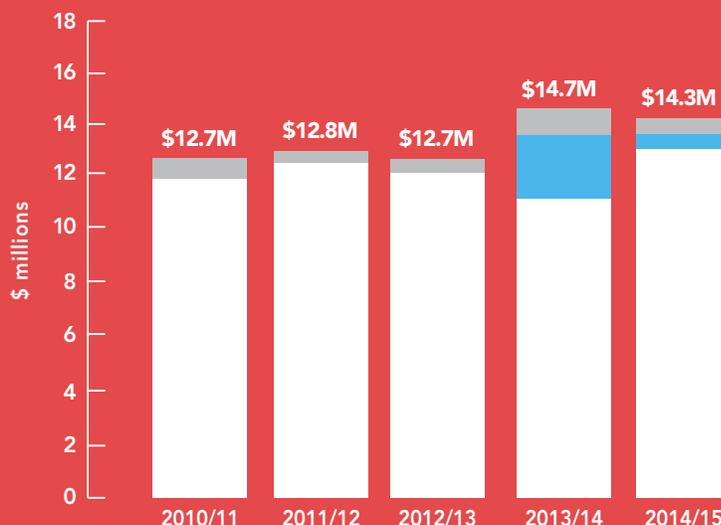
Network of volunteer-led Chapters expanded to 45 communities from coast-to-coast

FINANCIAL HIGHLIGHTS 2014/15

TOTAL REVENUE OVER PAST FIVE YEARS

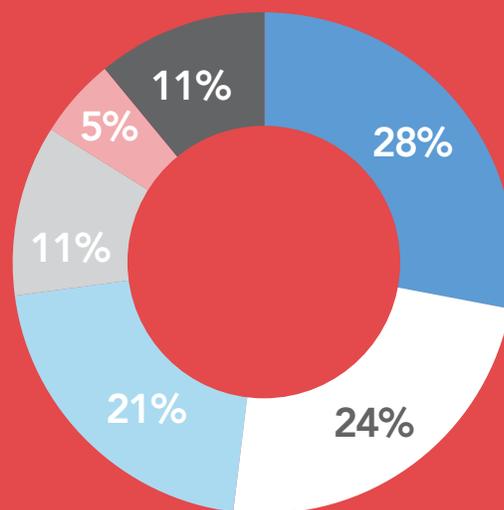
- Core Fundraising Revenue
- Multi-Year Research Grant
- Investment Income

*Multi-Year Research Grant revenue represents funds recognized in Fiscal 13/14 and Fiscal 14/15 related to a multi-year grant that was awarded to Crohn's and Colitis Canada.



SOURCES OF REVENUE

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



HOW WE SPEND OUR FUNDS

