

# IDEAS IN ACTION

2013 ANNUAL REPORT



Crohn's and Colitis  
Foundation of Canada

Fondation canadienne des  
maladies inflammatoires  
de l'intestin



# OUR PROMISE

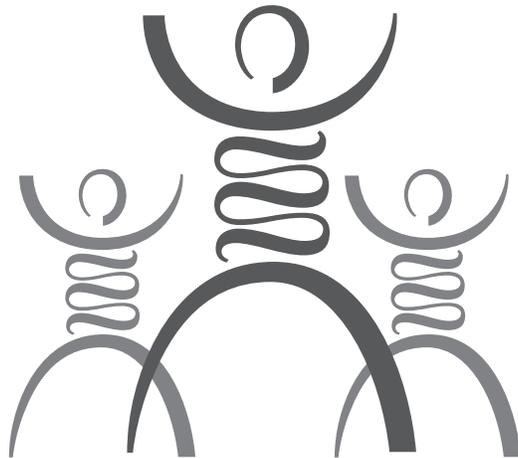
To cure Crohn's disease and ulcerative colitis and improve the lives of children and adults affected by these chronic diseases



# OUR MISSION

The Crohn's and Colitis Foundation of Canada will raise funds to:

- Invest in inflammatory bowel disease research to foster advances in prevention, treatments, cures and health policy
- Educate patients, families, industry and governments about inflammatory bowel disease
- Increase public awareness of inflammatory bowel disease and the Foundation
- Advocate to governments and stakeholders on behalf of those affected by inflammatory bowel disease



# CANADA HAS AMONG THE HIGHEST REPORTED RATES OF CROHN'S AND COLITIS IN THE WORLD

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**233,000**

Canadians living with Crohn's and colitis (up from 200,000 in 2008)

**10,200**

new cases are diagnosed every year in Canada

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Inflammatory bowel disease is increasing most rapidly in children under the age of 10

# THANKS TO YOU

**\$12.7 million**

in revenue, thanks to our generous donors  
and volunteers

**Gutsy Walk events  
in 58 communities**

across the country

**2,500+ children  
and adults**

at risk of developing Crohn's disease recruited to  
participate in the ground-breaking GEM research study

**55 researchers**

directly funded to find cures and better treatments  
and dozens more indirectly

# RAISING DOLLARS, FUNDING RESEARCH, IMPROVING LIVES

## MESSAGE FROM THE CHAIR, BOARD OF DIRECTORS AND THE CHIEF EXECUTIVE OFFICER

On behalf of everyone at the Crohn's and Colitis Foundation of Canada, thank you for making the past year so remarkable. As evident from the many successes highlighted in this annual report, your commitment and support are truly making a difference for children and adults living with Crohn's and colitis.

Perhaps the most exciting achievement from this year was the development of our new strategic plan – a road map that puts our most promising ideas into action. These ideas were inspired and informed by our donors, our volunteers, the scientific community, healthcare professionals, staff, our Board of Directors, and the 233,000 Canadians who live with Crohn's and colitis.

This bold new vision belongs to all of us. It will take us to the next level in dollars raised, research funded, and lives improved. We need to take action to improve the lives of people with Crohn's and colitis **today**, and especially to help the increasing number of children being diagnosed. As Chair of the Board of Directors and as Chief Executive Officer, we are honoured to share this new strategic vision with you.

**This is our Promise: To cure Crohn's disease and ulcerative colitis and improve the lives of children and adults affected by these chronic diseases.** We will do this by raising funds to invest in prevention, treatment, cures and health policy research. We will do it by educating patients, families, industry and governments. We will do it by increasing public awareness of Crohn's and colitis and our mission, and by being an advocate on behalf of everyone affected by these diseases.

## HELPING PATIENTS TODAY WHILE WE WORK FOR THE CURES

Thanks to our supporters, the Crohn's and Colitis Foundation of Canada has invested more than \$82 million into research leading to improved scientific knowledge and better treatments. Building on this success, our new strategic plan will broaden our research scope. We will continue to search for cures, but we will also seek more immediate outcomes that will improve the quality of life for children and adults living with Crohn's and colitis today.

The GEM (Genetic, Environmental, Microbial) Project may be our best example of a bold idea in action. The only study of its kind in the world, the aim of the GEM Project is to follow a group of people at high risk of developing Crohn's disease over time, providing a real chance to

define the triggers of the disease. Five years ago, the Crohn's and Colitis Foundation of Canada made a major investment into the first phase of this global study. Outcomes to date and recent international scientific reviews show great promise, but more funding will be needed. Just as we are diversifying our research portfolio, our new strategic plan sets the direction for attracting investment from new sources so that we can continue to fund the GEM Project and other vital research.

### **IT HAPPENS BECAUSE YOU GIVE**

A partnership to create what we believe is the world's first Research Chair solely dedicated to ulcerative colitis was conceived three years ago and came to fruition this past year. Thanks to a \$2 million gift from the daughters of the late Audrey Campbell matched by \$1.5 million from McMaster University, world-class researcher Dr. Walter Reinisch from Austria is now set to begin work under the Audrey Campbell Chair in Ulcerative Colitis Research at McMaster University.

Donor support has also helped us bring patients and healthcare specialists together at education events across the country, offering access to expert advice on living with Crohn's and colitis. In the past few years, our education program has expanded online, helping connect more patients to healthcare professionals than ever before.

### **OUR PROMISE IN ACTION**

Advocacy is now a core focus for the Crohn's and Colitis Foundation of Canada. We are taking action on the issues of most importance to people affected by Crohn's and colitis and now have a stronger voice in advocating for healthy public policy. We have made submissions to the federal government as part of the drug review process, and we have met with provincial government officials - including those at the

Ministerial level - about bathroom access policies.

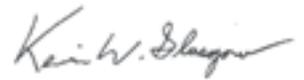
The Impact of Inflammatory Bowel Disease in Canada Report was released by the Crohn's and Colitis Foundation of Canada in 2012, serving to highlight important facts and heighten awareness through widespread media coverage. One in 150 Canadians are now living with Crohn's and colitis, a rate that ranks in the highest worldwide. The total estimated cost of these diseases in Canada grew by \$1 billion since 2008 to a total of \$2.8 billion. We need to do more to ensure that people living with these diseases receive the attention and resourcing they deserve.

We have an exciting year ahead, as we prepare to mark 40 years of progress and achievement for our organization and cause. We will have a fresh new face as our name changes to Crohn's and Colitis Canada (Crohn et Colite Canada) in Spring 2014. We will launch our most ambitious fundraising campaign ever, with a goal of raising \$100 million over the next seven years. And we will start to make our bold new vision a reality.

Thank you for helping us fulfill our Promise to everyone living with Crohn's and colitis in Canada, and for continuing to help shape the future with us.



Marty Cutler,  
Chair, Board of Directors



Kevin W. Glasgow, MD,  
Chief Executive Officer





Photo: Dr. Surette, McMaster University  
Crohn's and Colitis Foundation of Canada funded researcher

# TRANSFORMATIVE SHIFT IN RESEARCH

## **MESSAGE FROM THE CHAIR, SCIENTIFIC & MEDICAL ADVISORY COUNCIL AND THE CHIEF SCIENCE & EDUCATION OFFICER**

The Crohn's and Colitis Foundation of Canada recently released a new strategic plan which marks an exciting period of growth and renewal for our organization. This plan represents a transformative shift — one that commits us to a broader scope of activities in order to improve the lives of the 233,000 Canadian children and adults living with Crohn's disease and ulcerative colitis. We remain committed to finding cures. In addition, we are also committed to having a more immediate impact on the lives of Canadian children and adults affected by these chronic diseases through an enhanced focus on prevention, treatments and health policy research. As such, in the coming year, we will launch our new Research Strategy to ensure that our future investments will have the maximal impact and reflect the needs of our community of stakeholders.

The research that we fund, thanks to our supporters, is attacking Crohn's and colitis on many fronts and our medical and scientific community is making significant progress. Here are some of the ways that these investments are making an impact on people's lives:

### **DISCOVERY RESEARCH**

This past year, we invested \$5.3 million to fund more than 36 promising research projects led by senior scientists, as well as 19 young investigators, fellows and students across Canada. Discovery Research Grants (Grants-in-Aid) support high-quality research projects that enhance our understanding of Crohn's and colitis and have the potential to cure or more effectively control these diseases. These grants build on the achievements and strengths of the world-class inflammatory bowel disease research community in Canada by supporting the pipeline for discovery of new therapies. The research projects that we fund include finding the causes (bacterial and genetic triggers), developing

new treatments that will block the inflammatory process, and treating the complications related to Crohn's and colitis.

### **GEM PROJECT**

The Genetic, Environmental and Microbial (GEM) Project is a major, multi-centre clinical research study investigating how genetic predisposition, environmental influences and microbial communities combine to trigger the development of Crohn's disease. Since 2007, the Crohn's and Colitis Foundation of Canada has contributed \$5.6 million to fund the first phase of the (Michael J. Howorth) GEM Project. Over the next three years, GEM II will focus on completing recruitment of 5,000 subjects. Over 2,500 participants from 38 centres across Canada, the United States and Israel have been recruited. As of Summer 2013, 22 study participants have developed Crohn's disease.

### **ULCERATIVE COLITIS CHAIRSHIP**

This past year, the Crohn's and Colitis Foundation of Canada announced the appointment of Dr. Walter Reinisch to the Audrey Campbell Chair in Ulcerative Colitis at the Farncombe Family Digestive Health Research Institute at McMaster University. The position, created to ensure an ongoing focus on this chronic and debilitating disease, will guarantee that the most progressive and innovative projects lead to improved treatments and quality of life for patients suffering from ulcerative colitis. Dr. Reinisch's research focus is on both individualized treatment approaches and, from an international perspective, finding a "common language of inflammatory bowel disease" to improve and build communication with patients.



Dr. John Wallace,  
Chair, Scientific & Medical  
Advisory Council



Aida Fernandes,  
Chief Science &  
Education Officer



# HIGHLIGHTS FROM THE PAST YEAR



## THESE WINNING STUDENTS SUCCEED AND INSPIRE

Photo: Clinton Shard, 2012 scholarship recipient

The Crohn's and Colitis Foundation of Canada and AbbVie were proud to award seven inspiring post-secondary students with \$5,000 scholarships in November 2012. The winners are stellar examples of remarkable students who stay positive through the significant challenges presented by living with Crohn's and colitis. They are excelling at school despite factors such as not being able to attend morning classes during a bad flare, having to use the bathroom four times during a single lecture, and being unable to work at a part-time job. Their response has been to help others through mentoring, creating online forums for others living with Crohn's and colitis, volunteering and raising money for the Crohn's and Colitis Foundation of Canada, sharing their stories to raise awareness, and in many cases choosing careers that will help others with chronic illnesses.

## DELIVERING THE FACTS PATIENTS NEED

Picture: Dr. Mike Evans illustrates inflammatory bowel disease

With support from our donors and partners, last year we continued to develop more education materials and find more ways to deliver valuable information to patients. We delivered 14 in-person education events in the fall of 2012, as well as eight new "Fireside Chat" question and answer sessions with local gastroenterologists located in more remote areas where access to medical professionals is limited. This idea will expand to an additional 10 locations in Western Canada next year.

In partnership with the Gastrointestinal Society (BadGut), the Crohn's and Colitis Foundation of Canada was also pleased to launch a Crohn's and colitis segment of the very popular video series created by Dr. Mike Evans for YouTube. In addition, our entire suite of education brochures and videos are now available on computer terminals at over 300 GI clinics and physician offices across Canada through a new partnership with iMD Health.



## LEADING ON THE WORLD STAGE

Photo: Dr. Kevin Glasgow and French delegates at the European Federation of Crohn's and Ulcerative Colitis Associations' (EFCCA) international symposium

Our leadership role extends far beyond Canadian borders. With our global reputation as a high performing research-focused charity behind him, CEO Dr. Kevin Glasgow was invited to present at the October 2012 **World Symposium on IBD Research** in Brussels, Belgium. This international event involved more than 30 patient organizations and looked to Dr. Glasgow for insight into our research funding process and why our research has helped to position Canada as a world leader in the inflammatory bowel disease research community.

In November 2012 our strong international partnerships continued to deliver results. At the annual **Partnering for Cures** conference in New York City, along with Dr. Youssef Banani, Site Head and Vice President, R & D Vertex Pharmaceuticals, Dr. Glasgow presented on the innovative co-funding partnership between the Crohn's and Colitis Foundation of Canada and Vertex Pharmaceuticals, which currently supports six leading Canadian scientists.



## ATTRACTING THE RIGHT KIND OF ATTENTION TO CROHN'S AND COLITIS

Photo: Jamie Shulman and son, Gutsy Walk Top Pledge Earner

To kick off Crohn's and Colitis Awareness Month last November, we released **The Impact of Inflammatory Bowel Disease in Canada 2012 Report**. Prepared and reviewed by a panel of Canada's leading Crohn's and colitis experts, the report drew attention to the increasing incidence of these diseases in Canada, especially among children under the age of 10. The report also showcases the growing economic cost of these diseases, quantifying medical costs and the impact of lost productivity. It is now being cited globally, and attracted the attention of Canadian media, increasing overall awareness of the issue. But most importantly, it is helping to get Crohn's and colitis on government radar screens.

"This report helps us shift the debate away from chronic disease prevention to chronic disease management," says Crohn's and Colitis Foundation of Canada CEO Dr. Kevin Glasgow. "We can't wait decades for a prevention strategy. We need to help people cope better today, and that means pushing to get treatments to market faster, making them more affordable and accessible, as well as increasing bathroom access."



“

*I think every single person with Crohn's and colitis is a hero. Every day they wake up not knowing what kind of day it's going to be. It's overwhelming and at times devastating. But their bravery and hope for the future is what inspires me. ”*

– Marty Cutler, Chair, Board of Directors

## FRIENDS IN ALL KINDS OF WEATHER

Photo: M&M Meat Shops franchisees and our volunteers

May 2013 marked the 25<sup>th</sup> annual M&M Meat Shops Charity BBQ Day, a big idea Mac Voisin (Co-Founder M&M Meat Shops) thought up as a way to support a group of people who most needed the fundraising help. Over the past 25 years, more than \$24 million has been raised through the actions of Mac, hundreds of M&M Meat Shops franchisees, and our volunteers across the country.

Thank you M&M Meat Shops!





## HONOURING 20 YEARS OF ELEGANCE, INSPIRATION AND PHILANTHROPY

Photo: Martin Short, The Toronto All That Glitters Gala

Celebrating its 20th anniversary in May 2013, the Toronto All That Glitters Gala hosted nearly 1,000 guests who enjoyed A-List entertainment with Saturday Night Live Alumnus, Tony Award winner and Canadian comedy icon Martin Short. This single event raised nearly \$1 million and featured the inspiring Fund-A-Cure program raising \$245,000 from gala attendees plus an additional \$400,000 from a match challenge by Vertex Pharmaceuticals (Canada) Inc. In recognition of their exemplary dedication, we would like to thank the members of the Toronto All That Glitters Gala Committee, for the creation, fostering and growth of this outstanding fundraiser.

## TRANSFORMATIONAL GIFT GIVES HOPE TO COLITIS PATIENTS

Photo: Dr. Walter Reinisch, clinician scientist and inaugural holder of the Audrey Campbell Chair in Ulcerative Colitis

Ulcerative colitis often takes a back seat to Crohn's, but having a funded chairship dedicated solely to colitis research ensures ongoing focus on this equally devastating disease. Dr. Walter Reinisch has begun work as the Audrey Campbell Chair in Ulcerative Colitis at McMaster University. Audrey Campbell, a philanthropist and daughter of Canadian media pioneer Roy Thomson, suffered from ulcerative colitis. Her three daughters, Linda Campbell, Gaye Farncombe and Susan Grange, have provided the initial \$2 million in funding for this position in her honour. The remainder of the funding is from the university. This \$3.5 million Chair is the first of its kind in Canada.

Dr. Reinisch has an international reputation for colitis research focused on people and treatments, providing more immediate hope for those suffering from ulcerative colitis.





## TEAMING UP TO BEAT CROHN'S AND COLITIS

Photo: Mike and daughter Caitlin, Gutsy Walk team

Sometimes a big idea can come from a small place ... especially a small place with a big heart. A group of our volunteers in Cabri, Saskatchewan (population 450) put together a Gutsy Walk with only a few months to prepare. The results were astounding: 13 teams, 92 participants and over \$25,000 raised!

Large or small, Gutsy Walk events across Canada raised \$2.9 million in 2013. Although shy of our \$3.1 million target, this year's Gutsy Walk saw more participants and teams than ever before. This participation growth came from ideas developed over the past several years, including the rebranding of Heel 'n' Wheel-a-thon to Gutsy Walk and the emphasis on recruiting more family and corporate teams. Moving forward, our growing participant base will play an important role in inspiring donor support for much needed research and education.



## OUR DONORS RAISE THE FUNDRAISING BAR

Photo: Crohn's and Colitis Foundation of Canada funded researcher

Thanks to the generosity of our donors, the first Excellence in Research Campaign met its goal of \$500,000 in June 2012. The success of this idea prompted the launch of a second national campaign, which exceeded our expectations and surpassed the goal of \$1.3 million.

Campaign Chair Ruth Scully says the lessons from the campaign's success will help the Crohn's and Colitis Foundation of Canada launch its most ambitious fundraising campaign ever – the **Crohn's & Colitis – Make it stop. For life.** Campaign.

“We've gone from ‘never before’ to ‘the next big idea’ in a fairly short time,” says Ruth. “As a parent of children with this disease, I totally get the concept of **Make it stop. For life.**”

# OUR VOLUNTEERS DESERVE A MEDAL



Our volunteers are the embodiment of ideas in action. Whether they are acting on their own behalf as a patient or supporting a loved one, they do what's needed – flipping burgers, sharing their stories with the media, gathering pledges for Gutsy Walk or organizing galas. They are there when we need them, so whenever we have a chance to boast about our volunteers, we take action.

The 2012 Diamond Jubilee Medal was a perfect opportunity to say “thank you” to 30 very special Crohn’s and Colitis Foundation of Canada volunteers. These leaders truly do make Canada a better place – especially for the 233,000 Canadians living with Crohn’s and colitis. They have served this community for at least 10 years, and in many ways. As leaders, mentors, organizers, fundraisers, speakers and above all, as friends, they have helped us succeed.

### **A ONCE-IN-A-LIFETIME HONOUR**

In June 2013, Her Majesty Queen Elizabeth II marked 60 years on the throne. To mark the anniversary, Canadian charities and service organizations were asked to nominate volunteers and contributors from all regions of the country who have made remarkable contributions to Canadian society. The honorees received a prestigious commemorative medal, which we were pleased to present at Congress 2012 and a number of regional events.

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### **OUR DIAMOND JUBILEE RECIPIENTS NATIONAL HONOREES**

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**Mac Voisin**, M&M Meat Shops  
**James Petrozzi**, M&M Meat Shops  
**Marilyn Finkelstein**, Co-Founder of the  
Crohn’s and Colitis Foundation of Canada  
**Don Lebovitz**, Co-Founder of the Crohn’s and  
Colitis Foundation of Canada  
**Mimi Greenspoon**,  
Toronto All That Glitters Gala

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### **BRITISH COLUMBIA/YUKON**

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Bob Meggy  
Diane Les  
Fern Wende  
Dr. Richard Egolf

---

### **ALBERTA/NORTHWEST TERRITORIES**

---

Wilma Clark  
Ed Stierle  
Janice Galloway  
Karen Gay

---

### **SASKATCHEWAN/MANITOBA/NUNAVUT**

---

Karen Labossiere  
Sue Abrametz  
Nancy Nagy  
Peter Gold

---

### **ONTARIO**

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Shirley Grossman  
Deborah Cohen  
Dan Shapiro  
Helena Stahls  
Marty Cutler  
Jan Martin

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### **QUEBEC**

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Rina Fisher (Lang)  
Christiane Chabot  
Danielle de la Fontaine  
Erin Battat

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### **ATLANTIC CANADA**

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Louise Moores  
Ken Moores  
Sonia Glover

# **DONOR DOLLARS ARE FUNDING THE CURES**



## A PATIENT STORY

Every parent of a child with Crohn's disease or colitis would do anything in their power to take away their child's pain. Penny Lambert and Trevor Park, whose daughter Brygette's extremely rare genetic mutation caused her to suffer from severe inflammatory bowel disease and rheumatoid arthritis as a toddler, watched helplessly through more than 20 hospital visits, as meds failed and their baby excreted blood and mucus 30 times a day.

With the help of Dr. Aleixo Muise at Toronto's Hospital for Sick Children, Brygette underwent a bone marrow transplant in 2010. Penny and Trevor were told there was a 50 per cent chance Brygette would not survive the transplant.

Today, Brygette is cured. She is a healthy, active five-year-old with no Crohn's or colitis symptoms. The ileostomy she once needed has been reversed, she no longer takes any inflammatory bowel disease medications ... due in part to donations to the Crohn's and Colitis Foundation of Canada that supported Dr. Muise's career as a young researcher.

"My little girl is living a normal life because of this research. Brygette rides a bike, swims and runs on the beach singing 'I'm free.' I never thought we would be this happy again." says Penny.

## WE ARE INVESTING IN GREAT IDEAS

When Dr. Aleixo Muise first saw Brygette, he suspected she had a rare genetic mutation that alters the body's immune response and brings about inflammatory bowel disease symptoms. He brought his idea to the Crohn's and Colitis Foundation of Canada and its research funding partners, earning a Young Investigator Award and allowing him to probe the possible genetic causes of inflammatory bowel disease in young children.

"We sequenced Brygette's DNA and identified a mutation in the Interleukin-10 receptor gene, and showed that it caused the disease. Because of this genetic flaw, the off switch for inflammation doesn't work and there is ongoing inflammation," explains Dr. Muise.

"This type of targeted discovery and treatment, broadly called personalized medicine, signals an exciting time in Crohn's and colitis research", he adds, "which will lead to a better understanding of all forms of the disease in children and adults."

# ONE MAN, SO MANY CONTRIBUTIONS



## A DONOR STORY

Robert Meggy of Vancouver has faced virtually every Crohn's challenge, including multiple surgeries, but he has channeled those challenges into greater hope for those living with Crohn's disease and ulcerative colitis.

Not much was known about the disease when he was diagnosed in 1974, but with his trademark entrepreneurial spirit, Bob took action by reaching out to the Crohn's and Colitis Foundation of Canada and has been a vital part

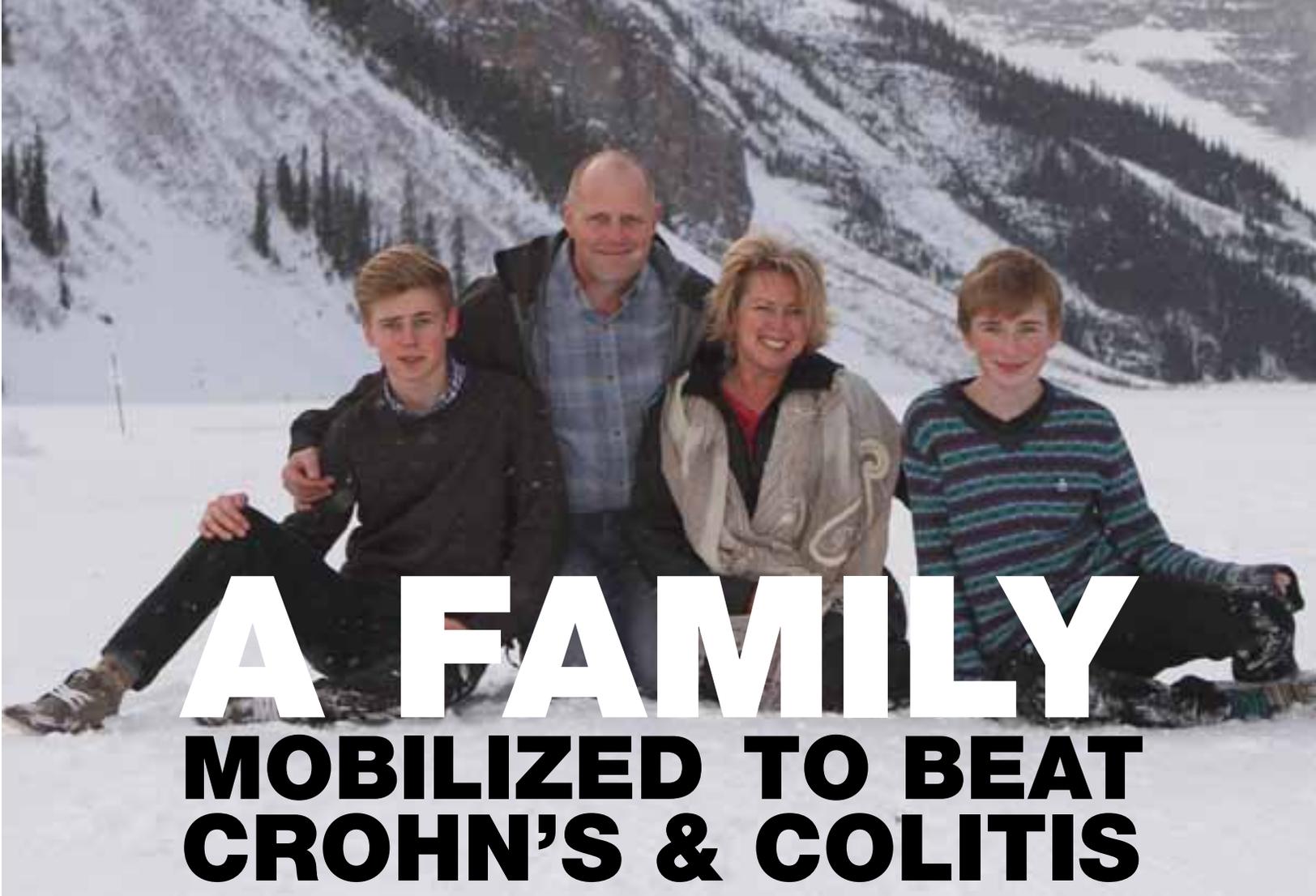
of our family since. He has served on the Board of Directors, gathered Gutsy Walk pledges, and recently launched and sponsored Vancouver's first major Crohn's and Colitis Foundation of Canada Gala. He was even on the committee that developed our memorable Gutsy logo! Bob's support over the years has been tremendous, and his ongoing support as a monthly donor is ensuring that ground-breaking research funding is sustained for years to come.

## GETTING THE WORD OUT ON THE STREET

When he took over a failing Vancouver box company back in 1982, Bob Meggy had the radical idea that he would run the company as an open book, actively encouraging employees to be aware of the business's financials.

Bob's great business ideas and commitment to engagement have made the Great Little Box Company one of *Canada's Top 100 Employers* as well as one of *Canada's 50 Best Managed Companies* – and each truck in its fleet sports the Crohn's and Colitis Foundation of Canada logo.

"I've found my own way to spread the word for the need for Crohn's and colitis research," says Bob.



# A FAMILY MOBILIZED TO BEAT CROHN'S & COLITIS

## A FUNDRAISING STORY

By the age of 14, Austen Goodman was already a competitive equestrian. His parents Gordon and Heather were well aware of how determined and focused he was on succeeding, so they chalked up his recurring diarrhea as competition anxiety. But when the family doctor noticed that Austen had stopped growing, and Austen's trademark exuberance was replaced by low energy, they knew it was more serious.

When Austen was diagnosed with severe Crohn's disease in September 2010, the family began their remarkable journey together, fuelled by an empowering idea. Heather, Gordon, Austen and his younger brother Tate pooled their respective talents to develop Great4Life, a fundraiser that saw Gordon, Austen's father,

cycle alone from Victoria, BC to Tijuana, Mexico.

"I felt so helpless that I couldn't take Austen's disease from him that I had to do something," says Gordon. "I wanted to raise awareness and funds to go towards research." Gordon set out from Victoria on September 5, 2012 and arrived in Tijuana on September 30, having raised \$40,000 for Crohn's and colitis research along the way. As he neared his goal, Gordon says he was excited, but also mindful of what brought him there.

"I realized that while I would finish this challenge, we still don't have a cure for Crohn's, so I am starting to think of what's next."

Read more about how the Goodman family put their ideas in action at [great4life.ca](http://great4life.ca).



The passion and commitment of our 65,000+ supporters is the reason that the Crohn's and Colitis Foundation of Canada continues to be a world leader in the search for cures and better quality of life for children and adults living with Crohn's and colitis. It is the reason we are making a difference and have hope for the future.

Thanks to the generosity of our donors and boundless fundraising energy of our volunteers, revenue in Fiscal 2013 was \$12.7 million. While we continue to hold our position in an economic environment that is challenging for all charities and the families that support them, these results represent a slight decrease from \$12.8 million in 2012, a high point in our revenue history.

We were proud and grateful to see our Excellence in Research Campaign exceed its ambitious target of \$1.3 million. Despite this marked increase in campaign support, total gifts revenue was \$5.3 million, versus \$5.4 million in the previous year due to fluctuations in legacy giving.

Our signature Gutsy Walk event raised \$2.9 million again this year and hit record levels in participation. Revenue from the All That Glitters Gala events increased from \$1.5 million to \$1.7 million. And through strong volunteer and franchisee efforts this year's M&M Meat Shops Charity BBQ Day delivered \$1.1 million in revenue.

In fiscal 2013, \$7.3 million was invested in research, education, and volunteer chapter services in support of our mission. While the number of research Grants-in-Aid and education symposiums were reduced this year due to lower overall revenue, the number of scientists co-funded with Vertex Pharmaceuticals doubled from three to six, and our educational webinar

program was expanded to reach more people. Overall, \$5.3 million was spent on promising research initiatives and \$1.1 million on education activities.

We work hard to operate efficiently so that we can maximize the impact of our donations. In Fiscal 2013, we were successful in reducing fundraising costs from 31% to 30% of overall revenue, largely due to greater operational efficiencies for the Gutsy Walk. General and administrative expenses increased by \$203,000 due to staffing and strategic counselling investments made to ready our organization for future growth and launch of our new strategic plan.

Our 2013 fiscal deficit was \$257,086 compared to \$368,560 in the previous year. Deficits over the past several years have been planned as we drew on unrestricted funds to increase investment in research and other mission priorities.

As we look ahead to the launch of our bold new strategic plan and \$100 million fundraising campaign over seven years, we are confident that the magnitude, impact and outcomes of our mission investments will reach new heights. Without the dedication and support of our many supporters, we would not be able to continue making a difference in the lives of people living with Crohn's and colitis.

Thank you,



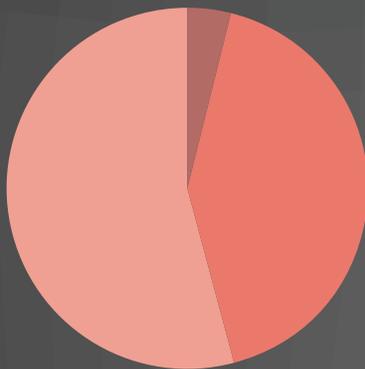
Byron Sonberg, CA  
CCFC Treasurer and Chair of  
the Finance, Audit and Risk  
Committee



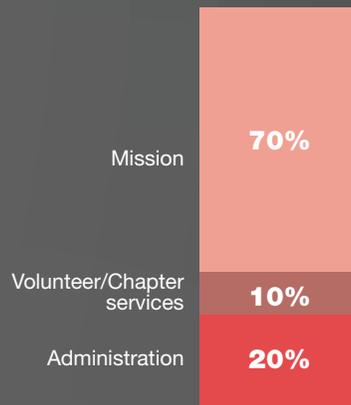
Tim Berry, CMA  
Chief Financial Officer

# FINANCIAL REPORT

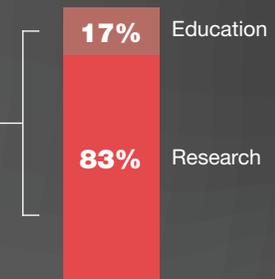
## SOURCES OF REVENUE



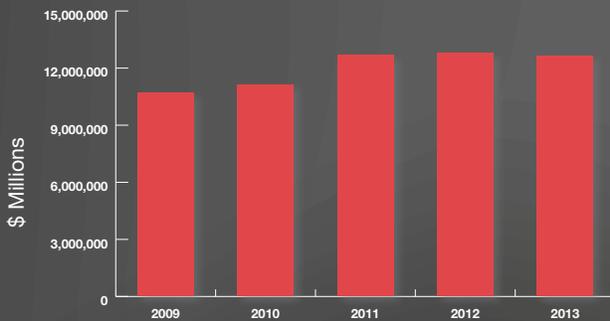
## USE OF NET FUNDRAISING REVENUE



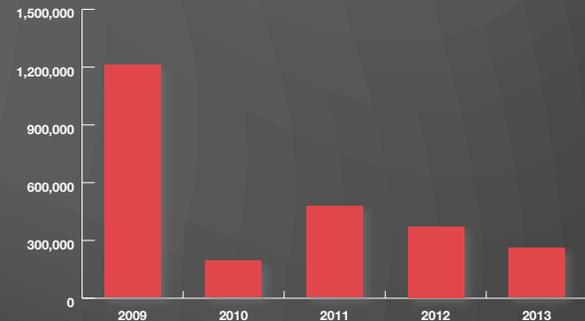
## MISSION SPEND



## REVENUE



## ANNUAL DEFICITS



# CROHN'S AND COLITIS FOUNDATION OF CANADA

SUMMARY FINANCIAL STATEMENTS AS OF JUNE 30, 2013

## STATEMENT OF FINANCIAL POSITION

Assets	2013
<b>Current</b>	
Cash	\$1,541,785
Restricted cash	90,984
Receivables	617,072
Prepays	169,219
	<u>\$2,419,060</u>
<b>Investments</b>	
Ross McMaster memorial fund	\$386,718
Other	7,715,388
	<u>\$8,102,106</u>
Property and equipment	355,729
	<u>\$10,876,895</u>
<b>Liabilities</b>	
<b>Current</b>	
Payables and accruals	\$761,091
Deferred Revenue	309,202
	<u>\$1,070,293</u>
<b>Funds</b>	
Ross McMaster memorial fund	\$393,165
Internally restricted research reserve fund	7,836,880
Unrestricted	1,576,557
	<u>9,806,602</u>
	<u>\$10,876,895</u>

## STATEMENT OF REVENUES AND EXPENSES

Revenue	2013
Fundraising event proceeds	\$6,793,968
Gifts	5,289,292
Investment income	528,135
Other	42,285
	<u>\$12,653,680</u>
<b>Expenses</b>	
<b>Program Costs</b>	
Research	\$5,283,966
Education/Awareness	1,101,893
Volunteer/Chapter Services	868,231
	<u>\$7,254,090</u>
<b>Support Costs</b>	
Fundraising expenses	\$3,793,255
General and administrative	1,863,421
	<u>\$5,656,676</u>
	<u>\$12,910,766</u>
<b>Deficiency of Revenue over Expenses</b>	<u><b>\$(257,086)</b></u>

# THANK YOU

## NATIONAL CORPORATE PARTNERS

### PLATINUM:



### GOLD:



### SILVER:



### BRONZE:



**COVER PHOTO CREDIT**  
Tessa Levesque Photography

# THANK YOU

We are profoundly grateful for your support. We also wish to thank those donors who have chosen to remain anonymous.

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## LEGACY SOCIETY

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Amanda Coe  
Bonnie M. Kerwin  
Carolle E. Anderson  
Carolle Poulin  
Gerald B. & Christine L. Rudnick  
John & Cathy Robichaud  
John A. Branton  
Judi L. Malone & Barry S. Brunner  
Ken & Louise Moores  
Kerry Giesbrecht  
Kevin W. Glasgow & Sandra Bennett  
Linda & Doug Bleiler  
Linette Moores  
Marty Cutler & Marilyn Minden  
Nick Cardone  
Shelley M. Stepanuik  
Tommy Lagueux  
Trish Long & Alan Lysne  
Victoria Prince

The Crohn's and Colitis Foundation of Canada also thanks the many Legacy donors who have chosen to remain anonymous.

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## LEADERSHIP GIFTS

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Adelina Lough  
Activité Féminine Des Chevaliers De Colomb  
Alan G. Thompson  
All Charities Campaign Winnipeg  
Allen and Loreen Vandekerkhove  
Family Foundation  
Anonymous

Apotex  
ATCO Epic (ATCO Employees  
Participating in Communities)  
ATCO Gas  
B&B Demolition  
Beta Sigma Phi  
Bill Carey - Giftpact Foundation Inc.  
Blair & June Pardy  
Brian & Rolande Catchpaugh  
Browning Harvey Ltd.  
Calfrac Well Services  
Chevaliers de Colomb du Quebec  
Community Spirit Program -  
Government of Alberta  
Conestoga Cold Storage  
David A. Leslie  
Diane Gagnon  
Eastend Shoot Out for Crohn's and Colitis  
Edco Financial Holdings Ltd.  
EOG Resources Canada Inc.  
Fairchild Radio Group  
Faye Glesby  
Fifty-Four Forty Songs Inc.  
Fondation Amelia & Lino Saputo Jr.  
Fontaine Sante  
Giovanni & Concetta Guglietti Family Foundation  
Global Links Products of Canada Ltd.  
Goodmans LLP  
Great Gulf Homes Charitable Foundation  
Great Little Box Company  
Guy Cyr  
Husky Energy  
Irene Ferguson  
Irene Mann  
James & Sheila Cumberland & Friends  
Joan and Clifford Hatch Foundation  
John & Amanda Sherrington

# THANK YOU

## LEADERSHIP GIFTS CONTINUED

John, Dian and Jennifer Bell  
Jordan and Lynne Elliott  
Joseph & Erin Battat  
JWC/JKH Family Foundation  
Ken Clayton  
Kerry Alderson  
Kerry and Simone Vickar Family Foundation  
Leon's Furniture Canada  
Liz Wigmore  
LotoQuébec  
Maple Leaf Foods Inc.  
Maritimes Golf Tournament  
Mark and Dawn Ram and Family  
Marty Cutler & Marilyn Minden  
Melrose Cafe & Bar  
Mike Thompson  
Miranda Management  
Murray Edwards  
Music For The Gut  
Nick Ricci  
Ojus Ajmera  
Onbelay Capital Inc.  
Paperman Family  
Partenaire Santé-Québec  
Peartree Financial Services  
Phillip Moller  
Prizsm Public Affairs Inc.  
Protech Chemicals Ltd.  
RAP Foundation  
Richard Morantz and Sheree Walder-Morantz  
Richard Taylor  
Rick and Ruth Scully and Family  
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The Dilawri Group  
The Felicia and Arnold Aaron Foundation  
The Grandey Family Foundation  
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The Lewis and Charlotte Steinberg  
Family Foundation  
The Mireille and Murray Steinberg  
Family Foundation  
The O'Neill Foundation  
The Original Cakerie  
The Rose and Crown  
The Sixty Three Foundation  
United Way of Calgary and Area  
Vancouver Foundation  
W. Brett Wilson  
WCPD Foundation  
Winnipeg Moving & Storage

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## LEGACY GIFTS

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Estate of Florence Mary Black  
Estate of Elsie Kozun  
Estate of Jacqueline Mary Pope  
Estate of Maureen Angela Winter  
Estate of Patricia Anne MacPherson  
Estate of Patricia Norris

# THANK YOU

## NATIONAL GUTSY WALK SPONSORS



abbvie



## GUTSY WALK 2013 TOP PLEDGE EARNERS

### \$20,000 AND ABOVE

#### **Banff**

Kris Vaugeois

#### **Surrey**

Kade Clayton

#### **Toronto**

David Hill  
Stacey & Jonathan Gitlin  
Adam & Sarah Scully  
Lesley Sherman

### \$10,000 TO \$19,999

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Daniela Lucciola

#### **Kitchener/Waterloo**

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Michelle Longo

#### **Lethbridge**

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Jeremy Rutman & Family

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Raquel Feldberg  
Anna Iacono  
Aki Chencinski  
Kevin Ferguson  
Primo Gazzoli  
Jamie Shulman

#### **Vancouver**

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### \$5,000 TO \$9,999

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Kathy Luther  
Christopher Whelan  
Angela Blanchard

#### **Edmonton**

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Craig Skelly

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#### **Saskatoon**

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Shylo Frey  
Clay Frey

#### **St. John's**

Molly Nash

#### **Toronto**

Marty Cutler  
Julie Grossman  
Amy Sherman  
Jacqueline Friedland  
Herb & Sandi Davis  
Joe Cosentino  
Daniel Sinclair

#### **Vancouver**

Alan Sacks

#### **York Region**

Miriam Hart  
Atkins Family  
Diane Simpson  
Jeff Ekstein

“

*Under Marty's leadership, we have a new strategic plan that will enhance and accelerate our impact. The concentration remains on research, but there's more focus on outcomes, to make sure we get value for every donor dollar and that we are relevant to people living with Crohn's and colitis today.* ”

– Kevin W. Glasgow, MD, Chief Executive Officer



Photo: Marty Cutler, Chair, Board of Directors and Marilyn Finkelstein, Co-Founder of the Crohn's and Colitis Foundation of Canada receiving their Diamond Jubilee Medal

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## OUR 2012-2013 NATIONAL BOARD OF DIRECTORS

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### TREASURER

Byron Sonberg – Toronto, ON

### SECRETARY

John Bell – Cambridge, ON

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Amanda Coe – Victoria, BC | Brad Beveridge – Toronto, ON | Gordon Macatee (retired) – Victoria, BC

Jim Vincze – Toronto, ON | John Artym – Calgary, AB | Mark Whitmore – Toronto, ON

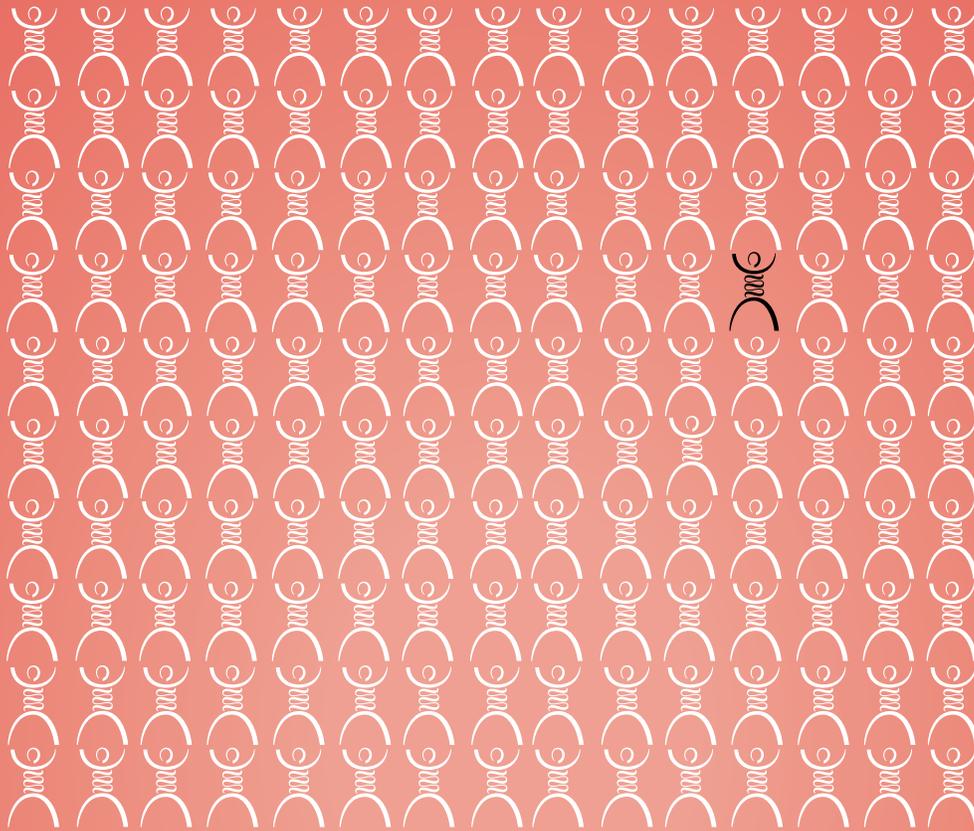
Ruth Scully – Toronto, ON

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## A TRANSITION AHEAD, A FRIEND LOST

At the 2013 Annual General Meeting, Marty Cutler will pass the Chair's mantle to current Vice-Chair Har Grover. While Marty's business and leadership acumen led us to a renewed Promise and strategic vision, Har's background in health technology development and investment will serve Crohn's and colitis patients well as we look to invest in more patient-focused research.

We close this Annual Report with a tribute to Bill Neville, a key advisor to the Crohn's and Colitis Foundation of Canada and great friend to the cause. Bill died on March 13, 2013 at the age of 77. Bill was the ultimate "man behind the scenes," a respected political strategist in Ottawa for nearly 50 years, including several years as Chief of Staff to former Prime Minister Joe Clark. "His experience and wisdom was vitally important to us as we built our advocacy strategy and launched the Advisory Council," says outgoing Board Chair Marty Cutler.



# 1 in 150 Canadians

At least one person you know lives with Crohn's disease or ulcerative colitis.

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Please help the Crohn's and Colitis Foundation of Canada  
lift the veil of silence and raise money to fund  
Crohn's and colitis research and education

Visit [ccfc.ca](http://ccfc.ca) or call 1-800-387-1479



Crohn's and Colitis  
Foundation of Canada

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**Our registered charity number is 11883 1486 RR 0001**  
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