



ANNUAL REPPORT

CROHN'S AND COLITIS CANADA

20

Make it stop. For life.



Crohn's and
Colitis Canada
Crohn et
Colite Canada

Report period: January 1 to December 31, 2020 | Pictured: Drs. Eric Benchimol and Gil Kaplan

FULL SPEED AHEAD

It has been an extraordinary year and we will never forget 2020. The COVID-19 pandemic has impacted our lives in so many ways.

While a lot has changed, we also learned and connected in new ways – skills that we will leverage in the years ahead. We found new ways to work together and support each other, and in doing so became stronger as a community. The pandemic has shown us how important it is for communities like ours to stay focused on our foundational goals: our promise to find the cures and to improve the quality of life for everyone affected by these devastating diseases. The work we do is critical to the inflammatory bowel disease (IBD) research landscape in Canada and in helping those affected by Crohn's disease or ulcerative colitis. We thank you for standing by us and supporting our important mission, especially through these challenging times.

Throughout all the uncertainty, we are proud to say that our incredible community of volunteers, donors, healthcare providers, researchers, colleagues and members rallied together to ensure we could respond to this crisis quickly. More people than ever turned to us for support as they sought information on dealing with IBD and COVID-19 – and we were happy to provide the information, resources and expertise that helped our community through the evolving changes. We are extremely grateful for the dedication of our COVID-19 & IBD Task Force led by Dr. Eric Benchimol and Dr. Gil Kaplan, along with the volunteer efforts from across the country.

Within this report, we are pleased to provide you with details about the impact we had – all thanks to your support. You enabled us to deliver an array of programs to educate and support our community and to invest \$4.7 million into 50 promising research projects and initiatives. As a result, we continue to be the second largest health-charity funder of IBD research in the world with a total investment of over \$135 million since our founding in 1974.



As we announce our new strategy in 2021, we remain committed to our promise and to being a global force for advancing transformational research. We will continue to build momentum on our efforts to date by investing in a vast research portfolio with projects led by prominent researchers from across the country. We will continue to educate, advocate and support our IBD community as together we are stronger.

With 1 in 140 Canadians living with IBD, we must continue to forge ahead – side-by-side – in our relentless mission to discover cures and improve quality of life for the 270,000 Canadians facing these diseases.

BY CONTINUING TO WORK TOGETHER, WE CAN CREATE A FUTURE FREE OF CROHN'S AND COLITIS.

Our heartfelt thanks for your continued support.



Susan Cowan
Chief Executive Officer



Mark Whitmore
Chair, Board of Directors

WHAT'S AHEAD



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.

Today, 270,000 Canadians live with Crohn's disease or ulcerative colitis. By 2030 there will be at least 400,000. These Canadians – at all stages of life, from every corner of this country – are the reason behind our promise: to improve the lives of everyone affected by these chronic diseases. And, ultimately, to find the cures.

These Canadians drive the strategy we've had in place through 2020. We engage our strong community of patients, donors, volunteers, staff, researchers and clinicians in advancing a vision. We have bold objectives, and we won't stop until we deliver on them.

They include:

- Deploying a diverse research portfolio from bench to bedside that generates new insights and novel treatments for Crohn's and colitis.
- Helping Canadians living with or affected by these diseases by improving their quality of life each day and over the long run.
- Diversifying and growing our fundraising so we can invest more each year.
- Keeping Crohn's and colitis in the public eye to make this organization a global thought leader.
- Empowering our members to achieve high performance and take strategic action.

In 46 years we have accomplished a great deal. With modern technology – from diagnostics to genomics to machine learning – there are no barriers to finding creative, once implausible ways to usher in newfound cures and dramatically improve how Canadians live with these chronic diseases.

We'll continue on the journey ahead – from labs to clinics to towns and governments across the country – with you.



GAINING MOMENTUM TOGETHER 2020

HIGHLIGHTS

RESEARCH

- \$4.7M** invested in our most promising research in our quest to develop better treatments and find cures
- Women in IBD** awards recognize the contributions of 2 outstanding researchers
- 300** attended virtual Meeting of the Minds & annual CANIBD Conference
- 50** research projects and initiatives funded
- 17** major hospitals and universities are supported by our research grants and awards

QUALITY OF LIFE

- 430,000+** supported by patient programs
- 10 IBD scholarships** awarded across Canada
- 35 education events** across Canada
- 7,220+** GoHere Washroom Locator App downloads
- Comprehensive COVID-19 response efforts**

FUNDRAISING

- \$12.5M** in a challenging year
- \$430K+** raised through virtual Gala events
- \$1.8M** at the 25th anniversary virtual Gutsy Walk with more than 8K participants
- \$1.5M** raised through the generosity of direct mail donors
- \$100M** goal achieved in Crohn's & Colitis – Make it stop. For life. 7-year campaign

AWARENESS

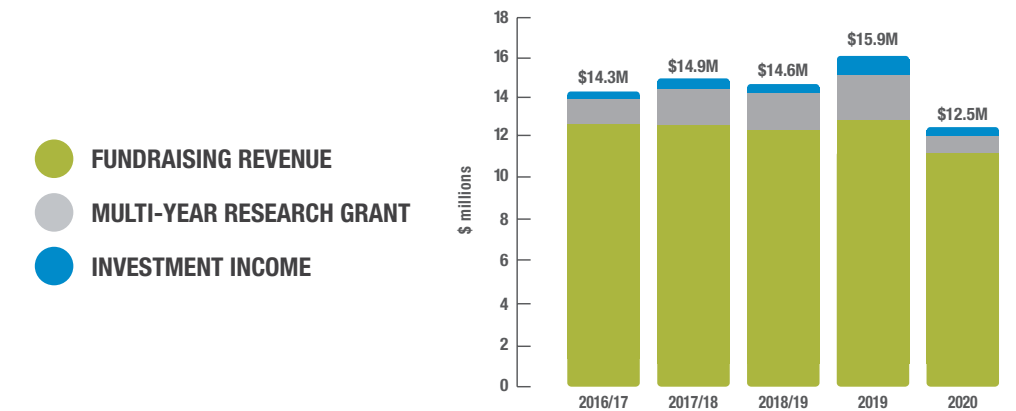
- 78M** media impressions
- 770,000+** unique visitors to website
- 48,000** followers on @getgutsycanada social media accounts
- 405** stories generated across Canada through public relations
- Introduced online merchandise store**

PERFORMANCE

- Serving Canadians virtually**
- Partnered** with Government of Canada to register washrooms in federal buildings
- Community** of volunteers engaged through virtual GUTS events
- Advocated** private & public payers on patient-doctor choice on biologics/biosimilars
- Served** 10101 01110 IBD community through virtual environment

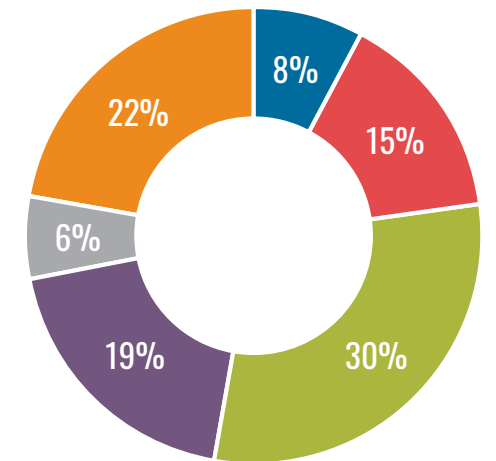
FINANCIALS

FIVE YEAR REVENUE VIEW



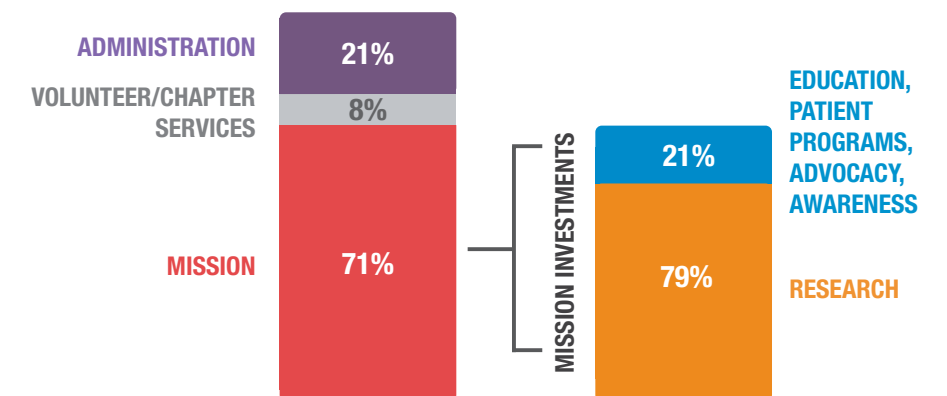
REVENUE SOURCES

- COMMUNITY EVENTS
- GUTSY WALK
- INDIVIDUAL GIVING
- CORPORATE GIVING
- MULTI-YEAR RESEARCH GRANT
- OTHER



FUNDING ALLOCATION

USE OF NET FUNDRAISING REVENUE



THANK YOU

for making us stronger during a very challenging year.



Together with our volunteers, donors, event participants, partners, clinicians and researchers, we were able to help more people than ever before.

In 2020, we achieved the **Crohn's & Colitis - Make it stop. For life.** campaign goal by raising \$100 million over seven years. Together, we are funding world-class research, patient programs, advocacy and awareness campaigns so that every individual with Crohn's or colitis can live life to the fullest.



TOGETHER AS ONE,

we can stop Crohn's and colitis.

Please give today at crohnsandcolitis.ca

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