

2021

CROHN'S AND COLITIS CANADA

ANNUAL REPORT



Report period: January 1 to December 31, 2021 | Pictured: Sonu Dhanju-Dhillon & family



Crohn's and
Colitis Canada
Crohn et
Colite Canada

TOGETHER, WE LOOK AHEAD WITH HOPE



While 2021 may be framed as the second year of the pandemic, for us it was also a year of learning as we initiated our strategic renewal process. We reflected on who we are today, our collective aspirations, and began to lay the foundation for the future.

We learned and connected in new ways – skills that we will leverage in the years ahead and 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 chronic diseases. Our work is critical to the inflammatory bowel disease (IBD) research landscape in Canada and in helping those affected by Crohn's disease or ulcerative colitis.

A lot was achieved in 2021, thanks to you and the resilience of our community. Eight new research grants were funded, we doubled the number of IBD scholarships given, and we helped thousands through educational resources, support programs and advocacy efforts. Our COVID-19 and IBD experts continued their comprehensive efforts in providing guidance through webinars and online content. Read more about the highlights in this report and our 2021 Research Report.

Through your support of Crohn's and Colitis Canada, you are helping to advance our understanding of these

diseases. Every project that you support provides hope to the 300,000 Canadians currently living with IBD – a number that researchers expect will rise to 400,000 by 2030. That hope? It means a better future for ourselves, our children, our grandchildren and everyone who is affected by Crohn's or colitis.

As we launch our new strategy in 2022, we remain committed to our promise and to being a 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 because together, we look ahead with hope.

Our heartfelt thanks for your continued support.



Lori Radke
President & CEO



Adrianna Czornyj
Co-Chair, Board of Directors



Ron Dunn
Co-Chair, Board of Directors

LOOKING AHEAD

A STRATEGY BUILT ON COLLABORATION



In late 2021, we began a comprehensive strategic planning process guided by a committee of board and non-board members. It was a diverse committee including volunteers from different backgrounds and industries, unique perspectives, and various geographic regions. The process has been collaborative and iterative.

Our discovery process included significant input through focus groups, surveys, and direct conversations with stakeholders, including patients, volunteers, caregivers, researchers, health care professionals, and donors. Our survey garnered thousands of responses. Sincere thanks to those of you who took the time to engage in this way.

We valued these conversations to learn more about people's experiences, their ideas and aspirations for this organization. It is an exciting point of our future – building on a solid foundation to continue to advance our promise of finding the cures and improving lives of those affected by inflammatory bowel disease.

A CAUSE THAT IS PERSONAL

Like many volunteers, Sonu Dhanju-Dhillon contributes her expertise to a cause that is personal. Sonu is a Board Director and Chair of our Governance and Nominating committee.

Pictured on the cover of this report with her family, Sonu was looking for an opportunity to get involved with a community outside of work and a way to give back. When considering her options and discussing with her mentor, Crohn's and Colitis Canada stood out particularly since she is impacted by the disease. The more she learned about the organization, the more it became clear that she would be invested in this commitment. Being a part of this organization has given her an additional layer of hope and comfort around her own diagnosis. It has also helped with establishing relationships with a community that understands what she is going through and the considerations that impact her daily life. Sonu shares, "I am excited by the work we do. I'm excited by the hope that I feel when I hear of the advancements our efforts give rise to. I am excited that given my firsthand experience with the disease, I have a voice that helps shape how we support the patient community."

The Board of Directors of Crohn's and Colitis Canada is comprised of volunteers from across Canada and representing different industries and skills.

To learn more about joining the Crohn's and Colitis Canada Board, contact boardrecruitment@crohnsandcolitis.ca.



People affected by Crohn's disease or ulcerative colitis – 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.

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.

See and hear from our community on the continued need for support.

2021

HIGHLIGHTS

GAINING MOMENTUM TOGETHER

RESEARCH

- \$4.7M** invested in our most promising research to develop better treatments and find cures
- 37** research projects and initiatives funded including 8 new grants
- 325+** attended virtual Meeting of the Minds & annual CANIBD Conference
- 2** priority needs added to PACE program
- 17** major hospitals and universities are supported by our research grants and awards

QUALITY OF LIFE

- 180,000** supported by patient programs
- Enhanced** comprehensive COVID-19 response including virtual group peer support
- 46** education events across Canada
- 8,200+** GoHere Washroom Locator App downloads
- 20** IBD Scholarships awarded across Canada in celebration of its 10th anniversary

FUNDRAISING

- \$12.7M** in a challenging year
- \$2.7M** provided through Corporate support
- \$2.35+M** at our 2nd virtual Gutsy Walk
- \$1.6M** raised through the generosity of direct mail donors
- \$380K+** raised through virtual Gala campaigns

AWARENESS

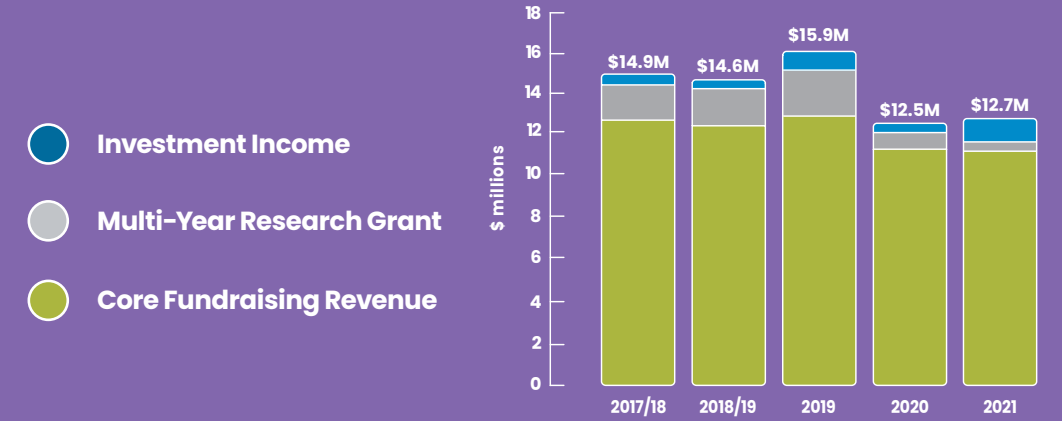
- 80M** media impressions
- 1.2M+** unique visitors to website
- 53,000** followers on @getgutsycanada social media accounts
- 300+** stories generated across Canada through public relations
- Produced new advertising – You're not alone on your journey

PERFORMANCE

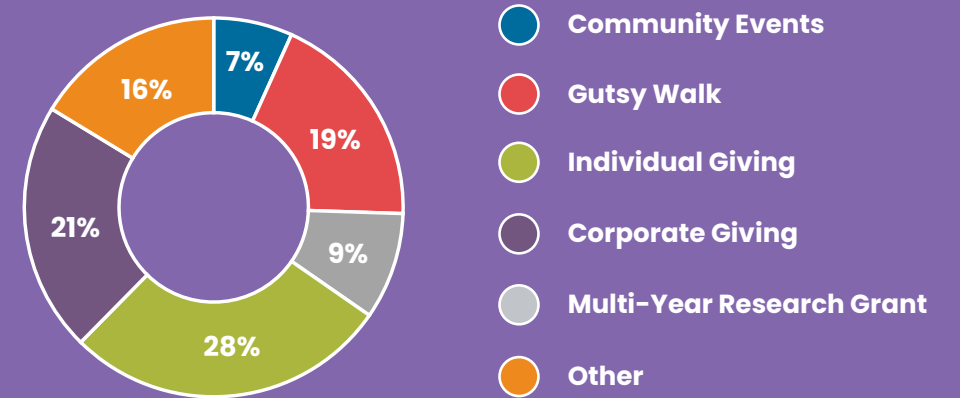
- Serving Canadians virtually**
- New** CEO Appointed
- Strategic** planning process initiated
- Community** of volunteers engaged through virtual GUTS events
- Advocated** private & public payers on patient-doctor choice on biologics/biosimilars

FINANCIALS

FIVE YEAR REVENUE VIEW

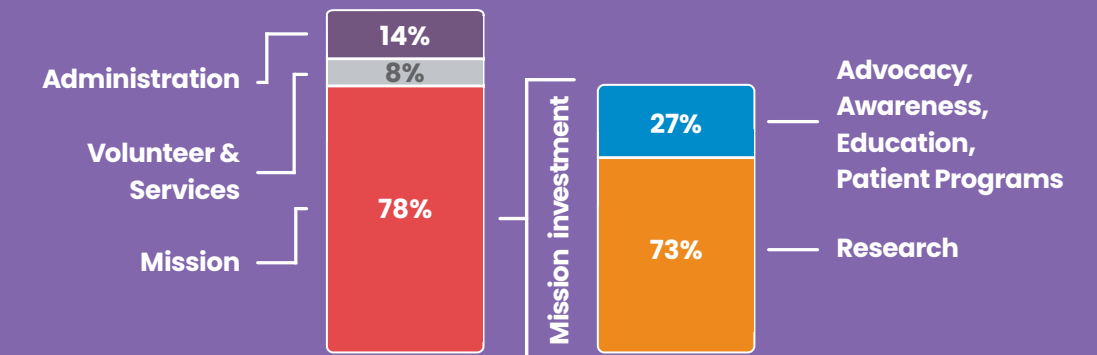


REVENUE SOURCES



FUNDING ALLOCATION

USE OF NET FUNDRAISING REVENUE



THANK YOU

for being part of 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.

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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Adrianna Czornyj	Ron Dunn	Mark Whitmore	John Van de Pol	Sonu Dhanju-Dhillon

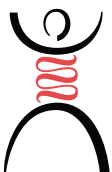
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President & CEO

Lori Radke

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