



2011

Annual Report



Crohn's and Colitis
Foundation of Canada

Fondation canadienne des
maladies inflammatoires
de l'intestin



**Message from the National
President and Chair, Board of
Directors**



Jan Martin
National President and Chair, Board of Directors

As I wrap up my term as National President and Chair of the CCFC Board of Directors, I am pleased to introduce the “story” of our organizational performance over the past year, and our aspirations for the year ahead.

Each year, our Annual Report strives to tell our story by way of a theme that we think best describes our ongoing strategic directions and the outcomes we hope to achieve. It was easy for us to land on a theme this year – Think Big – and you’ll see why as you progress through these pages.

We simply have to Think Big because that’s the only way we’re going to defeat inflammatory bowel disease (IBD). You see, IBD is acting big – there are more than 9,000 new diagnoses of IBD in Canada per year, and that’s a conservative estimate. The rate at which children are being diagnosed is alarming, and recent studies support what the pediatric gastroenterology community has long suspected: that IBD in children is becoming more common. We also learned from the Burden of IBD in Canada report published by CCFC in 2008 that IBD is taking a big toll on the healthcare system and on productivity in the workplace.

The only way we are going to reverse this trend is to think bigger than this disease is acting. That means having bolder fundraising goals and more impactful fundraising events. We need “our” disease to create as big a presence in the minds of potential donors, sponsors, volunteers and healthcare funders as other common chronic diseases. By thinking and acting big, we will mobilize a far bigger community to help us more swiftly conquer IBD.

We are a big community already. Over 200,000 of us – one in 160 Canadians – live with Crohn’s or colitis, and 800,000 others are conservatively estimated to be directly affected by virtue of their close and caring relationships with us. That is at least one million strongly motivated Canadians who could work together to raise money to fund IBD research and engage in much-needed awareness-raising. And that doesn’t include our employers who value us and want us to be well, our medical teams who want to keep us out of the hospital, our teachers who want to see us achieve our full potential and our communities who value our many civic contributions.

We have it within us to be bigger than IBD. So many of you prove it every day, and the stories you will read in this Annual Report are a testament to your strength and perseverance. As I pass the Board Chair mantle to long-time donor, volunteer and Board Director Marty Cutler, I want to thank every one of you who has Thought Big over the years you’ve been part of the CCFC community, and who continue to be committed to finding the cures for ulcerative colitis and Crohn’s disease.



A handwritten signature in black ink that reads "Jan Martin".



Message from the Chief Executive Officer



Kevin W. Glasgow, MD
Chief Executive Officer

This is the fourth year I've had the privilege of reporting on our organizational performance over the past fiscal year, and this year I am prouder than ever to present our results.

Our National President and Chair has already introduced you to this year's Annual Report theme: Think Big. As you read through these pages, you will meet some of the members of the CCFC community who helped us shape this theme. These volunteers have thought big and acted big in the face of IBD, and together with the rest of our dedicated volunteers and staff, and through the generosity and long-term vision of our donors, helped CCFC generate more revenue last year than in any single year of our 38-year history: an amazing \$12,664,000.

We accomplished this feat through many means, and with the support of so many. We will continue to build on this success by thinking bigger than we ever have, and by focusing our efforts in three key areas: aggressively growing revenue; providing an outstanding experience to every one of our supporters; and extending our reach to the more than one million Canadians who are directly or indirectly affected by Crohn's and colitis.

In last year's report, I told you about the changes to our national walk program that helped us realize a 15 per cent net increase in revenue over the previous year. We did even better this past fiscal year, breaking our previous Heel 'n' Wheel-a-Thon (HNW) record by more than \$263,000 or 11 per cent. Overall, the event raised a record \$2.23 million (gross) to advance our mission of finding the cures for ulcerative colitis and Crohn's disease.

While the Heel 'n' Wheel-a-Thon has drawn our community together to raise significant research dollars for 16 years, based on resounding stakeholder feedback, it is time to re-energize and rebrand HNW. This will enable us to break into the big leagues of national charity events, and achieve much greater impact. Please mark your calendars for **June 10, 2012** to join us for the newly-renamed and rebranded Gutsy Walk in 80 locations across Canada. By moving to one national event day and a refreshed look for the event that boldly features our cherished Gutsy Guy, we are going to achieve much bigger results in the years to come.

Our relationship with M&M Meat Shops continues to deliver big results to the IBD research community. Through the commitment of M&M Meat Shops' leaders and franchisees, events such as Charity BBQ Day, National Family Dinner Night, the Star Program and the annual M&M Meat Shops Charity Golf Tournament raised more than \$1.5 million in 2011. This contributes to a cumulative total of \$21,560,000 over 23 years - nearly 30 per cent of our overall research investment of more than \$71 million since we first started raising money for research in 1974. That is a big investment, and we could not be more grateful to Mac Voisin, James Petrozzi, Gary Decatur and their committed staff, franchisees and volunteers.

With our social media campaign to promote M&M Meat Shops' Star Program and Charity BBQ Day in the spring, and the launch of the Can't Wait mobile and web bathroom finders during

Message from the Chief Executive Officer

Crohn's and Colitis Awareness Month in November, we reached more Canadians than ever with our awareness messages. We were pleased to win our third Platinum Hermes Creative Award for the November campaign, as well as two additional awards from the International Association of Business Communicators and one from the Canadian Public Relations Society. We also scored two international media awards for our awareness video "Landon's Story," which can be viewed on our Youtube channel by clicking on the Youtube icon at the bottom of our landing page at ccfc.ca.

I don't reference these awards simply to be boastful – their relevance is that they are proof we are making more Canadians aware of IBD with each campaign we undertake. This is key to our strategy of reaching everyone affected by IBD in this country. And this translates directly into more dollars for IBD research and education. As you will see in the pages ahead, many of CCFC's biggest thinkers are not only IBD patients themselves – they are also parents, siblings, spouses and friends of patients. What this tells me is that while we are working hard to improve life for those 200,000+ individuals with Crohn's and colitis, there are at least 800,000 others who are potentially poised and motivated to help us achieve our mission of curing IBD by raising more funds. Our goal in the coming years is to reach every one of them, and each successful awareness campaign gets us closer to that goal.

CCFC supporters have created a very substantial IBD research infrastructure in this country, which we feel deserves a report of its own. The **2011 CCFC Research Report**, a companion document to this 2011 Annual Report, provides detail on CCFC's research investments and progress. In the following Annual Report pages, our lead scientific and medical liaison, Dr. Hillary Steinhart, and Chief Research Officer, Rohini Soni, will give you an overview of that progress. There are, however, some research accomplishments and challenges from this past fiscal year I wish to personally highlight.

Similar to the previous fiscal year, we received more than twice the number of fundable research proposals (Grants in Aid of Research) we were able to afford. This is simply unacceptable: What


if one of those unfunded research projects is the one leading to a cure? Through donor funds and volunteer efforts, we have helped develop and nurture a community of world-class IBD researchers. Now it is our duty to continue to ensure they have the funds to do what they do best: investigate the causes, therapies and cures for IBD. This is the impetus behind our bigger fundraising goals in the upcoming years. We must provide our researchers with the means to do their work, and by so doing, reduce the impact of IBD on present and future generations.

That said, we are making progress in very big ways. A single transformative gift of \$2 million has enabled us to facilitate the creation of an endowed Chairship in Ulcerative Colitis Research at McMaster University, which is currently recruiting the inaugural Chair (MD or PhD). When filled, this Chairship will draw research focus to colitis in much the same very big way as our investment in the GEM Project has set its sights on Crohn's disease by pinpointing factors that trigger onset of the disease.


We also continue to ensure we are using donor and volunteer-raised dollars effectively by continuing to leverage additional funds from external sources. This past year, we were able match \$479,000 in donated and raised funds with an additional \$1.64 million from provincial and federal research granting agencies. How's that for thinking and acting big?!

And so, we know that when we combine big thinking and best practices for our fundraising activities and our research programs with the passion of our donors, sponsors, volunteers and researchers, we can do more than ever before to conquer inflammatory bowel disease. In our lifetime.

I look forward to continuing this journey with you. Thank you for supporting the Crohn's and Colitis Foundation of Canada.



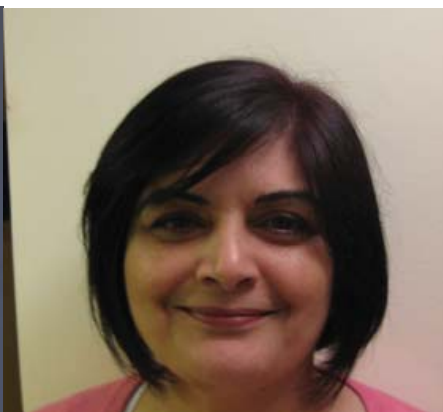
Kevin W. Glasgow



**Message from the
Chair of the Scientific
and Medical Advisory
Council and the Chief
Research Officer**



Dr. Hillary Steinhart
Chair, Scientific and
Medical Advisory Council



Rohini Soni
Chief Research Officer

As CCFC's research leads, we are proud to provide this executive summary of the performance and progress of each of our individual research programs over the past fiscal year, which ended June 30, 2011. We report more fully on our research performance in the 2011 Research Report, a companion to this Annual Report that is available online at ccfc.ca or by request at publications@ccfc.ca. The Research Report more fully communicates the impact of CCFC's research investment over the past year.

This year's report reflects CCFC's ongoing commitment to be a world leader in cure-directed research, which includes a \$5.6 million investment this year, bringing our total contribution to IBD research to over \$71 million since 1974.

CCFC Research Operating Grants

The Grants in Aid (GIA) program, which accounts for the greatest proportion of CCFC's research spending, was able to fund the top 11 applicants from a pool of 42 proposals this past fiscal year. In addition, the Grant Review Committee reviewed 42 new applications and CCFC awarded 10 GIAs in this fiscal year that will be funded in fiscal 2012. Our Innovations in IBD Research program, which is intended to stimulate and support novel research, awarded two grants this year to dynamic young researchers at Université de Laval and University of British Columbia.

While that may appear to be good news, in fact we find it troubling. In all, 47 proposals over the past two years have met the grant review standards, but we lack the resources to fund them all. CCFC receives far more proposals than we can afford to fund. This has informed our plans for the coming years to grow our revenue substantially in order to keep up with the increasing need for IBD research funding in Canada. If we are to find the cures to Crohn's disease and ulcerative colitis, we must think big in order to make big advances, and this requires big investments.

Genetic, Microbial and Environment (GEM) Project

The Michael J. Howorth GEM Project has just completed its fourth year and has enrolled 1,721 subjects (at press time) from over two dozen sites — now including the United States and soon Israel. GEM's scientific leadership recently presented their first preliminary results, which demonstrate that the study group (healthy first-degree relatives of people with Crohn's disease) is enriched for the Crohn's disease-associated genes. This confirms that this is an ideal study population for evaluating the gene-environment interactions in a prospective fashion, to eventually identify the specific cause of Crohn's disease.

Message from the Chair of the Scientific and Medical Advisory Council and Chief Research Officer

University Chairships

Complementing the major investment in Crohn's disease research represented by the GEM project, we are pleased to announce that recruitment has begun for an inaugural **Chair in Ulcerative Colitis Research** at the Farncombe Family Digestive Health Research Institute at McMaster University. This Chairship has been facilitated in part by the Crohn's and Colitis Foundation of Canada, which was enabled to do so through the generosity of several major donors via a targeted major gift investment. An international search is underway for a top-notch MD or PhD researcher, whose major focus of research is ulcerative colitis.

This year Dr. Keith Sharkey, holder of the **Crohn's and Colitis Foundation of Canada Chair in IBD Research** at the University of Calgary, was renewed for a second five-year term. Congratulations to Dr. Sharkey.

Health Research Partnerships

CCFC continues to leverage donor dollars to attract additional research funding through its partnership with the Canadian Institutes of Health Research (CIHR), the Canadian government's health research funding agency. CCFC has signed three new partnership agreements with the CIHR Institute of Genetics, the Institute of Aboriginal Peoples Health and the Partnerships for Health System Improvement. Most of these opportunities will enhance our ability to fund new areas of research including clinical and population health studies.

In October 2010, we were delighted when Drs. Ken Croitoru, Denis Krause and Mark Silverberg were awarded funding within the Canadian Microbiome Initiative through CIHR. Their research, into the relationship between known inflammatory bowel disease susceptibility genes and the microbes that inhabit the bowel in healthy siblings and offspring of Crohn's disease patients, was only possible because of the GEM project and validated our decision to invest \$5.5 million of our donors' dollars in the GEM project.

Since our first provincial partnership with Quebec's Fonds de recherche du Québec - Santé (FRQS) in 2008, we have now signed six additional provincial partnerships – most recently with the Saskatchewan Health Research Foundation. These provincial partnerships match an equal amount of funds in these provinces for every dollar CCFC spends, which supports IBD researchers from the Masters to Post-doctoral levels.

We also continue to partner with the Canadian Association of Gastroenterology (CAG) to build capacity in the field of IBD research through a number of Personnel Awards. These awards offer individual scientists the opportunity to develop and demonstrate their independence in initiating and conducting research in gastroenterology. In fact, CCFC is the largest single funder of CAG-coordinated research including summer studentships, fellowships, and new investigator awards.

Significant Contributions from CCFC-Supported Research Published this Past Year

In 2010-2011, CCFC researchers made some important contributions to the field, including:

- Drs. Melanie Gareau and Philip Sherman's (Sickkids Toronto) work on the effect of intestinal infection and stress on behavior, and the role of probiotic bacteria in reversing the effects.
- Dr. John Rioux's (Université de Montréal) work with the International IBD Genetics Consortium on identifying new genes associated with IBD.
- Drs. Dana Philpott and Stephen Girardin's (University of Toronto) work highlighting the role of interactions between Nod proteins and the IL17 pathway in the functioning of natural defense of the intestine, suggest that focusing on this pathway may help prevent Crohn's disease and lead to the development of new therapies.
- Dr. Derek McKay's (University of Calgary) work on understanding the mechanisms by which worm infections decrease inflammation caused by colitis.
- Dr. Brett Finlay's (University of British Columbia) study looking at the effect of antibiotics on intestinal microbes and the mucus layer, and how they increase susceptibility to infections.

Significant Centres of IBD Research

This past year, one of several "hotbeds" of IBD research in Canada — and home to a number of CCFC-funded research projects over the years — was independently ranked among the best in the world. A detailed analysis of digestive disease research placed the Farncombe Family Digestive Health Research Institute at McMaster University first in Canada, and among the best in the world. The analysis evaluated the influence of research articles published by nearly 100 digestive disease researchers across Canada. Other top-rated digestive disease research centres included, in order of their ranking, the University of Toronto, the University of Calgary and the University of Alberta, all recipients of major funding from the CCFC.

National Conference

Finally, we are pleased to host our first national conference for health professionals on clinical issues and research related to IBD: "Canada Future Directions in IBD" on November 5 and 6, 2011. This conference will highlight the new and hot topics in IBD, with a strong focus on putting the latest Canadian IBD research into context. This is an example of CCFC taking a leadership role in translating IBD research into positive advances for patients.

The Year Ahead

Notwithstanding the significant progress we have made in 2011, we still have some distance to travel before we cross the "cures" finish line. The year ahead will see every part of the CCFC community focused more than ever on closing the gap between the number of research proposals we receive and the number of research projects we are able to fund, toward our ultimate goal of finding the cures for Crohn's disease and ulcerative colitis.





Dr. John Wallace
IBD Researcher – Hamilton, ON

Dr. John Wallace has engaged with CCFC at almost every level, from flipping burgers during M&M Meat Shops' Charity BBQ Day to holding leadership positions on CCFC's Scientific and Medical Advisory Council. But no matter how large a role he has played, he reserves his "biggest thinking" for finding the cures for Crohn's and colitis.

Dr. Wallace is the Director of the Farncombe Family Digestive Health Research Institute at McMaster University, where he holds an endowed research chair for his work on inflammation. He is also a Professor in the Department of Medicine and a pharmacologist with expertise in the commercialization of new technology.

He received his first CCFC research grant in 1987 and between CCFC and the Farncombe family of Oakville, ON, his research been continually funded since.

"This funding has had a huge impact, not just on me but right across the country — especially with the federal funding cutbacks. Personally, though, it has allowed me to keep a series of studies moving through a natural progression from animal models to humans."

Dr. Wallace's current research project focuses on the changes in the production of hydrogen sulfide and other chemicals in the body that normally regulate inflammatory processes. The change in these chemicals could be contributing to tissue damage and other symptoms associated with Crohn's and colitis.

"Historically, our main focus has been on the chemicals that push inflammation — what we call the gas pedals. Now we've shifted to studying the chemicals that turn off inflammation, or the brakes. We had a situation where there were not enough brakes for all the gas pedals, so we're now trying to trick the body into hitting the brakes so the gas pedals don't send the patient into the wall, so to speak."

“This funding has had a huge impact ... it has allowed me to keep a series of studies moving through a natural progression from animal models to humans.”

This study will generate information that Dr. Wallace believes will help design therapies that can get patients into remission faster, and keep them there.

The Farncombe Family Digestive Health Research Institute itself came to be through a CCFC research investment. The seed was planted in the early 1980s when the original Intestinal Diseases Research Unit was created at McMaster University through CCFC funding. In 2008, a \$15-million donation from the Farncombe family to the unit provided capital for new facilities, as well as the creation of endowed leadership positions and the development of a team of young researchers that would make up the Farncombe Family Digestive Health Research Institute. That gift subsequently prompted more than \$21.5 million in research grants, including substantial ongoing funding from CCFC.

Big vision, big gift, big impact ... and it started with donor dollars invested in CCFC. This past year, a detailed analysis of digestive disease research placed the Farncombe Institute first in Canada and among the best in the world. The analysis looked at the influence of research articles published by nearly 100 digestive disease researchers across Canada over the past 25 years, and found Farncombe Institute researchers occupied the 1st, 2nd and 4th positions.

While the accolades are gratifying, Dr. Wallace says he and his team remain focused on the big prize:

“Our big vision is simply to find the cure,” says Dr. Wallace. “And for that to happen, we need to keep funding research through CCFC.”



Ronda Taylor and the All That Glitters Gala Committee Fundraisers – Toronto, ON

Pictured: Michelle Barish, Shirley Grossman, Rachel Greenspoon, Risa Greenspoon, Betty Shelson, Mimi Greenspoon, Marilyn Finkelstein, Irina Greenspoon, Sharon Appleby Hussman, Maureen Tartick, Kimberley Walters, Ronda Taylor, Julie Spergel, Jordi Greenspoon and Phil Campol

Missing from photo: Tona Abrams, Randi Ber, Russell Cohen, Stacey Cynamon, Dan Daviau, Elli Davis, Misha Dubbeld, Carol Goldstein, Avi Greenspoon, Jay Greenspoon, Barbara Hennick, Karine Krieger, Ann Kroft, Robyn Kroft, Mia Louis, Celia Pasternak, Holly Pencer Bellman, Eddy Peranson, Michael Sacks, Tammy Seigel, John Sherrington, Hinda Silber, Rosie & John Uster, Cathryn Walderman, Janet Werger, Shelley Werger, Lisa Werger Adler and Connie White.

It had been a cruel year for some members of the Toronto CCFC All That Glitters Gala Committee. Ronda Taylor, who has been a volunteer with CCFC since her daughter Jessica was diagnosed with Crohn's disease eight years ago, lost her aunt Gail Simcoe to complications from the disease. And Mimi and Mel Greenspoon – long-time CCFC volunteers and fundraisers – lost their son Lee to colorectal cancer following a battle with Crohn's that started when he was 15 years old.

But Ronda, Mimi and the whole 50-strong Gala Committee channeled their pain and their passion for a cure into action, and the results were enormous. This year's Gala raised an incredible \$500,000 for IBD research in one single night. They did it by thinking big, and borrowing from one of today's biggest popular crazes.

"This year, with the success of the television program "Glee," we thought 'why not try to give our supporters a taste of that experience,' so we decided to get some of the best young up-and-coming talent we could find to entertain our expected 1,200 guests," says Ronda.

The Gala Committee was able to secure Canadian singing sensation Nikki Yanofsky, who

“By educating Canadians about IBD, we can lift the veil of silence that often surrounds Crohn’s disease and ulcerative colitis.”

headlined at the 2010 Vancouver Olympics. And in keeping with the Glee theme, Gala guests were also entertained by a dozen of Toronto’s top triple-threat performing arts students from Randolph Academy in Toronto.

A video tribute to Lee Greenspoon’s life was also created and aired at the event, and there was not a dry eye in the house. The video can be viewed on CCFC’s Youtube channel by clicking the Youtube icon at the bottom of the CCFC website at ccfc.ca.

“We are thrilled with the response to our event this year,” says Ronda. “This has been one of the best All That Glitter’s Galas to date, and raising the much-needed funds so that, one day, no one has to know the horrors of watching a loved one suffer.”

The event raised awareness too, which is equally important to Ronda and the Gala Committee.

“We see the Gala as an important tool in raising awareness for these debilitating illnesses. By educating Canadians about IBD, we can lift the veil of silence that often surrounds Crohn’s disease and ulcerative colitis.”



Ron Yule and Chantal Dupuis
Volunteers – Moncton, NB

When Ron Yule of Moncton, NB was diagnosed with Crohn’s disease six years ago, neither he nor his wife Chantal Dupuis had ever heard of the disease. But given their long history of volunteerism, they didn’t take the news lying down.

“I was so devastated to see my husband suffer: the disease had taken away all his energy, his sense of humour, his joie de vivre,” adds Chantal. “There was so much we wanted to know that we decided to get involved.”

And Chantal got involved – in a big way.

“We did some research on the web and found the CCFC website, and then the link to the Moncton Chapter. From then on, we started to go to the monthly meetings,” says Chantal.

While Ron prefers “behind the scenes” volunteer positions such as M&M Meat Shops Volunteer Coordinator, Chantal leapt into “big” Chapter executive positions. She has served as Treasurer for three years, and is now the Moncton Chapter president and one of CCFC’s most tireless and dedicated volunteers.

The journey has not always been easy. Chantal recalls that when she first got involved with the Chapter, only a few members regularly showed up to meetings and involvement in fundraising events was low. But the benefits of fellowship with others living with IBD outweighed the challenges of volunteering for a little-known cause. She knew the Moncton Chapter needed help, and she was motivated. Looking back, she’s glad she stuck with it.

“I love volunteering because giving to others brings as much comfort to me as to those I help. The hugs, the smiles, the recoveries ... it’s a good feeling. It also takes me off my “pity pot” on those days when I’m too much into myself.”

Chantal carries that energy with her as she works toward some big goals for both the Moncton Chapter and for the future of people with IBD.

“My big goal for CCFC is to find a cure — not only for my husband and the other 200,000+ Canadians with IBD, but also for all the young children who seem to be diagnosed in large numbers lately. But my primary goal right now is to raise awareness in the Moncton region — awareness about the disease and about the group as well.”

“Awareness will bring more people, and people will bring more funds to help with research for a cure,” says Chantal.

“My big goal for CCFC is to find a cure — not only for my husband and the other 200,000+ Canadians with IBD, but also for all the young children who seem to be diagnosed in large numbers lately.”



The Frey Family
Heel 'n' Wheel-a-Thon
Top Pledge Earners
Watrous, SK

For the Freys of Watrous, Saskatchewan, inflammatory bowel disease (IBD) is a family affair. Among the immediate family alone, both parents have been diagnosed with IBD and two of the three children are struggling with “tummy troubles.” That doesn’t include another handful of known diagnoses in the extended family, and suspected diagnoses further back.

But you won’t find the Freys moping about the family farm. The entire family has embraced CCFC’s signature fundraising event – formerly known as the Heel ‘n’

Wheel-a-Thon and newly branded the Gutsy Walk – as their own platform for raising awareness and funds towards a brighter future for people with IBD.

The Frey family legacy at the Saskatoon event began in 1994, the year after father Murray was diagnosed with Crohn’s disease. That was Lori Ann’s first year, walking to support her husband. Murray started walking in 1996 and has been at all but two events since then. Oldest son Clay started in 1999 at the age of six months, younger son Rayner started in 2002 at the age of seven months and daughter Shylo attended her first event in 2008 just shy of a year old.

“We have continued to be present at every walk, raising money and hoping one day for a cure,” says Lori Ann. The event gained even more importance for them in 2002, just six months after Rayner was born, when Lori Ann was diagnosed with colitis. She was hospitalized for over a month, and over the next two years had her large bowel removed and two additional surgeries to build an internal pouch.

Even though Lori Ann now enjoys good health, Murray still needs to be hospitalized regularly when his Crohn’s flares up. This kept the boys motivated to continue participating in the event year after year.

“They do not like seeing their dad sick,” says Lori Ann.

In 2005, the entire Frey family was named Honourary Chairpersons of the Saskatoon event – the first time more than one individual had received that honour. No one could have known at that point just how big their commitment to fundraising was about to become.

“In 2007, I was days away from delivering their baby sister Shylo. I knew I wouldn’t be able to participate much, so I told the boys that I thought this would be the year we may have to sit out. They refused, and said that they were going to do their own fundraising.”

And that they did — each raising over \$1,000 together, making them Top Pledge Earners. Their cousin Joel (one of CCFC’s first Gutsiest Canadians) promised to shave his head if he achieved

his fundraising goal that year, which got the boys thinking about how they could raise more next time.

The following year they put out their first challenge: If they raised \$1,500 each, they would walk through downtown Saskatoon during the Heel 'n' Wheel event wearing bikinis. The boys raised over \$7,000 and kept their promise, earning them significant media awareness for the cause and the new name "The Bikini Boys," which has stuck to this day.

In 2009, Clay and Rayner upped the ante to \$2,000 each and promised to "Dress for Success" if they made their goal. Murray met their ante and raised the stakes: he would wear a dress too if they beat their 2007 success.

"Not only did they hit their goal, they beat it ... the grand total for 2009 was a whopping \$12,896!" says a proud Lori Ann.

They repeated and upped their success again in 2010 with their promise to walk the event in cowboy boots if they raised \$1,000 each, add coconut bras to the get-up if they raised \$2,500 each and don their Speedos as well if they raised \$4,000 each. Murray, not to be shamed by his children, promised to wear the same outfit if the boys beat their 2009 fundraising total.

"They had a lot of work to do, but they did it!" says Lori Ann. "\$15,397 later, the Bikini Boys were on their way to the Heel 'n' Wheel in cowboy boots, coconut bras and Speedos. They looked fantastic!"

Even though Murray was needed on the farm that day, he kept his promise and proudly wore his outfit while riding the air seeder.

This past year, the boys took on a new fundraising theme to celebrate their appearance in a music video by blues/country artist Little Miss Higgins. Just before touring Europe opening for kd lang, Little Miss Higgins (aka Jolene Higgins) asked the boys if they would appear in her video for the song Bargain Shop Panties (The video is available to view on youtube or at littlemisshiggins.com). At the 2011 HNW, they draped themselves in actual Bargain Shop panties signed by those who pledged them, raising another \$15,000 to bring their overall total to more than \$51,000.

The entire Frey family has been incredibly supportive of the boys' fundraising efforts, but Lori Ann says they also make their own luck by being so committed, fearless and ambitious in their goals. This past year, they secured matching funds from the Potash Corporation – one of Canada's most successful companies. These boys think big.

The family has become even more motivated to raise money since the boys began experiencing digestive issues – even though they're not major at this point.

"I am really looking forward to seeing the research we fund being translated from bench to bedside, especially thinking about what may lie ahead for my kids," says Lori Ann.

"I am really looking forward to seeing the research we fund being translated from bench to bedside, especially thinking about what may lie ahead for my kids."



Dave and Wendy Clark Raising Awareness – Whistler, BC

Photo Credit
Coast Mountain Photography

There's nothing small about half-marathons. Runners make a huge commitment, training for months and sometimes years to be able to run for an incredible 21+ kilometers. The events themselves are massive in scale, requiring at least a full year of planning, hundreds of volunteers and seeing entire sections of cities and towns rerouted to accommodate the large number of runners along the course.

Dave Clark of Whistler, BC is no stranger to half-marathons, having been a distance runner much of his life. But something changed for Dave in 2006, causing him to hop the fence from the race course into the organizing tent.

Dave's wife Wendy was already living with Crohn's disease before the two met in 2000. As a couple, coping with an inflammatory bowel disease was never something they took passively. They founded the non-profit society Whistler Friends in 2002, which organizes fundraising events in Whistler such as Balding For Dollars and the tasting pass component of the Canadian National BBQ Championships. The funds raised support BC Children's Hospital and CCFC. A glimpse of their website at www.whistlerfriends.com shows just how many ways they support and raise funds for their two charities of choice.

"But then in 2006 we had our son, and that changed our perspective – as it tends to do," says Dave. "We started thinking about how we fight this disease for a lifetime – what more could we do for the long term?"

At the time, Dave was a competitive distance runner, taking part in multiple events every year. He says he stopped at one point and thought: "Why am I travelling to everyone else's events? Why not hold our own as a yearly fundraiser right here in Whistler?"

The North Face Whistler Half Marathon was born with a goal of attracting 300 runners for its inaugural race in June 2011. The goals for raising awareness and funds were modest at first – the approach was just to get people talking about the disease – but the overall vision for the event was much greater.

"I looked to the world's greatest marathon events and tried to determine what made them great. It's about the experience."

“It was apparent to us both that the solution to raising more money lay in raising more awareness. If we were going to make a difference, we had to be prepared to tell people what having Crohn’s and colitis is really about.”

“Wendy and I both have background in the hospitality industry, where what you’re selling is the experience. We knew we needed to make this a valuable experience and opportunity for every one of our stakeholders – the participant, audience and even the media.”

For Dave and Wendy, that meant going to the media with a significant story they’d be likely to pick up, and that meant moving out of their comfort zone.

“Wendy was initially reluctant to share her experiences with IBD. But it was apparent to us both that the solution to raising more money lay in raising more awareness. If we were going to make a difference, we had to be prepared to tell people what having Crohn’s and colitis is really about.”

Wendy got comfortable with the idea of talking to media about her battle with Crohn’s, and as a result, media continue to support and publicize Whistler Friends events. They also use social media channels to engage people in their community and attract new members, keeping them fuelled with fresh content and interesting race information. References to CCFC figure prominently among postings to the website and social media pages, keeping people connected to the cause.

But as any competitive runner (and race organizer) knows, it still all comes down to race day results. The goal of 300 runners for Year One of the North Face Whistler Half Marathon was not only surpassed by nearly 600, but the event sold out more than nine weeks ahead of race day. A total of \$7,400 was raised for CCFC.

There are great plans for continuing to grow the event, but also for continuing to raise awareness about Crohn’s and colitis.

“Back in 2002, the first year we raised money for CCFC and talked about the organization, people didn’t know who we were, and we got a lot of questions about what Crohn’s and colitis were. Now what we hear at our events is: ‘Oh yeah – I have a friend who has that.’ Clearly awareness is growing, which is great because with more awareness comes more money, and more money leads to more cure-directed research.”

Thank you

NATIONAL CORPORATE PARTNERS

PLATINUM:



SILVER:



BRONZE:



NATIONAL CORPORATE SPONSORS

Air Canada Kid's Horizons | Aptalis | Bio-K Plus International Inc. | Merck | MIJO Corporation

As a CCFC partner for 23 years, M&M Meat Shops has contributed an incredible \$21.5 million to IBD research through the tireless efforts of Founder Mac Voisin and the more than 465 M&M Meat Shops Franchisees from coast-to-coast. This year they raised more than \$1.5 million to advance our shared mission, through the following programs and initiatives:

- Charity BBQ Day
- Star Program
- Coupon Book sales
- Ice Cream Novelty sales
- Employee and supplier donations
- Collection Coin Boxes
- National Family Dinner Night
- Heel 'n' Wheel-a-Thon
- Golf Tournaments

CCFC is grateful to every donor at every level, including those who have chosen to remain anonymous. We hope this donor report is accurate and complete, but if we have made an error, please contact us at publications@ccfc.ca or **1-800-387-1479**.

LEADERSHIP DONORS

CCFC is pleased to honour the following leadership donors:

\$100,000 and above

Fairmount Books Inc.
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\$20,000 to \$99,999

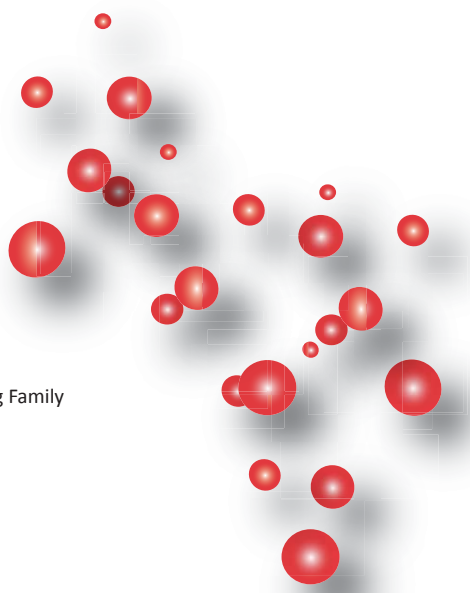
Alberta Lottery Fund
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The Ryley Family Foundation
Rick & Ruth Scully

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IEEE Charity (High Voltage Classic)
Kerry & Simone Vickar Family
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Brian Leduke
Melrose Cafe & Bar

\$5,000 to \$9,999

Brian & Rolande Catchpaugh - In loving
memory of Owen Catchpaugh
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Marilyn J. Armstrong
BC Masonic Foundation
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Vanessa Giguère
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London Life
M E T Utilities Management
The Mireille & Murray Steinberg Family
Foundation
Dr. Keith Sharkey
Richard Taylor
Alan G Thompson
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Thank you

CCFC LEGACY SOCIETY

CCFC gratefully acknowledges the following individuals for including a gift to benefit Crohn's and colitis research in their estate plans.

Carolle Anderson
Doug & Linda Bleiler
Nick Cardone
Amanda Coe
Marty Cutler
Kerry Giesbrecht
Kevin Glasgow & Sandy Bennett
Patrick M. Glynn
Bonnie M. Kerwin
Tommy Lagueux
Trish Long
John J. Owens
Gerry & Christine Rudnik
Shelly M. (Malinowski) Stepanuk
Robert Stewart
Anonymous

EVENT PARTNERS

CCFC is pleased to honour the following event partners:

\$10,000 and above

David Ades
Advantage Sales
All Trade
Arrow Games
Bio-K+
BMO Financial Group
Nancy Pencer & Michael Benjamin
Canadian Pension & Benefits Institute Benefit Ball
The Crohn's and Colitis Hockey Tournament
Edwards Randall Financial Architects
H. Lawrence and Beverley Fein
Great Plyer Inc.
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Kimberley Homes
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Promotivate
Protech Chemicals Ltd.
Rio Can Management Inc.
SPERGERL
Toronto Community News
Total Traffic Services Performance Boat Club Run for a Cure
Eddie Weisz
Whistler Friends
The Woodbridge Company Limited

\$5,000 to \$9,999

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CCFC is pleased to honour the following employee groups:

ATCO
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All Charities Campaign - Winnipeg
BMO Employee Charitable Foundation
Cenovus Employee Foundation
EnCana Cares Foundation
Husky Charitable Foundation
Sears Employee's Charitable Fund
Suncor Energy Foundation
Team TELUS Cares
United Way

Thank You

HEEL 'N' WHEEL-A-THON

THANK YOU! TOGETHER WE RAISED \$2.23 MILLION.

NATIONAL HEEL 'N' WHEEL-A-THON SPONSORS

Abbott Laboratories Limited
Aptalis
Ensure
M&M Meat Shops

HEEL 'N' WHEEL-A-THON 2011 TOP PLEDGE EARNERS (TPEs)

CCFC thanks its incredible community of Top Pledge Earners, who helped us surpass our fundraising goals this year.

\$20,000 and above

Toronto

David Hill
Adam & Sarah Scully
Lesley Sherman

\$10,000 to 19,999

Banff

Kris Vaugeois

Kitchener/Waterloo

Jillian Ferguson

Montreal

Herb & Sandi Davis
Sheldon Miller
Jeremy Rutman

Richmond Hill/Vaughan

Miriam Hart

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Aki Chencinski
Primo Gazzoli
Anna Iacono
Shirley Mohamed

Vancouver

Emma Keeler Brown

\$5,000 to \$9,999

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Maxine Cooper
Jonathan Gitlin
Julie Grossman
Amy Sherman
Jamie Shulman
Byron Sonberg
David Weinberg

Vancouver

Jane Shadley

LEGACY GIFTS

CCFC is truly grateful to have received the following generous and thoughtful legacy gifts.

Estate of Thomas Bartlett
Estate of Pearl M. Bentley
Estate of Florence M. Black
Estate of Alexander Bowie
Estate of Margaret A. Elgie
Estate of John F. Fiinn
Estate of Audrey I. A. Foreman
Estate of John Klefstad
Estate of Jocelyn Macdonald
Estate of Peter Mackercher
Estate of Dorothy P. Morrison
Estate of Marion Audrey Morrison
Estate of John A. Newbegin
Estate of Dr. Jay Newman
Estate of Joe Paradiso
Estate of Walter Rushak
Estate of Alfred Saler
Estate of Bertha Saunders
Estate of George J. Zielbauer

Dedicated Grants in Aid of Research

Brent MacDonald “Gutsiest Canadian”

Dr. Paul Kubes
University of Calgary

Role of the adapter molecule MyD88 and the protein molecule TRIF in IBD

Calgary Chapter

Dr. Paul Beck and Dr. Subrata Ghosh
University of Calgary

The NLRP3-inflammasome is a key regulator of intestinal homeostasis

Eastern Avalon Gala Committee

Dr. Emma Allen-Vercoe
University of Guelph

*Interactions of *Fusobacterium nucleatum* with intestinal epithelial cells: Implications for disease exacerbation in IBD*

In Memory of Fay Shapiro Cutler

Dr. Scott Gray-Owen
University of Toronto

Tickling the receptor: Defining how bacteria linked to Crohn’s disease penetrate the gut surface

In Memory of Florence Mary Black

Dr. Karen Madsen
University of Alberta

Bacterial DNA and gut function

Grandey Family Foundation

Dr. François Boudreau
University of Sherbrooke

Blocking inflammatory genes expression during inflammatory bowel disease

Healthpartners/Partenairesanté-GCWCC

Dr. Bruce Vallance
University of British Columbia

Modeling intestinal fibrosis in Crohn’s disease

In Memory of John Ferguson Flinn

Dr. Stephen Girardin
University of Toronto

The NOD-like receptor IL-22 signalling pathway in the defense of the intestinal lining

M&M Meat Shops

Dr. Elena Verdu
McMaster University

Sensing of microflora and colitis

PEI Chapter Golf Tournament Committee

Dr. Alan Lomax
Queen’s University

Neuroimmune interactions during inflammatory bowel disease

Rick and Ruth Scully

Dr. Kenneth Croitoru
University of Toronto

Studies of the induction and regulation of colitis in a mouse model

SPERGEL

Dr. Premysl Bercik
McMaster University

Intestinal microbiota and the increased sensitivity to colitis in depression

The Woodbridge Company Limited

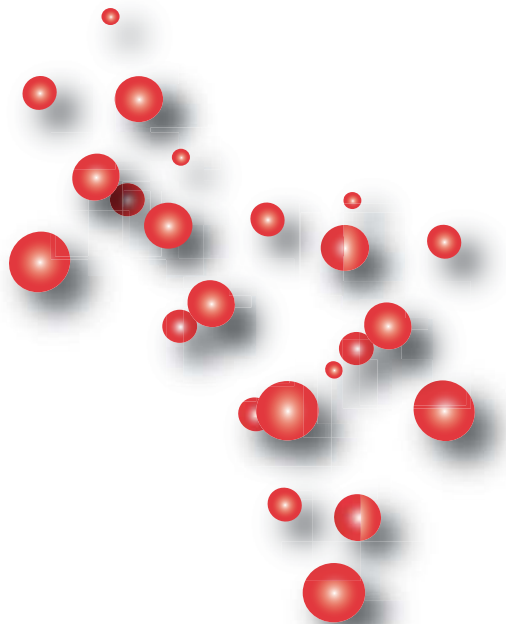
Dr. Dana Philpott
University of Toronto

Nod proteins in intestinal homeostasis

RESEARCH SCIENTIST AWARD

Winnipeg Gala & The Kerry and Simone Vickar Family Foundation

Dr. Charles Bernstein
University of Manitoba



Financial Report

Fiscal 2011 was a record year for overall revenue achieved at CCFC. Total revenue was \$12.7 million, an increase of 9% from the previous year. Congratulations to everyone who played a role in raising more money than has ever been raised before. The deficit of \$501,000, while greater than last year's deficit of \$191,000, was significantly less than originally budgeted for fiscal 2011.

CCFC's revenue growth was accomplished by impressive gains in certain fundraising events and in major gifts. Our Heel 'n' Wheel-a-Thon participants helped us achieve our best results ever at over \$2.2 million in gross revenue, an increase of 13% over the previous year. In addition, our gala events generated revenue of \$1.4 million which represents an increase of \$645,000, or 82% from the previous year. Revenue from golf tournaments totaled \$221,000 compared to \$143,000 in fiscal 2010.

Major gifts are an important component of our revenue mix. CCFC was the beneficiary of a major gift of \$2 million in fiscal 2010 and was pleased to direct \$1 million of this amount in fiscal 2011 to McMaster University towards an endowed Chair in Ulcerative Colitis. In addition, CCFC was the beneficiary of two major gifts each totaling over \$250,000. Our overall revenue gain was even more impressive considering this year's results no longer contained a significant contribution from the Grocery Foundation, a valued corporate partner for 25 years. Our investment portfolio performed above the benchmark and this contributed to positive investment income growth.

To drive revenue growth, fundraising costs were increased over the previous year. The additional spending in targeted events such as Heel 'n' Wheel-a-Thon and regional galas helped contribute

to our record revenue total. Research investments of \$5.6 million were slightly higher than in the previous year. Additionally, our education investment exceeded \$1 million for the first time, an increase of 7% from the previous year. A record number of Education Symposia were held across the country in fiscal 2011.

General and administrative costs, while higher in fiscal 2011, represent the same percentage of total revenue as was the case in fiscal 2010. Fiscal 2011 saw necessary additional operational infrastructure investment required to support future revenue growth, and research and education spending.

Overall, CCFC has had a very successful year, notwithstanding the lingering effects of the recent recession. We are grateful for the dedicated efforts of our many stakeholders in achieving this success.

For audited financial statements and information regarding tax receipted revenue, please contact the CCFC National Office at:

600 – 60 St. Clair Avenue East
Toronto, ON M4T 1N5
1-800-387-1479



Ashraf Matta, CA
CCFC Treasurer and Chair of the
Finance, Audit and Risk Committee

Tim Berry, CMA
Acting Chief Financial Officer

\$1.5 million
Growth in Revenue

\$5.6 million
Investment in Research

\$1.1 million
Investment in Education

Financial Report

Crohn's and Colitis Foundation of Canada Summary Financial Statements

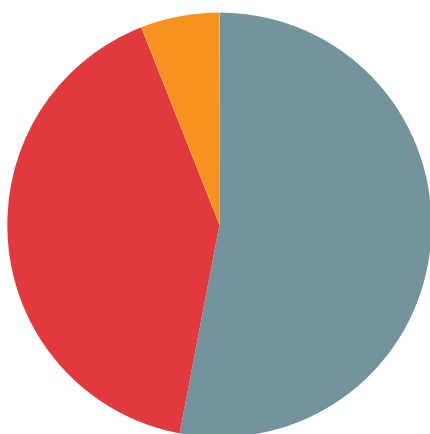
Balance Sheet

Assets	2011
Current	
Cash and cash equivalent	\$1,421,051
Restricted cash	1,392,775
Receivables	812,327
Prepays	94,951
	<u>\$3,721,104</u>
Investments	
Restricted	\$403,303
Other	8,169,448
	<u>\$8,572,751</u>
Property and equipment	\$416,911
Total Assets	<u>\$12,710,766</u>
Liabilities	
Payables and accruals	\$952,647
Deferred Revenue	1,325,871
Total Liabilities	<u>\$2,278,518</u>
Funds	
Endowment funds	\$390,163
Internally restricted research reserve fund	8,622,736
Unrestricted	1,419,349
Total Funds	<u>\$10,432,248</u>
Total Liabilities and Funds	<u>\$12,710,766</u>

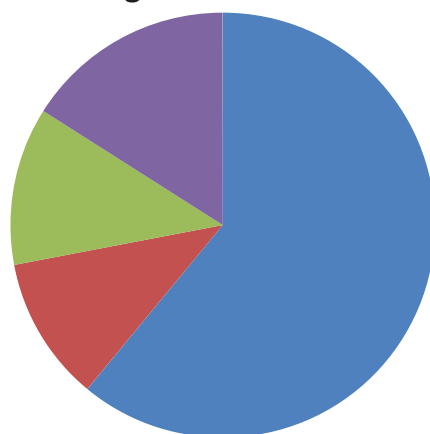
Statement of Revenues and Expenses

Revenue	2011
Fundraising event proceeds	\$6,681,611
Gifts	5,241,349
Investment income	681,283
Other	59,327
Total Revenue	<u>\$12,663,570</u>
Expenses	
Program Costs	
Research	\$5,571,423
Education/Awareness	1,048,328
Volunteer/Chapter Services	1,102,200
	<u>\$7,721,951</u>
Support Costs	
Fundraising expenses	\$3,971,199
General and administrative	1,471,536
	<u>\$5,442,735</u>
Total Expenses	<u>\$13,164,686</u>
Deficiency of Revenue over Expenses	<u>\$(501,116)</u>

Sources of Revenue



Use of Net Fundraising Revenue



■ Fundraising Events	53%
■ Gifts	41%
■ Investment/Other Income	6%

■ Research	61%
■ Education	11%
■ Volunteer & Chapter Services	12%
■ Administration	16%

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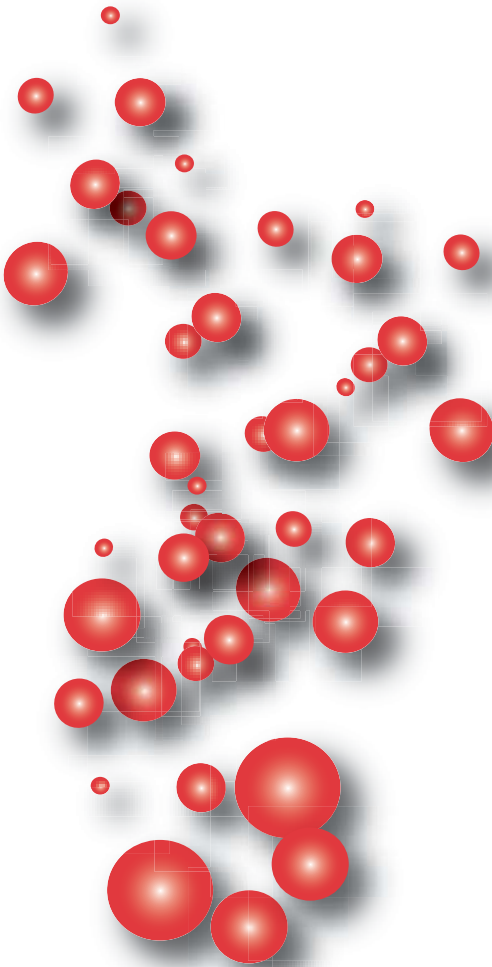
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Director

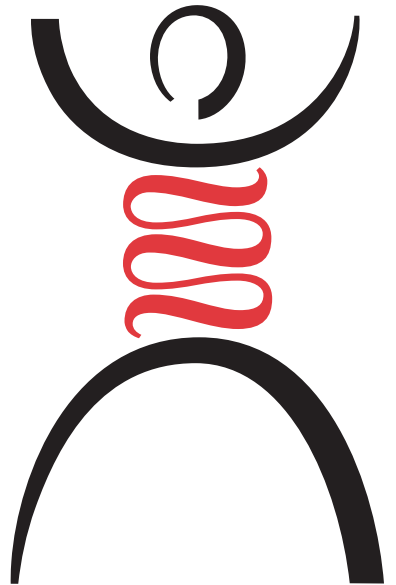
Byron Sonberg
Toronto, ON

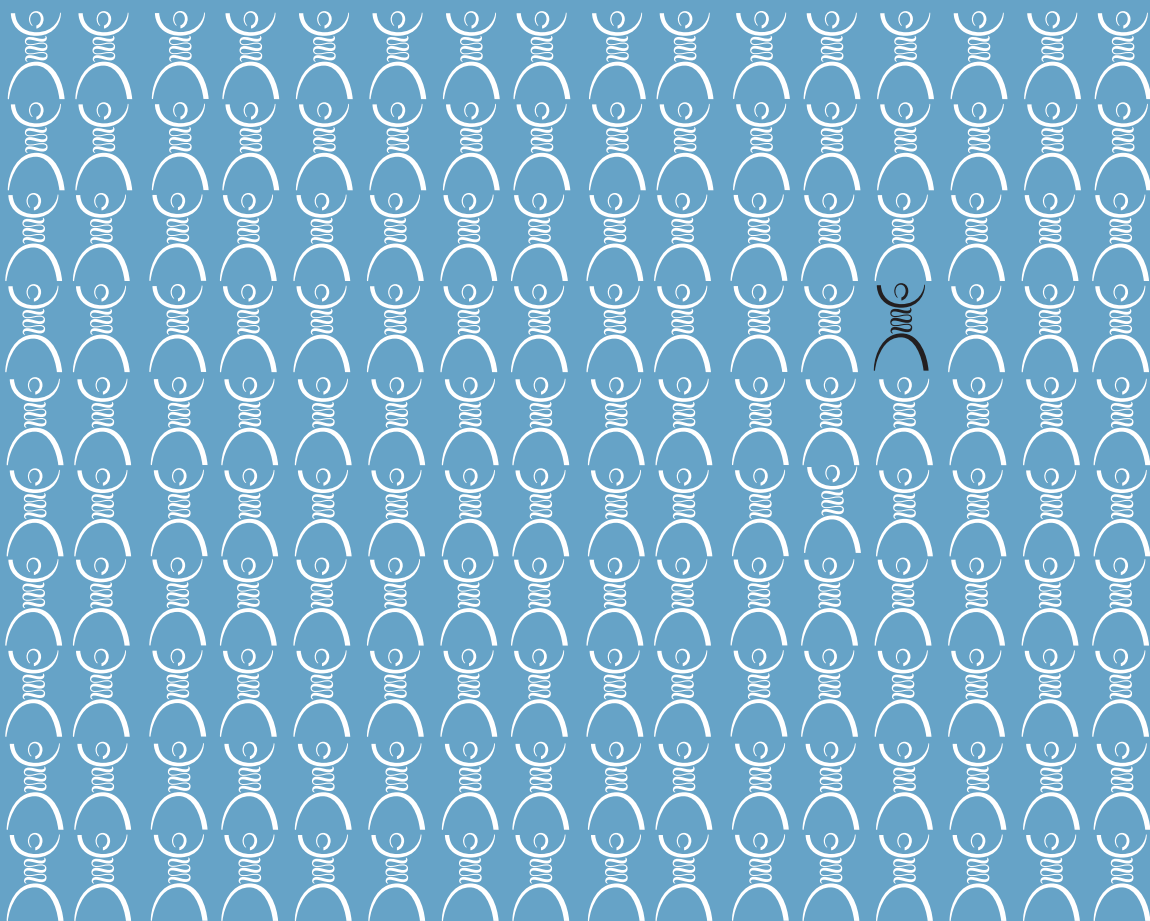
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BIG





1 in 160 Canadians

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

Please help the Crohn's and Colitis Foundation of Canada (CCFC)
lift the veil of silence and raise money to fund research.

Visit ccfc.ca or call 1-800-387-1479
to join us in our mission to find the cure.



Crohn's and Colitis
Foundation of Canada

Fondation canadienne des
maladies inflammatoires
de l'intestin

Our registered charity number is 11883 1486 RR 0001
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