



ANNUAL REPORT

CROHN'S AND COLITIS CANADA

16 | 17

Make it stop. For life.



Crohn's and
Colitis Canada
Crohn et
Colite Canada



INSPIRING CHANGE

Crohn's and ulcerative colitis are often invisible diseases, yet the people who live with these conditions are not. As a direct result of the efforts and contributions made by Canadians coast-to-coast, we have made significant progress toward our goal of finding cures and improving the quality of life for the millions of people affected by these chronic diseases.

In April 2014, Crohn's and Colitis Canada and The Leona M. and Harry B. Helmsley Charitable Trust announced the largest-ever funding commitment to Crohn's disease research in Canada. Crohn's and Colitis Canada is proud to announce today that our world-renowned Genetics, Environmental, Microbial (GEM) project has reached a critical milestone – for the first time, we have aggregated patient history data (pre- and post-diagnosis) providing a repository of keys to better understand the triggers and causes of Crohn's disease. And now, our focus turns to harnessing this world-class data asset into developing new therapies and possibly finding a cure for Crohn's disease.

This year, we also funded more than 50 scientific projects, sponsored innovative clinical research through the Promoting Access and Care through Centres of Excellence Initiative (PACE), and seeded capital to ensure the continuation of a healthy community of researchers across the country. Crohn's and Colitis Canada has invested \$115M in direct research since our founding in 1974.

Today, our strategic plan elevates the importance of improving the day to day life of children and adults suffering from Crohn's and colitis. To execute against this vision, we expanded our patient programs to include a revitalized GoHere washroom finder app, grew our peer to peer mentoring program, and introduced a new clinical research initiative. Plus, we added more children's camp opportunities and, for Canada 150, we offered even more scholarships for students who are affected by these diseases. Our patient programs, funded almost entirely by corporate partners, improve our connection and relevance to the stakeholder community, and inspire volunteer and donor activities.

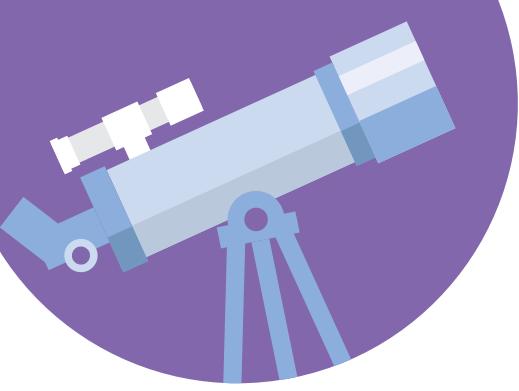
**Together,
we will
make it
stop.
For life.**

Our achievements and the expanded outreach to Canadians happens because of your support. Thanks to you, we have made great progress as we move into the fifth year of our seven-year, \$100 million 'Crohn's & Colitis – Make it stop. For life.' campaign. With your contributions, we have raised \$57 million to date. And, for the second consecutive year, we are proud to report a surplus leaving us in a strong financial position. This enables a more aggressive approach in our pursuit of innovative research initiatives, including capitalizing on the progress and promise of the GEM project.

If you have been impacted by Crohn's or colitis, you are at the heart of our work. We continue to drive research, patient programs, advocacy, and awareness to greater heights. Thank you for supporting Crohn's and Colitis Canada. Together, we will make it stop. For life.



Pictured left: Mina Mawani | President and CEO
Pictured right: Harvey Doerr | Chair, Board of Directors



WHAT'S AHEAD

2020 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.

Crohn's and Colitis Canada has a clear vision and strategy extending to 2020. Critical to this vision is input from the various individuals with whom we interact with every day – patients, donors, volunteers, staff and the research/medical community. Our strategy is not only bold and aspirational, it is also realistic.

We intend to build on past successes and be relentless in our promise to find cures and improve the quality of life for those affected by these chronic diseases. Our strategy is inspired by and dedicated to everyone who lives with and is affected by Crohn's or colitis.

Our vision will become reality by focusing on five priorities. Together with the support of our community, Crohn's and Colitis Canada commits to:

-  Generate new science, knowledge and treatments for Crohn's and colitis through a diverse research portfolio
-  Improve the quality of life and day to day experience of people living with or affected by Crohn's or colitis
-  Diversify and grow our fundraising
-  Create an open conversation about Crohn's and colitis and grow our profile as leaders
-  Support high performance and strategic action across the organization



With your help and support, we've made tremendous strides since our last plan.

Investing in world-class research, elevating awareness, advocating for change and engaging thousands through empowering patient programs. For us, it's all about the quarter of a million Canadians living with Crohn's or colitis and ensuring that every child and adult can live their life to the fullest.

2016 2017 HIGHLIGHTS

RESEARCH

\$6.7M

invested in our most promising research to date to develop better treatments and find cures

GEM Project

to identify triggers for Crohn's disease reaches critical milestone with 100+ sites worldwide and almost 5,000 participants

PACE

network of five leading inflammatory bowel disease (IBD) centres advances patient care

16 major

hospitals and universities are supported by our research grants and awards

26 research grants

plus 10 awards to support promising trainees and young investigators in our field

QUALITY OF LIFE

10,000+

supported by patient programs

15 IBD scholarships

awarded in celebration of Canada 150

Camp Got2Go

expands to three locations with the addition of Ontario camp

GoHere

mobile washroom finder app upgraded

2 new treatment

options approved in Canada: biosimilars and a gut selective biologic

FUNDRAISING

\$14.3M

raised - well on our way to reach \$100M by 2020

57% of \$100M

raised by year 4 of the **Crohn's & Colitis – Make it stop. For life. campaign**

\$3.4M raised

at Gutsy Walk with more than 21K participants

\$1.4M raised

through the generosity of our direct mail donors

\$1M raised

within 20 minutes during fund-a-cure at the Toronto Gala

AWARENESS

200M

media impressions

New and improved

website launched: crohnsandcolitis.ca

No forced switch

campaign generates 4500+ letters to government officials

Public relations

generates 200+ stories across Canada

Dr. Zane Cohen

receives Lifetime Achievement Award

PERFORMANCE

Balanced Budget

Hundreds of volunteers

engaged through regional GUTS events

Met with government

officials and Provincial Ministers of Health across Canada

Stronger security

of online platforms to safeguard donor information

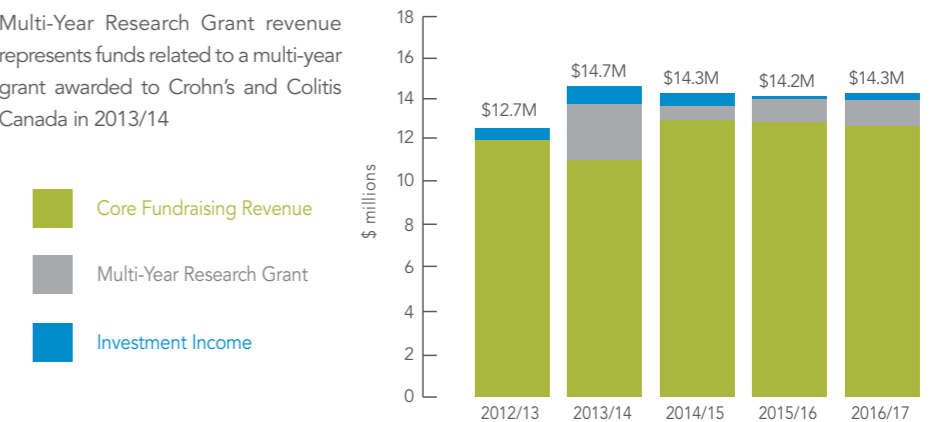
Second consecutive

year with a balanced budget

FINANCIALS

FIVE YEAR REVENUE VIEW

Multi-Year Research Grant revenue represents funds related to a multi-year grant awarded to Crohn's and Colitis Canada in 2013/14

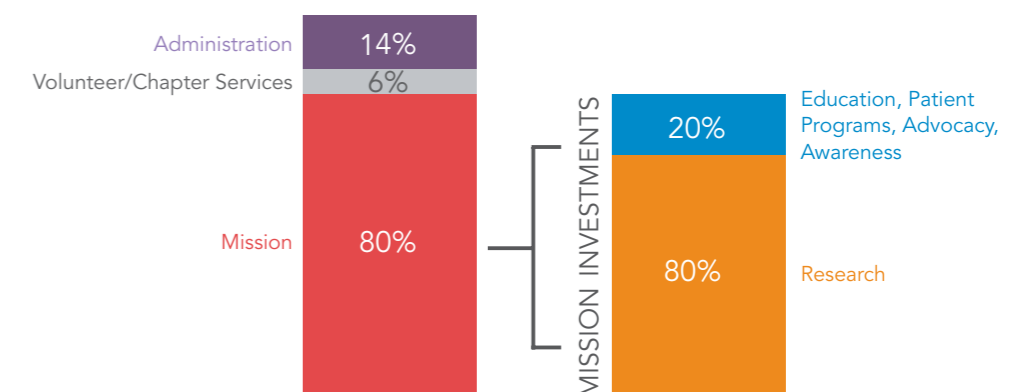


REVENUE SOURCES



FUNDING ALLOCATION

USE OF NET FUNDRAISING REVENUE



THANK YOU

FOR BEING PART OF A TRULY REMARKABLE YEAR!



Together with our volunteers, donors, event participants, partners, clinicians, researchers, and staff we made big strides in 2016/17.

And, there is still work to be done.

The goal of our **Crohn's & Colitis – Make it stop. For life.** campaign is to raise \$100 million by 2020 to improve lives today, and find cures tomorrow. Together, we are funding world-class research, patient programs, advocacy and awareness so that every individual with Crohn's or colitis can live life to the fullest.

Help us make it stop. For life.

Please give today at crohnsandcolitis.ca



The incidence of Crohn's disease in Canadian children under the age of 10 has almost doubled since 1995



Canada has among the highest rates of these diseases in the world



1 in 150 Canadians are living with Crohn's disease or ulcerative colitis



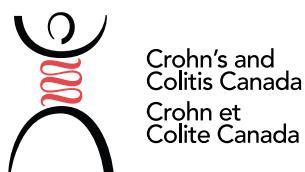
Families new to Canada are developing Crohn's or colitis for the first time – often within the first generation

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crohnsandcolitis.ca

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