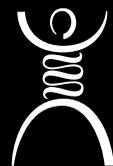


# ANNUAL REPORT

CROHN'S AND COLITIS CANADA

17  
18

Make it stop. For life.



Crohn's and  
Colitis Canada  
Crohn et  
Colite Canada

# FULL SPEED AHEAD

Mina Mawani  
President and CEO



Crohn's disease 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 towards our goal of finding cures and improving the quality of life for the many people affected by these chronic diseases.

Byron Sonberg  
Chair, Board of Directors



Investing nearly \$122 million in direct research since our founding in 1974, Crohn's and Colitis Canada is the second largest, health charity funder of Crohn's and colitis research in the world. Thanks to the generosity of donors, in fiscal 2017/18, we were able to fund 48 scientific projects, sponsor the Canadian IBD Research Consortium (CIRC), advance the Promoting Access and Care through Centres of Excellence (PACE) program, and seed capital to ensure the continuation of a healthy community of researchers across the country.

Crohn's and Colitis Canada also announced that after 10 years and a global effort, our world-renowned Genetic, Environmental, Microbial (GEM) Project had reached its goal of 5,000 participants and that over 70 participants had developed Crohn's. Launched in 2008, the GEM Project is the world's largest clinical study investigating the causes of Crohn's disease. In this study, researchers are monitoring healthy individuals who have a sibling or parent with the disease and are tracking their diet, immune function, intestinal barriers, microbiome, genetics, and environment. Never before have researchers been this close and we are eager to harness this new information to eliminate the disease once and for all. During the current phase of the GEM

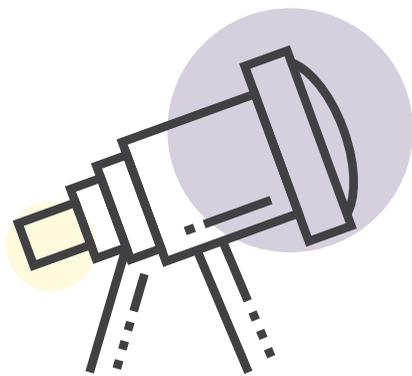
Project, researchers will seek to develop a predictive tool that can identify individuals who will develop the disease, even before symptoms appear.

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 this vision, we surveyed patients from across the country to understand their top priorities and are using this valuable input to enhance programs. Our patient programs, funded almost entirely by corporate partners, improve our connection and relevance to the stakeholder community, and inspire volunteer and donor activities. Be sure to watch for our updated Impact of IBD in Canada Report released in November 2018.

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 sixth year of our seven-year, \$100 million 'Crohn's & Colitis – Make it stop. For life.' campaign. With your generous contributions, we have raised \$70 million to date.

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.**



# 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 or 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.

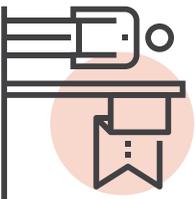
## WITH YOUR HELP AND SUPPORT,

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 270,000 Canadians living with Crohn's or colitis and ensuring that every child and adult can live their life to the fullest.

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

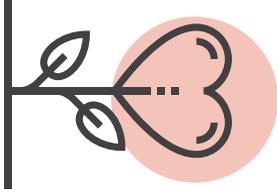
- Generate new science, knowledge and treatments for Crohn's and colitis through a diverse research portfolio
- Improve the quality of life and day to day experience of people living with or affected by Crohn's or colitis
- Diversify and grow our fundraising
- Create an open conversation about Crohn's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





# 2017 | 2018

## HIGHLIGHTS GAINING MOMENTUM TOGETHER



### RESEARCH

**\$6.7M**  
Invested in our most promising research to date to develop better treatments and find cures

**GEM Project**  
reaches critical milestone and enters phase 3 to develop predictive tool

**Launched**  
clinical research network

**16 major**  
hospitals and universities are supported by our research grants and awards

**48**  
research projects and initiatives funded

### QUALITY OF LIFE

**19,000+**  
supported by patient programs

**10 IBD scholarships**  
awarded across Canada

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

**14,000+**  
GoHere Washroom Locator App downloads

**3,500+**  
people participated in survey to prioritize patient needs

### FUNDRAISING

**\$14.9M**  
raised - well on our way to reach \$100M by 2020

**70% of \$100M**  
goal at year 5 of the Crohn's & Colitis - Make it stop. For life. campaign

**\$3.2m raised**  
at Gutsy Walk with more than 20K participants

**\$1.4m raised**  
through the generosity of our direct mail donors

**\$1.9m raised**  
at our Gala events

### AWARENESS

**300M**  
media impressions

**400,000+**  
unique visitors to website

**35,000**  
followers on @getgutsy/canada social media accounts

**Public relations**  
generates 450+ stories across Canada

**15+ national**  
education events

### PERFORMANCE

**Speaking**  
up for Canadians

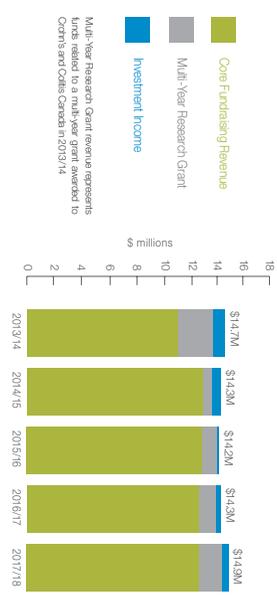
**Advocated**  
for washroom access with businesses, municipalities and policymakers

**Hundreds of volunteers**  
engaged through regional GUTS events

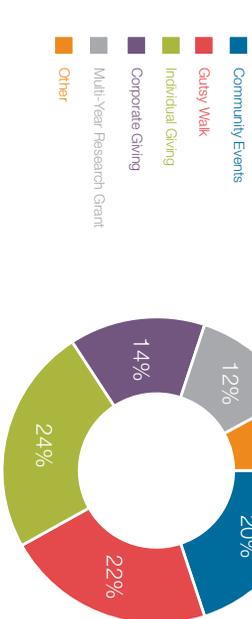
**Advocated**  
on behalf of patients for access to treatments

**Dr. Jeejeebhoy & Grant Mitchell**  
received a Lifetime Achievement Awards

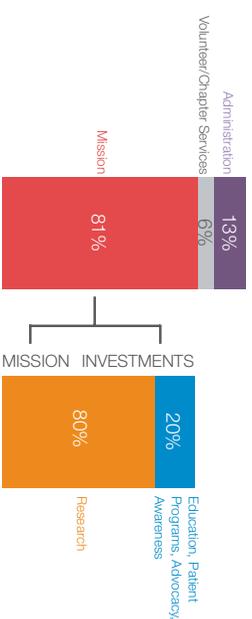
## FINANCIALS FIVE YEAR REVENUE VIEW

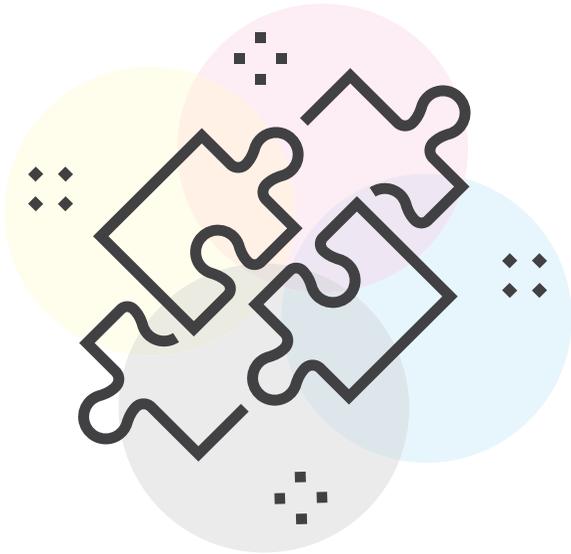


## REVENUE SOURCES



## FUNDING ALLOCATION USE OF NET FUNDRAISING REVENUE

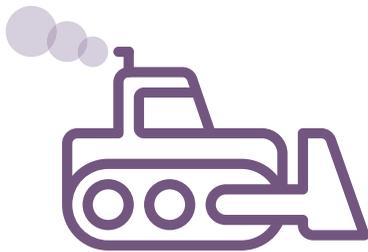




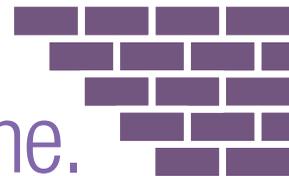
Thank  
**YOU**

for being part of a truly remarkable year.

Together with our volunteers, donors, event participants, partners, clinicians and researchers, we made big strides in 2017/18.



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](http://crohnsandcolitis.ca)



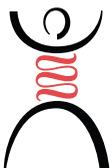
## 2017/18 BOARD OF DIRECTORS

| CHAIR         | PAST CHAIR   | TREASURER         | SECRETARY |
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| Byron Sonberg | Harvey Doerr | Lawrence E. Davis | Mark Ram  |

|                    |                  |                  |                            |                 |
|--------------------|------------------|------------------|----------------------------|-----------------|
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| Adrianna Czornyj   | Chantal Hevey    | Jeffrey Schwartz | Michael J. Thompson        | Mark Whitmore   |
| Ron Dunn           | Marli MacNeil    | Ruth Scully      | Thomas Tutsch              |                 |

## MAJOR SUPPORTERS

Andlauer Family • AbbVie Corporation • Estate of Douglas Murray Van Camp • HealthPartners • Merck Canada • Interior Finishing Systems Training Centre (IFSTC) • The Leona M. and Harry B. Helmsley Charitable Trust • Janssen Inc. • Pfizer Canada Inc. • The RAP Foundation • Takeda Canada Inc.



Crohn's and  
Colitis Canada  
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To donate now please call 1-800-387-1479 or visit

**[crohnsandcolitis.ca](http://crohnsandcolitis.ca)**

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