



ANNUAL REPPORT

18 19

Make it stop. For life.



Crohn's and
Colitis Canada
Crohn et
Colite Canada

FULL SPEED AHEAD



Mina Mawani,
President and CEO



Mark Whitmore,
Chair, Board of Directors

If you're reading this, thank you. This report is part of an ongoing conversation we are leading: how can this country best serve those who live with Crohn's disease and ulcerative colitis, both today and in the future? Thank you for being here, part of a vital dialogue that's already producing decisive action.

More than a quarter-million Canadians live with these inflammatory bowel diseases. The burden on families is distinct and intimate; the burden on the nation's healthcare system is \$1.28 billion a year.

We now know that by 2030, one percent of the country – 400,000 people – will have Crohn's or colitis. That, and many more alarming findings, was part of our seminal *Impact of Inflammatory Bowel Disease in Canada* report released this past year. Its pages will shape the future of patient care and research.

Inside it, we find that the number of children in Canadian communities with Crohn's and colitis has climbed 50 percent in 10 years – prompting an urgent need to investigate the underlying reasons why. We find that older adults are the fastest growing group of patients, tied not just to aging boomers but also to new diagnoses among the elderly every day. We also find that if any of these people live in rural areas, they have diminished access to gastroenterologists – creating a disparity in care and outcomes.

Our report is an instrument to anticipate the coming challenges so that policymakers, scientists and doctors can interpret what we must do to help families.

It is part of our 45-year, \$127 million legacy of investing in the most promising studies – an effort enabled

by donors, volunteers, researchers and patients themselves. In 2018-19 alone, we devoted \$6.7 million to 47 projects, making us the world's second largest charitable funder of Crohn's and colitis research.

The GEM Project, our most-talked-about study, has been running for more than a decade. It aims to cure Crohn's by targeting what triggers the diseases. Nowhere else in the world will you find this level of data on patients who acquire Crohn's while being studied. As of this report, GEM has uncovered 82 new diagnoses.

Commitments to research and to our patient programs that help people live their best lives are embedded in the fabric of Crohn's and Colitis Canada. We started 45 years ago with a promise from our co-founder Marilyn Finkelstein and founding member Don Lebovitz to relentlessly hunt for cures. The day-one mandate was a vision to do something about diseases that at the time were not discussed outside the homes of those living with them. Thanks to donors, volunteers, staff and supporters we've made great progress.

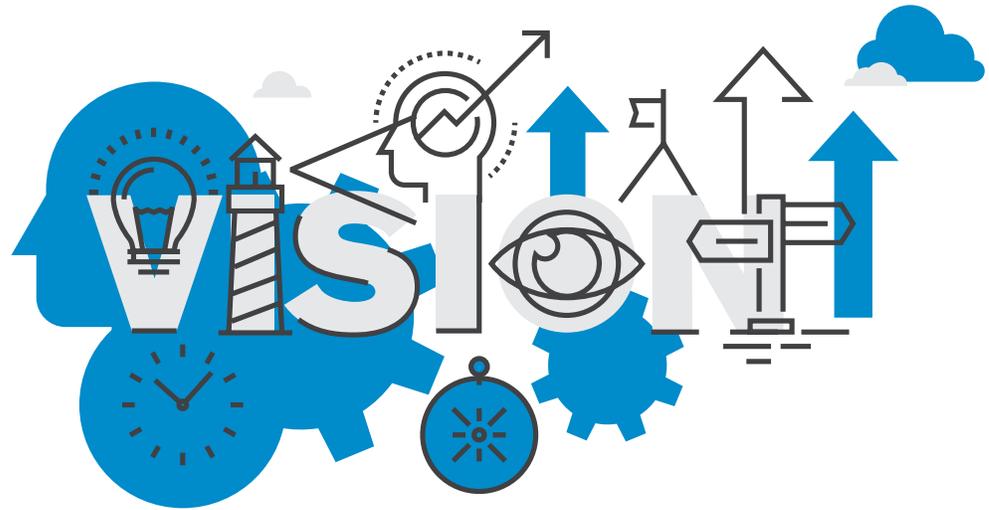
This past year we honoured Marilyn and Don's legacy with our highest honour: lifetime achievement awards. We have deep gratitude to them for sparking the conversation – and to you for allowing us to keep it – and the promises it holds – burning.

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 and colitis in Canada.



Today, 270,000 Canadians live with Crohn's disease and 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 find the cures and to improve the lives of everyone affected by these chronic diseases. These Canadians also drive the strategy we've had in place through 2020. We engage our deep community of patients, donors, volunteers, staff, researchers and clinicians in setting forth a vision that is both ambitious and achievable. 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 45 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 2018-2019

HIGHLIGHTS

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

Released the 2018 Impact of IBD in Canada Report

47 research projects and initiatives funded

17 major hospitals and universities are supported by our research grants and awards

QUALITY OF LIFE

20,000+ supported by patient programs

10 IBD scholarships awarded across Canada

Gutsy Learning Series travels across Canada

2,100+ GoHere Washroom Locator App monthly users

PACE doubled patient visits through expanded telemedicine program (13 of 14 Ontario Health Regions).

FUNDRAISING

\$14.6M raised - well on our way to reach \$100M by 2020

\$1.7M raised at our Gala events

\$3.1M raised at Gutsy Walk with more than 18K participants

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

84% of \$100M goal of the Crohn's & Colitis - Make it stop. For life. campaign

AWARENESS

200M media impressions

600,000+ unique visitors to website

39,000 social media followers on @getgutsycanada accounts

62,000+ views of our bi-monthly patient newsletter

655 stories generated across Canada through public relations

PERFORMANCE

Speaking up for Canadians

Partnered with Government of Canada to register washrooms in federal buildings

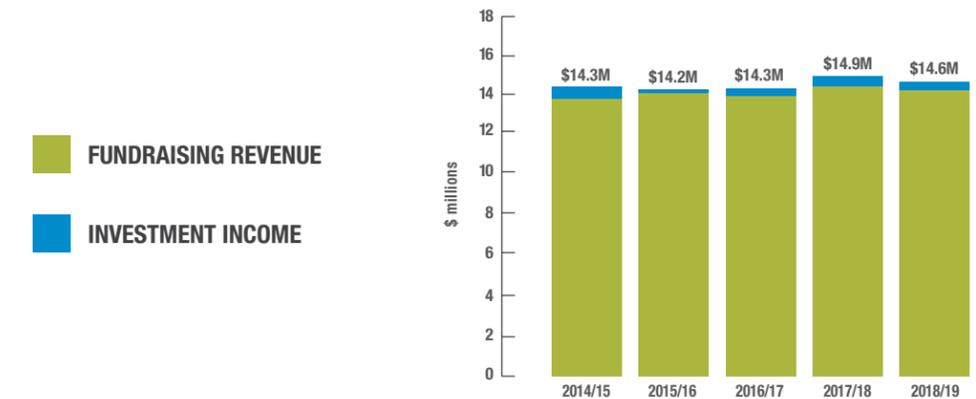
Community of volunteers engaged through regional GUTS events

Advocated private & public payers on patient-doctor choice on biologics/biosimilars

Marilyn Finkelstein and Don Lebovitz received 2019 Lifetime Achievement Awards

FINANCIALS

FIVE YEAR REVENUE VIEW

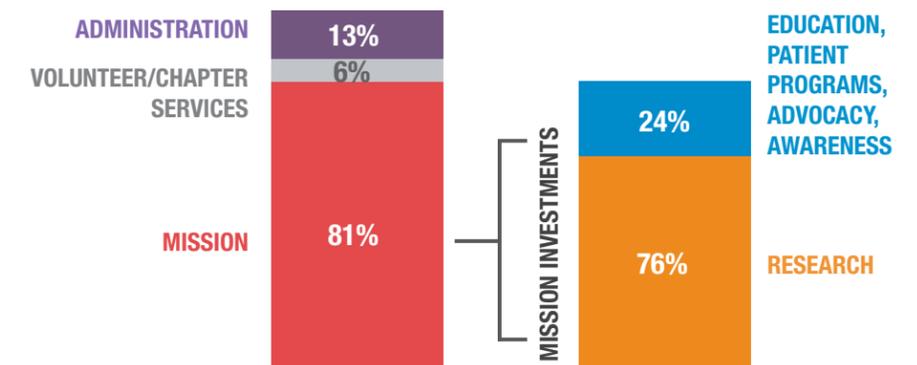


REVENUE SOURCES



FUNDING ALLOCATION

USE OF NET FUNDRAISING REVENUE



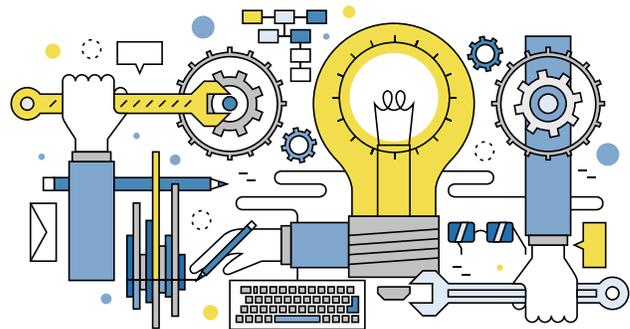
THANK YOU

for being part of a truly remarkable year.

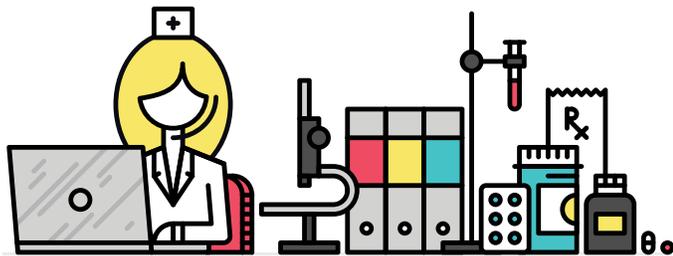


Together with our volunteers, donors, event participants, partners, clinicians and researchers, we made big strides in 2018-19.

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

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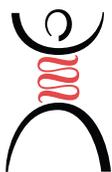
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