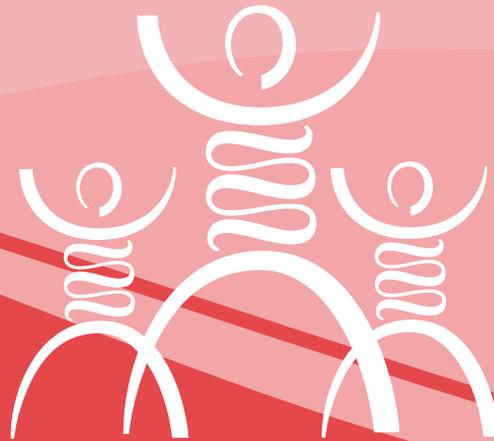


# 2012 ANNUAL REPORT

We are Family



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**

**Marty Cutler**, National President and Chair, Board of Directors

Inflammatory Bowel Disease (IBD) became a part of the Cutler family when my son Matthew was diagnosed with Crohn's disease at age 10. I'd be lying if I said we welcomed it with open arms.

IBD has been with us through all the important life passages: family vacations; weekend sports tournaments; getting through university; and seeing our family grow through marriage and new babies. No matter how badly we wished it wasn't there, there it was ... annoying and currently incurable.

Part of how our family faced the challenges IBD brought us was to connect with others facing the same struggle. We joined the greater Canadian IBD family by getting involved with the Crohn's and Colitis Foundation of Canada (CCFC). This made us stronger, more positive, and absolutely more hopeful that together we would find the cures for Crohn's disease and ulcerative colitis.

Over my 36 years as a CCFC supporter, and especially over this past year as CCFC's Chair of the National Board of Directors, I have been honoured to have played a role in this bigger family. I have met so many other members of this family who are constant inspirations:

- Very sick children and their families willing to share their stories with the public to help others;
- Volunteers who never stop reaching out in their communities to raise funds and awareness;
- Healthcare professionals who share their expertise as widely as possible to help patients live better with IBD;
- Researchers who keep coming up with new proposals and are at the lab working every day to solve the IBD puzzle;
- Staff who put their hearts and souls into their jobs because the CCFC mission has become their mission;
- Corporate partners who have adopted the IBD cause as their own; and
- Donors who deeply understand why IBD research is worthy of their support.

This year's annual report is really the story of this incredible, highly-functional, productive family. A family united by our common desire to see cures for Crohn's and colitis in our lifetime.

On behalf of the Cutler family, I thank you all - members of my extended CCFC family - for your continued commitment and support, which gives us hope every day.





**MESSAGE FROM THE  
CHIEF EXECUTIVE  
OFFICER**

**Kevin W. Glasgow, MD**, Chief Executive Officer

After five years as the CCFC's Chief Executive Officer, I have had the pleasure of meeting and working with the many branches of the family described by our Board Chair in his message. These supporters have inspired me as well, and I am grateful for the many ways they have helped us grow.

Many of our supporters, like Marty Cutler, have been with the CCFC since its infancy, lending a steady hand as the organization shed its training wheels and made for the open road. Many others we met this year for the first time, as they reached out to connect with us following their diagnosis. When I reflect on the past year, it's clear that we could not have achieved our record successes without every member of our family, regardless of how long they have been with us.

2012 saw record revenues for the CCFC of \$12.8 million. This represents an increase of 1% over 2011. The CCFC was able to invest \$5.4 million in research and a further \$1.3 million in education.

This year's newly-rebranded Gutsy Walk was a great testament to the power of families. Teams made up of families, friends and co-workers grew by 140 per cent over the past year, and corporate workplace teams grew by 375 per cent. So many of these teams were new to the CCFC family, such as the Fairchild Media corporate teams you'll read about in the pages ahead. It was in large part

because of these efforts to come together as teams that we grossed nearly \$2.9 million this year, and I congratulate each of you who played a part in that success.

While 2012 was the first official year for the Gutsy Walk after 16 years of being known as the Heel 'n' Wheel-a-Thon, it was year 24 for our annual family barbeque – M&M Meat Shops Charity BBQ Day. This year's Charity BBQ Day fundraising efforts grossed \$1.5 million. This brings our 24-year Charity BBQ Day grand total to more than \$23 million, an amount that has funded an immense amount of IBD research.

The CCFC launched its first Excellence in Research Campaign in fall 2011 in hopes of raising \$500,000 by the end of the 2012 fiscal year. The goal of the campaign was to make two additional research projects possible, as we were not able to fund every worthy research proposal we received last year – a trend we are all working very hard to reverse. Thanks to the tremendous support, passion and commitment of our donors, the Excellence in Research Campaign reached over \$500,000 by fiscal year-end. In this Annual Report, you will read about the family that kicked off the campaign with an astounding \$100,000 gift.

Gifts of this kind, your volunteer fundraising efforts and significant contributions from companies like Janssen helped the CCFC fund its growing

## MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

education program, which delivered a record 22 Education Symposia and four national webinars in fall 2011 and spring 2012. These events gave IBD patients and their families access to the country's leading IBD specialists, researchers and allied health professionals, who covered a broad spectrum of current and emerging research, treatment and lifestyle management information. These events are complemented by the CCFC's growing library of information brochures and education videos – all together, this brings us closer to our goal of an empowered and well-informed IBD patient and supporter population.

In November 2011, during Crohn's and Colitis Awareness Month, the CCFC released results of a new survey that shed light on the many additional and invisible burdens Canadians with IBD live with every day. Most importantly, the survey identified how the lack of awareness about IBD among both the public and medical profession has contributed to lengthy diagnosis waiting times. Our awareness efforts each year are aimed at closing this gap so IBD patients are diagnosed earlier, but also so they are connected to the greater IBD family sooner to make their journey easier.

Among the most troubling findings from the study was the impact of IBD on youth. An overwhelming

majority of youth with IBD have missed out on sports, have had an embarrassing accident at school and have fallen behind in their education due to their disease. For that reason, the CCFC was proud to partner with Abbott Laboratories in Fiscal 2012 to establish the Abbott IBD Scholarship Program. This program will directly support individual students with IBD by awarding seven post-secondary scholarships of up to \$5,000 each, but will also raise awareness generally about the impact of IBD on youth in order to create a more compassionate environment for students with IBD. We look forward to announcing our first seven scholarship winners during Crohn's and Colitis Awareness Month in November 2012.

In last year's Annual Report we reported on how the CCFC was making strategic research investments to attract new sources of revenue to IBD research. On May 19, 2012, World IBD Day, the CCFC announced its collaboration with Vertex Pharmaceuticals to fund three novel research projects aimed at identifying the underlying disease mechanisms and drivers of IBD. Through conjoint investments, three two-year research projects were selected after a rigorous peer-review process. Increasingly, the CCFC is using the funds you donated or helped us raise to attract new sources of research funding.

For example, through the success of the GEM Project (CCFC's family-based five-year study into the Genetic, Environmental and Microbial causes of Crohn's disease), the CCFC-funded GEM researchers attracted an additional \$2.5 million in government funding to support several GEM "offspring" projects. The GEM Project has recruited more than 2,000 study subjects, 14 of whom have developed Crohn's disease at our press time, proving the value of the study's methodology (to follow healthy relatives of people diagnosed with Crohn's disease to find out what triggers onset). The GEM Project also continues to grow geographically, having expanded into several American and Israeli centres over the past year.

However, the GEM Project is at a crossroads; additional investment is required beyond the CCFC's initial investment of \$5.5 million, which will be fully expended in 2013. We need your help to sustain this potentially revolutionary, one-of-a-kind research undertaking.

Finally, the CCFC held its first National IBD health professional conference last November in Toronto. Led by noted IBD experts, Drs. Hillary Steinhart and Remo Panaccione, the conference attracted approximately 250 participants, including IBD medical specialists, nurses, allied health professionals, researchers and other stakeholders to discuss emerging trends in IBD treatment and research. The conference was a resounding

success. Based on the positive feedback our second Canada Future Directions in IBD conference is scheduled for November 3 and 4, 2012.

We are a family – all of us applying our unique strengths towards improving the lives of those living with IBD today and finding the cures for Crohn's and colitis tomorrow. Whatever burdens we shoulder and whatever successes we celebrate, we do so together knowing that without a doubt, we have contributed to a better quality of life for people living with IBD, and provided hope for the next generation.

A handwritten signature in black ink that reads "Ken W. Glasgow". The signature is written in a cursive, flowing style.



**MESSAGE FROM  
THE CHAIR OF  
THE SCIENTIFIC  
& MEDICAL  
ADVISORY COUNCIL**

**Dr. John Wallace**, Chair, Scientific & Medical Advisory Council

**AND THE  
CHIEF SCIENCE &  
EDUCATION OFFICER**



**Aida Fernandes**, Chief Science & Education Officer

## **MESSAGE FROM THE CHAIR OF THE SCIENTIFIC & MEDICAL ADVISORY COUNCIL AND THE CHIEF SCIENCE & EDUCATION OFFICER**

The CCFC's commitment to finding a cure for IBD and improving the lives of those living with IBD is stronger than ever. Canada is the home to many of the world's top IBD scientists. Thanks to the intensive world-class research funded by the CCFC, our researchers are making important progress on every front – from understanding the basic mechanisms, epidemiology, and genetics to developing new treatments for individuals living with IBD.

This year, the CCFC invested more than \$5.4 million in top-calibre IBD research. Here is how we are using those funds to lead the way:

### **GRANTS-IN-AID OF RESEARCH**

This past year, the CCFC funded 41 Grants-in-Aid of research to 17 major hospitals and universities across Canada. These grants cover a wide variety of research initiatives, including triggers of inflammation, genetics, and microbe interactions. Other exciting projects funded by the CCFC are directed at treating complications related to IBD, improving diagnosis, and predicting disease severity.

### **INNOVATIONS IN IBD**

The CCFC also supports some of the most progressive and innovative projects that bring together the finest medical minds in the field of IBD to find new approaches and treatments for IBD.

### **GEM PROJECT**

The Genetic, Environmental and Microbial (GEM) Project is a major, multi-centre clinical research study investigating the causes of Crohn's disease. It has been funded by the CCFC to the tune of \$5.5 million over the past five years. With over 2,000 study participants from 32 sites across Canada, United States and Israel, this landmark, one-of-a-kind study will have broad-reaching benefits to the international IBD community. The GEM data and research platform have led to several ancillary studies which have secured an additional \$2.5 million from the Canadian government to support these spin-off research projects.

## TRAINING AND CAPACITY-BUILDING

Through partnerships with the Canadian Association of Gastroenterology and provincial granting agencies, the CCFC has leveraged nearly \$300,000 to train future IBD researchers, by co-funding over 25 fellowships, student scholarships and awards, and encouraging them to pursue careers in IBD research.

In November 2011, the CCFC hosted its first Canada Future Directions in IBD medical conference for researchers, gastroenterologists and other allied healthcare professionals. Medical experts and researchers from around the world discussed the latest ideas and advances in medical research and clinical care.

## INDUSTRY PARTNERSHIPS

In 2012 the CCFC pushed the dial on translating research into outcomes through a new research partnership with biotech company, Vertex Pharmaceuticals, in conjunction with the Universities of Sherbrooke, Toronto, and McMaster. The three projects awarded funding will be investigating the role of bacteria in IBD and the body's response to an imbalance of these bacteria. This cutting-edge collaboration represents a unique business model which will improve access to many of the most exciting emerging technologies in the world and help accelerate our understanding of disease, and

subsequently, the discovery, development and commercialization of new medicines for IBD.

The CCFC appreciates the generosity and ongoing support of our donors, partners, sponsors and volunteers, who are making this progress in IBD research possible. Moreover, the CCFC is honoured to have the guidance of our Scientific & Medical Advisory Council and the expertise of our Grants-in-Aid of research Review Committee to identify the most promising research that is inspiring hope for a cure and helping people with IBD cope with their disease.





## JASON AND JULIE ZANATTA

Volunteers  
Vancouver, BC

When Jason Zanatta was diagnosed with ulcerative colitis in 2006, it came as a great shock. Neither Jason, nor his then-girlfriend (now wife) Julie had ever heard of the disease. It was the beginning of a difficult journey.

After diagnosis, Jason endured four surgeries, 27 blood transfusions and over 20 different medications.

“After three years of ups and downs and many, many complications, we decided as a couple that we didn’t want others to have to go through what we did,” Julie says. “We wanted to help find the cures.”

And boy, are they helping.

“We always wanted to help and it didn’t matter where we did,” Julie continues. “I started at the chapter level, and the rest came through our dedication to find the cures as a couple.”

Julie has been the President of the Vancouver Chapter for the past two years. She carries an incredible amount of energy with her and is a “perpetual motion machine” when it comes to volunteering for the CCFC.

Having gone years without experiencing a flare-up, Jason has been able to focus time and energy on giving back to the cause. While Julie has been more involved at the chapter level, Jason has preferred to help with his corporate connections and sits on the newly formed BC Regional Advisory Council for the CCFC.

Having worked to make the local Gutsy Walk, Education Symposia and M&M BBQ's successful, they are now turning their attention to creating the first All That Glitters Gala, themed "I.C.E.," in Vancouver.

Julie is chairing the Gala and Jason is chairing the Fund-A-Cure portion of the Gala. "We love that we were able to donate 250 Hudson Bears, a stuffed polar bear named after our son," says Julie. Hudson Bears will be given to anyone that donates more than \$1,000 at this year's Vancouver Gala. Hudson Bears were also handed out at the Toronto Gala – making Jason and Julie's volunteering reach across the country.

The journey has not always been easy, as it's difficult to raise funds for a little known cause. But they stick with it. "We didn't want other couples and young adults to suffer and feel alone. The disease is usually diagnosed in young adults...it's heartbreaking as this is the age you are starting your life. Many young adults are starting careers, seriously dating/engaged and travelling the world. These activities carry a lot of stress without the addition of a chronic auto-immune disease," Julie states.

For those who are thinking about volunteering for the CCFC, "Just do it!" Julie encourages. "We always need the help and there are so many things that volunteers can do to help, big or small."

Julie and Jason are committed to being volunteers for the long term. "It's simple" to volunteer for the CCFC, Julie says. "We haven't found the cures."





## RUTH SCULLY AND FAMILY

Volunteers  
Toronto, ON

The Scully family's IBD journey began in late 2002 when daughter Sarah – then age 12 – developed the symptoms that would soon be diagnosed as ulcerative colitis (UC). In fact, her official diagnosis in January 2003 came on her mother Ruth's birthday – some gift!

But in the nine years that have followed, which included son Adam's Crohn's disease diagnosis in 2010 at age 18, three generations of the Scully family have come out swinging against IBD. Each family member has used their unique strengths to move us toward better treatments and hope for a cure.

"As a parent, seeing our children suffer is very difficult. I think: 'Give me their painful bloody diarrhea and razor sharp stomach pains,'" says Ruth Scully.

"But that's not reality. We want cures for UC and Crohn's disease to be found in their lifetime. Our strategy has been to do whatever is possible to help – volunteering time, raising money, talking to other parents, and making IBD more visible and openly talked about."

The Scully family, led by the dynamic and deeply committed Ruth, has done everything short of actual lab research to advance the CCFC mission. Sarah and Adam have been Top Pledge Earners in the Gutsy Walk virtually every year since Sarah first attended in 2004. Sarah's success that first year also earned her the Honourary Chair position for the 2005 event, and since then she and Adam have gone on to raise \$160,000 in pledges.

In early 2010, with Adam newly-diagnosed, Adam and Sarah shared their IBD story with a camera

crew for the TV show Toronto Cares, one of many times the family would tell their story publicly in hopes of lifting the stigma many attach to IBD. With both kids now diagnosed, the family's efforts to take on IBD intensified from that point forward.

In 2011, Ruth was invited by the CCFC Board of Directors to join the newly-formed CCFC Advisory Council – a group of leadership volunteers with professional expertise and strategic insights. Ruth's career as a senior marketing consultant made her a valuable asset on the Council. Because of that, and because she was in the unique position of being a parent of children with both major forms of IBD, she was also asked to speak at a luncheon held in November 2011 for a select group of current and potential donors.

It was a luncheon that launched the CCFC's first Excellence in Research Campaign to fund two additional research projects, and Ruth's speech prompted one guest – her father, George Turnbull – to kick off the campaign with a \$100,000 gift.

"Nobody had any idea he was going to do that," says Ruth. She recalls her father stood up and said "I hadn't planned this, but I don't often get to hear one of my kids talk about something that's important to them."

The Excellence in Research Campaign wrapped up in June 2012, having reached its \$500,000 goal (which included \$45,000 from Ruth and her husband Rick). But while the campaign was still under way, Ruth found herself playing yet another role in the IBD family – that of big sister.

In March 2011, a friend approached Ruth and asked if she would connect with an acquaintance

whose son was struggling with Crohn's disease. Ruth reached out, invited her to attend an Education Symposia and helped her connect with the medical team at Mount Sinai Hospital. As her new Pen Pal's son got continually sicker, Ruth became a daily source of support, advice and encouragement. Eventually, Ruth and her Pen Pal would meet in person and Ruth would visit the young man in hospital following his surgery and very difficult recovery process.

"While patient care and support isn't an outright part of the CCFC's mandate, it's inherent in what we do as part of the CCFC family. It naturally happens. If you allow yourself to get involved, and allow yourself to share your story, you're that much more enriched because others will too ... and that's when you realize you're not alone. That's been a huge benefit of the CCFC."

Ruth's most recent role in the IBD family has been among her most rewarding – she was invited to participate as the first-ever lay person on the Grants-in-Aid of research Review Committee, working alongside medical experts to review the many worthy IBD research proposals received each year. The process left her feeling even more hopeful for the future of her children, and more committed than ever to the cause.

"I left the meeting very energized and enthused about how far we have come in terms of breakthroughs in the causes and treatments for IBD, thanks to the generous funding from CCFC supporters."



## HEMMINGER FAMILY

Volunteers  
Calgary, AB

It took nearly two years for the Hemminger family of Calgary to connect 10-year-old Travis' constant pain, diarrhea and weight loss to Crohn's disease. His father Rob recalls that time between onset of symptoms and official diagnosis 11 years ago as torture for the whole family.

"On many nights, we would sit beside his bed comforting him as he suffered from the pain. Nothing is worse than having to watch your child suffer. From the shock of the initial diagnosis to the myriad of different drug therapies, it has been a journey that has seen its shares of ups and downs," says Rob.

"I remember having to take a feeding tube in the travel trailer for my son's night feeds when he

was young. I know about having to plan trips with availability of bathrooms in mind. It's a complete change in mindset. This disease is not merely an annoyance; it causes huge amounts of pain and suffering."

Not long after Travis was diagnosed, while at the Alberta Children's Hospital, the Hemmingers saw a poster for what was then the Heel 'n' Wheel-A-Thon (now Gutsy Walk). They saw this as a way to connect with other families travelling the same road, and the walk soon became an annual family tradition. Through the generosity of friends and family, they have been able to raise in excess of \$70,000 for IBD research through the Gutsy Walk.

Attending the event also connected Rob with the

CCFC family, in particular, the Calgary Chapter President and the Alberta Regional Director – both of whom welcomed and mentored Rob, and drew him into their community. He began to attend regular Chapter meetings, and within a few years, became President of the Calgary Chapter.

Over the past 11 years he has performed many “hands-on” roles at the Chapter level, helping build their success in fundraising and raising awareness. Being active with the CCFC has helped him translate the ache of having a sick child into hope that fewer kids will experience Travis’ pain in the future.

“I hear from people on a regular basis who tell me they know of a friend or a loved one recently diagnosed with IBD. It hurts to hear these stories, because I know how this disease can affect families,” says Rob.

“Our involvement in the CCFC for the last 11 years means that we’ve been able to throw a lifeline to those people. We can’t provide medical advice, but we can introduce them to an organization that offers support and is directly involved in finding the cure. How great is that?”

Rob’s battle with IBD got even more personal this past fall when his wife Sheila was diagnosed with ulcerative colitis. Accordingly, Rob’s commitment to improving the lives of people with IBD has grown. The time, expertise and energy he continues to apply to the Calgary Chapter is now being applied at the national level, with Rob’s appointment to

the CCFC Advisory Council. He sees this as an opportunity to share the Calgary Chapter successes with his peers on the Council, but also to learn from the successes other CCFC Chapters have achieved.

While Rob and his family remain committed to finding better IBD treatments today – and ultimately, the cures – deep down, Rob shares in M&M Meat Shops’ founder Mac Voisin’s vision for the future. He recalls the following conversation from an M&M Meat Shops Golf Tournament several years ago, after asking Mac why he chose IBD research as the corporate cause:

“In no uncertain terms, Mac said they looked for charities that they believed were underfunded and had national scope. As a result M&M chose the CCFC. He looked me in the eye and said ‘and when we beat this disease, we’ll move onto the next one.’ Coming from a man of vision like Mac who has built a tremendous nationwide business; those words have stayed with me for a long time.”

“I truly look forward to a day when we can wind up this Foundation because a cure has been found. That type of mentality, as well as the stories that I hear from new patients, is what keeps me going. We are a family of volunteers and supporters across this great country – with differences to be sure – however our mission is one: “Find the Cure!”



## SONIA GLOVER

Raising Awareness  
St. John's, NL

As a highly experienced public relations professional and writer, Sonia Glover measures the success of her work in part by how many news outlets write about the story or campaign she is pitching or the type of messages being communicated. But as a longtime CCFC publicity volunteer, she sees a much greater reward to getting IBD covered in the media.

“Knowing the competition that exists amongst so many non-profit organizations seeking media coverage and publicity, I feel so happy and motivated when we get media coverage,” says Sonia.

“But it’s not only because the media coverage is educating the public and raising awareness – it’s

because there’s probably a person out there living with IBD who has read that story and no longer feels alone.”

Reaching out and welcoming new people to the IBD family is what Sonia does best, and has been doing so for the St. John’s Chapter and across Newfoundland and Labrador for the past 25 years. She has given of her time in many ways – including Gutsy Walk, Galas and sharing her media expertise with other volunteers at Congress – but her greatest passion has been spreading the word about IBD and the CCFC.

“I’ve always had the drive to make our kitchen conversations about IBD just as common as conversations about cancer or kidney disease. We

should not be whispering about IBD – we should shout about it every opportunity we can. The more we talk about it, the more awareness and understanding we raise. This is the key to raising money for research and one day finding the cure.”

Sonia was diagnosed with Crohn’s disease at age 21, but her IBD journey began when she was a young child. She frequently had gut pain, diarrhea and fatigue, and threw up almost every meal she ate. She kept her struggles fairly private, even through college while trying to find unoccupied bathrooms on campus. Early in her career as a radio reporter, her health deteriorated to the point where she was regularly missing work or reading the news on-air with her pants undone to ease the pressure on her gut. After one particularly bad bout of vomiting and pain, she was admitted to hospital and finally diagnosed with Crohn’s disease.

It didn’t take long for Sonia to combine her natural gift for storytelling with her need to translate her illness into positive action. In addition to becoming a CCFC publicity volunteer, she wrote a book about her journey: *Coping with Crohn’s – the Pain and the Laughter*. Like so many Newfoundlanders, Sonia has an innate ability to face adversity with humour, and this shines through in every page.

Her publicity work and a variety of other volunteer efforts for the CCFC have also rewarded her with a bigger family.

“Meeting so many beautiful and wonderful people who also suffer from either Crohn’s or colitis has been such a precious experience. These people, and their incredible stories, inspire me every day.”





## DR. CLAUDE ASSELIN

Researcher  
Université de Sherbrooke

When Dr. Claude Asselin of the Université de Sherbrooke began his career back in 1989, he couldn't have known that researching a little-known intestinal cell would evolve into the development of a drug to treat cancer and control inflammation. But like a proud parent, he's happy he made the early choices he did. And as a result, he became an integral part of the Canadian IBD family.

“At the beginning, my motivations were multiple,” says Dr. Asselin. “Scientific curiosity, the will to understand the basics of intestinal inflammation, and the interest to apply this research to IBD in the hope at least to understand the mechanisms involved in this disease.”

Dr. Asselin didn't know much about the IBD

patient in his early research days, but as a result of receiving research grants from the CCFC, he began to connect the dots between his work and the people who would eventually benefit from it. He started giving back as a CCFC donor, but he also wanted to connect directly with the patient population and found the perfect opportunity through the Gutsy Walk.

At the same time he started participating in the event six years ago, he also started encouraging his colleagues in the anatomy and cellular biology department at the university to consider IBD research. Since then, four of his colleagues have submitted IBD research proposals for CCFC funding, and have been successful.

But that still wasn't enough. In 2010, Dr. Asselin convinced his colleagues to join him in creating a Gutsy Walk team. In addition to benefitting IBD patients, he was surprised to learn how much he enjoyed the fundraising experience.

"It was actually (and it still is) quite fun. I think a lot about the content of the e-mail asking for pledges, and about when I have to send a reminder. I like to put some friendly pressure on my colleagues. I am excited when I have confirmation of a donation by e-mail ... and I thank them right away!"

Dr. Asselin's team has raised more than \$3,300 over the past two years, and he is hoping to reach \$3,000 alone next year by building out his current network and encouraging his teammates to do the same. However, he doesn't need help with inspiration.

"This year at the Gutsy Walk, I met a person who was in the same choir as me four years ago. I asked him why he was at the walk and he told me that his daughter was diagnosed with ulcerative colitis five years ago and that he was diagnosed 18 months ago. He told how he coped with the disease, how he cared about his food and his environment, and how it changed his life and the life of his daughter."

The IBD researcher was not only moved by that story, but by the way the Gutsy Walk participants celebrate their fundraising successes at the event.

"I must also say that the event volunteers are so nice, and they truly show their appreciation for the people who contribute. It felt like a family."





## DR. ALAN LOMAX & DR. KEVIN RIOUX

Bringing up a generation of  
IBD researchers

When Albert and Marilyn Finkelstein reached out to other parents of sick children back in 1974, they couldn't have imagined they were starting a new family. Beginning with the first research grant that was awarded through the money they raised, their legacy today is a family of the world's best IBD researchers.

What's just as remarkable is how this research family has fostered and supported each other over the years, just as they were initially helped.

Dr. Alan Lomax, for example, is an investigator now based at Queen's University in Kingston, Ontario. He came to Canada to do post-doctoral work in the patch-clamp technique, following his PhD in Australia in 2000. When the time came for

him to choose a specialty, Dr. Keith Sharkey at the University of Calgary encouraged him to apply patch-clamping to IBD through his CCFC-funded research project.

Dr. Lomax trained under Dr. Sharkey for two years as a postdoctoral fellow before receiving his own CCFC co-funded grant in 2005. This enabled him to join the faculty at Queen's University as an Assistant Professor, giving the young researcher a chance to "prove his worth" for future university funding.

The following year, Dr. Lomax applied for and received a three-year Grant-in-Aid of research from the CCFC for his work detecting a defect in the neural regulation of blood flow during active inflammatory bowel disease. He says that by seeing this continuum of research, Queen's University decided to commit to continue paying his salary.

"I'm happy to pay it forward now," says Dr. Lomax. "I've graduated two Masters students to date, and have three Masters and one PhD student working in the lab with me now. That shows you how the CCFC is not only allowing me to continue my work towards finding a cure; it's also helping to train the next generation of biomedical researchers."

Dr. Kevin Rioux's relationship with the CCFC goes back even further, to when he was a 21-year-old undergrad working under a CCFC summer student grant in 1991.

Now, 21 years later, Dr. Rioux says there is no question that this early funding and subsequent grants from the CCFC were a formative influence in the career path he chose. His research focus is on using molecular tools to describe complex bacterial communities in the intestine, and learning how this may help define the type of IBD a patient has and predict response to treatments. He has also applied what he's learning to the next generation of scientists.

"The CCFC has helped fund work by my current Masters student, a post-doc, a summer student, and a small project by one of our Clinical GI Fellows," said Dr. Rioux.





### **SUPPORTER**

Amanda Coe, Victoria, BC

### **ROLES IN THE IBD FAMILY**

Director-at-Large on the CCFC's National Board of Directors, Gutsy Walk Top Pledge Earner, Event Volunteer, Legacy Donor

### **WHY CCFC**

"I have ulcerative colitis. Shortly after being diagnosed, I became involved with the CCFC. I wanted to be better informed about IBD and somehow be part of the solution. I am passionate about raising awareness and finding a cure for IBD. It's personal! Overall, I am grateful for the opportunity to help make a difference for all those living with IBD. I hope to keep contributing in any way that I can. Leaving money in my Will to the CCFC is the greatest contribution I felt I could make to help ensure a future where no child or adult ever has to live with Crohn's disease or ulcerative colitis!"



### **SUPPORTER**

Laura, Matt, Kai and Kade Clayton, Ladner, BC

### **ROLES IN THE IBD FAMILY**

Gutsy Walk Top Pledge Earners

### **WHY CCFC**

"We became involved with the CCFC and the IBD community once our youngest son, Kade, was diagnosed with ulcerative colitis when he was two-and-a-half years old. We felt helpless and wanted to find a way to help rid our son of the disease. We learned about the Gutsy Walk and knew we needed to tell our story. We received such fantastic care and support from our doctors, nurses, and the IBD community that we decided we would give back to the Foundation by leading a good fundraising campaign (we raised more than \$16,000!). We want to continue to be a leading fundraiser and will continue to raise awareness and understanding of IBD so ultimately, we can find a cure for our son."



### **SUPPORTER**

Shelley Malinowski Stepanuik, Smiths Falls, Ontario

### **ROLES IN THE IBD FAMILY**

Joined as a life-time member 22 years ago, almost immediately after Crohn's diagnosis. Spoke openly about IBD during pharmacy school to help raise awareness, and now is a regular CCFC The Journal columnist (Ask Your Pharmacist), answering pharmacy-related questions for the CCFC supporter family.

### **WHY CCFC**

"After I was diagnosed, I devoured every pamphlet the CCFC produced to educate myself on my diagnosis and what it would mean to me long-term. At the time, I was studying to be a pharmacist, and I was immediately drawn to The Journal. Its focus on research and the detail in which research projects were described gave me hope. The entire mandate of the CCFC – to find the cure – ensured my life-time commitment to this organization."



### **SUPPORTER**

Heather Lomas, Dartmouth, Nova Scotia

### **ROLES IN THE IBD FAMILY**

Pediatric GI Nurse working with children with IBD for the past 26 years. Active CCFC Chapter volunteer, including 10 years as Halifax Chapter treasurer, since recruited 16 years ago by two of her patients' mothers to help with Gutsy Walk.

### **WHY CCFC**

"Volunteering with CCFC gives me a unique perspective. In my work, I see newly-diagnosed children with IBD and their families, and see how this diagnosis affects their lives. But as a volunteer, I also see how those families become volunteers working towards the cure, or at least an improvement in the lives of those affected."



**TORONTO | VANCOUVER | CALGARY**

### **SUPPORTER**

George Lee, President of Fairchild Radio Group

### **ROLES IN THE IBD FAMILY**

More than 100 staff members, families and friends of the Toronto, Calgary and Vancouver branches of Fairchild Radio joined us at three Gutsy Walk sites on June 10, and raised over \$9,000 toward IBD research. This marked the first time the three city branches of this nationwide multicultural station acted simultaneously for the same charity event.

### **WHY CCFC**

“Gutsy Walk is a worthy cause,” says George Lee. “Radio is predominantly a locally-operated media serving local and neighbouring communities. We thought it would be a wonderful idea if our three branches could join hands for a worthy charity event.”

# THANK YOU

## NATIONAL CORPORATE PARTNERS

### PLATINUM:



### GOLD:



### SILVER:



As a CCFC partner for 24 years, M&M Meat Shops has contributed an incredible \$23 million to IBD research through the tireless efforts of Founder Mac Voisin and the more than 449 M&M Meat Shops Franchisees from coast-to-coast. This year they raised \$1.5 million to advance our shared mission, through the following programs and initiatives:

- Charity BBQ Day
- Star Program
- Coupon Book sales
- Ice Cream sales
- Employee and supplier donations
- National Family Dinner Night
- Gutsy Walk
- 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](mailto:publications@ccfc.ca) or 1-800-387-1479.

# THANK YOU

## CCFC LEGACY SOCIETY

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Carolle Anderson  
Doug & Linda Bleiler  
John A. Branton  
Nick Cardone  
Amanda Coe  
Marty Cutler  
Kerry Giesbrecht  
Kevin W. Glasgow & Sandy Bennett  
Judi L. Malone & Barry S. Brunner  
Louise & Ken Moores  
Bonnie M. Kerwin  
Gerald & Christine Rudnick  
Shelley M. (Malinowski) Stepanuik  
Robert Stewart  
Trish Long and Alan Lysne

CCFC also thanks the many Legacy donors who have chosen to remain anonymous.

## GUTSY WALK

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THANK YOU! Together we raised nearly \$2.9 million.

### NATIONAL GUTSY WALK SPONSORS



abbvie

Ensure  
COMPLETE BALANCED NUTRITION  
ALIMENTATION COMPLETE ET EQUILIBRÉE



### GUTSY WALK 2012 TOP PLEDGE EARNERS (TPEs)

---

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

# THANK YOU

## **\$20,000 and above**

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### **Toronto**

David Hill  
Leslie Sherman

## **\$10,000 to \$19,999**

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### **Banff**

Kris Vaugeois

### **Calgary**

Erin MacDonald  
Miles Miller  
Hank Whelan

### **Eastern Avalon**

Ken and Louise Moores

### **Halton Region**

Ian Macdonald

### **Montreal**

Herb & Sandi Davis  
Sheldon Miller  
Jeremy Rutman & Family

### **Richmond Hill/ Vaughan**

Miriam Hart

### **Surrey**

Kade Clayton

### **Toronto**

Aki Chencinski  
Jonathan Gitlin  
Anna Iacono  
Shirley Mohamed  
Adam & Sarah Scully

### **Vancouver**

Jane Shadley

## **\$5,000 to \$9,999**

---

### **Calgary**

Kathy Hedin  
Kathy Luther  
Christopher Whelan  
Russell Whelan

### **Edmonton**

Patrick Amyotte  
Keith Armstrong  
Joshua Eszczuk  
Jacob Mansi  
Ashley Rouncville

### **Halton Region**

Azizeh Juma  
Tiffany Young

### **Kamloops**

Michael Hanes

# THANK YOU

## **Kingston**

Sandra Blennerhassett

## **Kitchener/Waterloo**

Jillian Ferguson

## **London**

Riley Millman

## **Ottawa/Gatineau**

Susan Nevitt-Yelle

## **Regina**

Nancy Apshkrum

Frank Bode

Trent Linford

## **Richmond Hill/Vaughan**

Catherine Sohl

## **Saskatoon**

Clay Frey

Rayner Frey

Shylo Frey

Annika Obrigavitch

## **Simcoe County**

Nicole Tytaneck

## **Strathroy**

Cheryl Young

## **Surrey**

Clara Jacobs

## **Toronto**

Joe Cosentino

Marty Cutler

Primo Gazzoli

Julie Grossman

Adam Levin

Amy Sherman

Jamie Shulman

Byron Sonberg

Lily, Michael, Joshua, and Mia Uster

David Weinberg

## **Vancouver**

David Edgar

Alan Sacks

## **Victoria**

Amanda Coe

## **Winnipeg**

Farah Katz

# THANK YOU

## LEGACY GIFTS

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Estate of Caroline Emma Hetenyi  
Estate of Dorothy P. Morrison  
Estate of Florence Mary Black  
Estate of Francoise Helene Leger Waugh  
Estate of Howard Jeremiah Orchard  
Estate of James Alexander Clark  
Estate of John Ferguson Flinn  
Estate of Marc Rigby  
Estate of Marion Jean Clarke  
Estate of Rhonda Dillabough  
Estate of Richard Beavan Hughes  
Estate of Robert Heaney  
Estate of Sidney Samuels  
Estate of Susannah Crassweller  
Estate of Thomas Bartlett  
Estate of Victor H. Pankoski  
Estate of Walter Rushak  
Estate of Yvonne R. McGrane

*As of June 30, 2012*



## FINANCIAL REPORT

Fiscal 2012 was another record year for overall revenue achieved at the CCFC. Total revenue was \$12.8 million, a 1% increase from the previous year and a significant accomplishment in these challenging times. Congratulations to everyone who played a role in raising more money than has ever been raised before. The deficit of \$368,560 was lower than last year's deficit of \$474,417 and significantly less than budgeted for fiscal 2012.

The CCFC's revenue growth was accomplished by impressive gains in certain fundraising events and in major gifts. Our Gutsy Walk participants helped us achieve our best results ever. Nearly \$2.9 million in gross revenue was raised at this signature event, an increase of \$638,000 or 29% over the previous year. Our All That Glitters Gala events generated revenue of \$1.5 million, an increase of \$20,000 over the previous year.

Major gifts are an important component of our revenue mix. The CCFC was the beneficiary of a \$2 million major gift in fiscal 2010 and was pleased this year to direct \$500,000 of the gift to an endowed Chair in Ulcerative Colitis Research at McMaster University. In addition, the CCFC received other major gifts totaling over \$500,000; a significant portion of those gifts resulted from our new Excellence in Research Luncheons.

Total CCFC expenses, program and support costs, were \$13.2 million, unchanged from the previous year.

Program costs were \$7.6 million a decrease of 2% over the previous year. Program costs are made up of research investments of \$5.4 million, education/awareness of \$1.3 million and volunteer/chapter services of \$0.9 million. Education/awareness spending increased by 21% during the year as the number of Education Symposia held across the country doubled.

Support costs were \$5.6 million, an increase of 2% from the previous year. Fiscal 2012 saw the necessary additional operational investment required to support future revenue growth to fund new research and education activities.

Overall, the CCFC has had a very successful year in an economic environment that is creating challenges for all charities and the families that support them. We are grateful to our many stakeholders for their dedicated efforts that created 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



**Byron Sonberg, CA**  
CCFC Treasurer and Chair of the  
Finance, Audit and Risk Committee



**Tim Berry, CMA**  
Chief Financial Officer

**1%**

Growth in Revenues

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**\$5.4 million**

Investment in Research

---

**\$1.3 million**

Investment in Education

# Financial Report

## Crohn's and Colitis Foundation of Canada

### Summary Financial Statements

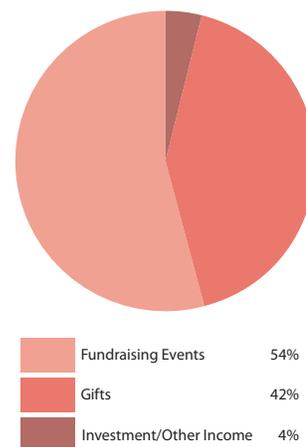
#### Balance Sheet

Assets	2012
<b>Current</b>	
Cash and cash equivalents	\$1,343,445
Restricted cash	1,016,828
Receivables	642,204
Prepays	96,184
	<u>\$3,098,661</u>
<b>Investments</b>	
Endowment	\$422,882
Other	7,597,373
	<u>\$8,020,255</u>
Property and equipment	\$382,325
<b>Total Assets</b>	<b><u>\$11,501,241</u></b>
<b>Liabilities</b>	
Payables and accruals	\$819,613
Deferred Revenue	617,940
<b>Total Liabilities</b>	<b><u>\$1,437,553</u></b>
<b>Funds</b>	
Endowment funds	\$389,093
Internally restricted research reserve fund	8,012,044
Unrestricted	1,662,551
<b>Total Funds</b>	<b><u>\$10,063,688</u></b>
<b>Total Liabilities and Funds</b>	<b><u>\$11,501,241</u></b>

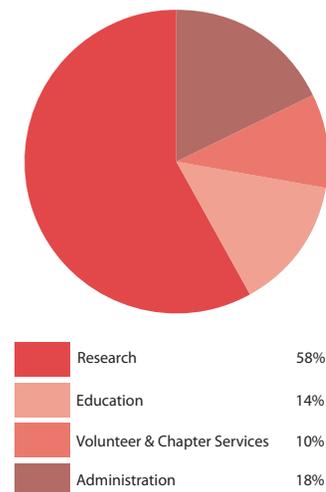
#### Statement of Revenues and Expenses

Revenue	2012
Fundraising event proceeds	\$6,884,640
Gifts	5,406,082
Investment income	410,924
Other	89,239
<b>Total Revenue</b>	<b><u>\$12,790,885</u></b>
<b>Expenses</b>	
<b>Program Costs</b>	
Research	\$5,409,046
Education/Awareness	1,265,900
Volunteer/Chapter Services	912,731
	<u>\$7,587,677</u>
<b>Support Costs</b>	
Fundraising expenses	\$3,911,004
General and administrative	1,660,764
	<u>\$5,571,768</u>
<b>Total Expenses</b>	<b><u>\$13,159,445</u></b>
<b>Deficiency of Revenue over Expenses</b>	<b><u>\$(368,560)</u></b>

#### Sources of Revenue



#### Use of Net Fundraising Revenue



## OUR 2011-2012 NATIONAL BOARD OF DIRECTORS

### **National President and Chair**

Marty Cutler  
Toronto, ON

### **National Past President and Past Chair**

Jan Martin  
Toronto, ON

### **National Treasurer**

Byron Sonberg  
Toronto, ON

### **National Secretary**

Paul McCarten  
Toronto, ON

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*(Alberta/North West Territories)*  
Kaella Carr, Lethbridge, AB (partial year),  
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Calgary, AB

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### **Director**

Duane Green  
Toronto, ON

### **Director**

Amanda Coe  
Victoria, BC

### **Director**

Matthew Farncombe  
Oakville, ON

### **Director**

Har Grover  
Toronto, ON

## NATIONAL ADVISORY COUNCIL

John Artym  
Calgary, AB

David Goldsmith  
Montreal, QC

Rob Hemminger  
Calgary, AB\*

Bill Neville  
Ottawa, ON

Ruth Scully  
Toronto, ON

*\*Advisory Council member until  
June 2012 Board Appointment*

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

Visit [ccfc.ca](http://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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