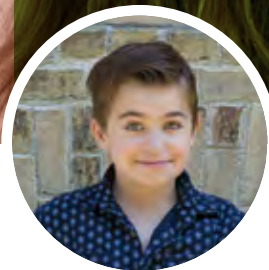


iii HealthPartners
PartenaireSanté Charities At Work
La philanthropie au travail

TRANSFORMING HEALTH ONE WORKPLACE AT A TIME

ANNUAL REPORT August 1, 2018–July 31, 2019










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HealthPartners: Canada's Best-Kept Secret — But Not for Long

Message from the Board Chair and CEO

HealthPartners has come a long way in 31 years, since being set up in 1988 as a fundraiser through which charitable donations flowed to our 16 national health charity members.

Today, with more than \$178 million in total donations raised, our presence is much better known and our impact more widely felt.

And 2019–20 was a banner year for HealthPartners in many ways! Strategic decisions made over the year not only aligned with our vision, mission and values — where we view our value-add as a builder of healthy workplaces, healthy Canadians and healthy charities. They also positioned HealthPartners as a more meaningful and substantive contributor, not only to the annual Government of Canada Workplace Charitable Campaign (GCWCC), but also to other employers and employees from across Canada.

First, we broadened our governance structure to include board representation from the private, public and health care sectors. Diverse perspectives and experiences are essential to making a broader impact.

Second, we continued to phase in a new funding formula that individually helps our smaller charity members and collectively increases our impact as an organization. This funding support helps our members deliver critical programs, community-based services and life-changing research across Canada, at less operating expense to them.

Third, we entered into new and innovative partnerships with private-sector companies to extend our range of offerings in workplaces. We've also expanded into new workplaces to help nurture a healthier workplace and healthier employees, both physically and from a mental health perspective. Our message that mental health is not a stand-alone issue clearly resonates with employers. And by engaging employees in workplaces on a number of levels beyond philanthropy, we connect them to the broader community.

This year we also continued to position our organization as a credible source of information. HealthPartners has in the past produced reports on research as well as on chronic disease and mental health. This year we looked at the particular challenges facing refugees diagnosed with chronic disease prior to and after their arrival in Canada. We were proud to join forces with the United Nations High Commissioner for Refugees in Canada to host a forum and produce a report.

Our ability to raise donations for our 16 member charities, to leverage impact in workplaces and to create healthier employees would not be possible without the year-over-year support from federal employees through the GCWCC and our many other workplace campaigns.



A handwritten signature in black ink that reads "Debra Lynkowski".

Debra Lynkowski
Chair, Board of Directors



A handwritten signature in black ink that reads "Eileen Dooley".

Eileen Dooley
Chief Executive Officer

HealthPartners: More Than Just a Fundraiser

Realizing our vision and fulfilling our mission to create healthier employees by engaging and connecting them to Canada's leading health charities in their workplace means:

- + articulating our values through targeted workplace campaigns
- + raising awareness about chronic disease and major illness, and how the majority of Canadians will be affected during their lifetime
- + creating real and meaningful connections and partnerships with employees, employers, donors and our member charities.

Collectively, our 16 charity members touch the lives of the 87% Canadians who are likely to be affected by one or more chronic diseases or major illnesses during their lifetime. By showcasing the tremendous work that our member charities do across the country, HealthPartners can truly make a positive difference in employees' lives and build healthier workplaces.

HEALTHPARTNERS' 16 HEALTH CHARITY MEMBERS



MAKING A DIFFERENCE — MEMBER SPOTLIGHT

Every day, 565 Canadians are diagnosed with cancer. The money raised by HealthPartners helps the **Canadian Cancer Society** invest in life-saving research, make cancer treatments more effective, enhance screening and early-detection measures, and test new prevention and treatment strategies.

» **2018–19 example: hosted 34 Breast Reconstruction Awareness (BRA) events, and distributed wigs, headwear and breast prostheses to people in communities across Canada**

The money raised by HealthPartners helps **Parkinson Canada** in its efforts to help find treatments, find a cure, and support living well with Parkinson's.

» **2018 example: over 5,000 individual requests answered through the Information and Referral Service, plus over 38,000 downloads of support materials from their website**



“

Despite the challenges, Herb and Anna are grateful for each day they have together.”

Herb Durand has Parkinson's and his wife Anna is a breast cancer survivor

Governance: Wider Community, Broader Impact

The launch of a new governance structure in 2018 — the culmination of almost five years of work — represents the next phase in our evolution from being strictly a fundraiser for our 16 member health charities to an organization committed to *being more* and *doing more* in the health charity landscape.

Our new governance structure is key to helping us fulfill our vision. The broader membership that our Board of Directors represents will help us connect to the wider community and position HealthPartners for growth and success in a rapidly changing environment.

Providing oversight, leadership and stewardship are 11 directors: six nominated by our member charities and five external directors that can come from the public sector, the private sector or industry, or who represent donors or associations with whom HealthPartners is affiliated.

We also created a 16-person Members' Council, with representation from each of our member charities. As a sounding board, the Council provides input, feedback and advice on our strategy and operations; helps us engage with our members on issues related to revenue development and program delivery.

Board of Directors

(July 31, 2019)

Debra Lynkowski, Chair

Ottawa Hospital Research Institute

Louis Adam

Multiple Sclerosis Society of Canada, Québec division

Éric Beaudoin

University Health Network

Andrew Burditt (until April 2019)

Alzheimer Society of Canada

Charlotte Comrie

Heart and Stroke Foundation

Beverly Crandell

Parkinson Canada

Andrew Gall

Matchstick Services Corporation

Jeffrey Hoffman

Huntington Society of Canada

Angie Specic

Crohn's and Colitis Canada

Andrew Treusch

Canada Revenue Agency (former Commissioner)

Michel Vermette

Association of Professional Executives of the Public Service of Canada (former CEO)

MAKING A DIFFERENCE — MEMBER SPOTLIGHT

1 in 3 Canadians lives with diabetes. Funds raised by HealthPartners help **Diabetes Canada** provide vital information and resources; advocate to the government for financial relief for those who need it most; turn the tide on an epidemic; and fund the quest for a cure.



2018–19 example: funded 61 research grants to scientists whose work shows great promise to end diabetes

Donations to the **Lung Association** go towards education, life-saving research and advocacy efforts to promote lung health.



2018–19 example: funded 10 research studies into chronic obstructive pulmonary disorder (COPD)

“

I hope to spread the message of health and recovery to my people.”

Rainier Ward, who lives with diabetes and is a recipient of Diabetes Canada's Kurt Kroesen Inspiration Award



Your Donations at Work: Making a Difference from Coast to Coast to Coast

Every dollar donated to HealthPartners makes a difference in finding a new treatment or cure and in improving the quality of life of Canadians living with a chronic disease or major illness.

Just some examples of how donations led to life-saving research and much-needed support in 2018–19:

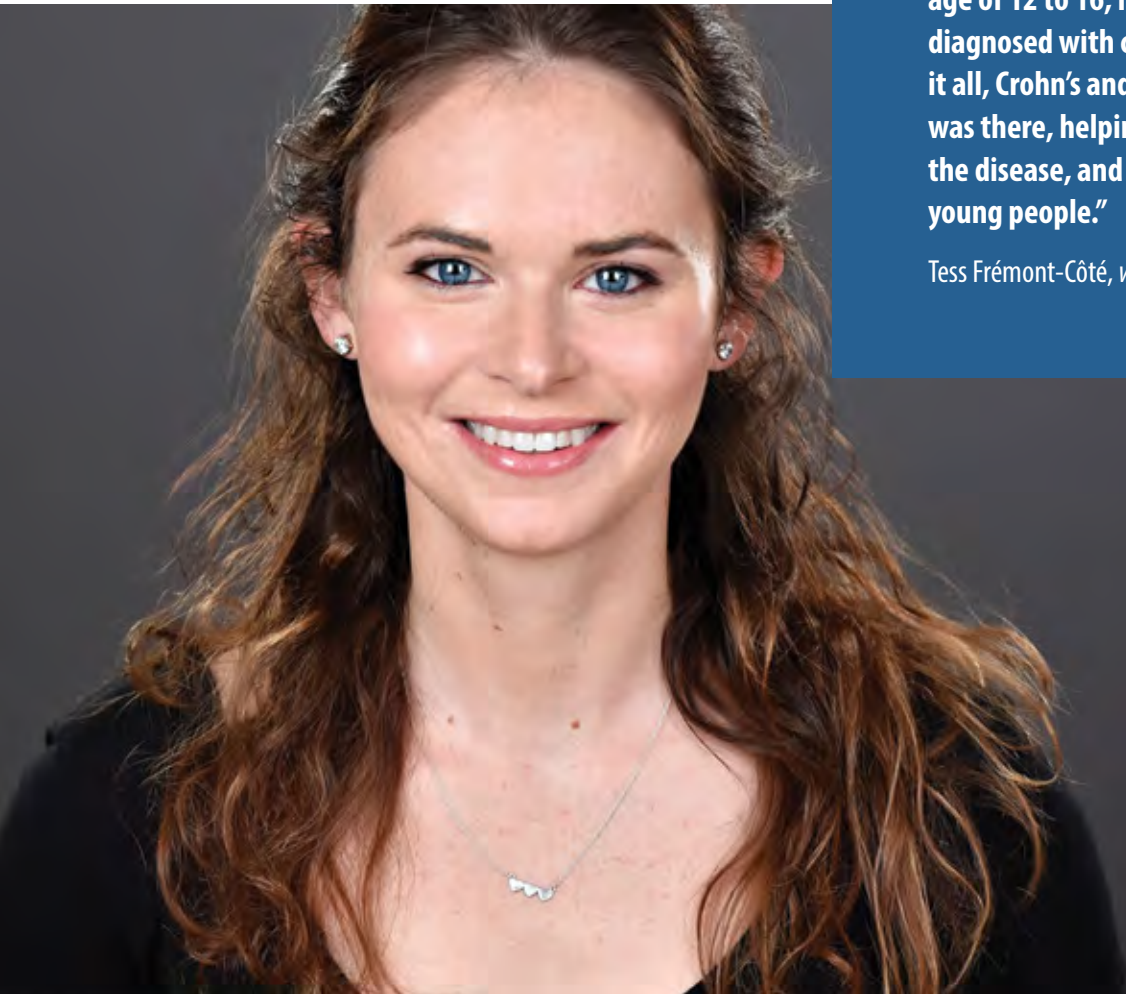
- + 8 new research projects focused on **ALS** treatments
- + vital programs and services to people living with dementia, including **Alzheimer's**, and their caregivers; contribution to Canada's first national dementia strategy, announced June 2019
- + ergonomic backpacks filled with hot and cold packs, pencil grips, zipper pulls and resources to children diagnosed with **arthritis**
- + research into using the death cap mushroom's deadly toxin, which has potent cancer-killing properties, to target **cancer** cells
- + 47 projects for **Crohn's and colitis** research
- + **cystic fibrosis** (CF) affects over 4,200 Canadians. Research investments by Cystic Fibrosis Canada have resulted in one of the world's highest survival rates for Canadians living with CF
- + community outreach to people at higher risk for **diabetes**, including Indigenous communities and Canadians of Asian and African descent
- + a national campaign to double the dollars invested in studying women's **heart** health
- + a genetic study looking at bone health in **hemophilia** carriers
- + support to over 15,000 people affected by **Huntington disease**
- + kidney transplants to over 1,000 Canadians on dialysis due to **kidney disease**
- + research looking at ranolazine as a suitable treatment for non-fatty liver disease, the most common **liver disease** in Canada
- + 66 research projects on **lung disease**, including on the effect of air pollution, which kills 14,400 Canadians every year
- + expansion of the MS Society's knowledge network to reach more Canadians living with **multiple sclerosis**
- + 1,192 pieces of vital equipment purchased for people living with a neuromuscular disorder like **muscular dystrophy**
- + accelerated research into **Parkinson's disease** through the Canadian Open Parkinson Network.

MAKING A DIFFERENCE — MEMBER SPOTLIGHT

The incidence of Crohn's disease in Canadian kids under 10 has doubled since 1995. The money raised by HealthPartners helps **Crohn's and Colitis Canada** offer support programs, as well as research effective therapies and treatments.



2018–19 example: study on link between macrophages and the immune system, laying the foundation for personalized therapy that uses a patient's own cells to treat their disease



I spent four years of my life, from the age of 12 to 16, in hospital after being diagnosed with colitis. Throughout it all, Crohn's and Colitis Canada was there, helping me understand the disease, and that it often hits young people."

Tess Frémont-Côté, who lives with colitis

OVER \$7 MILLION INVESTED IN OUR MEMBERS IN 2018–19

ALS Canada.....	271,640	Diabetes Canada.....	525,677
Alzheimer's Society of Canada.....	885,324	Heart and Stroke Foundation of Canada.....	993,266
Arthritis Society.....	296,205	Huntington Society of Canada.....	119,618
Canadian Cancer Society.....	1,829,968	MS Society of Canada.....	458,013
Canadian Hemophilia Society.....	102,217	Muscular Dystrophy Canada.....	146,340
Canadian Liver Foundation.....	153,409	Parkinson Canada.....	318,684
Crohn's and Colitis Canada.....	335,987	The Kidney Foundation.....	260,011
Cystic Fibrosis Canada.....	187,206	The Lung Association.....	239,748

TOTAL: \$7,123,313

Keeping More Canadians Healthy in Workplaces across the Country

Engagement with employers and employees is key to realizing our vision. In 2018–19, we expanded our reach into more workplaces — increasing awareness about the work our member charities do; motivating and engaging employees to ‘live healthy’ and partake in meaningful volunteer opportunities; and offering more avenues for sharing our own reports and the vital health information and research findings of our members and partners.

Highlights

- + Continued, strengthened engagement with federal public servants and retirees through the annual Government of Canada Workplace Charitable Campaign (GCWCC) — the largest single workplace for HealthPartners — where HealthPartners offered tailored workshops to thousands of government employees
- + Impactful storytelling through Speakers Bureau testimonials and ‘lives changed’ profiles
- + Focused presentations and workshops on health-related topics such as nutrition, men’s and women’s health, mental health, and caregiving
- + Enhanced engagement and sharing through our website and social media accounts
- + **550+ workplace campaign events across Canada involving 600+ in-person activities**

Presentation Highlights

HealthPartners’ volunteers and staff delivered presentations and workshops on a range of health-related topics:

- + **Canada Border Services Agency and other federal public servants:** participation in 2-day pre-retirement courses with presentations on chronic disease and healthy aging, with topics including heart health | dementia and Alzheimer awareness | caregiving | disease prevention strategies | value of volunteering in retirement — delivered in partnership with Tradex and the National Association of Federal Retirees
- + **Innovation, Science and Economic Development Canada (ISED):** series of 5 presentations on: caregiving | men’s health | mental health and the executive | women’s health | nutrition
- + **Bank of Canada:** 3 presentations to 200+ employees in the National Capital Region on caregiving | men’s health | women’s health

MAKING A DIFFERENCE — MEMBER SPOTLIGHT

90% of Canadians have at least one risk factor for heart conditions, stroke or vascular cognitive impairment. Your donation to HealthPartners helped **Heart & Stroke** train more than 500,000 people in life-saving CPR.



2018–19 example: doubled dollars invested in studying women’s hearts and brains through national women’s health awareness campaign

“

I never expected to experience heart disease. Today, I volunteer to help other women with heart health challenges. If I can save one woman's life, this will all be worth it.”

Angie MacCaull, active volunteer since recovering from triple bypass surgery



Spotlight on Québec

HealthPartners' Québec counterpart, PartenaireSanté-Québec (PSQ), continues to be a charity of choice in the workplace giving sector in that province. In addition to the ongoing loyalty, commitment and generosity of employers — expressed through corporate donations — PartenaireSanté-Québec also enjoyed growth across the majority of its private-sector campaigns, despite a very competitive landscape.

As health is the most popular cause supported by Québec's donors (garnering 52% of all donations — source: Rapport Épisode 2020), PartenaireSanté-Québec's success in Québec is linked to the importance that employers and employees ascribe to health. Employees indicated that other motivators for supporting PSQ included:

- + giving made easy through payroll deductions
- + the ability for employers to add other charities to their PSQ workplace-giving campaigns
- + the reputation of our 16 health charities, which are among Canada's most trusted
- + an appreciation for the safety net that donations provide for those living with illness as well as their caregivers.

In fact, a recent study shows that in Québec, three of our member partners rank among the 10 most credible organizations in the community and social services sector.

Highlights

- + Celebrated the 50th anniversary of the Campagne d'Entraide (the provincial government employees' workplace giving campaign) in March 2019 at Québec's National Assembly.
- + Intelrad Medical Systems was the newest addition to PartenaireSanté-Québec's charitable campaigns, setting a new record for the number of private-sector campaigns in Québec.

MAKING A DIFFERENCE — MEMBER SPOTLIGHT

The **Fondation québécoise des sociétés Alzheimer's** respite and stimulation program provides caregivers much-needed respite while allowing those they care for an opportunity to participate in activities that help maintain their cognitive faculties. This program has a broad regional reach across the province.

» **2018–19 example: the 20 regional societies provided over 240,000 hours of service**

For the first time, the Québec division of **Cystic Fibrosis Canada** offered training relating to advancing patient rights for people in Québec living with cystic fibrosis (CF).

» **2018–19 example: these 'trainees' now meet to promote individual and group issues, such as fair access to medication for people living with this disease**

Donations to PartenaireSanté-Québec support a range of research programs for the **MS Society of Canada**, including work done at the Centre de recherche du Centre hospitalier de l'Université de Montréal (CRCHUM).

» **2018–19 example: identified a specific molecule linked to multiple sclerosis that has the potential to lead to new treatments**

//

When you give to the cause of cystic fibrosis, it allows me to live longer."

Tamy Mailly, diagnosed at age 2



Delivering Impact through Research and Partnerships

As an organization invested in the health of Canadians, with a mission to help save lives and fight chronic disease, HealthPartners has focused a great deal of effort over the past few years on developing our own research to help meet the needs of Canadians living with chronic diseases.

Responding to the evermore pressing concern of mental health in the workplace, our first report, in 2015, focused on the link between chronic disease and mental health. To mark Canada's sesquicentennial in 2017 and pay homage to our country's innovative research culture and the mark that Canadian medical researchers have made — particularly in the more than 400 illnesses represented by our health charity members — we produced *More Than Microscopes: The Difference Canadians Make Saving Lives Through Medical Research*.

In September 2018, HealthPartners and the Office of the United Nations High Commissioner for Refugees in Canada hosted a one-day forum on the particular challenges facing refugees who are diagnosed with chronic disease, both in Canada and prior to their arrival. The forum brought representatives of government, settlement agencies and health charities together with refugees and other sectoral representatives to explore the scope of those challenges and work toward a plan of action to address them. This signature event came about thanks to the leadership of ProjectBe, an

initiative of young federal government leaders and donors. This research is documented in the report *Pieces of Glass: A Mosaic of Solutions. Report of the Forum on Refugees and Chronic Disease*.

More Partnerships for Greater Impact

We established a record number of exciting new partnerships this year.

- + **Virgin Pulse:** we collaborated to engage employees in the 100-day HealthPartners–Virgin Pulse Global Challenge, a team-based, immersive digital program that encourages healthy behaviours. Two challenges were launched this year in a dozen federal workplaces.
- + **Tradex:** we designed and delivered the health-related portion of pre-retirement courses for federal public servants offered by this organization, which provides professional financial services and advice to public service employees and their families. Along with some of our member charities, we also provided health information on aging well in retirement to hundreds of employees.

MAKING A DIFFERENCE — MEMBER SPOTLIGHT

The money raised by HealthPartners helps the **Multiple Sclerosis Society of Canada** loan out equipment and engage in research to improve the lives of people with MS.



2018–19 example: launched an important cross-Canada study looking at progression in MS

“

The MS Society's loan of a scooter helped me maintain my independence. My hope is that research by the Society will one day have me walking again.”

Karen Scott, *diagnosed with MS in 2010*



+ **National Association of Federal Retirees (Federal Retirees):** The GCWCC is our major fundraising source and Federal Retirees is the largest national advocacy organization representing 176,000 active and retired members of the federal public service, Canadian Armed Forces, RCMP, and retired federal judges. We have been working together to raise awareness of chronic disease among these retirees, their survivors and partners.

+ **MedHelper:** we are connecting the founders of this new made-in-Canada medication reminder app with our member health charities in order to facilitate access to Canadians living with chronic disease and their caregivers.

+ **BioTalent Canada:** through this long-standing partnership, we connected with additional biotech companies across Canada, bringing awareness to human resource departments in Canada's vast bio-economy.

Looking to the Future

The facts speak for themselves.

At some point in their life, 87% of Canadians are likely to be affected by a major disease or chronic illness. Chances are, if it doesn't affect them directly, it affects a loved one, a work colleague, a friend, a neighbour. At HealthPartners, we're doing something about it. Our goals are straightforward: to reduce the incidence of chronic disease in Canada, to work with employers to improve the health outcomes of their employees and to engage employees in the incredible work of our members.

And we aren't doing this work alone.

Each and every day, our 16 member charities provide a range of inspiring, sensitive and highly effective services and programs to enable Canadians with chronic diseases to enjoy the very best lives they can. Essentially, HealthPartners acts as a catalyst by connecting employees to Canada's

most trusted and respected health charities. Collectively through workplace giving, we help to build healthy workers, workplaces and communities; provide programs and services to Canadians living with chronic disease and major illness; and find cures and treatments for these diseases through life-saving research.

Three decades ago, HealthPartners was, no doubt, Canada's best kept secret. Not so today.

The strategic decisions we have made in 2018–19 — expanding our governance structure to include a broader membership, connecting with respected institutions on research reports that position us as a credible source of information, building new partnerships in the private and public sectors — are important building blocks that will help us become even better known as a builder of healthy workplaces, healthy Canadians and healthy charities.

MAKING A DIFFERENCE — MEMBER SPOTLIGHT

1 in 5 Canadians lives with arthritis, and there is no cure. Research investments by **Arthritis Canada** focus on understanding the causes and improving quality of life.

»» **2018–19 example: engaged in cutting-edge research, such as studying the safety of medications (e.g., biologics) for pregnant mothers with arthritis**

Donations to the **Canadian Liver Foundation** in 2018 helped fund 37 researchers across 15 projects and educate 18.1 million Canadians about liver health.

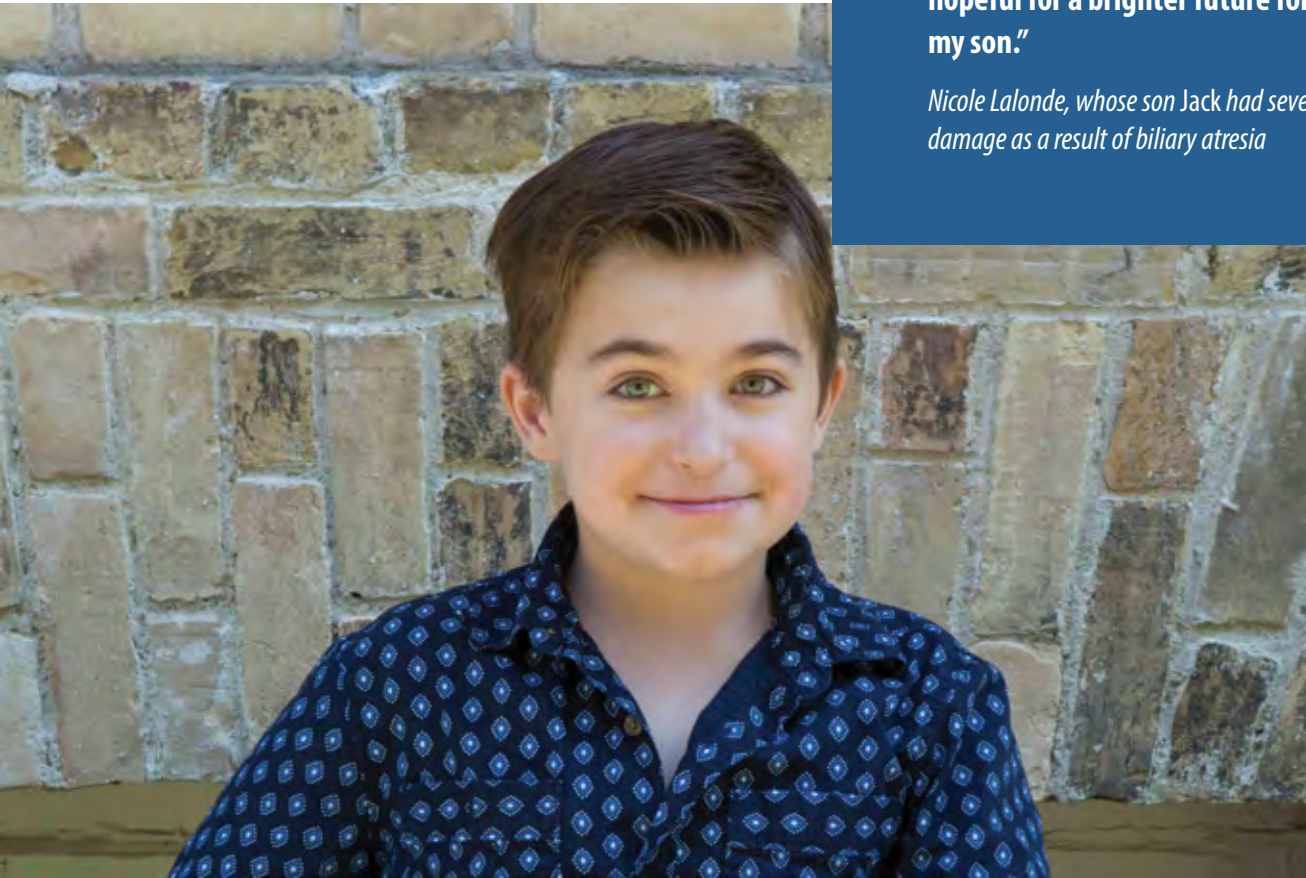
»» **2018–19 example: promoted testing of hepatitis B, with the result that 40 of the 2,000 people who chose to take the test are now receiving treatment**



“

After two liver transplants, I am hopeful for a brighter future for my son.”

Nicole Lalonde, whose son Jack had severe liver damage as a result of biliary atresia



Statement of Financial Position

As at July 31, 2019

ASSETS	2019	2018
Cash	2,977,023	3,147,480
Accounts and pledges receivable	3,985,344	3,718,766
Prepaid expenses	39,184	15,194
	<u>7,001,551</u>	<u>6,881,440</u>
Capital assets	47,795	60,695
	<u>7,049,346</u>	<u>6,942,135</u>
LIABILITIES AND NET ASSETS		
Trade payables and accrued liabilities	249,340	109,390
Campaign funds to be distributed	1,862,798	1,779,881
Deferred designated campaign donations	2,553,783	2,531,546
	<u>4,665,921</u>	<u>4,420,817</u>
Net assets	2,383,425	2,521,318
	<u>7,049,346</u>	<u>6,942,135</u>

Statement of Operations

For the year ended July 31, 2019

REVENUE	2019	2018
Campaigns	10,346,382	10,711,277
Interest and other	34,605	40,529
	<u>10,380,987</u>	<u>10,751,806</u>
EXPENSES		
Operations	2,380,045	2,517,833
United Way GCWCC Management Fees	987,686	926,885
Distribution of funds to members	7,151,149	7,397,770
	<u>10,518,880</u>	<u>10,842,488</u>
Net expense for the year	<u>(137,893)</u>	<u>(90,682)</u>

