

iii HealthPartners
PartenaireSanté

ANNUAL REPORT 2019- 2020



*Building a healthier Canada
Tous ensemble pour un Canada plus sain*



CONTENTS



01

Message from our Board Chair
and CEO

02

About HealthPartners

04

Our Impact

15

Financials

MESSAGE FROM OUR BOARD CHAIR AND CEO

It goes without saying that 2019-2020 was a year like no other for every Canadian, for HealthPartners and our 16-member health charities. The arrival of the coronavirus in early 2020 challenged how we operate, conduct business, and support Canadians living with chronic disease during the worst health crisis in a century.

For us – and for our charities – the 2019-20 year was an extraordinary time of learning how to keep Canadians healthy and how to help one of our country's most important sectors—the health charity sector.

Over the past 12 months, our member charity partners have quickly learned how to recalibrate to deliver as many critical services as possible through online platforms. They did this amid a severe shortfall in fundraising revenues, which in many cases necessitated shrinking their own staffing resources and investing in new software to enable them to reach their constituents.

To help inform our member partners, it was critical that we understood the impact of COVID-19 on the 87% of Canadians our partners serve. Within a month of the country shutting down in early spring 2019, HealthPartners produced a [report](#) on the impact of the virus on Canadians living with chronic disease. From this report, we advocated on behalf of the health charity sector to the federal government. We engaged in new fundraising appeals designed to widen our sphere beyond workplace giving to digitally engaging Canadians across the country on the impact of COVID-19 on the millions of Canadians now at increased risk because of a disease the world had never before seen.

We approved a new strategic plan with a focus on mental health, revenue diversification and digital transformation in order to be relevant to our donors, our workplaces and our charitable members.

Canadians have stepped up to support their friends, their neighbours and those who have been impacted by COVID in a way that truly makes us proud.

With an unknown future ahead, one thing is certain. Over the past 12 months, Canadians responded to help our organizations help our 16-member health charities continue to make a difference in the lives of the millions of Canadians who are not only touched by chronic disease, but are grappling with the new reality of COVID-19.



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

ABOUT HEALTHPARTNERS

Vision

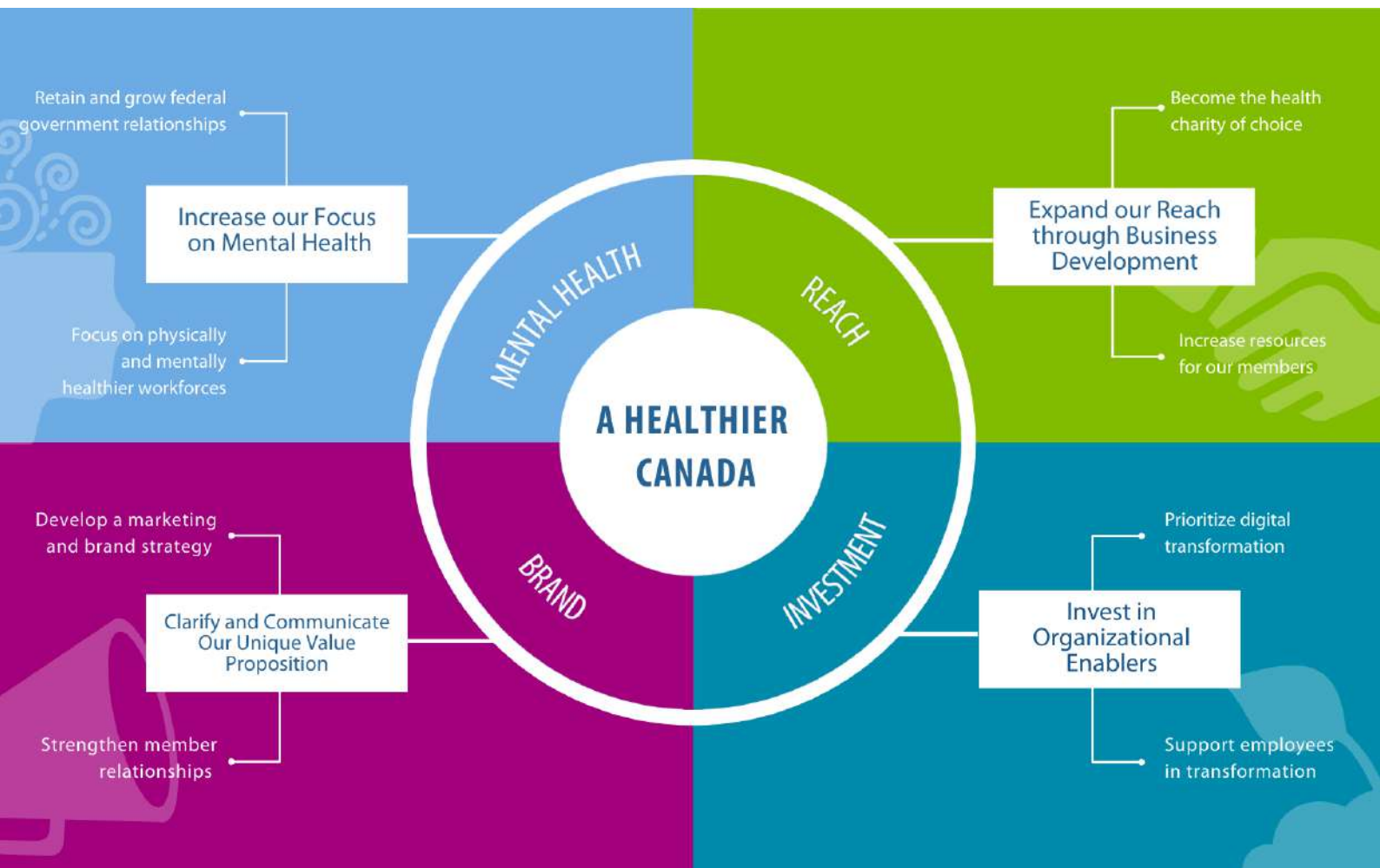
A healthier Canada

Mission

Promoting health and well-being by engaging and connecting Canadians to our leading health charities

Values

- Passionate about Health
- Impactful
- Transparent
- Accountable
- Collaborative



HealthPartners: Working with health charities for a healthier Canada

With the support of millions of Canadians, HealthPartners promotes health and well-being by engaging and connecting Canadians to our country's 16 leading health charities.

Through investments in health promotion and well-being, critical research to help prevent chronic disease, and the discovery of treatments and cures that transform lives, the health charities we represent work to find cures, treatments, and diagnostic tools for over 400 chronic diseases and illnesses. As many as 9 out of 10 (87%) of Canadians are likely to be affected by one or more of these diseases or major illnesses in their lifetime. As a collective of these 16 health charities, we are able to accomplish much by engaging and connecting with employers and employees

at all levels and in both the public and private sectors across the country. We give organizations of all sizes the tools and information they need to build more engaged and healthier workplaces. We also invest in the health of Canadians through medical research, programs and services, health and wellness initiatives, education, and advocacy campaigns.

Since 1988, our targeted campaigns have raised almost 200 million for life-changing research, as well as a wide range of programs and community support services —benefiting millions of Canadians from coast to coast to coast, who are also at the greatest risk from COVID-19.



OUR IMPACT

Since 1988, we have made a huge impact: Over \$204 million raised

Amid the unique challenges posed by the COVID-19 pandemic, HealthPartners and the charities we represent continue to make a difference. The inability to fundraise in traditional ways; to do our work in the homes and communities of the people we serve; and to engage in life-changing and enhancing research is without precedent.

With the impact serious, immediate, and far-reaching for our members, we pivoted immediately to draw attention to the very important role that our sector plays in meeting the needs of millions of Canadians and their families who are dealing with a chronic disease or major illness.

All of our members quickly focused on delivering as many services as they could virtually. This meant being creative, inventive, and nimble.

- A virtual after-school camp for children living in the Atlantic region who are living with cancer (Canadian Cancer Society)
- Physical activities and social connection programming for people with Parkinson's disease (Parkinson Canada)
- Online series on simple tools to relieve stress for people with Huntington's disease (Huntington Society)
- Tele-physiotherapy for people with muscular dystrophy (Muscular Dystrophy Canada)

In 2020, in response to the impact the COVID-19 pandemic had on our most vulnerable Canadians, and our health charities, HealthPartners introduced the COVID-19 Resiliency Fund. This fund supports initiatives that HealthPartners' charities have developed for Canadians living with chronic disease in response to COVID-19.



Examples of our collective impact in 2019-2020

Over the past year, together with our health charity partners, HealthPartners initiated steps to be a digital-first organization. We developed six new cause videos to present the interests and impact of our members. And, we adapted to provide workplaces with more than 60 virtual speakers for their campaigns due to the pandemic.

In addition, we worked with groups such as ProjectBe, the Government of Canada

Workplace Charitable Campaign's youth council.

ProjectBe focuses on three pillars: mental health, refugees and immigrants; and poverty and homelessness. With the \$95,317 (20%) we received from ProjectBe, our charity partners were able to continue to invest in mental health supports, refugee health, and preventive activities for people who are poor and living with a chronic illness.



PILLAR 1: Mental Health & Chronic Disease

PILLAR 2: Refugees & Immigrants



PILLAR 3: Poverty & Homelessness



PILLAR 1: Mental Health & Chronic Disease

- Directed GCWCC dollars to Canadians living with chronic disease or major illness who are more prone to mental health issues such as depression
- Advanced understanding about the direct link between chronic disease and mental health (outlined in our [Chronic Disease and Mental Health Report](#)) and the work our members are doing to address this link through effective treatments



Service Delivery

- Arthritis Society → mental health support for children living with Juvenile Idiopathic Arthritis
- Parkinson Canada → e-book on mental health resilience



Research Studies

- Kidney Foundation of Canada → depression and anxiety in people with chronic kidney disease
- Alzheimer Society of Canada → emotional well-being one of top 10 research priorities for people with dementia

PILLAR 2: Refugees & Immigrants

- Applied the knowledge we gained from the [Refugees and Chronic Disease Report](#) we produced with the UN Commission on Refugees to support the health care work of our members in this area



Service Delivery

- Diabetes Canada → information webinars in a wide range of languages
- Canadian Cancer Society → interpretation services in over 200 languages when reaching out to Cancer Information Helpline
- Heart & Stroke → "signs of stroke" awareness resources for Chinese, Punjabi, and Indigenous communities



Advocacy

- Canadian Hemophilia Society → twinning program linking hemophilia organizations and treatment centres in different countries



Research Studies

- MS Society of Canada → Identify the risk of developing MS in immigrants and any gaps in access to care/treatment that exist for immigrants with MS

PILLAR 3: Poverty & Homelessness

- Helped our partners address poverty and other root causes of chronic disease, as well as reduce the financial burden of living with a chronic disease



Service Delivery

- ALS Canada → mobility equipment for people unable to afford essential assistive devices
- Canadian Cancer Society → Available in 9 of 10 provinces, the Travel Treatment Fund offers coverage of travelling costs to cancer treatments for people with a low income who are currently receiving cancer treatment.
→ CCS lodges offer social and emotional support for people with cancer who need to travel to receive treatment.
- Kidney Foundation → short-term financial assistance



Advocacy

- Cystic Fibrosis Canada → employment assistance and financial supports for those affected by CF

We also looked at the gap in the health status of Canada's Indigenous Peoples, highlighted in our 2019 report on [Indigenous populations and chronic disease](#).

In sum, working with our 16 health charity partners, HealthPartners focused our COVID-19 advocacy efforts on people at high risk.

**HIGH
RISK
HAS A
NAME**



Overview: COVID-19 and its impact on Canada's most vulnerable people

Unlike those with strong immune systems who can develop antibodies to fight back against infection, people whose immunity is compromised are most at risk for contracting COVID-19. These are people who have a chronic disease like diabetes, Crohn's, cancer, or heart disease, or who have a major condition such as a respiratory illness or hemophilia.

Also at risk are the many Canadians who depend on critical services and treatments for their condition. This includes people with hemophilia and kidney disease. Those with memory impairment such as Alzheimer's and Huntington disease (HD) or who have neuromuscular disorders like ALS all depend on a network of supports and equipment.

Delayed transplant operations. Postponed cancer surgeries, chemotherapy, and other treatments. Increased strain on caregivers who no longer have access to respite services and in-home support. Inability to access volunteers for clinical trials ... these are some of the impacts of COVID-19 on our most vulnerable.

Examples of programs and services delivered virtually:

- 300+ webinars to navigate pandemic
- Online physical therapy for those living with multiple sclerosis and Parkinson's
- Virtual conferences for professionals
- 100% increase to helplines

Last year, HealthPartners tracked [The Impact of COVID-19 on Canada's Most Vulnerable](#). We highlighted the serious health threat posed by COVID-19 in our 2020 report [The Impact of COVID-19 on our Most Vulnerable Canadians](#).

Together with our health charity partners, we engaged in a strong advocacy campaign in support of Canada's most vulnerable and our 16 charity members, as well as the health care charitable sector as a whole. Our efforts included a letter to Prime Minister Justin Trudeau, as well as a call to action to Canadians to:

- Continue to support our members by giving to our Help the Helpers campaign
- Participate in the virtual fundraising events of our partners
- Offer help to a caregiver or someone you know who lives with chronic disease
- Support the charitable sector's call for assistance

The COVID-19 pandemic has created unprecedented pressures on the ability of HealthPartners' member health charities to meet the needs of their clients. Despite these immense challenges, each member charity is reaching people through digital channels:



- Video: [Navigating end-of-life during COVID-19](#)

IMPACT: Our [COVID-19 Updates blog post](#), which was updated throughout 2020 with information and resources to support people affected by ALS during the COVID-19 pandemic has logged more than 10,930 page views.



- Tip sheets for caregivers, people with dementia who live alone
- The COVID-19 and Dementia Task Force
- The Alzheimer Society has convened a team of leading researchers, clinicians and dementia specialists from across the country.



- [Arthritis Talks](#) webinar series on COVID-19 and arthritis
- Regular updates on arthritis and COVID-19 on social media pages, including [Facebook](#)
- IMPACT: As Canada's most trusted voice in arthritis research and patient support, the Arthritis Society galvanized its research community to find answers to the most pressing questions as quickly as possible. What is the risk of developing COVID-19 among people who are taking chloroquine or hydroxychloroquine and other drugs to manage their arthritis? Do patients taking these drugs develop less severe COVID-19 symptoms? What are the psychosocial impacts of COVID-19 on arthritis patients? What factors are increasing stress and anxiety for arthritis patients during this time?





Canadian Cancer Society
Société canadienne du cancer

- [Goodtimes at Home](#), an online platform to provide peer-to-peer connection through activities and challenges for children ages 7–18 in B.C., Yukon, N.S., N.B., and P.E.I.
- [Webinars](#) for people with cancer and their caregivers
- Video: [Coping with cancer and COVID-19](#)

IMPACT:

- The Canadian Cancer Society is also funding a new COVID-19 clinical trial by the Canadian Cancer Trials Group (CCTG). The first of its kind in the world, this clinical trial is testing an immune-stimulating treatment to reduce symptoms and prevent severe cases of COVID-19 and other serious respiratory infections specifically in people with cancer.
- Since mid-March, there was a 93% increase in the number of clients reaching out to our information specialists through the chat feature on cancer.ca, CancerConnection.ca.



Canadian Hemophilia Society
Help Stop the Bleeding
Société canadienne de l'hémophilie
Arrêtons l'hémorragie

- Fact sheets on the COVID-19 vaccine and vaccination guidance for people with bleeding disorders
- Home delivery service for plasma protein products
- [Virtual family camps](#)

IMPACT:

- To compensate the cancellation of all provincial summer camps in the summer of 2020, we hosted a national virtual summer camp with the help and support of volunteers from across the country. It was quite enlightening to hear older “campers” give their little piece of advice to the younger ones. An opportunity that might never have happened at a regular camp!



Canadian Liver Foundation
Fondation canadienne du foie

There has been a 30% increase in the demand for support via CLF toll-free helpline, online and social media. We continue to receive our “regular” questions relating to liver disease, however, many of these calls generate questions about COVID-19 and some people are calling specifically about COVID-19.



Crohn's and
Colitis Canada
Crohn et
Colite Canada

- Telemedicine during a pandemic
- IBD Medications and COVID-19 Risk
- [List of webinars](#)
- Video: [IBD clinics during the pandemic](#)

IMPACT:

- We helped six times as many people in 2020 compared to 2019. Over 210,000 people were supported by our programs. More than 750,000 visitors came to our website (100,000 more than 2019). 25 new or enhanced programs were introduced



- Live “[Ask the Expert](#)” sessions on cystic fibrosis and COVID-19
- Provincial re-integration and back-to-school information
- General COVID-19 Questions & Answers

IMPACT:

- Participation in an ongoing global study on the impact of COVID-19 on CF patients, led by the Cystic Fibrosis Trust’s CF Registry, by providing data from the Canadian CF Registry which is developed and maintained by Cystic Fibrosis Canada





- Online resources in 8 different languages
- “Ask the Experts” sessions on diabetes and COVID-19
- [FAQ about COVID-19 and diabetes](#)
- Video: [Resources for people with diabetes](#)

IMPACT:

- The inaugural virtual No Limits with T1D Conference brought the Canadian T1D community together in an incredible education event that featured nationally renowned speakers, an interactive exhibitor tradeshow with tools and resources, themed chat rooms to connect with experts and others who live with T1D with 2,250 participants.
- Educational webinars with health care professionals and people living with diabetes provided knowledge on numerous diabetes-related topics, which included 7,860 participants



- Telemedicine during a pandemic
- [COVID-19: What a psychologist wants you to know](#)
- [Don't wait for COVID-19 to be over to address health concerns](#)
- Video: [Cardiac Rehab](#) - virtual physical activity and rehabilitation sessions

IMPACT:

- In the first two weeks of the launch (April 8) of our digital resource HeartSmart Kids At Home was viewed more than 16,000 times. And by August 31, we had over 20,000+ downloads of the resource.
- From March 12th – April 30th during the early stages of the pandemic, our Facebook peer support communities saw a 13% increase in the number of posts and comments in the Community of Survivors and a 174% increase in the number of posts and activity in the Care Supporters Community during that time.



- Online support group for those living at-risk or with the gene + for HD
- Fact sheet on COVID-19 strategies, ideas, and resources for families



- [Kidney diet resource links](#)
- [COVID-19: How to Protect Yourself](#)
- Navigating a Food Bank in COVID Times
- Video: [COVID-19 and your Renal Diet – what you need to know](#)

IMPACT:

- \$4.9M was spent on patient support in 2020
- There was an increase of Short Term Financial Assistance (STFA) support in some provinces of up to 400% from the same period the previous year.
- 2,000+ people accessed peer-to-peer support through the revamped KidneyConnect digital platform
- 20,000 patient handbooks and 70,000 educational brochures distributed



- Wide range of online wellness resources on mental health, staying active, and eating well during COVID-19
- Health information lines across Canada and virtual chat opportunities with an MS navigator
- Virtual physical activity and rehabilitation sessions
- Video series: "Hear from the Experts"

IMPACT:

- 4,200 inquiries answered through the MS Knowledge Network
- 45 active trained volunteers living with MS providing guidance to peers





- Brought medical experts into the homes of people who need ventilators, reducing the need for hospital visits and possible exposure to COVID
- Webinars on caregiving, tele-physiotherapy, home mechanical ventilation, and returning to school
- Virtual physical activity and rehabilitation sessions

IMPACT:

- In 2020 since the onset of the pandemic MDC has answered 19,446 inquiries through our System Navigation Program, the highest growth in requests for Virtual Peer Support Programs which saw an 8X increase as well as Emotional Support/Mental Health Referral which saw a 4.5X increase from last year.
- 13,000+ interactions with clients every year



- Exercise can make a real difference in the quality of life for people with Parkinson's disease. Videos have been provided that relate to fitness, exercise, yoga, and dance
- The Knowledge Network provides resources including webinars and podcasts

IMPACT:

- 20 new grants across 9 streams totaling \$1,015,000 in new investment
- 65 phone/virtual support groups during COVID-19 or 1,180 hours of support



- Tip sheets and videos on various topics, including accessing medications; improving air quality
- Mental and physical well-being during a pandemic
- Video: [Telling the difference between asthma worsening and COVID-19](#)

FINANCES

Statement of Financial Position

As at July 31, 2020

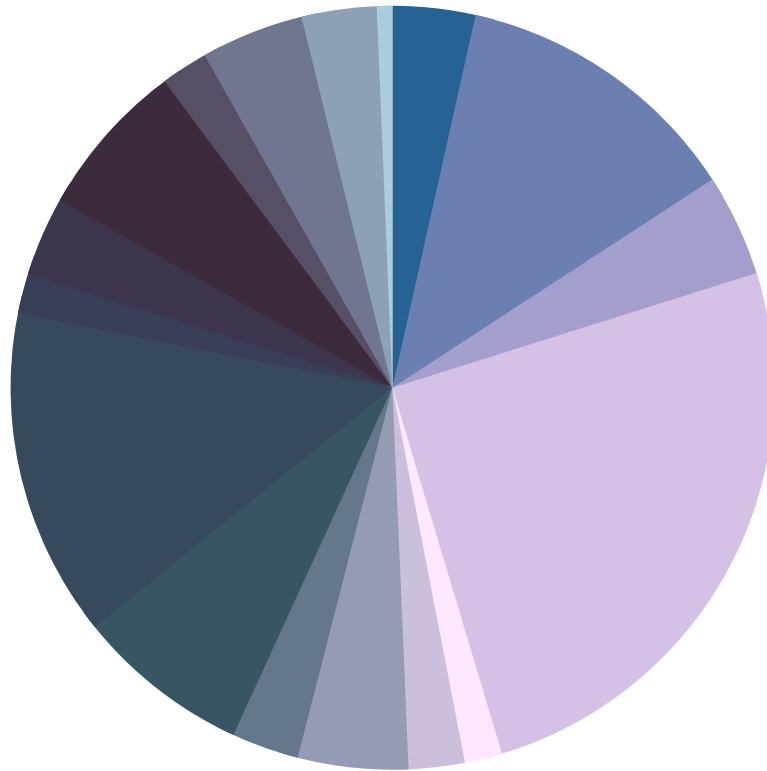
ASSETS	2020	2019
Cash	3,094,502	2,977,023
Accounts and pledges receivable	4,167,266	3,985,344
Prepaid expenses	13,552	39,184
	<hr/>	<hr/>
	7,275,320	7,001,551
Capital Assets	63,732	47,795
	<hr/>	<hr/>
	7,339,052	7,049,346
	<hr/> <hr/>	<hr/> <hr/>
LIABILITIES AND NET ASSETS		
Trade payables and accrued liabilities	213,425	249,340
Campaign funds to be distributed	1,774,663	1,862,798
Deferred designated campaign donations	2,497,491	2,553,783
	<hr/>	<hr/>
	4,485,579	4,665,921
Net assets	2,853,473	2,383,425
	<hr/>	<hr/>
	7,339,052	7,049,346
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Statement of Operations

For the year ended July 31, 2020

REVENUE	2020	2019
Campaigns	10,926,564	10,346,382
Interest and other	36,996	34,605
	<hr/>	<hr/>
	10,963,560	10,380,987
	<hr/> <hr/>	<hr/> <hr/>
EXPENSES		
Operations	2,370,363	2,380,045
United Way GCWCC Management Fees	1,037,921	987,686
Distribution of funds to members	7,085,227	7,151,149
	<hr/>	<hr/>
	10,493,511	10,518,880
Net expense for the year	470,049	(137,893)
	<hr/> <hr/>	<hr/> <hr/>

DISTRIBUTIONS 2019/2020



247,902		ALS Canada	983,694		Heart & Stroke
872,743		Alzheimer Society of Canada	119,555		Huntington Society of Canada
306,827		Arthritis Society	238,582		Kidney Foundation
1,786,774		Canadian Cancer Society	470,396		Multiple Sclerosis Society of Canada
112,517		Canadian Hemophilia Society	141,400		Muscular Dystrophy Canada
167,830		Canadian Liver Foundation	308,781		Parkinson Canada
330,649		Crohn's and Colitis Canada	224,889		The Lung Association
201,872		Cystic Fibrosis Canada	46,394		Other
524,424		Diabetes Canada			