



# ANNUAL REPORT 2020- 2021

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# MESSAGE FROM OUR BOARD CHAIR AND CEO

The year 2021-2022 was one of evolution and growth for HealthPartners. Faced with the progression of the COVID-19 pandemic and the various challenges associated with this ongoing healthcare crisis, our organization chose to prepare for the future. We developed our online giving platform Charities at Work and invested in a new system to process pledges even more effectively. This resulted in greater engagement from all stakeholders, more efficient internal processes, and improved results to benefit the health and well-being of all Canadians!

Since the onset of the pandemic, health organization charities around the world have had to adapt to very different charitable giving practices while responding to the greater than ever needs of their communities. In these challenging times, our 16 member charities spared no effort to support Canadians affected by chronic and acute diseases. They continued to provide critical care, information, and programs to help families and caregivers across the country navigate in these uncertain times.

And while many charities had to pivot their various events and activities to online format during the pandemic, 2022 brought a glimmer of hope as some in-person events were able to resume in a hybrid capacity. Beyond providing care, programs, support, and leading advocacy efforts, HealthPartners member charities also invested in scientific research to improve understanding, treatment and prevention of diseases that affect 9 in 10 Canadians. In 2021-2022 alone, HealthPartners members invested more than \$110 million in single and multi-year research projects across the country.

HealthPartners connects Canadian donors to the leading health charities of the country, enhancing the impact of these charities while strengthening donors' connections to their colleagues and their employers. As part of our three-year strategic plan, important investments were made in operational enablers, including a new fundraising, campaign, and customer relations management platform. This will help us improve our stewardship to donors and employers and help us better communicate impact with data.

We also became a virtual charity, closing our physical head office in the summer of 2022. To continue improving our digital presence and the resources we provide to workplaces hosting virtual giving campaigns, we further created new online tools and informational materials.

These various investments and initiatives, combined with the extraordinary generosity of our donors and the relentless efforts of our team, yielded amazing results! ProjectBe, the Government of Canada's Workplace Charitable Campaign (GCWCC) in support of three pillars: youth and mental health, Indigenous causes, and homelessness, raised 41.4% more dollars compared to last year. We ran our most successful Giving Tuesday campaign to date, raising close to \$40,000 – 40% over the previous year. Finally, we are happy to share that our overall revenues increased to more than \$9.5 million – 4.2% over the previous period.

In response to the requests and recommendations of our donors and employers to offer the option of a mental health charity, HealthPartners confirmed our 17th member at the close of this year. The Mental Health Commission of Canada became the first new member of HealthPartners in 30 years! They were selected as a result of a rigorous and demanding selection process that took place over several months. Their active participation next year will continue the growth agenda of HealthPartners.

As this year of capacity-building and advancement ends, HealthPartners is poised to continue to evolve post-pandemic. Please allow us to express our deepest gratitude to our donors for their trust and generosity; to our team for their dedication and hard work; and to our member charities for everything they do to build a healthier Canada.



A handwritten signature in blue ink that reads "Andrew Treusch".

**Andrew Treusch**  
CHAIR, BOARD OF DIRECTORS



A handwritten signature in blue ink that reads "Charlotte Comrie".

**Charlotte Comrie**  
INTERIM CHIEF EXECUTIVE OFFICER

# ABOUT HEALTHPARTNERS

## Building a healthier Canada – one partnership at a time

HealthPartners is a unique coalition representing 17 of the country's most respected and well-known health charities who work to improve understanding, treatment and prevention of over 400 diseases that affect 9 in 10 Canadians.

Partnerships are at the heart of what we do. We connect millions of Canadian donors to Canada's top health charities. Together, we support major investments in life-saving research for new treatments, cures, and earlier diagnosis; more easily accessible information on disease prevention and management; programs, relief and assistance for people affected by chronic disease; advocacy efforts and partnerships in the service of important health issues.

HealthPartners is building a healthier Canada by supporting Canadian families and caregivers through investments in research, treatment, education, local support programs and advocacy. Since 1988, our targeted campaigns have raised more than \$200 million for life-changing research, as well as a wide range of programs and community services – benefitting millions of Canadians from coast to coast to coast.

# OUR IMPACT

**At HealthPartners, we make the right connections.**

We bring together generous donors, dedicated corporate citizens, and Canada's top health charities to make a difference in the health and well-being of all Canadians. The result is a win-win-win: thriving communities, healthy workplaces and charities supported in their essential work.

## Did You Know?

- Over 40% of Canadian employees are considering a job change and workplace culture is the most commonly cited reason.
- Workplace giving through HealthPartners is a great opportunity for organizations to drive positive cultural change and give employees the sense of purpose and belonging they crave.
- Highly engaged employees create: 33% more profitability; 44% higher retention rates; 50% more productivity; 56% customer loyalty.
- Companies who host workplace giving campaigns report increased engagement rates, low absenteeism and a healthier workforce!

## Our Impact in Numbers

- Over \$200 million raised for Canadian health charities since 1988
- Over 500,000 donors invested for the health of Canadians in 2021-2022
- Over \$110 million invested by our member charities in single and multi-year research projects across the country in 2021-2022

## Impactful Partnerships

Thanks to the generosity of our donors and the commitment of workplaces who host giving campaigns, HealthPartners member charities can have a huge impact on the health and wellbeing of Canadians from coast to coast to coast.

## In 2021-2022

- 65,731 Canadians affected by arthritis received direct support through programs.
- Over 4,100 people affected by kidney disease received short-term financial assistance.
- 20,079 Canadians affected by multiple sclerosis received support through programs.
- Over 13,000 people watched educational webinars on living with Parkinson's disease.

Find out more about the impact of our partnerships over the next pages!

# 17 Health Charities - united to build a healthier Canada

HealthPartners and its member charities fulfill their mission of building a healthier Canada by deploying actions and initiatives in four areas:

## Research

to keep researchers on the cutting edge of fighting disease by discovering treatments and cures

## Programs & Services

to enhance the quality of life for Canadians affected by chronic and acute health conditions

## Education

to educate Canadians on all aspects of chronic disease and deliver trusted information

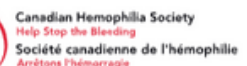
## Advocacy

to reduce barriers by improving health policy and access to care

HealthPartners and its member charities support:

- Life-saving research for prevention, new treatments, cures and earlier diagnosis;
- More easily-accessible information on disease prevention and management;
- Programs, relief and assistance for people affected by chronic disease;
- Advocacy efforts and partnerships in the service of important health issues.

Discover the different ways member charities contributed to this mission in 2021-2022!





# RESEARCH

**Funding research** to identify new treatments, cures and earlier diagnosis is at the heart of our mission: over the past year, our coalition raised a cumulative total of **\$101,224,322** dedicated to scientific research to build a healthier Canada!





# EDUCATION

- **Heart & Stroke** continued to offer CPR training programs to the public and professionals throughout the pandemic.
- The **Canadian Hemophilia Society** maintained a fully bilingual up-to-date educational catalogue with over 50 different printed, electronic and video publications which was sent out to treatment centres, patients and their families amid the pandemic.
- The **Huntington Society of Canada** provided two education sessions to over 100 service providers on the psychological and cognitive considerations of Huntington's Disease.
- **Muscular Dystrophy Canada** delivered over 31 LETSTALKNMD webinars to share up-to-date information on a number of critical topics for the neuromuscular community.
- **Parkinson Canada** provided education webinars viewed by over 13,000 people.



# SUPPORT PROGRAMS

- Over 1,500 people participated in support groups organised by **ALS Canada** – an increase of 58.5% compared to the previous year.
- **Arthritis Society Canada** provided direct or one-on-one support through education and information programs to over 65,700 Canadians.
- **Crohn's & Colitis Canada** supported 180,000 Canadians through programs.
- The **Canadian Cancer Society** provided over 4,500 stays to individuals undergoing cancer treatment in CCS lodges across Canada.
- The **Kidney Foundation of Canada** provided short-term financial assistance to over 4,100 people ; peer support to over 1900 people; and information to 2,700 webinar viewers.



# SUPPORT PROGRAMS

- The **Canadian Liver Foundation** provided its community with the opportunity to ask experts, caregivers, other patients, and CLF staff anything about liver disease from living with liver disease and transplantation to nutrition and mental health with its Just Ask series.
- The **Canadian Lung Association** recruited a French-speaking certified respiratory educator to ensure that Francophone callers to its Healthline receive the information they require in their language of choice.
- **MS Canada** supported 20,079 Canadians through programs and assisted 949 individuals with \$442,892 in quality-of-life grants.







- The **Alzheimer Society of Canada** made its annual pre-budget submission to the House of Commons Standing Committee on Finance with a brief entitled, *The Intersection of Two Pandemics*, that included two key points: that the national dementia strategy must receive full and sustainable funding; and that increased investment in dementia research is essential if the dementia strategy is to achieve its goals.
- After relentless advocacy on the part of **Cystic Fibrosis Canada**, all 10 provinces, three territories and federal health plans announced that they would henceforth reimburse Trikafta, a life-changing CF drug.
- In a huge win for the diabetes community and all of Canada, the ongoing advocacy efforts of **Diabetes Canada** urging the federal government to support the nationwide strategy *Diabetes 360°* paid off with the passing of Bill C-237, *National Framework for Diabetes Act*.



# ProjectBe – connecting public servants with local community causes

ProjectBe is an initiative of the Government of Canada Workplace Charitable Campaign (GCWCC), connecting public servants with local community causes through awareness-raising, volunteerism, and fundraising. The initiative supports three pillars: 1) Youth and Mental Health, 2) Indigenous Causes, and 3) Addressing Homelessness.

In response to the COVID-19 crisis, ProjectBe revised its campaign to focus on organizations working with homeless populations and addressing the impacts of loneliness and mental health challenges among youth. ProjectBe has raised millions of dollars and is committed to raising awareness of important causes and supporting community organizations.



## **PILLAR 1:** Youth and Mental Health

## **PILLAR 2:** Indigenous Causes



## **PILLAR 3:** Addressing Homelessness

## PILLAR 1: Youth and Mental Health

- The **Canadian Cancer Society** offers various programs and resources for youth impacted by cancer, including peer support, summer camps, and recreational programs. They also provide a Cancer Information Helpline, advocate for children's health, and offer resources on tobacco use, alcohol consumption, and mental health support.
- The **Huntington Society of Canada** offers a Youth Program that provides resources and support for youth living with Huntington's disease. The program includes educational resources, social events, and counseling services for mental health support.
- **Arthritis Society Canada** offers a Childhood Arthritis Program that provides resources and support for children and youth living with arthritis which includes educational resources, support groups, and social events, as well as counseling services for mental health support.
- The **Kidney Foundation of Canada** offers reliable support services for people with kidney disease and their families, including financial assistance, peer support, and valuable information. They are a leading source of research funding, including mental health, and currently support projects to explore patient and caregiver experiences with post-traumatic stress disorder (PTSD).
- **Parkinson Canada** offers a Young Onset Parkinson's Disease (YOPD) program that provides resources and support for individuals under the age of 50 living with Parkinson's disease, including educational resources and support groups, as well as counseling services for mental health support. The organization also offers educational resources for individuals affected by Parkinson's disease.
- **ALS Canada** offers a variety of online educational resources to support and help children and teens who have a family member living with ALS. These are aimed at helping youth understand and cope with a diagnosis in their family or community. ALS Society of Canada also offers a booklet that familiarises educators on how to support a student whose parent or family member has ALS, including suggestions on how school personnel can be supportive not only while the disease progresses, but also during bereavement.
- **Cystic Fibrosis Canada** offers a variety of resources and programs for individuals living with cystic fibrosis. The organization's Virtual Education Program provides online resources and education for individuals living with cystic fibrosis, including mental health resources. The organization also offers support groups, financial assistance, and advocacy efforts.

## PILLAR 2: Indigenous Causes

- **Diabetes Canada** focuses on Indigenous health with culturally appropriate diabetes education and resources, research for prevention and treatment, and partnerships with Indigenous communities. Initiatives like the "Building Capacity for Diabetes Education in First Nation Communities" project and Clinical Practice Guidelines aim to support Indigenous health-care professionals and communities in managing diabetes.
- **Muscular Dystrophy Canada** has an Indigenous Outreach Program to enhance access to resources for Indigenous individuals with neuromuscular disorders. MDC collaborates with Indigenous organizations, conducts research, and advocates for equitable care, aiming to raise awareness and provide culturally appropriate support for neuromuscular disorders in Indigenous communities.
- **Heart & Stroke** collaborates with Indigenous organizations to develop resources like the Indigenous Healthy Heart Kit and the Honour Your Health Challenge. They fund research projects like "Improving Heart Health in First Nations Communities" and have a program called "Heartbeat for Indigenous Women" to improve cardiovascular health in Indigenous communities.
- **MS Canada** has an "Indigenous Communities Initiative" to support Indigenous communities affected by MS. They collaborate with indigenous organizations to develop culturally appropriate resources and advocate for equitable access to MS care for Indigenous peoples, including research on MS prevalence among them.
- The **Canadian Liver Foundation** has initiated programs to support Indigenous communities in improving their liver health, including the "Liver Health Screening and Education Initiative", which aims to raise awareness about liver disease among Indigenous people and provide them with access to liver health education and screening. The program collaborates with Indigenous organizations, health clinics, and other healthcare providers to deliver these services to Indigenous communities. Another initiative is the "Indigenous and Northern Health Research Program", which aims to increase the number of Indigenous and Northern students pursuing research careers in health-related fields. The program provides funding, mentorship, and other resources to support Indigenous students in their research pursuits.
- **Crohn's and Colitis Canada** has supported various research initiatives related to Indigenous health, including the OASIS study, a research project focused on understanding the impact of inflammatory bowel disease (IBD) in Indigenous communities. The study is led by Indigenous researchers and aims to create a better understanding of IBD in Indigenous populations, identify ways to improve access to care, and support the development of culturally appropriate resources. The organization has also provided funding for the development of culturally specific resources, such as an educational video for Indigenous people with IBD. Additionally, Crohn's and Colitis Canada has supported the development of community-based care initiatives that aim to provide culturally appropriate care and support for Indigenous people with IBD.



## PILLAR 3:

# Addressing Homelessness

- The **Lung Association of Canada** addresses poverty reduction and homelessness through initiatives that improve indoor air quality, including the RadonAware program for radon testing and the Breathe Clean Air at Home program for education and resources on indoor air quality. These initiatives aim to reduce the impact of social determinants of health on respiratory health outcomes.
- The **Canadian Hemophilia Society** has provided support and resources to those living with bleeding disorders, including financial assistance programs to help cover the costs of treatment and care. The CHS has also supported research into the social determinants of health for people living with bleeding disorders, including a study exploring the financial burden of hemophilia care on families.
- The **Canadian Liver Foundation** provides support and resources for individuals living with liver disease and their families, which can indirectly help alleviate some of the financial burdens associated with these conditions.
- The **Alzheimer Society of Canada** recognises that social determinants of health such as homelessness can have a significant impact on the risk and experience of dementia, and as such, they advocate for policies and programs that address poverty and housing insecurity. The Society also offers various resources and programs to support caregivers and families, including those who may be facing financial challenges, such as their FirstLink program, which connects individuals and families to free and/or low-cost community resources and support services.

By raising significant funds, creating awareness, and advocating for systemic change, HealthPartners is actively working to create a better future for those affected by youth and mental health, Indigenous causes, and homelessness. Through its various programs and initiatives, HealthPartners and its 17 member charities remain committed to making a meaningful and sustainable impact within local communities across Canada.

## 2021 HealthPartners Financial Statements