

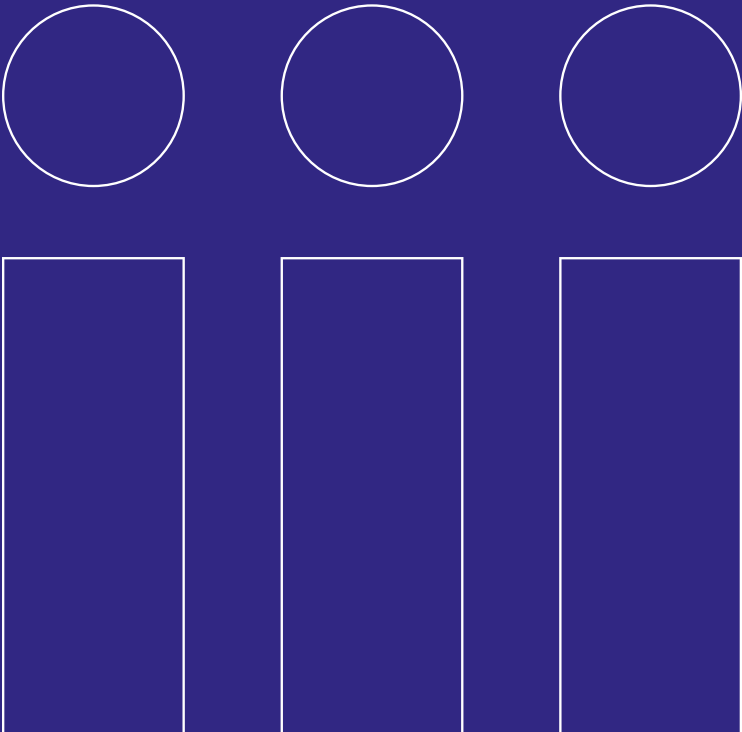
Annual Report 2022-2023

Setting the Foundation for Meaningful Growth



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Message From Our Board Chair and Chief Executive Officer

As 2023 comes to a close, it is with a great sense of pride and accomplishment that we look back on the key moments of this exceptional year. By putting the human at the heart of our every consideration, and by dreaming big for the future of our organization, we were able to establish the foundations for our shared successes of tomorrow.

After serving 11 years as the CEO of HealthPartners, Eileen Dooley retired in the summer of 2022. We thank her for her remarkable work and wish her well in this next chapter of her life. We are immensely grateful to Charlotte Comrie, past Chair of the Board, for serving as interim CEO while we searched for our new leader. As our fiscal year reached its halfway point, we welcomed Kimberley Hanson as CEO of HealthPartners and look forward to a bright future for our organization.

Over the next months, HealthPartners became a completely virtual organization, which enabled us to minimize our operating expenses and attract the best talent from across Canada... And attract talent we did! All key positions were successfully filled in 2022-2023, providing the organization the leadership and stability it needs to grow for the future.

In fact, senior management and the Board, in collaboration with members and other key stakeholders, developed a new Strategic Plan to guide HealthPartners through 2023-2026. This plan will steer us as we stabilize around our core value, synergize to grow our reach, and situate HealthPartners for growth and impact in the near future.

As the world resumed its pre-pandemic normal, we were able to raise significantly more revenue than in 2021-2022. By delivering high impact fundraising events in virtual and hybrid settings, we were able to bring our revenues back up above \$10 million – a level we haven’t seen since 2019. By keeping our operating expenses to a minimum, we generated a sizeable operating surplus which will provide HealthPartners a strong base for implementing its plan to grow and diversify revenue for the future.

This financial base was also enhanced by a strengthened technological base for our operations: in this fiscal year we successfully completed transition to our new giving platform, ePledge, and substantially completed migration to a new financial reporting system. This will streamline our operations and enhance our ability to be the efficient financial steward our donors and members deserve.

We’re proud to report that the HealthPartners staff and Board contributed nearly \$5,500 in our own annual workplace giving campaign this year. This underscores our dedication to supporting the impactful efforts of our members, who strive daily to enhance health outcomes for Canadians.

Finally, this memorable year saw HealthPartners welcome its first new member in 34 years: the Mental Health Commission of Canada. Recognizing the critical linkage between physical and mental health and the growing recognition of the importance of mental health supports in our healthcare system, HealthPartners undertook a strategic review of potential mental health-focused members, and were convinced that, given its national focus and holistic mandate, the Mental Health Commission of Canada (MHCC) is an ideal addition to the membership of HealthPartners. We are therefore very happy to share that our coalition of the country’s most respected and recognized health charities now includes an organization that focuses solely on mental health, to ensure the wellbeing of Canadians from coast to coast to coast. We are also grateful that MHCC has embraced its membership in HealthPartners fully, even going so far as to host a HealthPartners giving campaign for its own employees!

As one year ends and a new one begins, we at HealthPartners are very enthusiastic at the prospect of implementing our Strategic Plan to solidify our business, build new partnerships, improve our systems, and expand our capabilities. Our commitment to improving the health and well-being of Canadians across the country by supporting our best national health charities remains unwavering, and we feel tooled to serve them better than ever.

We look forward to another year of productive collaborations and fruitful partnerships!



Andrew Treusch
Andrew Treusch,
Board Chair



Kimberley Hanson
Kimberley Hanson,
CEO

About Us

Building a healthier Canada – one partnership at a time

HealthPartners is a unique coalition representing 17 of the country’s most respected and recognized health charities who work to improve understanding, treatment and prevention of over 400 diseases that will likely affect 9 in 10 Canadians over their lifetime.

Together, we support Canadian families and caregivers by deploying actions, initiatives and investments in four areas:

- Life-saving research to develop new treatments, discover potential cures, and promote earlier diagnosis;
- Education and information on disease prevention and management;
- Relief and assistance through local support programs; and
- Advocacy efforts and partnerships to raise awareness on important health issues and advance their cause for real change.

HealthPartners and its member charities fulfill their mission of building a healthier Canada with the help of Canadian donors who take part in charitable campaigns hosted by Canadian workplaces

Our generous donors give to HealthPartners because they know that we:

- Provide health charities with a funding stream they couldn’t otherwise access – the HealthPartners collaborative offers the reach and economies of scale to unlock workplace giving as a revenue channel;
- Enable impact on multiple causes with one easy donation – we make it easy for employees to give to health charities they care about via one-time gift or payroll deduction, and automatically issue their tax receipt;
- Strengthen the employee engagement and corporate reputation of the workplaces that host our campaigns, helping them compete for top talent and demonstrate corporate social responsibility; and
- Steward donor dollars responsibly, efficiently, and transparently by following [our revenue-sharing model](#) and confirming ongoing adherence to our membership criteria annually.



Our Impact

At HealthPartners, we provide Canadian individuals and organizations the tools they need to host a giving campaign in the workplace and have a strong positive impact on their community.

In doing so, we connect millions of potential Canadian donors to the causes that matter the most to them, and empower Canada’s top health charities to make a real difference for families across the nation.

Did You Know?

- Over 40% of Canadian employees are considering a job change and workplace culture is the most commonly cited reason (Deloitte 2021).
- 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 (Imagine Canada 2019).
- Highly engaged employees create: 33% more profitability; 44% higher retention rates; 50% more productivity; 56% customer loyalty (Gallup 2022).
- Companies who host workplace giving campaigns report increased engagement rates, lower absenteeism and a healthier workforce (Gallup 2022)!

Partnerships are at the heart of what we do. 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.

Since 1988, our fundraising campaigns have raised more than \$220 million, supporting scientific research, as well as a wide range of programs and community services – benefitting millions of Canadians from coast to coast to coast.

In the 2022 fundraising campaign season, generous Canadians from coast to coast to coast pledged more than \$9.8 million to HealthPartners and its members in support of the important work our members do.

2022 Campaign Season Pledges by HealthPartners Member

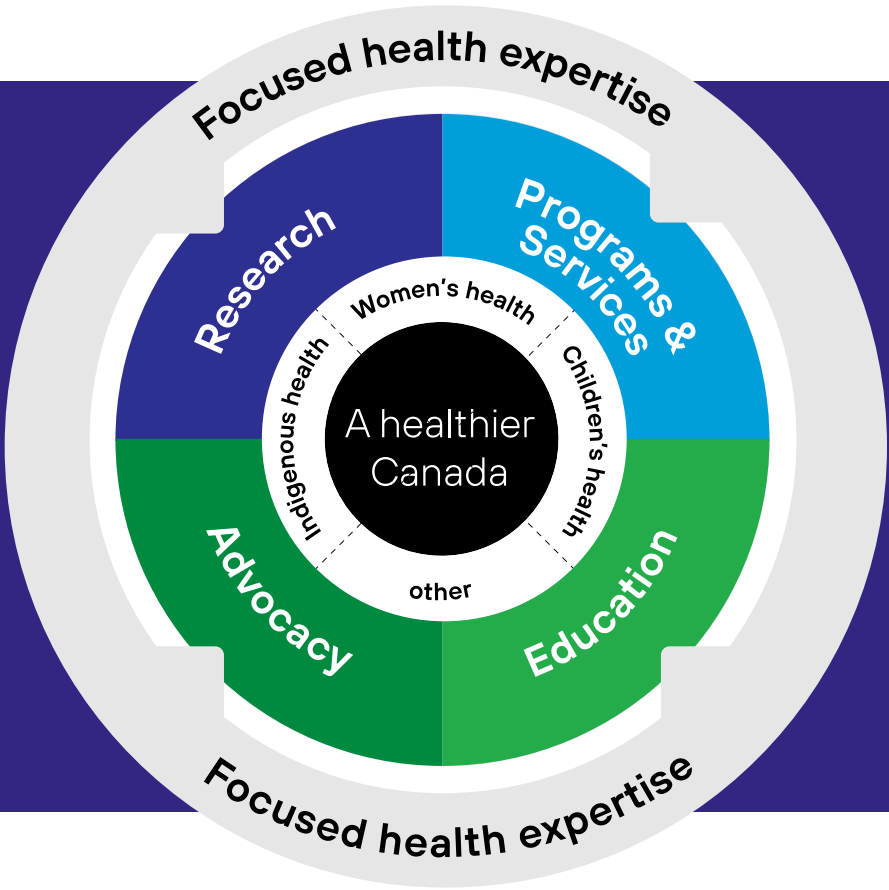
Member	Total Pledges
ALS Canada	\$ 194,057
Alzheimer Society of Canada	\$ 885,407
Arthritis Society Canada	\$ 236,356
Canadian Cancer Society	\$ 1,754,888
Canadian Hemophilia Society	\$ 33,546
Canadian Liver Foundation	\$ 91,698
Canadian Lung Association	\$ 150,296
Crohn’s & Colitis Canada	\$ 267,871
Cystic Fibrosis Canada	\$ 119,314
Diabetes Canada	\$ 360,646
Diabète Québec	\$ 132,001
HealthPartners Canada	\$ 3,514,157
Heart & Stroke	\$ 864,401
Huntington Society of Canada	\$ 51,210
Kidney Foundation of Canada	\$ 196,051
Mental Health Commission of Canada	\$ 254,907
Multiple Sclerosis Canada	\$ 388,359
Muscular Dystrophy Canada	\$ 77,273
Parkinson Canada	\$ 273,673
Total	\$ 9,846,110

Find out more about the impact of these donations over the next pages!



17 Health Charities, one mission: building a healthier Canada

HealthPartners’ members provide value to Canadians in many ways. They work to enhance quality of life, invest in underrepresented areas of research, influence health policy and provide credible information on over 400 major illnesses and chronic diseases.



At a high level, they offer help in three broad categories:

Focused health expertise: HealthPartners’ members bring deep expertise on the specific and unique needs of their community given the health conditions affecting them.

Comprehensive pillars of impact: HealthPartners’ members all support their communities with four broad pillars of impact delivered in a way that is tailored to the patient and caregivers’ specific needs: research, education, programs and services, and advocacy.

Cross-cutting causes: While HealthPartners members each focus on a specific group of medical conditions, through their pillars of impact they address important health causes that are common to all, including (but not limited to): children’s health, women’s health and indigenous health.

In 2022-2023, HealthPartners members had over 23 million interactions with Canadians!

Pillars of Impact

Research

Education

Programs And services

Advocacy

Research

HealthPartners’ member charities are major contributors to health research in Canada, playing a crucial role in fostering a robust research ecosystem. Often, our members fund areas of research that are under-funded by other sources, including funding early career researchers and niche research projects, integrating patient perspectives throughout. By funding research to develop new treatments, identify potential cures and promote earlier diagnosis, our members have positively affected the health outcomes of millions of Canadians.

Over the past year, our coalition collectively invested over \$107 million in medical research, funding over 1000 medical research projects that supported thousands of researchers in institutions across Canada.

Education

Canadians diagnosed with the major or chronic illnesses HealthPartners members focus on often require information on how to live with their condition – information that healthcare providers may not be able to provide day to day. For that reason, millions of Canadians turn to HealthPartners member charities every day for trustworthy and thoroughly vetted health information.

Since the pandemic, given disruptions in access to healthcare, that need has grown exponentially. HealthPartners members have responded to this need by offering education through helplines, webinars, and information sessions, helping Canadians to navigate the healthcare system, prevent disease, enhance well-being, and gain insights into their specific health circumstances.

Alzheimer Canada provided 1,000,000 people with information services through their website.

Arthritis Society Canada saw 2,000 Canadians utilize the Arthritis Line, a free information and support service available by telephone and email.

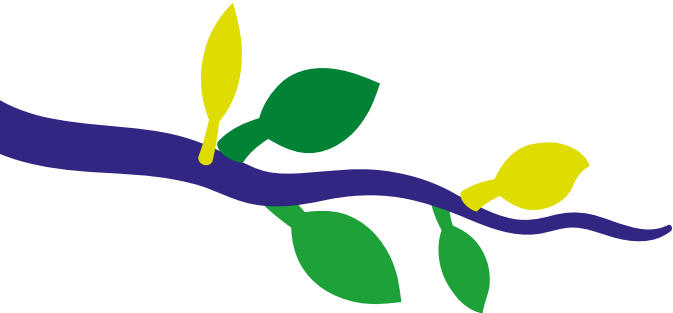
The Canadian Cancer Society empowered 16,800,000 Canadians by providing cancer information via their website.

The Canadian Hemophilia Society delivered evidence-based bilingual information and support to patients, their families, health care providers and the general public Canada-wide.

The Kidney Foundation provided 22,353 Canadians with educational materials through their patient handbook.

The Canadian Liver Foundation offered a lifeline to 10,000 Canadians facing liver-related challenges with its Liver Helpline.

Muscular Dystrophy Canada held 24,000 interactions with persons impacted by neuromuscular disorders.



Pillars of Impact

Programs and Services

HealthPartners’ member charities deeply understand the needs of the communities they serve, and they meet those needs by offering a wide range of programs and services. These programs and services are fundamental in bridging gaps in service and providing essential health supports.

- ALS Canada launched the ALS learning institute to help participants understand the ALS landscape.
- Crohn’s and Colitis Canada’s GoHere Washroom Access Program App developed in 2015 grew to over 41,000 downloads and 3,200 locations across Canada.
- Diabetes Canada reignited its D-Camps that connect youth with Type 1 diabetes to their peers after a two-year hiatus due to COVID.
- The Huntington Society of Canada provided 8,144 individuals with direct support services such as home healthcare.
- The Canadian Lung Association served over 450 Canadians through its toll-free bilingual Lung Health Line.
- The Mental Health Commission of Canada served 2 million people through Roots of Hope, its locally-tailored and evidence-based best practices suicide prevention program.
- MS Canada responded to over 9,000 inquiries through the MS Knowledge Network.
- Parkinson Canada served more than 10,000 Canadians impacted by Parkinson’s Disease.

Advocacy

HealthPartners member charities advocate actively for health policies that address the needs of individuals living with or at risk of chronic or acute diseases. Through their advocacy, they amplify the voices of patients and caregivers, fostering positive changes in healthcare systems and policies. Key advocacy areas include, among others, promoting preventive medical screening, endorsing the adoption of national chronic disease management strategies, and advocating for equitable and timely access to affordable medication and treatment – all with a goal of enhancing the health of Canadians.

- Cystic Fibrosis Canada successfully advocated for the transformational drug, Trikafta, to be approved by Health Canada in 2022, which resulted in every province and territory in Canada now funding the drug for eligible Canadians aged six and older.
- The Canadian Cancer Society successfully led 29 policy initiatives to shape a healthier society.
- The Arthritis Society influenced 34 public policy decisions nationally in areas like surgical wait times and access to clinical trials.
- Muscular Dystrophy Canada continued to work with key decision makers to ensure that every newborn is screened for spinal muscular atrophy so that they can get the care they need, quickly.

Our Causes

We connect Canadians to the causes that matter the most to them.

Children’s Health

HealthPartners members support children’s health through programs, services and research. Programs like summer camps provide opportunities for children and their families to experience activities in a supervised and medically-supported environment where they can enjoy activities with their peers. Dedicated research to children’s health can for its part change the face of many chronic and genetic conditions.

In 2022-2023, our members supported children and families across the nation who are affected by chronic and acute conditions.

Arthritis Society Canada sent 242 kids to camp in six locations across Canada, distributed 91 backpacks loaded with supplies, and hosted 132 virtual participants in their Sunrise peer support program.

The **Canadian Cancer Society** provided 600 kids with the opportunity to safely attend camp in three locations across Canada.

Crohn’s and Colitis Canada provided a \$375,000 grant to BC Children’s Hospital to study how certain E. coli initiate colitis, and reveal new approaches to diet in order to prevent damage.

Cystic Fibrosis Canada awarded a \$300,000 research grant to Dr. Lisa String at the Hospital for Sick Children to study curing cystic fibrosis with gene or stem cell therapies.

Women’s Health

Inequality in medical research is being addressed by many of our members. Leveling the field by increasing investments in research that is specific and focused on women’s health – be it related to symptoms, diagnosis, treatment and therapies, drug interactions or mental health, is improving health outcomes and saving more lives.

In 2022-2023, our members made great strides in improving women’s access to services and supporting women’s health.

Heart & Stroke funded the cutting-edge research of Dr Jodi Edwards of the University of Ottawa Heart Institute, a data detective sleuthing out ways to prevent stroke and vascular dementia. Her research is focused on the heart-brain connection and firmly tied to sex and gender equity.

The **Canadian Cancer Society** supported Dr David Huntsman and his colleagues, who have discovered that ovarian cancer starts in the fallopian tubes. This huge discovery that will lead to early detection and improved treatment.

MS Canada has developed a resource specifically for women –affected by this neurological disease 3 times more than men – to help them in navigating considerations around pregnancy, menopause and more. MS Canada also supports the work of Dr Kristen Krysko which focuses on women’s health during pregnancy and postpartum to improve the treatment and care of women with MS.

The **Kidney Foundation of Canada** awarded a grant to Dr Reetinder Kaur at UBC to study the factors influencing a woman’s decision to become a living kidney donor and the ways to mitigate potential coercion.



Indigenous Health

Our members are committed to working toward collaborative approaches to health that are inclusive and culturally appropriate. Acknowledging the impact settler colonialism has on indigenous health is a priority for our members in all aspects of their mission work, including choosing and funding research, and developing inclusive programming and education.

In 2022-2023, HealthPartners members invested in programs that support indigenous health and reduce inequalities.

The **Canadian Liver Foundation** promoted conversations on liver wellness in partnership with Indigenous Knowledge Keepers in Alberta.

Heart & Stroke co-launched a new funding program for Indigenous post-graduate students in Canada in a commitment to advance the journey of Truth and Reconciliation. The Personnel Awards for Indigenous Scholars aims to increase the number of highly qualified trainees from Indigenous communities working in heart and/or brain research.

Muscular Dystrophy Canada invested \$50,000 in a study conducted by Dr Kerri Schellenburg at the University of Saskatchewan to explore the impact of the genetic disorder spinal bulbar muscular atrophy on persons identifying as indigenous. The study's approach adapts photovoice to indigenous methods, utilizing sharing circles. The study will give voice to a community that has not previously been heard and increase awareness of this disorder in indigenous communities.

The **Alzheimer Society of Canada** dedicated a digital resource to share information for Indigenous peoples - First nations, Metis and Inuit.

The **Mental Health Commission of Canada** offered its three-day first-aid course designed by Inuit, for Inuit and for those who work with Inuit to encourage people across Inuit Nunangat to have conversations about mental wellness with family, friends, and colleagues.

Caregiving

One in four Canadians, roughly 5.2 million people, is a caregiver. Health charities play a significant role in supporting caregivers as they care for loved ones who are living with a chronic disease or major illness. Support groups and credible information on system navigation, referral services and education on symptom management all contribute to empowering caregivers with the tools they need for support.

In 2022-2023, our members helped Canadian families and individuals by providing support and assistance to caregivers.

Parkinson Canada partnered with Seniors for Seniors to provide resources to seniors living with Parkinson's and their caregivers. Services include respite care, transportation, friendly visits, light housekeeping, overnight stays, and more.

ALS Canada supported over 500 people through educational webinars with information on care supports for primary caregivers.

Muscular Dystrophy Canada hosted four Family and Caregiver Retreats across Canada to offer a weekend 'away from it all' in a safe, welcoming, and natural setting. These retreats provide clients, their family members and caregivers the opportunity to connect with others who are living similar experiences, to provide support, and help reduce social stigmas.

The **Huntington Society of Canada** provided caregiving support through their Family Services programs.



Our Members

