



Strengthening Our Foundation, Inspiring Our Future

HealthPartners Annual
Report 2023/2024



2023/2024



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Message from the CEO and Board Chair of HealthPartners

As we look back on 2023/24, we are reminded of the vital role HealthPartners and our charity members play in improving the health of people in Canada. With a mandate to unite workplaces, health charities, and the communities of people our charities serve, HealthPartners is the bridge between these groups, fostering partnerships and connections that address the needs of millions living with serious illnesses. This year, thanks to the generosity of over 52,000 donors and the support of our workplace campaigns, HealthPartners raised \$9.39million. These funds have empowered our charities to provide life-changing services, groundbreaking research, and transformative advocacy efforts that touch 9 out of 10 people in Canada living with chronic illnesses.

Reinvigorating Our Core and Expanding Our Reach

In addition to supporting our member charities, we focused on reinvigorating workplace charitable campaigns, which form the backbone of our impact. By strengthening relationships with employers and expanding into new workplaces, we have laid the groundwork for sustainable growth. These efforts are not only essential for today but are pivotal to ensuring we can meet the growing needs of our health collective in the years ahead. Strengthening collaboration with our member charities, donors, and workplaces has been key to amplifying our collective impact.

Delivering Impact and Building for the Future

While stabilizing our operations, we've remained steadfast in our mission. This year, HealthPartners and our members reached 30.2 million people with programs and services that deliver tangible support, such as mobility aids, education, and respite care. Looking ahead, we are committed to expanding our workplace campaigns and increasing funding for our member charities by 3% annually. These steps are part of a larger vision to double our impact by 2030, creating healthier futures for all.



Andrew Treusch
Board Chair,
HealthPartners



Kimberley Hanson
CEO, HealthPartners

Thank you for your continued support and for joining us on this journey. Together, we are building a legacy of hope and health for generations to come.

About Us

Workplaces. Health charities. The people and families they support.

At HealthPartners, we bridge, lead and inspire these groups to work together in harmony towards a shared goal — to improve the lives of those living with serious illness through innovative workplace fundraising campaigns. We enrich workplace cultures with a sense of purpose, enable health charities with much-needed donations, and empower patients and those close to them to join us on our journey.

Our Vision:

A healthier Canada

Our Mission:

That every person has the health support they need by working in collaboration with 17 leading health charities in Canada.



Canadian Cancer Society



Multiple Sclerosis Canada

crohn's colitis canada



crohn colite canada



Mental Health Commission of Canada

Commission de la santé mentale du Canada



Heart & Stroke

Alzheimer Society CANADA



Canadian Hemophilia Society
Help Stop the Bleeding



Cystic Fibrosis Canada



MUSCULAR DYSTROPHY CANADA
DYSTROPHIE MUSCULAIRE CANADA
MUSCLE.CA

DIABETES CANADA

Canadian Lung Association
BREATHE



Parkinson Canada



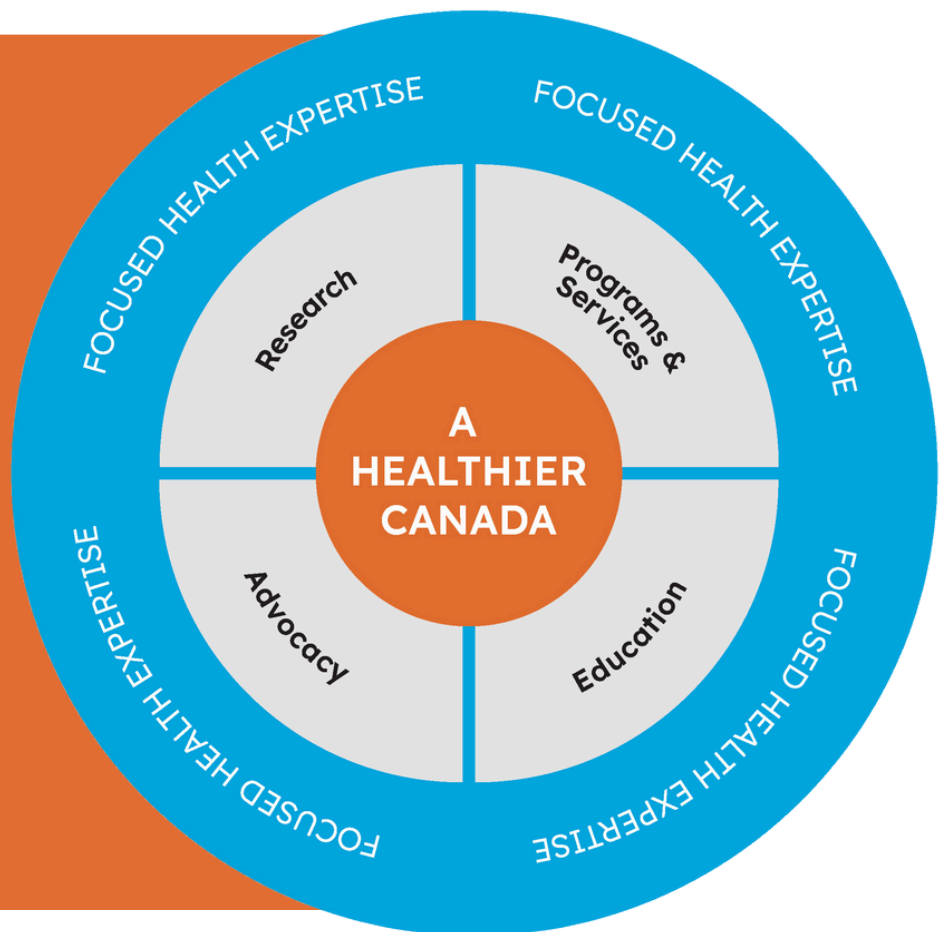
kidney FOUNDATION

liver canada

To ensure every person in Canada has the health support they need, our strategy is to fundraise in four key areas: research, education, programs & services, and advocacy. Together, these four pillars of impact tackle the biggest challenges facing our healthcare system and the people living with major illness.

Each charity decides where best to direct these funds within the four pillars based on the specific needs of their community, the health condition they are addressing, and the systematic issues facing the specific needs of the illness.

“These **four pillars of impact** tackle the biggest challenges facing our healthcare system...”



The Big Picture

We’ve learned that success in one pillar often amplifies impact in others. For example, breakthroughs in research can inform advocacy efforts, while programs and education make those outcomes tangible in people’s lives.

Armed with these insights, we are better positioned to strengthen our four pillars and grow our impact for the millions of Canadians who rely on us and our 17 member charities. Together, we’re building a healthier, more equitable future.

Our Impact

What We've Learned:

Over the past two years, we've gained valuable insights into our four pillars that have shaped our approach and strengthened our resolve to support the health of people in Canada.

Here's what we've learned:

Community Connections Matter:

Programs like camps and helplines don't just provide services; they build vital support networks that improve quality of life and mental well-being for families and individuals.

Equity Must Drive Innovation:

Underrepresented communities often face unique health challenges. Prioritizing equity in research—like MS Canada's work on diversity in clinical trials—ensures that breakthroughs are inclusive and far-reaching.

Timely Information Saves Lives:

The pandemic reinforced that accessible, credible information can empower individuals to take control of their health and prevent chronic diseases. Webinars, sessions, and digital solutions like "My Gut" from Crohn's and Colitis Canada demonstrate how innovative education platforms can reach wider audiences and have lasting effects.

Unified Voices Have Power:

Collaborative efforts among our members have achieved landmark policy wins, such as cigarette warning laws and access to therapies like Trikafta for Cystic Fibrosis patients.





1. Programs and Services

The Issue

Millions of Canadians rely on critical health services every year, yet our healthcare system is under immense strain. In 2023, 87% of our member organizations reported a sharp rise in service needs compared to 2019.

The Way Forward

By expanding access to care, mobility aids, camps, and dedicated help lines, we can improve quality of life for people living in Canada with chronic diseases and major illnesses.

Barriers

Limited resources, rising costs, and increasing demand threaten the ability to provide timely and effective services to those who need them most.

Why Your Help Matters

In 2023/24, our health collective:

Had
30.2 M
touchpoints with
individuals across
Canada.

100,000+
people received help
through dedicated
information lines.

Over
10,000
requests were funded
for mobility aids
and cancer support
accessories.

2,219
kids and families
found respite through
39 summer camps
and family retreats.

Highlights

- | Canadian Cancer Society provided 4,709 cancer patients with lodging and 75,291 with transportation during treatments.
- | Muscular Dystrophy Canada funded 1485 requests for mobility equipment worth \$2,117,417
- | Alzheimer's Society's First Link program supported 150,000 individuals.
- | 985 youth with Type 1 diabetes attended D-Camps.
- | Huntington Society of Canada increased their home support to families impacted by Huntington's Disease by 30%.
- | The Canadian Lung Association served 570 people through their Lung Help Line and 1337 people through their Virtual Pulmonary Rehabilitation program, BREATHE Better | Stay STRONG.



Outcome Anecdotes

“D-Camps is a great experience because it gives you a break from normal life, and really gets you connected with other kids who live with diabetes. I learned new skills, how to survive, and had so many happy moments!”

- Diabetes Canada D-Camper

“The Alzheimer Society was a life-line to our family throughout our mom's dementia journey. The resources and support we received helped us through an extremely difficult time.”

- Leanne Anderson, caregiver.



2. Research

The Issue

Chronic diseases account for 89% of all deaths in Canada and breakthroughs in research can transform these outcomes. However, research funding remains at an all-time low in Canada. Canada spends just 1.5% of its total public health spending on research compared to Australia at 3.3% and the U.S. at 5.9%.

The Way Forward

Targeted research investment yields life-saving advancements, from early detection methods to innovative therapies.

Barriers

Equitable funding and diverse clinical trials are essential but remain underfunded and underrepresented.

Why Your Help Matters

Our health collective invested **\$114.4 million** in research in 2023, a **6.5% increase** over 2022.

Our collective is committed to health equity and funding research initiatives that promote the principals of diversity and inclusion. We support impactful initiatives like Heart and Stroke's work to address inequity in women's heart and brain health research.

Alzheimer's Canada funded a landmark study entitled "Many Faces of Dementia in Canada" that heightens the need to increase awareness around impacts of structural barriers and social determinants of health on a large segment of the population.





Highlights

Canadian Cancer Society: Five-year survival rates have risen from 25% to 64% since funding began in the 1940s.

Arthritis Society of Canada identified 18 strategies for equitable osteoarthritis care.



Outcome Anecdotes

“I’m here today because of the breakthroughs in cancer research made possible by donors like you.”

- Cassidy London, breast cancer survivor

“Our findings highlight that we need to adapt how we help everyone – including Indigenous, racialized and younger adults – live with dementia, while supporting access to care, diagnosis and prevention tools for all.”

- Dr. Joshua Armstrong, Alzheimer Society of Canada research scientist and lead author of the Many Faces of Dementia study.



3. Advocacy

The Issue

Healthcare is managed provincially which leaves many gaps in the access to equitable care and novel therapies, leaving vulnerable populations underserved across the country,

The Way Forward

Advocating for healthcare policy changes ensures sustainable service delivery and access to life-changing treatments.

Barriers

Systemic gaps in health policy and funding prevent timely access to essential therapies.

Why Your Help Matters



Canadian Cancer Society, Heart and Stroke and the Canadian Lung Association collectively and successfully advocated for one of the toughest cigarette labelling laws in the world advocating for individual cigarettes to be labelled with health warnings.



Continued advocacy by Cystic Fibrosis Canada in 2023/24 resulted in Health Canada's approval of Trikafta's for Canadians aged two and older. Through the Canadian CF registry, it was reported that there was an increase of 70% of those now able to be on this modulator. A game changer.

1M

Thanks to the advocacy efforts of Diabetes Canada, in 2023, the Federal Government announced nearly \$1 million dollars over three years to allow Diabetes Canada to begin the work of implementing the recommendations and strategies laid out in the Framework for Diabetes in Canada.



After three years of Muscular Dystrophy Canada working with each level of government, all babies born in Canada can now be tested for spinal muscular atrophy (SMA). This milestone means infants diagnosed with SMA, the most fatal genetic disorder in children under two, can receive life-changing treatment before symptoms even develop.



Outcome Anecdotes

“Since our son Andre has been able to access Trikafta, our preventative therapy has been reduced from 2 hours a day to around 30 minutes maximum. His salt chloride levels are within the normal range, his pancreas is fully functional and his nasal polyps have disappeared. He no longer even needs to take enzymes. He’s been lucky to not have had any respiratory symptoms and hopefully he never will.”

- Dave Clair, CF Parent, Toronto, ON

“Tobacco is a leading cause of lung disease, responsible for approximately 80% of cases. The Canadian Lung Association is committed to advocating for strong measures to protect public health. Canada’s bold decision to directly imprint health warnings on cigarettes sets a global precedent. By making these warnings impossible to miss, we hope to discourage young people from initiating smoking and motivate current smokers to consider quitting.”

Sarah Butson, CEO, the Canadian Lung Association.



4. Education

The Issue

According to the Public Health Agency of Canada, 60% of Canadian adults and 88% of seniors are not health literate. Health awareness and literacy is key to prevention and disease management, yet access to accurate and timely education varies widely across Canada.

The Way Forward

By educating people in Canada, we empower them to manage their health and reduce the risk of illness and disease.

Barriers

Knowledge gaps and geographic limitations hinder widespread education.

Why Your Help Matters

All 17 health charities provide easy to understand, credible and timely information to those impacted by chronic disease and major illness through their websites.

Parkinson Canada reached **16,760 individuals** through webinars.

MS Canada hosted **42 sessions** impacting over **2,000 attendees**.

The Canadian Liver Foundation engaged approximately **6,600 participants** in education and awareness initiatives that assist people to understand liver health.



Outcome Anecdotes

“Understanding my condition has made all the difference. I’m able to make informed decisions about my health.”

– Brock Carlton, lives with Parkinson Disease

By working together, we’re building healthier futures. Thank you for being part of this journey.

Workplace Giving Campaigns



At HealthPartners, we believe in the transformative power of purpose-driven workplaces. Through innovative and inspiring workplace campaigns, we empower organizations and their employees to directly support life-changing programs and services for millions of people in Canada living with chronic illnesses.

The Purpose Economy in Action

In a business landscape where purpose drives performance, HealthPartners is proud to provide a turnkey solution that brings meaning and impact to workplaces across Canada. With 60% of the workforce living with at least one chronic medical condition—and 9 in 10 workers likely to require the support of HealthPartners’ charity collective in their lifetime—our workplace campaigns connect employees and employers to a cause that resonates with their values.

Through donation methods like payroll deductions, vacation day contributions, or secure online platforms, we make giving easy, flexible, and impactful. Our trained volunteer speakers share personal stories, showcasing the real-world difference workplace donations make.



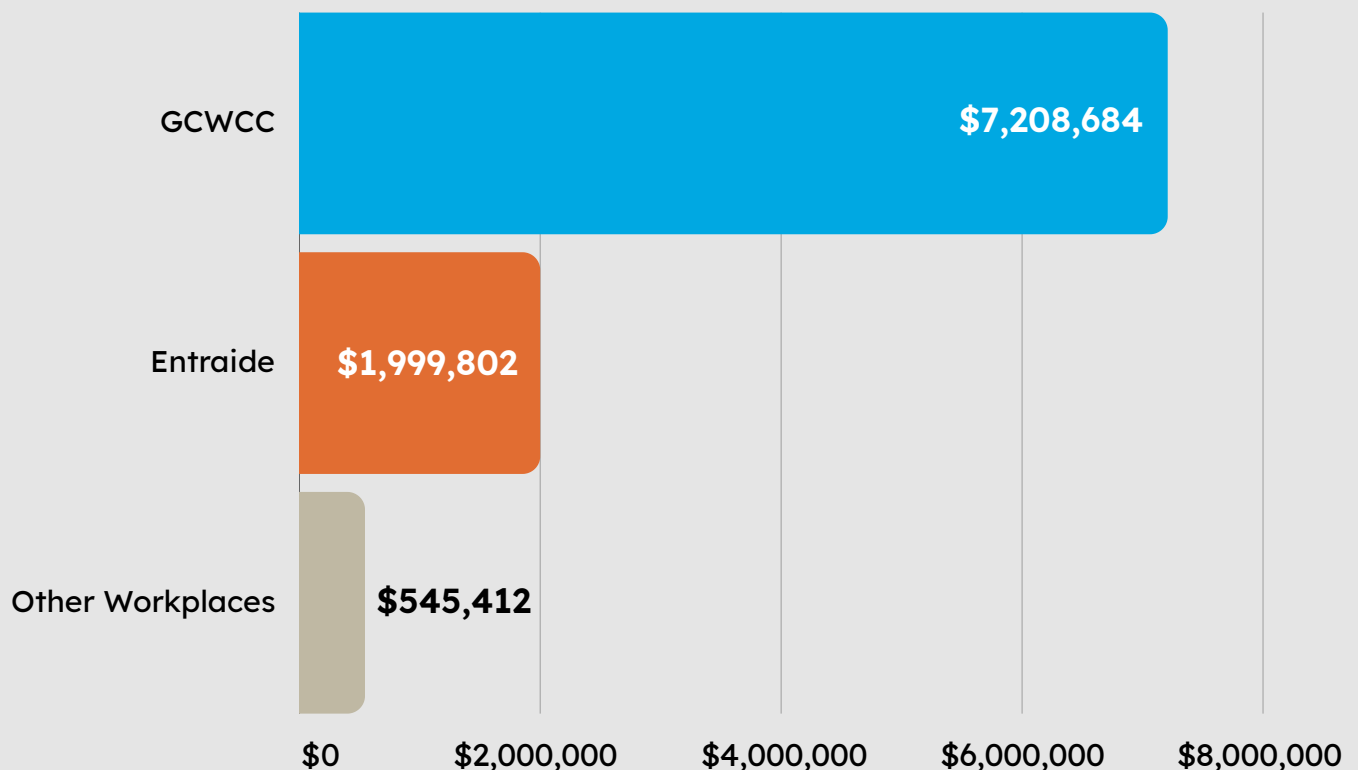
“9 in 10 workers likely to require the support of HealthPartners’ charity collective in their lifetime”

This unique approach equips employees with an answer to the question, “What did you do at work today?”—“**I changed a life.**”

2023 Campaign Highlights

HealthPartners launched the year with renewed resources and a robust Speaker Bureau, driving success in our core campaigns despite economic challenges. Our campaigns touched hundreds of workplaces, primarily through our partnerships with the **Government of Canada's Workplace Charitable Campaign (GCWCC)** and Quebec Government's **Entraide Campaign**, which together represent the majority of our fundraising efforts.

Results at a Glance



GCWCC: Pledged revenue grew 0.41% to \$7,208,684, despite a 3% decline in donors. Notably, 43% of surveyed donors said hearing a HealthPartners' speaker influenced their decision to give.

Entraide: Pledged revenue reached \$1,999,802, with anticipated growth in 2024 following stabilization efforts.

Other Workplaces: Revenue from 19 additional workplace campaigns totaled \$545,412, this remains a key area for future growth.

The Voice of Impact

Our campaigns inspire workplaces by connecting employees with stories of resilience and hope.

“Thank you so much for attending our opening ceremony today. The stories and speakers were incredible!”

“

“Our campaign gives employees a way to act on their values, creating a more engaged and inclusive workplace.”

– Marjolaine Perreault,
Executive Director, Centrale des
syndicates du Québec

“The amazing HealthPartners team makes running a campaign accessible and easy. Support and advice are offered every step of the way.”

– Allison Cowan, Vice President,
External Affairs and Development, The
Mental Health Commission of Canada

Looking Forward

As we move into 2024/25, our focus will shift towards expanding workplace partnerships, leveraging our strengthened infrastructure, and introducing new tools to enhance campaign experiences.

Together, we'll drive even greater impact, ensuring healthier futures from coast to coast.



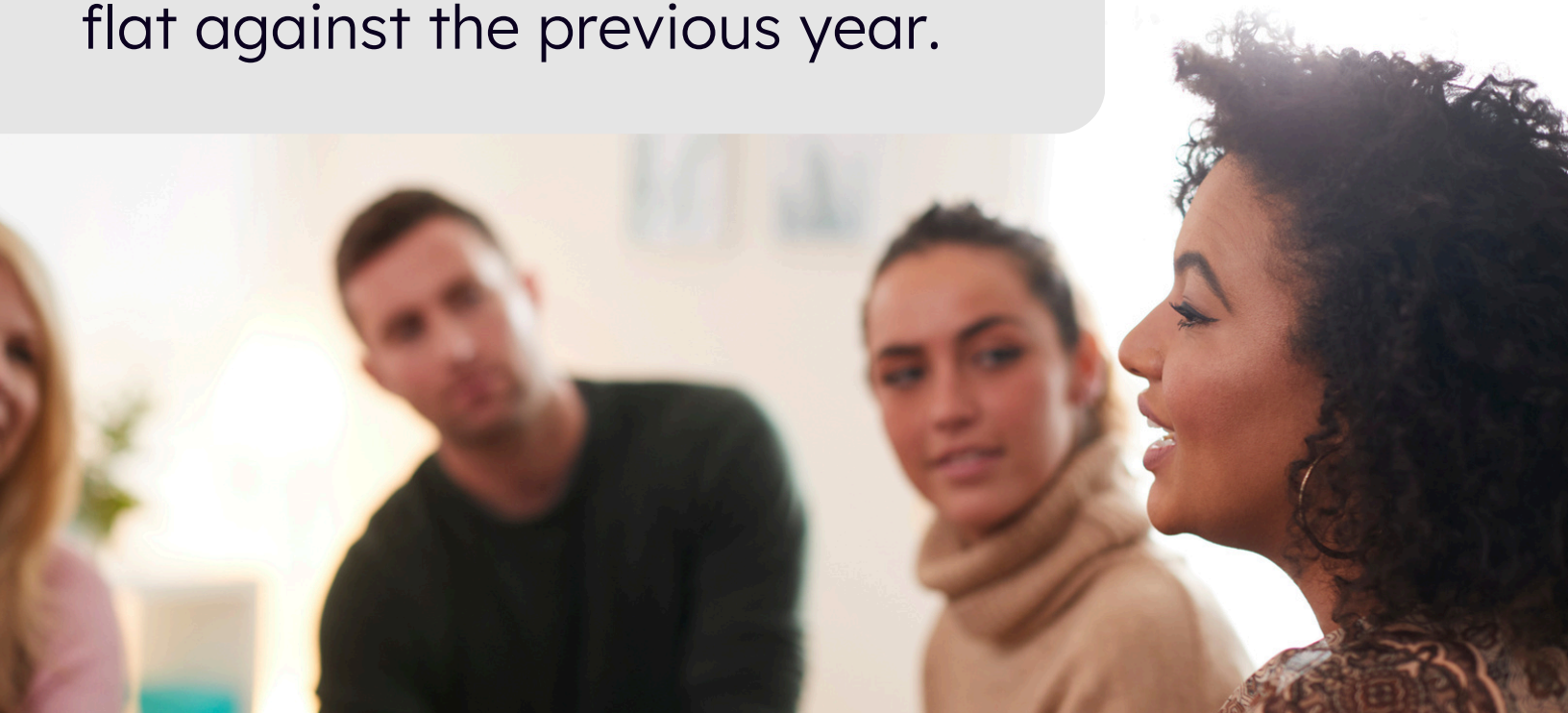
Financial Overview

The focus this year was on streamlining financial processes to increase transparency and to continue to be excellent stewards of donor dollars.

The implementation of QuickBooks Online enables management to generate useful financial reports with transactional data that can be presented in more detail, which minimizes reliance on spreadsheets and manual calculations.

An internal accounting policy change for recognizing revenue eliminated pledge accounting (accounting for revenue based on pledges received) in favour of cash accounting (accounting for revenue when cash is received). This change means pledge loss estimates are no longer required, streamlining processes and mitigating the risk of unrealized fluctuations in financial statements. Although in reality revenues in FY24 were only 1% short of those of FY23, the larger decrease in revenue reported in the FY24 Audited Financial Statements is predominantly driven by this accounting policy change, which resulted in an overall deficit.

Expenses for the year remained flat against the previous year.



Statement of Financial Position As at July 31, 2024

Assets	FY24	FY23
Cash	5,381,276	3,556,492
Accounts & Pledges Receivable	122,306	4,399,780
Prepaid Expenses	45,427	29,831
	5,549,009	7,986,103
Capital Assets	158,256	150,963
	5,707,265	8,137,066
Liabilities & Net Assets		
Trade Payables & Accrued Liabilities	176,290	143,903
Campaign Funds to be Distributed	2,650,202	1,703,640
Deferred Designated Campaign Donations	-	3,027,490
	2,826,492	4,875,033
Net Assets	2,880,773	3,262,033
	5,707,265	8,137,066

Statement of Operations For the Year-Ended July 31, 2024

Revenue	FY24	FY23
Campaigns	9,157,570	9,870,296
Interests & Other	10,199	27,041
	9,167,769	9,897,337
Expenses		
Operations	2,710,752	2,608,002
Management Fees (GCWCC)	1,136,492	1,317,091
Distribution To Members	5,701,785	5,633,587
	9,549,029	9,558,680
Surplus (Deficit)	(381,260)	338,657

National Health Charities

Member Organization	Designation Rate %	Amount (\$)
ALS Canada	2.89 %	\$248,521
Alzheimer Society Canada	13.44 %	\$722,220
Arthritis Society Canada	3.16 %	\$260,603
Canadian Cancer Society	28.76 %	\$1,409,880
Canadian Hemophilia Society	0.22 %	\$128,697
Liver Canada	1.28 %	\$176,255
Canadian Lung Association	2.19 %	\$217,055
Crohn's And Colitis Canada	4.38 %	\$315,299
Cystic Fibrosis Canada	1.50 %	\$186,314
Diabetes Canada	8.38 %	\$495,031
Heart And Stroke Foundation	15.33 %	\$807,006
Huntington Society of Canada	0.63 %	\$147,230
The Kidney Foundation of Canada	3.31 %	\$267,426
Mental Health Commission of Canada	3.66 %	\$283,046
MS Canada	5.59 %	\$369,909
Muscular Dystrophy Canada	0.78 %	\$153,809
Parkinson Canada	4.52 %	\$321,957
Other		\$23,603

TOTAL:

\$6,533,862



Quebec Health Charities

Organisation Membre	Taux de désignation %	Montant (\$)
Société de la SLA du Québec	3.20 %	\$112,012
Fédération québécoise des sociétés Alzheimer	15.37%	\$367,509
Société de l'arthrite	2.41 %	\$95,393
Société canadienne du cancer	29.64 %	\$667,162
Société canadienne de l'hémophilie	0.55 %	\$56,415
Fondation canadienne du foie	1.76 %	\$81,833
Association pulmonaire du Canada	1.93 %	\$85,359
Crohn et Colite	4.36 %	\$136,364
Fibrose kystique Québec	1.28 %	\$71,670
Diabète Québec	7.64 %	\$205,307
Fondation des maladies du coeur et de l'AVC du Québec	11.29 %	\$281,892
Société Huntington du Québec	0.44 %	\$54,140
Fondation canadienne du rein	2.70 %	\$101,510
Commission de la santé mentale du Canada	6.83 %	\$188,255
SP Canada	4.29 %	\$134,827
Dystrophie musculaire Canada	0.88 %	\$63,391
Parkinson Canada - Québec	5.42 %	\$158,637
Other		\$547
TOTAL:		\$2,862,222



A Special Thanks to Our Volunteers

This year, we made significant strides in strengthening our volunteer program, and we owe its success to the incredible dedication of our volunteers. From the launch of a new volunteer framework and dedicated resources to the creation of a support webpage for our volunteer speakers, we focused on providing the tools and recognition they deserve. With over 1,000 hours contributed by 80 volunteers, including 200+ speaking engagements across Canada, your impact has been nothing short of extraordinary.

Your heartfelt stories inspired workplaces, raised awareness, and fueled campaigns that change lives. Volunteers like you are the heartbeat of HealthPartners, driving our mission forward every day. Thank you for your time, passion, and unwavering commitment. We are deeply grateful for all you do to help us create healthier futures for all people living in Canada.



Looking Ahead: Our Targets

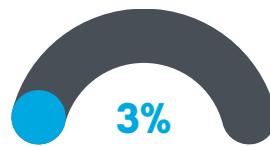
As we look to the future, HealthPartners is focused on ambitious yet achievable goals that will amplify our impact and expand our reach. In the short term, we aim to grow stronger by adding new workplace campaigns, launching our Health Advisory Network, and enhancing fundraising efforts. These foundational steps will position us for sustainable growth and greater support for the 17 health charities we proudly serve.

One-Year Targets (2025)

25

New Workplace Campaigns

Add 25 new workplace campaigns as part of our journey to 25 new clients by 2025.



Enhanced Fundraising

Grow revenue by 3% to increase funding for our charities.



Health Advisory Network Launch

Establish and operationalize the Health Advisory Network to guide strategy, innovation, and future growth for HealthPartners.

Long-Term Targets (By 2030)

To become the leading national health charity collective, recognized for:



Expanding Impact

Doubling the funds raised annually to support the critical programs, services, research, education, and advocacy of our 17 member charities.



Diverse Partnerships

Partnering with 100+ workplace campaigns to drive long-term sustainable funding.

By 2030, our vision is to become Canada's leading national health charity collective, doubling our annual fundraising impact and forging over 100 workplace partnerships. Together, we can transform lives, build healthier communities, and create a legacy of hope and support for generations to come. The journey begins today, and with your support, the possibilities are limitless.



Final thoughts: Building Healthier Futures, Together

As we reflect on a year of stabilization and growth, we are inspired by our health collective, the generosity of our donors, and the passion of our volunteers. Together, we've built a strong foundation that not only supports today's needs but also propels us toward a healthier, more equitable future for all.

The road ahead is full of opportunity, and with your continued support, we are ready to achieve even greater impact. Thank you for being part of this journey—together, we are creating a legacy of hope and good health across Canada.