



# This Is What Working With Purpose Looks Like

Connecting workplaces  
to the health charities  
people count on

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HEALTHPARTNERS  
ANNUAL REPORT 2024-25



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# Message from the CEO and Board Chair

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This year marked an important step forward for HealthPartners. As demand for health charities continues to rise and the landscape for giving becomes more complex, we chose to act with clarity and confidence. The focus of 2024–2025 was not simply growth for its own sake but strengthening HealthPartners so we can deliver lasting impact – now and in the years ahead.

Across the organization, we made deliberate progress. We expanded the number of workplaces partnering with HealthPartners, strengthened the systems that underpin workplace campaigns, and embedded patient and caregiver perspectives even more deeply into how we work. These choices have made HealthPartners more resilient, more relevant, and better equipped to provide stable, long-term support to health charities across Canada.

## At it's core...

HealthPartners is a connector – bringing workplaces, health charities, and the patients and families they support together around a shared purpose: to build a healthier Canada. Since 2023, the start of our planning cycle, we have grown from an aspirational goal of engaging 25 new workplaces to working with more than 42 today – generating over \$760,000 in pledged revenue outside of GCWCC and Entraide. However, these long-standing campaigns remain the bedrock of our collective support, and we value those partnerships deeply. Reflecting our shared commitment, HealthPartners' Board and staff also raised more than \$25,000 through our own annual employee giving campaign.

Overall, pledged revenue increased to nearly \$9.8 million this year – an outcome that speaks to the strength of our partnerships, the relevance of our model, and the trust placed in us by workplaces and donors alike.

We also welcomed three new national charities into the HealthPartners collective, expanding donor choice and strengthening our ability to respond to a broader range of health conditions. Through initiatives such as the Health Advisory Network and the Patient Engagement Forum, we continue to ensure that lived experience informs our decisions and shapes our direction.

To support this momentum, we made a small number of intentional, one-time investments in infrastructure and campaign technology. These investments were designed to enable growth at scale while ensuring HealthPartners remains a trusted and effective steward of donor dollars. By strengthening our foundation today, we are positioning the organization to grow workplace giving and direct even greater support to health charities in the future.

# Message from the CEO and Board Chair continued...

We would like to acknowledge and thank Kimberley Hanson, who concluded her tenure as CEO this year, and Shauna Almas who stepped in as interim-CEO. Their leadership helped build the foundation and team that will carry HealthPartners forward.



None of this work happens without the commitment of our donors, workplace partners, volunteers, board members, and charity members. Together, we are not only responding to today's needs – we are building a stronger, more resilient HealthPartners, and a healthier Canada for the future.



Margaux Stastny  
**CEO**



Michael Sangster  
**Board Chair**

# About Us

Chronic health conditions and illness are on the rise; the healthcare system is spread thin and donations to health charities are declining. We believe that the solution to this problem starts in the workplace. HealthPartners brings workplaces, health charities and the patients and families they support together around a single, shared purpose: to improve the lives of people across Canada who are living with chronic health conditions and illness through workplace giving.

Workplace giving is a simple idea, yet its impact is significant. By offering employees an easy way to give at work, HealthPartners helps create steady, long-term funding that health charities can count on — funding that supports services, research, advocacy, and education across a wide range of health conditions. For more than 35 years, HealthPartners has been the only national health charity collective dedicated to workplace giving. It's our reason for being, and we won't stop until every person living in Canada gets the health support they need.

Nine out of ten Canadians will rely on one of HealthPartners' supported charities in their lifetime. Our work helps ensure that support is available when it is needed most.

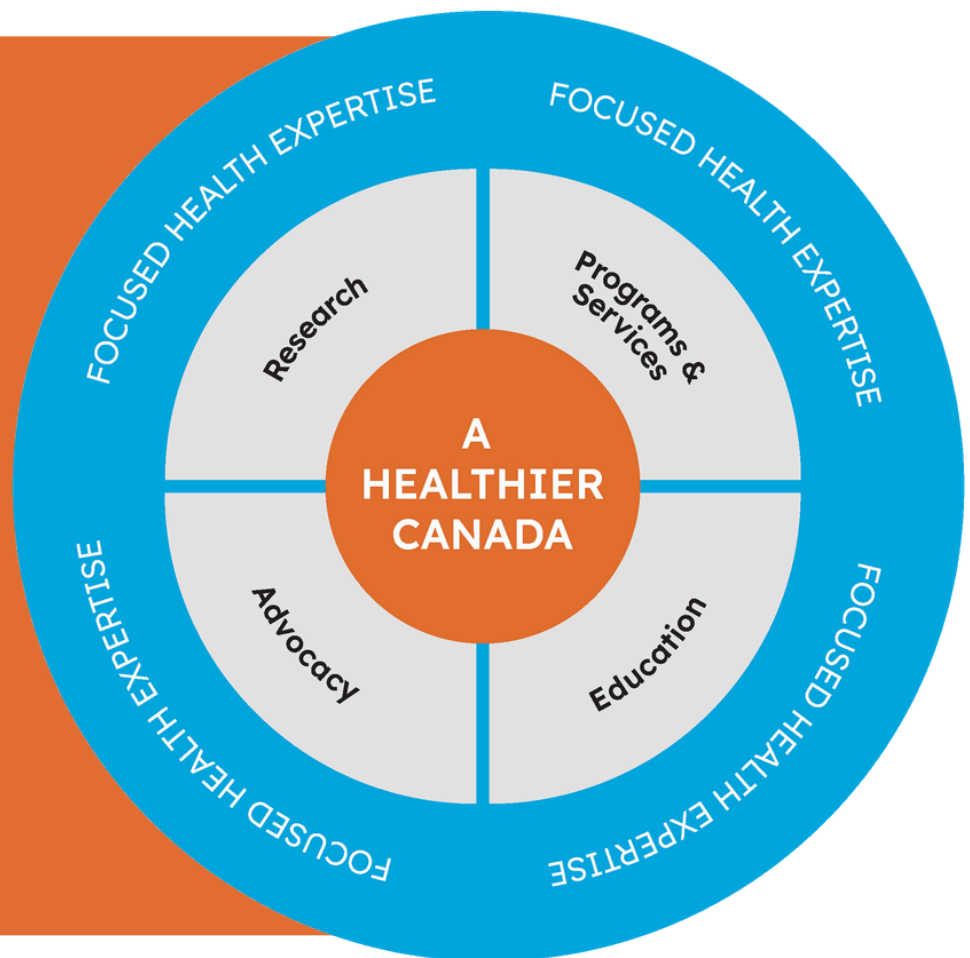


# Our Impact

When donors give through HealthPartners, their support fuels a national network of 20 health charities working across our four pillars of impact: Programs & Services, Research, Advocacy, and Education.

In the past year alone, HealthPartners' supported charities reached tens of millions of people across every Canadian province and territory. What follows are examples of how that support was delivered and the impact that it had.

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



# 1. Programs and Services

## The Issue

Chronic health conditions affect nearly one in two Canadians. For many people, managing conditions such as Parkinson's disease, ALS, muscular dystrophy, and arthritis, requires more than medical care, it depends on access to support and community-based services that help maintain independence and quality of life.

## The Challenge

Demand for these services continues to grow yet our healthcare system is under immense strain to deliver. In addition, we continue to face challenges in delivering equal and equitable access nationally, leading to longer wait times or gaps in care for many.

## Our Collective Response

Through workplace giving, HealthPartners has enabled our supported charities to deliver critical programs and services. In 2024–2025, donors helped our charities deliver more than 30.2 million moments of support to people and families across Canada.

## The Impact

In 2024–2025, our charities delivered meaningful outcomes:

**Parkinson Canada** connected more than 27,000 people to support services, education, and community-based resources.

**Muscular Dystrophy Canada** delivered \$6 million in assistive devices and hosted inclusive community retreats, enhancing quality of life for people with neuromuscular disorders.

**ALS Society of Canada** distributed over 3,400 pieces of medical equipment and expanded virtual support services, helping people with ALS live more comfortably and independently.



## 2. Research

### The Issue

Millions of Canadians live with chronic health conditions and illness that require evidence-based research to improve care. 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 Challenge

Low investment in peer-reviewed research slows life-saving innovations and delays new treatments for those who desperately need them.

### Our Collective Response

This past year, HealthPartners member organizations collectively invested over \$60 million in peer-reviewed medical research, supporting hundreds of studies and clinical fellowships that will help find new treatments or ways to detect health conditions earlier.

## The Impact

In 2024–2025, our charities delivered meaningful outcomes:

**Diabetes Canada** advanced 75 research projects across 20 institutions focused on treatment innovation and prevention.

**Arthritis Society Canada** piloted AI-enabled screening for hip dysplasia in Indigenous infants, screening over 300 infants to date.

**Mental Health Commission of Canada** supported 12 national research projects, launched Canada's first E-Mental Health Strategy, and piloted national schizophrenia care standards in four provinces.



## 3. Advocacy

### The Issue

Canada's healthcare system is complex and uneven with timely access to care a persistent problem nationwide. Delays in diagnosis and treatment are common. At the same time, regional differences significantly shape how and when care is delivered, creating uneven access between provinces, territories, and communities. For people living with chronic health conditions, rare or serious illness, these gaps can delay care, limit treatment options, and create inequities that directly affect health outcomes and quality of life.

### The Challenge

Changing health policy is a lengthy, complex, and resource-intensive process. Effective advocacy requires credible evidence, sustained engagement, and the inclusion of lived experience to ensure policy decisions reflect real-world needs.

### Our Collective Response

Workplace donations play a critical role in this work. Support helps sustain the long-term advocacy efforts of our supported charities to help move beyond awareness to achieve meaningful change in Canada's health system.

## The Impact

**In 2024–2025, our charities delivered meaningful outcomes:**

**Canadian Cancer Society** engaged 730 elected officials and established Canada's first all-party cancer caucus. They also supported a national e-cigarette tax (adopted by 12 provinces/territories) and influenced Quebec's vaping policies.

**Heart and Stroke Foundation** advocated for \$1 billion in federal funding over five years for a national school nutrition program benefiting 400,000 children annually. They promoted stronger vaping controls that led to a 12% vape tax increase in Alberta and Ontario, and provided input on a new vape strategy for schools.

**Alzheimer Society of Canada** advocated for stronger national guidelines and investments under the National Dementia Strategy to address barriers to care and provide better support for high-risk populations and caregivers, while continuing to engage in ongoing policy influence.

## 4. Education

### The Issue

Health information is only effective if people can understand and act on it. In Canada, an estimated 60% of adults struggle to access, interpret, or use health information effectively. For people living with chronic health conditions or illness, gaps in understanding can delay diagnosis, complicate treatment decisions, and increase stress for both patients and caregivers.

### The Challenge

The health information landscape is increasingly complex and crowded with misinformation. People are often forced to navigate confusing or contradictory messages at moments of vulnerability when clarity matters most. For health charities, delivering credible and accessible education requires sustained investment in evidence-based content and channels that can reach people, all while keeping pace with evolving science.

### Our Collective Response

HealthPartners' supported charities invest in education as a core part of improving health outcomes. Through national campaigns and digital resources, these organizations help people better understand their conditions, manage symptoms, and make informed decisions about care. Education also plays a critical role in prevention, early intervention, and reducing avoidable strain on the healthcare system.

## The Impact

In 2024–2025, our charities delivered meaningful outcomes:

**Heart and Stroke Foundation of Canada** reached millions of Canadians through national awareness campaigns, advancing understanding of heart and brain health and helping people recognize risk factors and early warning signs when timely action can save lives.

**Canadian Lung Association** delivered the Lungs Are For Life! program to 800 schools to prevent youth smoking and vaping by teaching about risks, nicotine addiction, and marketing tactics, offering lesson plans, activities, and resources for grades 5-10 to help students make healthy choices.

**MS Canada** reached approximately 1,200 people through MS 101 and expert-led education sessions, helping people and families better understand the disease, manage symptoms, and navigate day-to-day life with multiple sclerosis.

# Workplace Giving Highlights



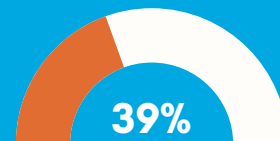
In 2024–2025, HealthPartners gained significant traction across workplace giving, now reaching 42 organizations nationwide. Surpassing the “25 new campaigns by 2025” goal, reflects growing confidence among employers in philanthropy as a practical and proven way to support charities while strengthening workplace culture and employee engagement.

By the numbers:

**\$9.8 MILLION**  
in total pledged revenue

**42**

workplace giving campaigns  
delivered nationwide



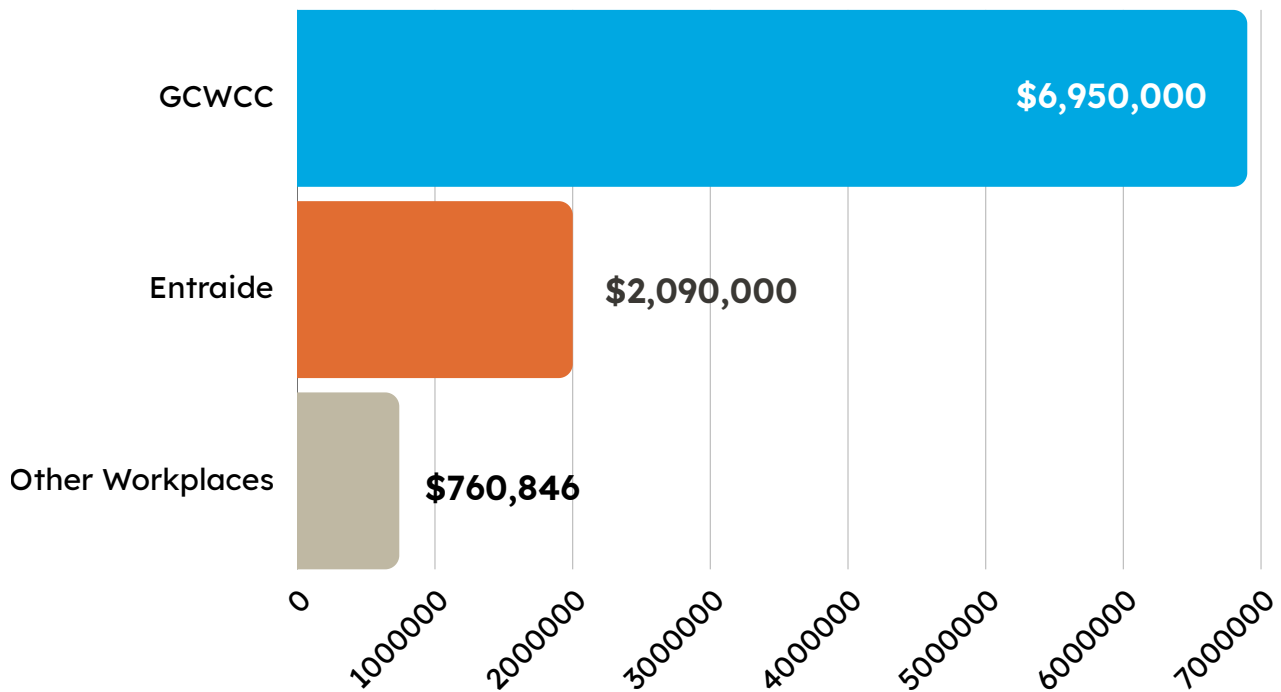
**growth** in pledged revenue  
from workplace campaigns  
outside the GCWCC and  
Entraide public campaigns

Surpassing  
the “25 new  
campaigns  
by 2025”  
goal

# Highlights

Together, these results demonstrate the expanding role workplaces play in sustaining Canada's health charities

## Results at a Glance



### Government of Canada Workplace Charitable Campaign (GCWCC):

Pledged revenue to the HealthPartners health collective declined modestly by 4% to \$6.95 million, while our market share remained stable. GCWCC remains a cornerstone of funding for HealthPartners' impact, accounting for over 70% of total pledged revenue, sustaining vital support to health charities nationwide.

### Entraide (Québec):

Pledged revenue grew by 4.7% to \$2.09 million, marking the strongest results for this campaign in more than five years. This growth underscores the commitment of Quebec's public-sector in supporting health charities.

### Other Workplace Campaigns:

Pledged revenue from other workplace campaigns was \$760,846 this year, reflecting expanding engagement beyond any single campaign and reaching more workplaces than ever before. This diversification strengthens the long-term resilience of HealthPartners and supports future growth.



## Celebrating 19 years of Partnership with Entraide

As we prepare to mark 20 years of being a named recipient in the Government of Quebec’s annual workplace fundraiser, we are proud to recognize the Entraide campaign as evidence of the power of collective action across the province’s public sector.



“Our collaboration with HealthPartners signifies a shift in how businesses view philanthropy - not just as a gesture but as an integral part of responsible business practice.”

- Carley Tietolman, Country and Electrification Communications Manager, Canada, ABB

“My first experience with HealthPartners was so fantastic, I can’t wait to do it again. I’m already planning my next campaign in a few months, and I already have people interested in participating.”

- Veronica Lares, Founder, Bold Coaching Studios

# Financial Overview

In 2024-2025, HealthPartners played its core role as a long-trusted steward of donations.

This year also included a small number of intentional, one-time investments to strengthen how HealthPartners supports donors, charities, and the people they serve. These investments included launching the Health Advisory Network (HAN) so the voice of people with lived and living experience(s) could directly inform our collective work, and enhancing the technology and systems required to grow at scale. As a result, operating costs were modestly higher this year. However, these investments were funded from reserves and are not included in operating expenses. As such, they do not impact the calculation of distributable funds to our supported charities.

These decisions were made deliberately. By investing in the foundation of our organization now, HealthPartners is better positioned to grow workplace giving and direct more funding to health charities in the years ahead.

HealthPartners remains committed to transparency and responsible financial management.



# Statement of Financial Position As of July 31, 2025

Assets	FY25	FY24
Cash	1,719,634	5,381,276
Guaranteed Investment Certificate	1,700,000	
Accounts Receivable	228,900	122,306
Prepaid Expenses	28,027	45,427
	3,676,561	5,549,009
Capital Assets	27,591	9,325
Intangible Assets	43,304	148,931
	3,747,456	5,707,265
<b>Liabilities &amp; Net Assets</b>		
Trade Payables & Accrued Liabilities	260,604	176,290
Campaign Funds to be Distributed	1,144,995	2,650,202
	1,405,599	2,826,492
Net Assets	2,341,857	2,880,773
	<b>3,747,456</b>	<b>5,707,265</b>

# Statement of Operations For the Year-Ended July 31, 2025

Revenue	FY25	FY24
Campaigns	9,494,083	9,487,915
Interests & Other	27,430	10,199
Pledge Loss - Prior and Current Campaign	27,430	10,199
	9,521,513	9,167,769
<b>Expenses</b>		
Operations	3,688,193	2,715,039
Management Fees (GCWCC)	1,104,765	1,132,205
Distribution To Members	5,267,471	5,701,785
	10,060,429	9,549,092
Surplus (Deficit)	<b>-538,916</b>	<b>-318,260</b>

# National Health Charities

Member Organization	Designation Rate %	Amount (\$)
ALS Canada	3.62 %	\$241,081
Alzheimer Society Canada	11.74 %	\$780,687
Arthritis Society Canada	3.99 %	\$265,233
Canadian Cancer Society	23.48 %	\$1,562,054
Canadian Hemophilia Society	1.53 %	\$101,870
Liver Canada	2.39 %	\$159,255
Canadian Lung Association	2.99 %	\$199,222
Crohn's And Colitis Canada	4.77 %	\$317,134
Cystic Fibrosis Canada	2.46 %	\$163,373
Diabetes Canada	7.58 %	\$504,453
Heart And Stroke Foundation	13.12 %	\$872,911
Huntington Society of Canada	1.88 %	\$125,045
Mental Health Commission of Canada	4.26 %	\$283,380
MS Canada	5.50 %	\$365,640
Muscular Dystrophy Canada	2.02 %	\$134,318
Parkinson Canada	4.79 %	\$318,346
The Kidney Foundation of Canada	3.88 %	\$257,838



# Quebec Health Charities

Organisation Membre	Taux de désignation %	Montant (\$)
Société de la SLA du Québec	3.75 %	\$92,850
Fédération québécoise des sociétés Alzheimer	13.43%	\$332,697
Société de l'arthrite	3.74 %	\$92,729
Société canadienne du cancer	24.30%	\$601,943
Société canadienne de l'hémophilie	1.70%	\$42,237
Fondation canadienne du foie	2.15 %	\$53,270
Association pulmonaire du Canada	3.36 %	\$83,326
Crohn et Colite	4.48 %	\$110,984
Fibrose kystique Québec	3.14 %	\$77,878
Diabète Québec	5.87 %	\$145,299
Fondation des maladies du coeur et de l'AVC du Québec	11.32 %	\$280,537
Société Huntington du Québec	1.62 %	\$40,050
Fondation canadienne du rein	3.22 %	\$79,667
Commission de la santé mentale du Canada	5.20 %	\$128,789
Société Canadienne de la SP	6.33 %	\$156,845
Dystrophie musculaire Canada	2.05%	\$50,682
Parkinson Canada - Québec	4.34 %	\$107,598



# Expanding our National Impact

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EXPANDING OUR NATIONAL IMPACT

## New Charity Members

This past year, HealthPartners proudly welcomed three new nationally respected charities into our collective, giving our donors more choice and expanding the causes we support. This expansion marks another transformative step in our mission to create a healthier Canada and support people living with chronic health conditions and illness.



### The Canadian Blood Services (CBS) and Héma-Québec Foundation

“Joining HealthPartners allows us to amplify the message that it takes donors of all kinds to support patients who rely on or may come to need blood products. We look forward to a partnership that furthers our mission as Canada’s Lifeline to provide essential biological products for patients when and where they need them, all across the country.”

- [Dr. Graham Sher, CEO, Canadian Blood Services.](#)



### CNIB (Canadian National Institute for the Blind)

“By partnering with HealthPartners, we can expand our efforts to ensure that people living with sight loss have access to the tools, training, and support they need to live the lives they choose. This collaboration will open doors to new opportunities.”

- [Angela Bonfanti, President and CEO, CNIB.](#)

# OSTEOPOROSIS

## Osteoporosis Canada

“Our work to reduce the burden of osteoporosis takes on new strength with HealthPartners. Together, we’re empowering individuals and workplaces to prioritize bone health and prevent fractures before they happen.”

– Dr. Famida Jiwa, President and CEO, Osteoporosis Canada.

## Health Advisory Network

People living with chronic health conditions and illness, and those who care for them, hold critical knowledge about how health systems and services actually work in real life. Too often, that knowledge is underrepresented in decision-making, leading to policies, programs, and practices that fail to reflect lived realities.



Launched in February 2025, the Health Advisory Network (HAN) is a diverse, nationwide network of people sharing their lived experiences. It is a community that raises the voice of the patient, uncovers insights, and bridges the gap between people in Canada and our shared health ecosystem.

Rather than existing as a standalone program, the HAN functions as a connective resource – ensuring patient perspectives inform HealthPartners’ work, the activities of our supported charities, and lead to changes across the health ecosystem.

**To join the HAN, please visit:**  
[healthpartners.ca/network](https://healthpartners.ca/network)

# Patient Engagement Forum

In November 2024, HealthPartners co-hosted the first annual Patient Engagement Forum with Patient Voice Partners. The sold-out event brought patient organizations, industry, the public sector, and decision-makers together to drive innovation in engagement and advocacy across the health and care sectors. The Forum produced clear, practical guidance on how lived experience can be meaningfully built into health research, services, and advocacy — not as a tokenistic engagement, but as a requirement to build a healthier Canada. HealthPartners is proud to support the ongoing evolution of the Patient Engagement Forum as a recurring space where lived experience helps shape the future of healthcare in Canada.

**To learn more about this event, please visit: [patientengagementforum.com](https://patientengagementforum.com)**





## Partnerships

In 2024–2025, HealthPartners advanced its partnership strategy to grow and diversify workplace giving across Canada, supporting new and expanded campaigns with member charities and mission-aligned partners. As part of this, HealthPartners also worked with more than a dozen registered charities to pilot the workplace giving model, helping them add a practical, sustainable way to engage donors at work alongside their existing fundraising. Together, this work expanded our access to workplace giving while strengthening HealthPartners’ role as a national leader and connector in the health sector.

“

“We’ve valued our relationship with HealthPartners over the past several years. Their mission—to transform the lives of people living with serious illness through workplace fundraising—resonates strongly with many of our member organizations. Equally important is their commitment to supporting some of Canada’s most respected health charities, several of which are part of the LSO community. This is work we’re proud to support.”

**- Andy Donovan - Life Sciences of Ontario  
Vice President of Strategic Partnerships**

# A Special Thanks to Our Volunteers

HealthPartners is supported by a diverse community of volunteers who contribute their time and expertise in different ways including members of our Board, Health Advisory Network Steering Committee members, impact speakers, and employees in workplaces who champion health causes through workplace campaigns.

This year, we are proud to highlight Karen Fahey, a dedicated Health Advisory Network steering committee member and volunteer impact speaker.



Karen Fahey

Being part of the Health Advisory Network is invaluable to me. It aligns with my personal experience living with hemophilia and my work advocating for women and girls with bleeding disorders. Volunteering as an Impact Speaker helps broaden awareness and support for those living with similar challenges. When people show genuine curiosity and compassion, I feel less isolated and more empowered to turn my experience into purpose.”

Thank you to every volunteer who gave their time, energy, and voice to our mission. You are the face and the heart of HealthPartners.

**If you are interested in learning more about volunteer opportunities at HealthPartners, please visit: [healthpartners.ca/volunteer](https://healthpartners.ca/volunteer)**



# Looking Ahead

As HealthPartners enters the final year of its current strategic plan, our focus is simple: stabilize, situate, synergize.

The focus of our current 3-year strategic plan is to invest in our foundation. In the years ahead, our priority is to use that foundation to grow impact at scale. Sustaining our health collective's nearly 40-year legacy is mission-critical to ensuring long term resilience of our collective impact.

We will continue to work closely with our supported charities and partners to ensure collective efforts are aligned and grounded in real needs.

Strong financial discipline will continue to guide our decisions. We are committed to transparency and maintaining the trust of donors, workplaces, and partners as we plan for the next phase of our work.

**Above all, our goal remains unchanged:** build a healthier Canada while continuing to ensure that every dollar entrusted to HealthPartners continues to deliver meaningful support for people living with chronic health conditions and illness across Canada.

**This is what working with purpose looks like.**

