



ANNUAL REPORT  
2019-2020

**Stopping  
arthritis.**

# EXECUTIVE MESSAGE

Almost 80 per cent of people say arthritis is not taken seriously by those around them.

During this year of unprecedented change, the Arthritis Society has never wavered in its commitment to shine a light on the devastating impact of arthritis and to tirelessly pursue a future without it.

That effort was guided by our bold, new five-year strategic plan, **Accelerating Impact**. During this foundational year of the plan, we greatly expanded our reach, thanks in large part to our enhanced efforts to connect people digitally – through our website, our e-newsletter, social media and our Arthritis Talks webinars.

This approach proved essential with the advent of the COVID-19 pandemic. More than ever before, people living with arthritis were – and are – in need of evidence-based information. As Canada's national charity supporting the six million people with arthritis, the Arthritis Society has been able to deliver this in a timely, relevant way.

At the same time, the Arthritis Society made some of its largest and most exciting investments in research, including in a five-year study looking at the potential of medical cannabis to manage arthritis pain. Our Stars Career Development Award program received a huge boost this year with a \$100,000 donation from our former Board Chair, Kenneth Smith. His legacy gift is now inspiring other donors.

The Arthritis Society wants to empower people affected by the disease to say, "Arthritis won't stop me." And to achieve that goal, we won't stop in our efforts until all people facing this diagnosis are able to boldly make that statement.

We hope you enjoy reading this annual report and the stories – told in numbers, in words and images – of the impact you are making with your support. Our progress and our successes are because of you.

Gratefully,



Duncan Mathieson  
Chair, Board of Directors



Trish Barbato  
President and CEO



"The Arthritis Society wants to empower people affected by the disease to say, 'Arthritis won't stop me!'"

# OUR STRATEGY

Six million Canadians live with arthritis – that’s 1 in 5 adults, plus as many as 24,000 children. Without immediate and sustained action, this number will grow to nine million by 2040.

Launched in 2019, the Arthritis Society’s 2020-2025 strategic plan, *Accelerating Impact*, is guiding our efforts to affect change against the growing challenge of arthritis. The strategic plan sets out to increase our Reach, Relevance and Revenue.

In 2019-20:

1.7M

PEOPLE REACHED,  
UP 70% FROM THE  
YEAR BEFORE



6

REGISTERED AS #6  
HEALTH CONCERN



\$26.8M

RAISED IN REVENUE



By 2025:

3M

PEOPLE REACHED  
EACH YEAR  
WITH TRUSTED  
INFORMATION

10

ENSURE ARTHRITIS  
REGISTERS AS A  
TOP 10 HEALTH  
CONCERN

\$40M

INCREASE OUR  
ANNUAL  
REVENUES BY  
\$10 MILLION

## OUR VISION

To live in a world  
where people  
are free from  
the devastating  
effects that  
arthritis has  
on lives.

# RESEARCH

*Accelerating Impact* is driving our research investments.

Thanks to the support of donors and sponsors, the Arthritis Society is Canada's largest charitable source of research funding and has invested over \$200 million in arthritis research since our founding in 1948. These projects have led to breakthroughs in the diagnosis, treatment and care of people with arthritis.

In 2019-20:

**\$4.2M**

INVESTED  
IN RESEARCH



**7**

NEW RESEARCH  
PROJECTS  
LAUNCHED



**21**

NEW ARTHRITIS  
RESEARCH CAREERS  
LAUNCHED



By 2025:

**\$30M**

TOTAL INVESTED IN  
RESEARCH

**60**

TOTAL  
INNOVATIVE  
RESEARCH  
PROJECTS  
LAUNCHED

**150**

TOTAL NEW  
ARTHRTIS RESEARCH  
CAREERS LAUNCHED

HIGHLIGHTS:

**\$750,000**

to fund a five-year project,  
along with the Canadian  
Institutes of Health  
Research, looking at  
the potential of medical  
cannabis to manage  
arthritis pain.

**\$360,000**

to fund a three-year  
project studying if diet and  
exercise can help prevent  
knee osteoarthritis.

# ADVOCACY AND PUBLIC POLICY

*Accelerating Impact* is driving our advocacy and public policy activities.

As the voice for Canadians affected by arthritis, we often speak up and out to capture the attention of decision makers at the federal, provincial and regional levels. Our goals are to ensure people receive timely and effective care, based on the best available evidence that considers current gaps and inequities.

**In 2019-20:**

**2,000**

ADVOCACY ACTIONS  
TAKEN



**67**

MEETINGS WITH  
POLICY MAKERS  
TOOK PLACE



**By 2025:**

**25,000**

TOTAL ACTIONS  
TAKEN BY  
CANADIANS TO  
IMPROVE ARTHRITIS  
CARE

**300**

ENGAGEMENTS  
WITH POLICY  
MAKERS ON BEHALF  
OF PEOPLE WITH  
ARTHRITIS

## HIGHLIGHTS:

More than 1,200  
Canadians took part in  
our advocacy campaign  
during the federal  
election in fall 2019  
calling on governments to  
provide affordable access  
to medications for all  
Canadians, stop the tax  
on medical cannabis and  
reduce joint replacement  
wait times.

# INFORMATION AND SUPPORT

*Accelerating Impact* is driving our information and support programs.

Drawing on the expertise of health professionals and leaders in their field, the Arthritis Society provides evidence-based information, education programs and online tools and resources to people living with arthritis and their families. Trusted information and support are critical to ensuring that people are knowledgeable and empowered to thrive as they face this diagnosis.

**In 2019-20:**

**1.7M**

PEOPLE REACHED,  
UP 70% FROM THE  
YEAR BEFORE



**11,879**

PEOPLE PARTICIPATED  
IN OUR ARTHRITIS TALKS  
WEBINAR SERIES



**400**

CHILDREN ATTENDED  
SUMMER CAMP IN 2019  
AND 127 CHILDREN  
NEWLY DIAGNOSED WITH  
ARTHRITIS RECEIVED  
ERGONOMIC BACKPACKS



**By 2025:**

**3M**

PEOPLE REACHED  
EACH YEAR  
WITH TRUSTED  
INFORMATION

**25,000**

CANADIANS  
SUPPORTED  
THROUGH  
OUR ONLINE  
COMMUNITIES

**3,000**

TOTAL CHILDREN AND  
FAMILIES HELPED  
TO THRIVE WITH  
ARTHRITIS

## HIGHLIGHTS:

Comprehensive learning guides were introduced online, including:



Mental health and well-being



Arthritis and work



Medical cannabis



# WHO WE HELP



## MEET JUNE

Having a positive mindset and an unshakable faith have helped June Henderson of Toronto, Ont. process and manage her rheumatoid arthritis and the pain it brings. The Arthritis Society was and continues to be a huge help.

[Read her story.](#)



## MEET DARCY

Retired Vancouver Canucks hockey player, Darcy Rota, learned the hard way not to ignore the pain from his knee osteoarthritis. Now he volunteers with the Arthritis Society to help prevent others from going through the same unnecessary pain he endured.

[Read his story.](#)



## MEET MELANIE

An arthritis diagnosis put a damper on Melanie Leclerc's performance-driven life. But the 44-year-old from Carignan, Que. decided she would not let the disease control her life. Family, friends and the Arthritis Society have helped her too.

[Read her story.](#)

## OUR MISSION

To invest in cutting-edge research, proactive advocacy and innovative information and support solutions that will deliver better health outcomes for people affected by arthritis.

# OUR SUPPORTERS

This year, the Arthritis Society mission was supported by 134,000 individual and corporate donors who gave through direct donations, events, bequests and sponsorships.

## 5,948

DONORS PROVIDED SUPPORT THROUGH A MONTHLY GIFT. THESE RECURRING GIFTS MAKE AN EVEN BIGGER IMPACT BY PROVIDING A STABLE SOURCE OF FUNDING AND REDUCING OUR ADMINISTRATIVE COSTS.

## 122

GIFTS WERE REALIZED THROUGH BEQUESTS - A REMARKABLE COMMITMENT FROM PEOPLE WHO LEFT A GIFT IN THEIR WILL TO HELP SHAPE A FUTURE FREE FROM THE DEVASTATING EFFECTS OF ARTHRITIS.

## 5,837

DONORS MADE A GIFT ONLINE, CONTINUING THE GROWTH TREND WE HAVE SEEN OVER THE LAST THREE YEARS.

## OUR PURPOSE

To embrace and empower the resilient spirit of people who live with arthritis, as we tirelessly pursue a future without it.



# A WILL TO GIVE BACK

John Beresford has been a car enthusiast all his life. Last June, he set off on an epic adventure – a 16,000-kilometre rally from China to France. But for John, the journey started a long time ago with the love of his life, Deirdre.

John and his wife were living in Alberta in the 1980s when Deirdre was diagnosed with rheumatoid arthritis. While Deirdre stayed active, including working as an Arthritis Society volunteer after the couple moved to British Columbia in 1990, the disease began to take its toll.

The many surgeries, treatments, injuries and hospitalizations eventually made Deirdre frail and she passed away in April 2016.

Just a few months before her death, John had bought Deirdre a 1956 Volkswagen Beetle. The elevated seats and lightweight doors made it easier for her to get in and out of, boosting her independence. Sadly however, she never got the chance to drive it.



DEIRDRE BERESFORD



JOHN BERESFORD

Looking for a way to make a difference after Deirdre's heartbreaking passing, John entered the 2019 Peking to Paris Motor Challenge, along with his brother Chris, to raise funds for the Arthritis Society in her memory. Rally participants must use a car built between 1907 to 1976, so Deirdre's 1956 Beetle was a meaningful, and perfect, fit.

Says John of his motivation for participating in the gruelling rally, "Much of the public does not appreciate how severely this disease affects people and how their lives are changed by it. It makes it difficult to carry on a normal life."

"The Arthritis Society is doing great work in research and supporting people living with the disease."

John isn't just raising funds, he's also leaving it behind. The memory of Deirdre's love for volunteer work moved him to make the Arthritis Society a beneficiary in his Will.

There's no doubt Deirdre would be happy to know John's legacy gift to the Arthritis Society is providing hope to so many other families.

"The Arthritis Society is doing great work in research and supporting people living with the disease."

- JOHN BERESFORD

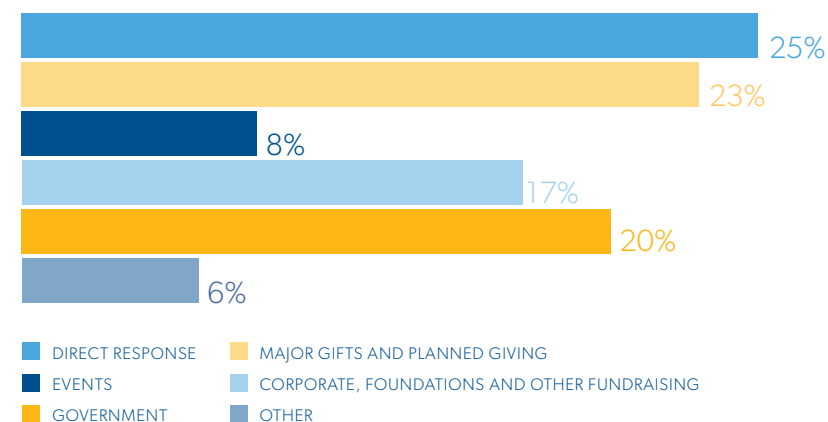
# FINANCIAL REPORT

## STATEMENT OF FINANCIAL ACTIVITIES

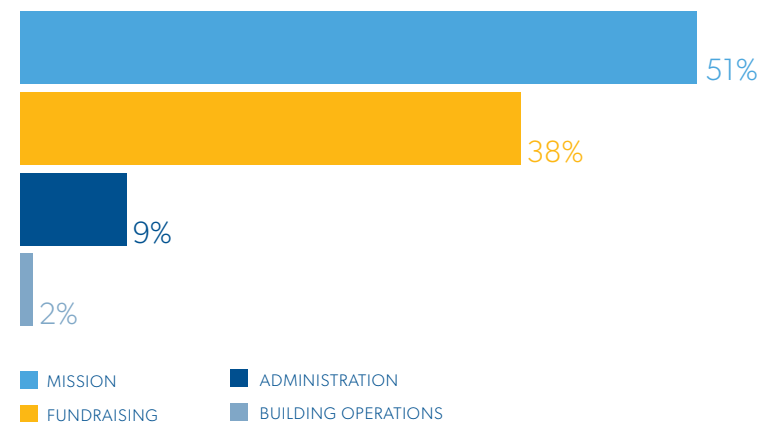
Year ended March 31, 2020, with comparative information for 2019

	2020	2019
<b>REVENUE</b>	\$	\$
Direct Response	6,733,987	6,054,009
Major Gifts and Planned Giving	6,202,425	6,882,542
Events	2,210,694	2,914,670
Corporate, Foundations and Other Fundraising	4,683,533	5,900,420
Government	5,416,216	5,370,514
Other	1,574,040	1,900,384
<b>TOTAL REVENUE</b>	<b>26,820,894</b>	<b>29,022,540</b>
<b>EXPENSES</b>		
Research	4,293,200	4,487,118
Programs and services	10,406,648	11,470,001
Building operation	583,467	577,602
Administration	2,649,466	2,958,522
	<b>17,932,781</b>	<b>19,493,243</b>
Cost of raising funds from the public	10,845,902	11,529,307
<b>TOTAL EXPENSES</b>	<b>28,778,683</b>	<b>31,022,550</b>
Excess (deficiency) of revenue over expenses	(1,957,789)	(2,000,010)

## SOURCES OF REVENUE | AS OF MARCH 31, 2020



## EXPENDITURES | AS OF MARCH 31, 2020



The Arthritis Society is accredited by the Imagine Canada Standards Program, Canada's highest measure of excellence for charities and not-for-profits. For more information, visit [imaginecanada.ca](http://imaginecanada.ca).

Full audited financial reports are available at [www.arthritis.ca/finances](http://www.arthritis.ca/finances).

# GOVERNANCE

(as of June 30, 2020)

## BOARD OF DIRECTORS

**Duncan Mathieson**  
Chair

**Dr. John Di Battista**

**Ingrid Gutzmann**

**Nancy Hopkins**

**Thomas Jedrej**

**Jennifer LaPlante**

**Cathy McIntyre**

**Neal Oswald**

**Anne-Marie Renaud**

**Dr. Evelyn Sutton**

**Michele Walsh**

**Dr. Stephen Weiss**

**Michael Whitcombe**  
National Honorary Solicitor

## BOARD COMMITTEES

**Governance & Nominating**  
**Nancy Hopkins**  
Chair

**Audit & Finance**  
**Jennifer LaPlante**  
Chair

**Building Committee**  
**Nancy Hopkins**  
Chair

## NATIONAL EXECUTIVE

**Trish Barbato**  
President and CEO

**Dr. Siân Bevan**  
Chief Mission Officer

**Cheryl McLellan**  
Chief Operating Officer

**Jennifer Stewart**  
Chief Development Officer

## HOW WE WORK

The Arthritis Society network includes a National Office in Toronto and five Regional offices in major cities across the country. Our work is supported by a contingent of more than 1,800 dedicated volunteers in communities coast to coast.

THANK YOU TO OUR GENEROUS AND  
INCREDIBLE DONORS, SPONSORS AND  
VOLUNTEERS. BECAUSE OF YOU:

“Arthritis won’t stop me from living life.”

- Marilyn Walsh

“My arthritis has not stopped me, and it will not stop me.”

- Jennifer Ingimundson

“Arthritis won’t stop me. Not from fulfilling my personal goals  
and doing what I love to do.”

- Martha Besse