

OSTEOPOROSIS

IMPACT REPORT

2018 - 2019



PATIENT STORY: MEET BRUCE SCAFE

On the day after Bruce's 60th birthday, he ran his very first marathon. It was months of training for the 42.2 km run but what an amazing experience he had as he crossed the finish line!

You see, fifteen years ago running a marathon was the farthest thing from Bruce's mind. Instead he was overwhelmed with the news that he had been diagnosed with osteoporosis at the age of 45.



At just 45 years old, I heard the unexpected news:

I had osteoporosis.

It was actually an episode while running that led to his diagnosis. While running Bruce felt a sharp pain burning through his chest. The pain felt unbearable.

Bruce's wife drove him to the emergency room. They checked his heart and told him everything was fine. It was confusing. Thankfully, his family doctor refused to accept that it was "normal" for Bruce to experience that kind of pain and sent him for a thoracic spine x-ray.

The results set off alarm bells. The radiologist looking at the image circled a bunch of areas in his spine and told him his spine was compressed. He was sent for a bone density test right away. At just 45 years old, Bruce heard the unexpected news: he had osteoporosis.



It was hard to accept at first. You feel a bit sorry for yourself. I'd ask "Why me?" and wonder if I'd done something wrong along the way.

OSTEOPOROSIS

Thankfully, Bruce got through the initial shock of the diagnosis and the feelings that came with it. He realized that osteoporosis wasn't going to define him. He decided he had to just keep living his life but had to modify things along the way.

Today, Bruce runs twice a week - 10 kilometers each run and he's considering signing up for another marathon. Bruce's first marathon was amazing not only because he proved to himself that he could finish the race but also because he raised \$2,300 for Osteoporosis Canada.

Bruce knows the value of the work that Osteoporosis Canada does and how important it is to osteoporosis patients in Canada. He encourages those who have been diagnosed to use Osteoporosis Canada resources and tools and to find out how they can live well with the disease.



Osteoporosis doesn't define me. I am so much more than my condition: a loving husband, father, and now grandfather. Not to mention a marathon runner!

Bruce refuses to let the disease slow him down and he wants other osteoporosis patients to get the treatment they need sooner so they too can live their lives to the fullest.





This year, Osteoporosis Canada launched a transformative campaign intended to disrupt the osteoporosis landscape, while shining a light on a disease that affects 2 million Canadians.

Bübl™ X David Dixon designed by prominent Canadian fashion designer David Dixon, featured an 18-piece collection using bubble wrap – the universal symbol of protection.



The Bübl™ fashion collection was launched on opening night, February 5, 2019, of Toronto Fashion Week – North America’s second-largest fashion week.



Osteoporosis Canada is proud to announce that the Bübl™ fashion campaign won the Bronze Award in the Cannes Lions Health: Pharma Lions category. The campaign competed with 31,000+ other global entries and has received a prestigious Lion from the 2019 Cannes Arts & Advertising competition at the Cannes Film Festival.

Heartfelt thanks and appreciation go to the following: Edelman Canada for a strategic, creative and collaborative partnership; to David Dixon for bringing his creative concepts to life with style and to Amgen Canada Inc. for their generosity and support in making this campaign possible.

OSTEOPOROSIS



WEBSITE

English



617,099

Web Users



2,533,163

Page Visits

French



117,561

Web Users



596,925

Page Visits

FACEBOOK



1,073

New Page Fans/Followers
(from 6727 to 7800 fans)



504,696

Post Impressions



14,513

Engaged Users



16,133

Profile Impressions

INSTAGRAM

TWITTER



233,875

Tweet Impressions



2,583

Engagements



634

Likes



373

Retweets

BÜBL MEDIA IMPRESSIONS



460,528,520

Earned Media Impressions



199

Earned Media Stories



109

Social Posts



10,561,872

Digital Impressions
(social media, programmatic & SEM)

RISK TOOL

English



108,072

Initial Landing Page Hits



31,300

Completions



29%

Conversion Rate

French



34,060

Initial Landing Page Hits



7,571

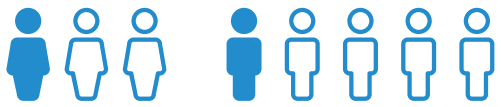
Completions



22%

Conversion Rate

OSTEOPOROSIS



At least **1 IN 3 WOMEN** and **1 IN 5 MEN** will suffer from an osteoporotic fracture during their lifetime



ONE IN THREE HIP FRACTURE PATIENTS will re-fracture within one year



2 MILLION CANADIANS are affected by osteoporosis



OVER 80% OF ALL FRACTURES in people 50+ are caused by osteoporosis



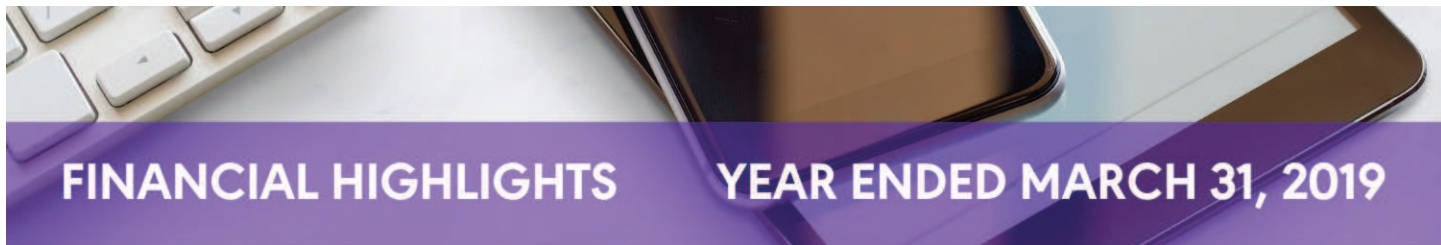
Women and men alike **BEGIN TO LOSE BONE IN THEIR MID-30s**



28% OF WOMEN and **37% OF MEN** who suffer a hip fracture will die within one year



Osteoporosis: “a pediatric disease with geriatric consequences”. Peak bone mass is achieved at an early age (16-20 in young women and 20-25 in young men), so **building strong bones during childhood and adolescence can be the best defense against developing osteoporosis later in life.**



FINANCIAL HIGHLIGHTS

YEAR ENDED MARCH 31, 2019

Osteoporosis Canada had Program Fund revenues of \$7,694,263 during the fiscal year ended March 31, 2019. The Program Fund balance at fiscal yearend is \$904,839 which included a budgeted transfer from the Research fund.

The Reserve fund which was established to provide some security to manage unforeseen circumstances involving a revenue shortfall or unanticipated expenses, had excess of revenues over expenditures of \$42,513, ending the fiscal year at \$943,799.

The bequest fund which represents funds donated for specific projects had no activity ending the fiscal year at \$3,771.

The Research Fund ended the fiscal year with a balance of \$1,764,078. The Research Fund provides the financial resources for scientific research projects selected by the Scientific Advisory Council of Osteoporosis Canada. This fiscal year \$100K was transfer to the Program fund for such activities.

On behalf of the Board of Directors, I would like to take this opportunity to thank the volunteers, staff and management of Osteoporosis Canada for their invaluable contribution to the success of our organization.

Sincerely,

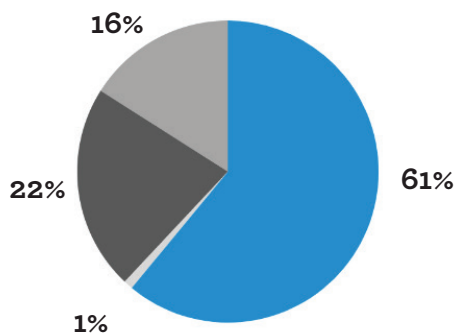
Jeannette Briggs

Treasurer, National Board of Directors

*Ontario Ministry & Other Provincial Funding

** Gaming, Community Groups & Interest/dividends

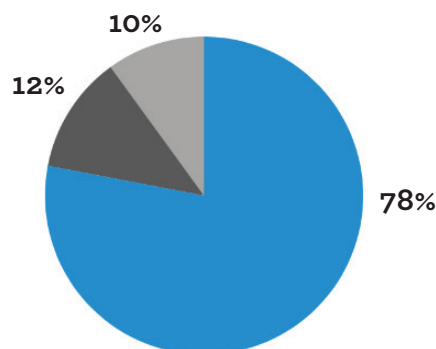
PROGRAM FUND REVENUES



Government Funding*	4,671,000
Individuals	1,738,566
Corporations & Foundations	1,229,050
Other **	55,647

TOTAL REVENUES **\$7,694,263**

PROGRAM FUND EXPENSES



Education, Advocacy and Program Development	6,037,655
Administration & Support	963,742
Fundraising	724,413

TOTAL EXPENSES **\$7,725,810**



A MESSAGE FROM OUR PRESIDENT & CEO AND CHAIR OF THE BOARD

Osteoporosis Canada is grateful for the support of its partners, donors and volunteers who together with us saw a year of advancements to raise the profile of the organization and a disease that affects 2 million Canadians.

The launch of the new volunteer program focusing on education and fracture prevention has provided new opportunities for individuals wanting to support the mission and vision of Osteoporosis Canada right in their own communities. This grassroots presence has delivered education, peer to peer engagement and further support to Canadians across the country.

This year also saw the launch of Bübl™ X David Dixon, a campaign that through a mix of traditional media, event and digital strategies saw results that captivated a new audience and enthralled those already committed to the cause while continuing to ask - Do You Know Your Risk. Bübl™ disrupted the osteoporosis landscape, saw the engagement of a wider audience while shining a light on a disease that is often misunderstood and underdiagnosed.

Lastly, important work has begun on the update to the Osteoporosis Canada Clinical Practice guidelines which are scheduled for release in 2020. A number of committees made up of healthcare providers, patient advocates and staff are working together to compile a current and scientifically sound set of clinical guidelines for healthcare providers to assist in the diagnosis and treatment of osteoporosis.

Those of us at Osteoporosis Canada wish to thank our supporters, partners, volunteers and generous donors. Your continued commitment will ensure our growth and help sustain the work that we have done and that needs to continue as we work to achieve our vision of a Canada without osteoporotic fractures. It is only through your continued confidence that we are able to continue to support, educate and advocate for the 2 million Canadians affected by osteoporosis.

Together, we will make Canadians unbreakable.



Dr. Famida Jiwa
President and CEO, Osteoporosis Canada



Dr. Heather Frame
Chair, National Board of Directors