

OSTEOPOROSIS

IMPACT REPORT

2019 - 2020



PATIENT STORY: MURRAY BOLTON

For Murray, it all started with a broken wrist. The kind of accident that could happen to anyone, he reasoned.

Murray was only 47 years old and figured like many that he must have fallen at a weird angle that day. His wrist healed and he more or less forgot about this break.

A year and a half later, he couldn't ignore the warning signs anymore. As Murray walked barefoot towards the kitchen, his foot slipped out from under him and he fell—more like bounced—down six steps to the ground below. Murray's pain was excruciating. He couldn't move his body.

In the hospital, x-rays revealed the extent of the damage - Murray had fractured his tail bone, as well as three vertebrae.



I had no idea my bones had been weakened by osteoporosis until I suffered these fractures. Had I known, I would have made bone health a priority earlier on.

Even then, it was only due to Murray's wife's insistence that he thought to ask the doctor about testing his bone density. Like so many others, he had a misconception that osteoporosis was "an old woman's disease".

OSTEOPOROSIS

When Murray's doctor ordered the bone density test, it was discovered that his bone density was much lower than it should have been at his age.

Because of Osteoporosis Canada, Murray found the community he needed during a truly challenging time. He connected with an Osteoporosis Canada staff member through a booth at a home show, where Murray was encouraged to attend a local support group – and he's never looked back.



Connecting with my fellow support group members has been such an enriching experience. Added to that is the benefit of simply being able to share your story with someone else who is in the same boat.

Murray wishes he had known sooner about his risks of osteoporosis and the small lifestyle changes he could have made to prevent losing bone density.

Today, Murray is active and busy with many family commitments and has been able to maintain his good bone health through a combination of things including taking medication and physical activity.



I walk every single day, and I'm lucky to be able to keep up with my five wonderful grandkids and all their activities!

Murray feels passionately about his decision to support Osteoporosis Canada. He is one of the hundreds of thousands of Canadians who has benefited directly from Osteoporosis Canada's work to support, educate and advocate for osteoporosis patients in Canada.



Murray Bolton
Patient Story

OSTEOPOROSIS



WEBSITE

English



624,178

Web Users



1,710,078

Page Visits

French



141,049

Web Users



345,308

Page Visits

FACEBOOK



547

New Page
Fans/Followers



738,184

Total
Impressions



12,175

Engaged
Users



186,609

Profile
Impressions

INSTAGRAM

TWITTER



183,500

Tweet
Impressions



1,130

Engagements

RISK TOOL

English



12,844

Initial Landing
Page Hits



5,137

Completions

French



2,186

Initial Landing
Page Hits



942

Completions

CALCIUM CALCULATOR TOOL

English



27,577

Completions

French



5,151

Completions

OSTEOPOROSIS



1 IN 3 WOMEN **1 IN 5**
MEN



ONE IN THREE HIP FRACTURE
PATIENTS



2 MILLION CANADIANS



OVER 80% OF ALL
FRACTURES



BEGIN TO LOSE BONE IN THEIR
MID-30s



28% OF WOMEN
37% OF MEN



building strong bones
during childhood and adolescence can be the best defense
against developing osteoporosis later in life.



FINANCIAL HIGHLIGHTS

YEAR ENDED MARCH 31, 2020

Osteoporosis Canada's Program Fund, where revenue and expenses related to education advocacy and awareness, administration and fundraising are accounted, had a fiscal year deficit of \$145,723 which was managed by a transfer from the Research Fund of \$150,000 to support Program activities. As a result, the Program Fund balance at fiscal year-end of \$909,116 remains in line with 2019 fiscal year-end.

The Reserve Fund which was established to provide some security to manage unforeseen circumstances involving a revenue shortfall or unanticipated expenses, had a fiscal year-end balance of \$891,377. The fiscal year deficit of \$52,422 reflects the unrealized loss on investments due to the COVID-19 pandemic market impacts.

The Research Fund which provides the financial resources for scientific research projects selected by the Scientific Advisory Council of Osteoporosis Canada, ended the fiscal year with a balance of \$1,456,438, a decline from fiscal 2019, again primarily due to the COVID-19 pandemic investment market impacts.

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

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 the organization especially during the challenges and the unknowns of the COVID-19 Pandemic.

Sincerely,

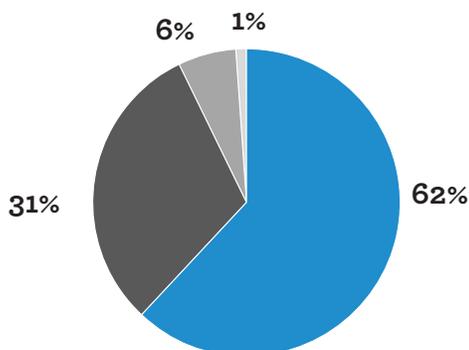
Jeannette Briggs

Treasurer, National Board of Directors

*Ontario Ministry & Other Provincial Funding

** Gaming, Community Groups & Interest/dividends

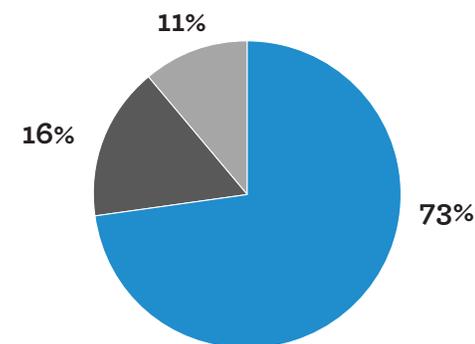
PROGRAM FUND REVENUES



■ Government Funding*	3,759,136
■ Individuals	1,891,100
■ Corporations & Foundations	386,122
■ Other**	44,833

TOTAL REVENUES **\$6,081,191**

PROGRAM FUND EXPENSES



■ Education, Advocacy and Program Development	4,515,226
■ Administration & Support	1,018,473
■ Fundraising	693,215

TOTAL EXPENSES **\$6,226,914**



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

Osteoporosis Canada is proud of its work and accomplishments over the past fiscal year. Together, with donors, volunteers, partners, clinicians and researchers we have made greater strides in educating Canadians about making their bone health a priority and the risks of osteoporosis and associated fractures.

We are grateful for the support of our community of stakeholders who together with us saw a year of advancements with an increase in programs and support services, funding to provide tools and resources, advances in research and an increased public awareness of a disease that affects 2 million Canadians.

Active in communities like yours, engaging Canadians online and strengthening the presence and profile nationally, Osteoporosis Canada's engagement has soared.

This year saw the rebrand of the COPN eNewsletter - newly titled UNBREAKABLE. In keeping current with people's online habits and choices on how to access information, the rebrand of the patient eNewsletter continues in its ongoing commitment to provide information, education and stories to empower, inspire and support those affected by osteoporosis. UNBREAKABLE continues to provide the same quality of content while simultaneously working to move the brand forward and offering an enhanced experience for current subscribers, while growing our COPN community.

The success of the 2019 Bübl™ x David Dixon campaign continued throughout 2019 and into 2020 with the campaign receiving a combined total of ten national and international awards for its concept, delivery and impact. This ground-breaking campaign which mixed traditional media, event and digital strategies has resulted in the continued engagement of a wider audience while shining a light on a disease that is often misunderstood and underdiagnosed.

As a result of the global COVID-19 pandemic, Osteoporosis Canada like many other organizations have had to reschedule or put on hold various projects and programs including the release of the update to the Clinical Practice Guidelines. Originally scheduled for release in 2020, as a result of the impact of the pandemic, the guidelines are now set to be released in 2021. Important work has continued with a number of committees made up of healthcare providers, patient advocates and staff 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.

In closing, everyone at Osteoporosis Canada extends their heartfelt gratitude to all of our supporters, partners, volunteers and generous donors. Your continued commitment ensures the necessary growth of our organization so that we can reach and support the ever growing number of Canadians that are affected by osteoporosis. We will continue to work diligently to achieve our vision of a Canada without osteoporotic fractures.

Together, we will make Canadians unbreakable.



Dr. Famida Jiwa
President and CEO, Osteoporosis Canada



Linda Annis
Chair, National Board of Directors