

OSTEOPOROSIS

IMPACT REPORT

2017 - 2018



PATIENT STORY:

MEET JUANITA GLEDHILL



**That one phone call
changed my life.**



**I insisted on an assessment
because of my mom—and
I'm so glad I did.**

OSTEOPOROSIS



My grandmother was a farm wife who rolled up her sleeves and got the job done. I loved her quiet strength. Yet as she aged, she became what many people consider your typical old lady - frail, her back gradually hunched over more and more and she got shorter each year. This was not typical old age. This was osteoporosis.

My grandmother is the reason I donate to Osteoporosis Canada both financially and with my volunteer time. I support Osteoporosis Canada so they can educate the public about this disease. I want to help ensure that we have a future free of osteoporosis.”

Emily Bartens, Osteoporosis Canada Donor



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



2 MILLION CANADIANS



OVER 80% OF ALL FRACTURES



ONE IN THREE HIP FRACTURE PATIENTS



BEGIN TO LOSE BONE IN THEIR MID-30s



28% OF WOMEN
37% OF MEN

OUR REACH F2017 - 2018

WEBSITE

English



431,285

Web Users



3,036,492

Page Visits

French



116,600

Web Users



318,382

Page Visits

FACEBOOK



644

New Page Fans



1,596,349

Post Impressions



22,173

Engaged

TWITTER



226,669

Tweet Impressions



2,865

Engagements



781

Likes



518

Retweets

RISK TOOL

English



3,349,004

Impressions



16,313

Landing Page Hits

French



1,175,873

Impressions



3,277

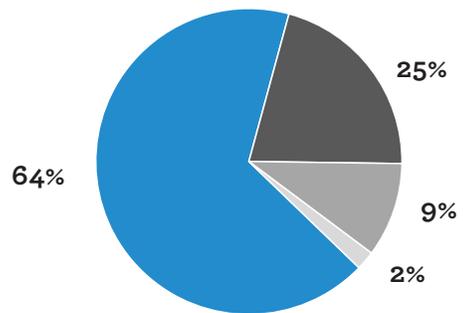
Landing Page Hits

FINANCIAL HIGHLIGHTS

Year ended March 31, 2018

Jeannette Briggs

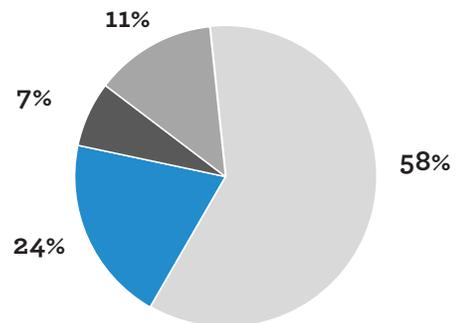
F2018 FINANCIALS



TOTAL REVENUES

\$7,287,736

PROGRAM FUND EXPENSES



TOTAL EXPENSES

\$7,131,110

THANK YOU



Dr. Famida Jiwa
President and CEO, Osteoporosis Canada



Dr. Heather Frame
Chair, National Board of Directors