



The Canadian Digestive Health Foundation (CDHF) began a transformation in late 2007 when it started focusing on public awareness, education and advocacy in the area of digestive health and disease. The foundation has experienced significant development in the recent past with successes that include financial growth, increased awareness, development of a robust and comprehensive collection of education resources, and support of research. The following pages summarize some of these recent successes.

The Recent Evolution of the Canadian Digestive Health Foundation

THEN and NOW

Revenue The cash and in kind income of the CDHF has grown from under \$40,000 in 2007 to in excess of \$2 million.

Leadership The board in 2007 was comprised entirely of members of the Canadian Association of Gastroenterology, the CDHF's parent organization. Over time, we have recruited and enlisted diverse skill sets to ensure that the CDHF not only survives but thrives. In addition to gastroenterologists and researchers, our board members now include family physicians, nurses, registered dietitians, business development experts (MBAs), specialists in finance and philanthropy, and founders of other national foundations.

Partnerships The CDHF has increased partnerships in number and diversity to reach beyond three sources of income to a robust list of partners including the pharmaceutical industry, diagnostics, over-the-counter health products, pharmacies, probiotics, food, government, associations and foundations, celebrity spokespeople and more.

Donor Engagement We have grown our database from 72 to over 2000+ donors.

CDHF.ca On-Line Education In 2007, our web traffic was under 3,000 hits/month. It now exceeds 1,000,000 hits/month. We have a strong social media presence on Twitter, Pinterest and FaceBook.

Automation of Administration In order to keep up with the workflow with a small staff, the CDHF acquired software and developed processes to improve efficiencies, including on-line donations, donor and partner management and accounting.

FUTURE DIRECTION

The foundation's core purpose is to empower Canadians, and the healthcare professionals who care for them, to take control of their digestive health with confidence and optimism. The future of the CDHF includes venturing into a new area of science known as the human gut microbiome. This expanded direction will stimulate and support collaborative research and innovation. It will result in new ways to prevent, diagnose and treat illness. And, it will establish the CDHF as a leader in global health.



Empowering Canadians to take control of their digestive health with confidence and optimism.

FUNDRAISING

The majority of fundraising for the foundation comes from partnerships while the CDHF makes an ongoing, concerted effort to increase its public awareness and augment opportunities for donations. Attending large conferences for health care professionals like Primary Care, Dietitians of Canada and Canadian Digestive Disease Week as well as shows for the public like Zoomers and health fairs, the CDHF is always welcomed by the audiences it serves.

Increased awareness of the foundation has facilitated the solicitation of grants. Since 2010, the foundation has hosted public fundraising events under its "RISE" banner. These events are generally healthy, out-door events that require participants to solicit donors. It is primarily through RISE events that the CDHF has increased its donor base so substantially.



RESEARCH

The CDHF provides funding to Canadian researchers which supports the discovery and development of new prevention strategies, faster and more accurate diagnoses, and more effective treatments.

Supporting the Future of Gastroenterology

The CDHF was able to double the funding it had available by partnering with the Canadian Institutes for Health Research. This partnership resulted in:

- › **\$1.5 million** in funding
- › **35 researchers** supported at 12 Canadian universities

“Receiving the CIHR-CDHF award is truly the highlight of my academic career. It is the greatest honour I could receive at this stage of my studies. This award will enable me to continue my own personal quest to find a cure for IBD and develop the skills needed to become a leader in gastroenterology research.”

Jaclyn Strauss, Awardee

Building Expertise in Gastroenterology

Together with its parent organization, the Canadian Association of Gastroenterology (CAG), the CDHF supports the following awards:

- › **Community Research Enrichment Grant**
This award assists community-based gastroenterologists in taking advantage of an operating research funding grant in digestive sciences. Offered in alternate years, this award provides up to \$40,000 over two years. The CDHF started supporting this award in 2010.
- › **Clinical Professional Enrichment Grant**
This award allows clinically-based gastroenterologists to take advantage of special educational and professional skills upgrading opportunities. This award, valued at up to \$40,000, is offered every other year. The CDHF started supporting this award in 2011.
- › **Dr. Ivan Beck Memorial Studentship**
Dr. Ivan Beck, one of the founders of the CDHF, was a leader in gastroenterology and a mentor who was admired and respected. Each year, the CAG awards several studentships. The most valuable summer studentship is Dr. Beck’s award that is presented jointly with the CDHF.

Improving Patient Care

In 2010, the CDHF awarded its first operating grant.

The award supports novel research that is related to patient care issues in gastroenterology and serves to stimulate research in areas which have the potential to alter day-to-day care in areas which are of strategic importance to gastroenterologists and their patients. The value of the award is up to \$30,000.



BUILDING NATIONAL DIGESTIVE HEALTH STRATEGIES

The CDHF has authored and published several impactful reports in the last few years. Each is of national importance and serves to summarize the current state of affairs and provide a blueprint for future.

- › **Establishing Digestive Health as a National Priority | The CDHF Prevalence & Impact Study (2009)**
This document, printed in 2009, was one of the first proactive steps the foundation took under its new position as an educator of, and advocate for, digestive health. It is an abridged version of an extensive study that outlines the prevalence, incidence and impact, both social and economic, of digestive disorders in Canada.
- › **Prevalence and Impact White Papers Series (2011-2015)**
This is an ongoing series based on the information delivered in the above mentioned Prevalence and Impact Study. To date, six papers have been published in the Canadian Journal of Gastroenterology which reaches over 13,000 health care professionals.
- › **Best Practices in IBD Care Report (2013)**
This study explores the enormous and underappreciated impact Inflammatory Bowel Disease (IBD) has on individual Canadians, Canadian society, and the Canadian healthcare system. While our country has a sound base of IBD expertise and infrastructure, research suggests there are more effective models for best practice. The CDHF report provides recommendations to help create the infrastructure needed to enable timely and equitable access to services, promote best practices, and deliver more efficient and cost-effective care to significantly improve quality of life, and propel our country to a position of international leadership in IBD.
- › **Understanding the Prevalence and Impact of Constipation in Canada Report (2013)**
Many patients suffering from constipation fail to receive the appropriate therapy at the appropriate time and suffer unnecessarily over extended periods of time. This report brings to light the socioeconomic burden of constipation, underscores the associated barriers to getting proper care for the millions of Canadians affected by constipation, and highlights opportunities to improve the quality of life.
- › **Using New Evidence and Best-Practice Standards to Enhance IBS Care in Canada (2014)**
This report strives to highlight the gaps in care that exist for millions of Canadians living with Irritable Bowel Syndrome (IBS). It also brings forward a series of recommendations to increase the effectiveness and efficiency of IBS care to enable the large community of Canadians affected by the disorder to live more productive and enjoyable lives.

CDHF in the PUBLIC EYE

The CDHF has been featured or created content for some of Canada's leading media, including:

Readers Digest	3 feature sections, each reaching 8.1 million Canadians
MacLeans Magazine	12-page feature section educating 2.1 million Canadians
Education Videos on CTV	3 educational videos each viewed by 4.5 million people on CTV
Chatelaine Magazine	4-page education spread reaching 4.2 million readers
MORE Magazine	Series of short education pieces reaching 1.3 million readers
National Post	Contributed multiple stories with each reaching 500,000+ readers
Canadian Journal of Gastroenterology	Full page advertisement and scientific articles on the prevalence and impact of digestive diseases in Canada reaching over 13,000 health care professionals every month
TV Commercials	A tag at the end of Danone's Activia commercials reaching 230 million television viewers
On-site	28 million visitors annually see the CDHF banner at West Edmonton Mall; Loblaws, Metro, National Grocers and Rexall pharmacies across the country distributed the CDHF Digestive Health Resource
Online and Social Media	5,6000 Fans on FaceBook and over 500 education posts
CDHF YouTube	Populated with over 29 videos
Amimations	Created a 4 part series on the human gut microbiome

Gum to
Bum health
@ CDHF.ca



RECOGNITION of EXCELLENCE

Chosen as a Top Charity in Canada

In 2011, the CDHF was recognized as one of the most outstanding charities in Canada by **Charity Intelligence (Ci)**. When selecting their "Top Picks", Ci considers the mission, theory of change, history of results, and management of charities from across the country. In 2011, Ci identified the CDHF as a stand out for leadership, cost-efficiency and, most importantly, bottom-line results in getting the job done to help improve the digestive health of Canadians.

Awarded Leadership and Innovation

In 2010, the CDHF was awarded BIOTECanada's Leadership and Innovation Award. Selected as winner for leadership in impact on public awareness of disease; contributions to generating public policy change; creativity and innovative thinking; demonstration of leadership, effective program action; creating better health environments for Canadians.

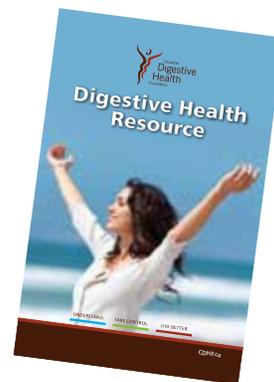
EDUCATION for the PUBLIC

Online @ CDHF.ca

The Canadian Digestive Health Foundation has developed the most robust resource of digestive health and disease information in Canada. Receiving over **1,000,000** hits per month, the site hosts a collection of 32 recorded webseminars and videos, 41 education guides on digestive health and disease, tests for diagnosis, treatment options, probiotics, personal stories and much more. It includes an entire section dedicated to digestive health under its Love Your Tummy banner. LYT was developed in partnership with the World Gastroenterology Organization.

CDHF Digestive Health Guide

Quoted by one Canadian gastroenterologist as being "the most comprehensive public resource on digestive health and disease", this 42-page booklet is a compendium of facts and suggestions to help the public understand the importance of protecting, enhancing and understanding digestive health. Thousands of family physicians, pharmacists and other health care professionals share this resource with their patients.



Public Education Forums

The CDHF allows the public to get up close and personal with gastroenterologists at its Public Education Forums. Experts from across the country gather to deliver a collection of short sessions on various common digestive ailments. Each session is recorded and added as an asset on CDHF.ca.



EDUCATION for HEALTH CARE PROFESSIONALS

CDHF Health Care Professional Education Summits

The CDHF hosted a series of education summits for physicians, nurses, pharmacists and other health care professionals. These events are always filled to capacity. Themes have included:

- › Maximizing the Digestive Health of Our Patients (2010),
- › Nutrition Today – What’s on Your Plate? (2011) and,
- › The Human Gut Microbiome and Its Impact on Digestive Health and Disease (2013).

In addition to generating revenue for the foundation, the HCP Summits result in the development of additional education resources.



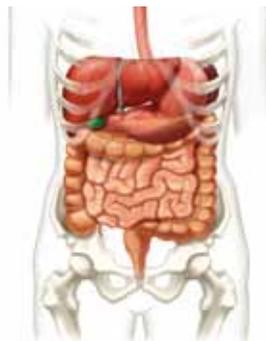
We encourage you to explore the



INNOVATION Educating the Public

Gi BodyGuard App

Created with gastroenterologists and technology experts, Gi BodyGuard was developed so that patients could easily track and report important information to share with their physicians. Gi BodyGuard allows individuals to quickly, privately, accurately record and share bowel patterns, pain and symptoms, food and drink, medication, health history, exercise, weight, and more. This free CDHF app for iPhone, iPad and Android has been downloaded by over **10,000 users** and is improving communication and patient/physician care.



Illustrations

The CDHF has developed an extensive collection of medical illustrations to help physicians explain digestive health concepts so patients can visualize what’s happening inside the system that runs from gum to bum. Created by a medical illustrator, this growing library of over 50 images contains true works of art.

Solving the Mystery of Endoscopy – On-line Education for Kids

Procedures are scary for people of all ages but especially for children. The CDHF has created a fun, interactive, on-line game to help ease anxiety and educate young patients undergoing endoscopy. Interacting with two young characters, children learn what to expect and who they will meet at the hospital before, during and after their procedure – all while playing an entertaining game.

PARTNERSHIPS to support BETTER CARE

The CDHF has established many mutually beneficial relationships with a diverse group of partners. Although funding often comes from traditional means such as unrestricted grants from the pharmaceutical industry, the CDHF has expanded its list of collaborators to include food, retail, over the counter remedies, government and technology. Each relationship is used to increase funding, improve awareness, advance education and/or support research. Just a few of our innovated relationships are highlighted below:

- › **iMD Health** delivers CDHF education materials through touch screen technology in physician examination rooms. This has resulted in 5.8 million patients reviewing CDHF resources with their physicians.
- › **BestLifeRewarded** increases awareness of the CDHF through their education / rewards platform to people working in medium to large corporations across the country.
- › **Proctor & Gamble** loaned the CDHF their marketing department in 2011 for three months to help the foundation redefine its identity and offer strategies for increasing public impact. The result has been a consistent, impactful look and messaging to millions of Canadians.

UNDERSTAND.

TAKE CONTROL.

LIVE BETTER.