

# WHAT'S KILLING OUR KIDS?

Annual Report 2009



*Finding answers. For life.™*



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### **WARNING**

### **TRANS FAT IS THE NEW TOBACCO.**

If trans fats were replaced with healthier alternatives, thousands of cardiac deaths could be prevented every year in Canada.

# Our kids are at risk.

At this moment, we are facing a **HEALTHCARE CRISIS** of such magnitude it can only be described as a tsunami. A key contributing factor: childhood obesity rates. They have tripled in the past 25 years and now 28% of Ontario's children are overweight or obese, putting them at risk of developing high blood pressure, heart disease and Type 2 diabetes. They are the first generation of kids who may not live as long as their parents. And it's not their fault.

We must act now if we are to **STOP THE RISING TIDE**. We know what we want our future to look like and how we want our kids to live, but challenges are facing us that threaten to overshadow the remarkable gains we have made in the fight against heart disease and stroke over the past 57 years. This very real crisis is compounded by two further issues: a record number of baby boomers entering their high-risk years, and growing ethnic populations with special risk factors that will lead to increased pervasiveness of heart disease and stroke in our imminent future. That's why the Heart and Stroke Foundation is putting added strength against advocating for a healthier future for every Ontarian – and we feel the most successful path to take is with our children who represent our best chance at a better future.

In the next few pages, you'll see images that illustrate the influences contributing to this crisis. Some license has been taken, but what we hope to demonstrate is that these are serious issues that need to be tackled now.

# Facing tomorrow's health crisis today.

The health issues of today foreshadow the health crises of tomorrow. One of the most significant issues we face is the threat that overweight and obesity pose to our children who are presenting with heart disease risk factors such as high blood pressure and Type 2 diabetes much too early. A recent population-based sample of five to 17-year-olds showed almost 60% of overweight children had at least one cardiovascular risk factor while 25% of overweight children had two or more – an alarming trend as these children become adults.

## The irrefutable truth.

Decades of policies and societal preferences have failed to increase ready access to nutritious foods for all, while physical activity continues to be engineered out of our daily lives, together creating an obesogenic environment for our kids.

- More than eight out of 10 Canadian children between the ages of five and 17 aren't active enough to support optimal health and development.
- Less than 50% of Canadian children walk to school.
- Less than 50% of kids are getting the minimum number of servings per day of vegetables and fruit.

And the price is high. In 2005, the total direct cost of obesity in Canada exceeded \$1.8 billion. Getting Ontario's children healthy is not just an assumptive responsibility of parents or schools. It is an issue that affects us all and we all have a role to play in the solution. Our society's well-being is inextricably linked to the health of future generations.

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Canadian teens and young adults – some as young as 12 – experienced a relative increase of 261% in reported cases of high blood pressure between 1994 and 2005. This is putting our children at serious risk for heart disease at a young age.

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## **WARNING**

### **COULD OUR DIET BE A TICKING TIME BOMB?**

A diet high in fat, sugar and salt contributes to obesity, high blood pressure and Type 2 diabetes and raises the risk of heart disease – even in children.

# Which tomorrow shall we choose?

Ontario's children are not choosing to be overweight or obese. Blame should not be simply directed at parents or schools. To effectively deal with childhood obesity, we must address the root causes – our physical, economic and social environments. Our ability to make healthy choices about food and physical activity depends on their accessibility – meaning they are affordable, culturally appropriate and locally available.

## Spark Together for Healthy Kids™

As a unique catalyst for action, the Heart and Stroke Foundation has tackled some of Canada's most critical health issues. With our partners, we have successfully influenced policy and practices concerning tobacco control, stroke care delivery, reduction of trans fats and the placement of Automated External Defibrillators (AEDs) in public spaces in Ontario. To add to that list, we now have Spark Together for Healthy Kids, working to inspire individuals, families, communities, businesses and government to change how we live and ignite the sparks that will ensure:

- Healthy food for everyone, every day.
- Active, livable communities everywhere.
- Opportunities for play without barriers.

## Spark Promise to Our Children

Ontario has a choice of two tomorrows for our children. One is the tomorrow we are heading towards right now. The other tomorrow is a new and bright Ontario that we will create together – where we will have ignited new possibilities for active, healthier living. It is a tomorrow that we must all play a part in creating.

Since Spark Together for Healthy Kids was launched in May 2009, more than 15,000 individuals and organizations from public and private sectors have signed the Spark Promise to Our Children. They share our concern and commitment to change by working together for our children's health. The Province of Ontario invested \$550,000, and private sector supporters have contributed an additional \$1 million to this initiative.

➤ Please sign the Spark Promise at [heartandstroke.ca/spark](http://heartandstroke.ca/spark)



**WARNING**  
**DEATH TRAP PLAYGROUNDS**  
**KEEP CHILDREN AWAY.**

Statistics show that the number of injuries caused by unsafe playgrounds is second only to motor vehicle accidents. Safety is a top concern for parents.

# Sparking healthier communities.

A livable community means public access to safe, affordable options for physical activity, active transportation and play. Our Heart&Stroke Jump Rope for Heart program has been in schools for more than 25 years, promoting active living to school children and their families. Now, we are working with the broader community, with planners, developers and community groups, supporting the creation of sustainable change for the sake of our children's health.

## Creating advocates for change.

At the core of Spark Together for Healthy Kids is the Spark Community Advocacy Fund which supports local community action by awarding grants up to \$25,000 per year (for a maximum of two years) to dedicated community groups to ignite and advocate for change within Ontario's diverse communities. Since 2006, this program has awarded \$850,000 in grants across 65 community initiatives to create more opportunity for access to physical activity and healthy eating for our children.

## Shaping healthy, active communities.

The Foundation is actively engaging many groups to work together to improve the design of our communities. We are working with planners to establish awards for excellence in planning that facilitates, rather than hinders, active, healthy living. One example is the

Healthy Communities Award created with the Ontario Professional Planners Institute, recognizing excellence in improving the health of a community. We also developed a toolkit entitled *Heart&Stroke Shaping Active, Healthy Communities* (available on our website in early 2010), to educate the public and empower Canadians to take action in their own communities. Research, of course, is fundamental to effective action, so with the Canadian Institutes of Health Research, we are funding nine research teams across the country conducting policy-relevant research that looks at how community planning and design impacts our cardiovascular health.

► Ignite change in your community, apply for a Spark Community Advocacy Fund grant at [heartandstroke.ca/spark](http://heartandstroke.ca/spark)

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The Active and Safe Routes to School coalition in Windsor is just one of the 65 Spark grants awarded. This two-year grant valued at \$50,000 will support the coalition's work with schools, parents and municipal planners to ensure that all local children can walk to school safely.

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**WARNING**

**WALKING TO SCHOOL IS DANGEROUS.**

For Canadian parents, the issue of traffic in their neighbourhood seems to be the number one safety concern, with more than 1 in 3 parents strongly agreeing that it is a major barrier.

# Hunger for change.

This year, Foundation volunteer/staff teams made 75 visits to MPPs to discuss our policy recommendations on Food Security, to improve affordability and accessibility of healthy food for every Ontarian, regardless of where they live.

Food security exists when all people, at all times, have physical and affordable access to sufficient, safe and nutritious food to meet their dietary needs for a healthy life. That's why we support and encourage government policies and programs that will reduce poverty and address other and all barriers to healthy eating.

## Healthy food for everyone, every day.

In 2009, the Heart and Stroke Foundation Annual Report Card on Canadians' Health revealed that accessibility to healthy food is not the same in all communities. Within Ontario, the cost of apples

varied from 90¢ in Peterborough to \$5.49 in Dryden; milk varied from \$4.87 in London to \$5.99 in Toronto. That's why the Foundation is calling on government, food manufacturers, retailers and marketing boards to promote more equitable food pricing and promotion within and between communities in Ontario and Canada.

## Making healthy choices easier.

Nearly one in 10 meals and snacks that Canadians consume come from restaurants and pre-packaged foods from grocery stores. Health Check™, the Heart and Stroke Foundation's not-for-profit food information program, is designed to help Canadians choose foods that can be part of a healthy diet. The Foundation's registered dietitians and independent nutrition experts develop the program's criteria for fat, trans fat, sodium, fibre and other nutrients, based on recommendations in Canada's Food Guide. Health Check has been encouraging food manufacturers and restaurants to offer healthier options for more than 10 years, making Canada's food supply healthier. The Health Check symbol can be found on more than 2,000 grocery products and 700 restaurant outlets across the country.

► 120,000 Canadians receive Heart&Stroke He@lthline, our free, monthly e-newsletter with heart-healthy recipes, nutrition tips and more. Sign up for yours now at [heartandstroke.ca/subscribe](http://heartandstroke.ca/subscribe)



**WARNING**

**IS THE PRICE OF HEALTHY FOOD COSTING OUR CHILDREN THEIR LIVES?**

Almost half (47%) of Canadians report going without dairy products, fresh fruit, vegetables, whole grain products, lean meat or fish because they are too expensive.

# Empowering change.

The Heart and Stroke Foundation is improving the health of Ontarians through health education initiatives designed to empower individuals to take charge of their health today for better lives tomorrow.

## Healthy weight, healthy heart.

In June 2009, the Foundation launched My Heart&Stroke Healthy Weight Action Plan, a 12-week online program designed to support adults in achieving and maintaining their ideal weight. The tool was developed with leading experts, including dietitians, family physicians, behaviour change experts and personal trainers.

While many consumers will access the tool on their own initiative, the program can complement and supplement the counseling efforts of healthcare providers, assisted with a toolkit to help them integrate the program into practice.

## Taking aim at high blood pressure.

The Hypertension (High Blood Pressure) Management Initiative is a key program of our High Blood Pressure Strategy. Since its inception in 2007, over 250 healthcare providers and more than 3,600 patients have participated in the program in one of 11 primary care centres across the province. The program components include inter-professional education and support, and toolkits for health-

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“Empowering people to take ownership of their risk factors is a big priority. But the benefits depend on how well, or how poorly, we take care of ourselves. In the next 5–10 years, self-management tools will be key in reducing heart disease and stroke among Canadians.” – Dr. David Alter, HSF Funded Researcher

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care providers and patients. To date, the results of the initiative have been exceptional. On average, participating patients are seeing blood pressure reductions of 8.3/4.1 mm Hg (millimeters of mercury – how blood pressure is measured) since they began the program. More people now have their blood pressure under control. Studies show that every 5 mm Hg decrease in systolic blood pressure (the first or top number in a blood pressure measurement) results in a 14% decrease in deaths due to stroke, a 9% decrease in deaths due to heart disease and a 7% decrease in total deaths.



**WARNING**  
**ARE BAD SNACKS TEACHING**  
**OUR KIDS DEADLY HABITS?**

Almost half (47%) of children and young Canadians aged 12-19 don't eat enough fruit and vegetables each day. In addition, 1 in 4 parents report that their children are eating junk food more than twice per week.

# Breaking through barriers.

In addition to addressing the barriers preventing children from heart-healthy living, the Foundation is looking at the obstacles and unique risk factors that face our culturally diverse populations. We continue to address the high incidence of high blood pressure, heart disease and stroke among Aboriginal Peoples, and we are

In the predominantly newcomer community of Flemington Park, recreation programs often filled up with people from other areas, limiting access for local residents. With the help of a \$10,000 Spark Community Advocacy Fund grant, parents came together to advocate to the municipality for change. Now, for the first time, early on-site registration for local residents is helping them get the access they otherwise wouldn't have.

supporting the heart health needs of people of Chinese, South Asian and African descent.

South Asians, for example, are prone to developing heart disease and stroke at a younger age, often before the age of 40 in men. To address the influences affecting South Asians' health and families, we're supporting grassroots initiatives where we can provide information and resources that can help. In February, 2009, we participated in a South Asian health symposium in Ottawa attended by 350 people. Forums such as this, combined with our Spark Community Advocacy Fund grants, are giving our diverse communities the information and opportunities they need to reduce their risk.

► Find multicultural resources at [heartandstroke.ca/multicultural](http://heartandstroke.ca/multicultural)

## Better care for Aboriginal peoples.

The prevalence of heart disease and stroke among First Nations people is two to three times higher than the general Canadian population and, to address this unique situation, the Foundation is piloting the Aboriginal Hypertension Management Program in two First Nations communities on Manitoulin Island. The resources have been adapted with the assistance of both pilot communities and their healthcare providers to be culturally appropriate and effective.



## **WARNING**

### **ARE USER FEES LOCKING OUR CHILDREN OUT OF HEALTHY PLAY OPTIONS?**

Almost 40% of Canadian parents agree that the dollar costs of participating in physical activity and sport pose a barrier to their child's participation.

# Restart a heart. Restart a life.

Through Public Access Defibrillation (PAD) programs province-wide, we are getting more Automated External Defibrillators (AEDs) into high-priority locations, where they can save lives. The Heart and Stroke Foundation has allocated 2,795 AED units to be installed by the end of 2010. As of August 31, 2009, 1,898 AEDs have been deployed across Ontario.

Since its inception in 2006 this AED program has saved 18 lives.

## High focus on high risk hearts.

In the past year, we worked with our PAD Program partners to run 35 CPR Mass Training and AED Awareness events in diverse communities across Ontario. On August 31, 2009, the Foundation announced its third round grant allocations which will focus on communities at increased risk, such as people of South Asian, Chinese, Persian, African, First Nations and Francophone descent. With proper training to apply CPR, and use AEDs, we can enhance awareness and save lives.

► Help Heart&Stroke Restart save more lives. Give today at [heartandstroke.ca/restart](http://heartandstroke.ca/restart)



## Santa Claus saves a life

Ken Mandeno was performing as Santa Claus at a concert hall when he saw a woman in the audience collapse in cardiac arrest. As one bystander began CPR, Ken started to operate the Automated External Defibrillator (AED), which the Foundation had provided to the City of Hamilton's Public Access Defibrillation program. One shock restored the woman's heartbeat before the paramedics arrived. Santa had given his best gift – the gift of life.



Heart&Stroke Restart was spearheaded by the family of an 11-year-old boy, Chase McEachern. He had an arterial flutter which caused his heart to beat dangerously fast while playing hockey. He campaigned to get life-saving Automated External Defibrillators (AEDs) in hockey arenas and schools. Sadly, Chase died of a cardiac arrest before his dream came true. In his honour, the Heart and Stroke Foundation joined with Chase's family to form the Chase McEachern Tribute Fund which, to date with the Heart&Stroke Restart program, has raised more than \$9 million towards this effort.

## Our heartfelt thanks.

The Heart&Stroke Restart program and the Heart&Stroke Chase McEachern Tribute Fund have been the recipients of many generous donations both at local and provincial levels. All donations are instrumental in helping to implement and sustain these life-saving programs. We would like to take this opportunity to thank all the donors to this program, whose kind generosity is helping to make Ontario a more cardiac safe community, saving precious lives.

A special thank you to the following major corporate donors and foundations:

The Al Palladini Legacy for Life	Philips Healthcare
The Andrews Foundation	The Patterson Foundation
The Boston Pizza Foundation	Scotiabank
The Frank Cowan Foundation	SSQ Financial
The Ontario Trillium Foundation	Sun Life Financial
The Ottawa Senators Foundation	Transamerica Life Canada
Medtronic of Canada Ltd.	The Wayne Gretzky Foundation
PACE Polo for Heart and the Sifton Family	Zoll Medical Canada Inc.

We would also like to extend a huge thank you to John McEachern and his family for giving us the opportunity to share in his passion and drive to fulfill his son's dream.

# Better research for better tomorrows.

## A tiny heart. A huge accomplishment.

For the first time in Canada, a life-saving heart intervention was successfully performed on a baby in utero. The Heart and Stroke Foundation of Ontario is proud to have funded the research that led to this remarkable medical advancement that has effectively given this child a new chance at life. The baby was diagnosed with Critical Aortic Stenosis through ultrasound. Untreated, this would have led to a life-long condition called Hypoplastic Left Heart Syndrome which would have meant at least three major heart surgeries and ultimately a shorter lifespan. Doctors performed the procedure using ultrasound guidance, and the baby was able to stay in her mother's womb for a month before being safely delivered.

## Research keeping kids' hearts safe.

Often, parents of children born with heart problems are unsure about what activities are safe and healthy for their child. But inactivity isn't the answer. Dr. Brian McCrindle is working to find the best way to teach kids and their parents about the importance of physical activity and how to be active enough to grow and keep their hearts healthy. Physicians will understand how to counsel families as to what kind of physical activity is appropriate. Parents will be less anxious about their children being active, and kids will improve their self esteem by being active with their peers.

► Please give so that research like this can continue to help more children live long, healthy lives. Visit [heartandstroke.ca/donate](http://heartandstroke.ca/donate)



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Many of our researchers have a commitment to our cause far beyond their grant funding. They lend their valuable time to engage donors, volunteers, corporations and government to ensure vital research funding continues. In this year's Becel Heart&Stroke Ride for Heart, the 15-member team called Researchers with Heart showed their heart again by raising \$50,000 for research.

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### Promoting safe routes to school.

Less children walk to school now than in the past. Foundation funded researchers, Drs. Guy Faulkner and Ron Buliung, are examining the built environment and how it may influence decisions around how children get to and from school – walking or cycling to school versus driving or taking the bus – and the extent to which these options affect levels of physical activity and obesity.

### Reduce atherosclerosis – reduce risk.

Atherosclerosis is the roadblock that prevents the efficient flow of blood to and from the heart, and is the underlying cause of many forms of heart disease. That's why Dr. Robert Hegele is studying the effects of triglyceride, a blood lipid, as a risk factor for atherosclerosis. Because not enough is known about what causes high triglyceride levels, Dr. Hegele's research will reveal more about the pathways, enzymes and molecules that regulate triglyceride levels, removing the roadblocks and ultimately reducing the risk of coronary heart disease for thousands of people.

### Understanding the effects of stroke.

Stroke attacks out of nowhere, caused by risk factors that are silent but deadly. The human costs are piercing, visible and immediate, leaving 90% of stroke survivors struggling with the ravages of memory loss, reduced mobility and severe mental impairment.

This is the reality facing Dr. David Park. He's working to better understand how stroke affects the brain in order to prevent brain cell death that occurs with stroke. By carefully examining the role of certain biochemical signals, we can begin to understand how to treat stroke patients for better outcomes.

► See how Foundation-funded researchers are advancing our mission and saving lives. Visit [heartandstroke.ca/MeetOurResearchers](http://heartandstroke.ca/MeetOurResearchers)

# A year to remember.

At the multi-national corporations where I used to work, the bottom line was dollars and cents.

At the Heart and Stroke Foundation of Ontario the bottom line is measured in lives saved, in educational messaging delivered, in medical advancements and in successful advocacy to government. For close to 60 years, the Foundation has set the agenda and priorities for the heart health of the province. That means we are often the bearer of bad news. Yet we are also messengers of hope.

In 2011, our baby boomer generation will begin turning 65. This means the first wave of 11 million boomers will more than double their risk for cardiovascular disease and death. In addition, we must face the rising tide of childhood obesity – a high priority of the Foundation.

Fortunately, the Foundation is filled with creative energy – just as it always has been. We support over 450 research teams of the best and brightest minds in the province. From the Arctic waters of our north to the metropolitan bustle of our cities, the Foundation is a vital presence.

Stellar research will continue to be the key to our success. Our tradition of making the results of that success available to patients, as soon as possible, will continue.



As you'll see on the next few pages, we are proud to recognize our corporate, family and individual donors and volunteers who year after year help move our mission forward.

At the Heart and Stroke Foundation we live in the present – but we are working for the future.

Sincerely,

David Sculthorpe  
Chief Executive Officer

# Corporate and Government leaders.



As champions in Heart&Stroke Spark Together for Healthy Kids™, the Ministry of Health Promotion, sanofi-aventis and the Canola Council of Canada have shown a clear commitment to the health and well-being of our children, and all Ontarians. Their significant investments in Spark advocacy and awareness initiatives deserves our most special thanks.

We congratulate and thank the following companies for putting their confidence and trust in our efforts to deliver results that change and save lives.

## \$10,000 – \$49,999

Astellas USA Foundation  
 American Express  
 Boehringer Ingelheim (Canada) Ltd./  
 Ltee

Cambridge Pro Fab Inc.  
 Central Haldimand Charities  
 CGC Charitable Foundation  
 Charities Aid Foundation America  
 CIBC World Markets Children's  
 Foundation

Data Solutions Beyond Print  
 Deluxe Laboratories Inc.  
 Dole Packaged Foods Company  
 Georgian College  
 Giant Tiger Stores Limited  
 GoodLife Fitness Clubs  
 The Great-West Life Assurance Company  
 Hamilton Beach Brands Canada, Inc.  
 Lenovo Canada Inc.  
 Manulife Financial  
 Medtronic of Canada Ltd.  
 Ontario Power Generation Inc.  
 Ontario Produce Marketing Association  
 Philips Healthcare  
 Procter & Gamble Inc. (Metamucil)  
 Purity Life Health Products  
 Raleigh Canada Limited  
 Rotary Club Of Thunder Bay (Fort  
 William)  
 SCDSB David Quinian  
 Star Productions Inc.  
 Suncor Energy Foundation  
 The Vimy Ridge Group Ltd.  
 Walmart Canada Corp.  
 Winners Merchants International

## \$50,000 – \$99,999

Capital Tickets Inc./Sens Foundation  
 Fortinos  
 Sun Life Financial  
 Zoll Medical Canada Inc.

## \$100,000+

AstraZeneca Canada Inc.  
 BMO Financial Group  
 Canola Council of Canada  
 Federated Health Charities  
 Frank Cowan Foundation  
 PACE Savings & Credit Union Ltd.  
 Pfizer Canada Inc.  
 RBC Foundation  
 sanofi-aventis Canada Inc.  
 Scotiabank Group  
 SSQ Financial Group  
 Transamerica Life Canada  
 Unilever Inc. (BeceI)  
 Wyeth Consumer Healthcare Inc.

## Corporate Employee Giving Groups

Bell Canada Employee Giving Program  
 BMO Employee Charitable  
 Foundation  
 CN Employees' and Pensioners'  
 Community Fund  
 Hydro One Employees' and  
 Pensioners' Charity Trust Fund  
 IBM Employee Charitable  
 Contributions Campaign  
 Ontario Power Generation Employees'  
 & Pensioners' Charity Trust  
 Sears Employee Charitable Trust  
 Telus Employee Charitable Giving  
 Program

# Media and agency friends.

Thanks to the following media and agency partners who have demonstrated their commitment to supporting the health of Ontarians by providing services valued at over \$10,000 to help us deliver critical health messages.

## Media

A1 Chinese Radio  
Anokhi Magazine  
Astral Media  
ATN  
Canwest Global  
Captivate  
CBS Outdoor  
ClearChannel  
Corus Entertainment  
CILQ-FM  
CHAY-FM  
CTVGlobemedia Inc  
CJMJ-FM  
CFCA-FM  
CFPLF  
The Globe and Mail  
Google Canada

IMA Outdoor  
Maple Leaf Sports & Entertainment  
Metro News  
Neo Advertising Inc.  
Onestop Media Group  
Outdoor Broadcast Network  
Penex  
PHSN TV  
Rogers Media  
Maclean's/ L'Actualite  
OMNI TV  
CityTV  
Sportsnet  
CISS-FM  
CHEZ-FM  
CHYM-FM  
CIKZF-FM  
Shoptoit.ca

Sing Tao Daily  
Streetseen Media  
Sun Media  
Telelatino Network  
Titan Media  
Toronto Star  
Wild on Media  
Yahoo! Canada  
Zoom Media

## Agency

Gearwerx Experiential Marketing  
Hotspex Inc.  
IMI International Inc.  
The Justin Poy Agency  
Mindshare  
OgilvyOne Worldwide  
Publicis Canada



Heart&Stroke Heart Month awareness, Yonge & Dundas Square. Supported by Titan Media.

# Active, caring communities.

The Heart and Stroke Foundation congratulates the following individuals, teams and corporations who have shown true heart in raising vital funds in support of healthy Ontario communities. Thank you for giving us your best this year, and making such an important difference.

## Heart&Stroke Big Bike

### Top 5 Individual Fundraisers

Brian Blatherwick – Guelph  
Jack Parker – Barrie  
Carol Cooper – Ottawa  
Paul Dupuis – Sault Ste. Marie  
Sherry Mackay – Toronto

### Top 5 Teams

Scotiabank-Toronto Customer Contact Centre – Toronto  
Direct Energy – York South  
MTS Allstream – Toronto  
AIU – Toronto  
Bank of America – Ottawa

## Heart&Stroke Jump Rope for Heart

### Top 5 Schools

Jackman Avenue Junior P.S. – Toronto  
Agincourt Road P.S. – Ottawa  
Ecole Forest Trail P.S. – Halton  
Castor Valley Elementary School – Ottawa  
Frenchman's Bay P.S. – Durham

## Heart&Stroke Hoops for Heart

### Top 5 Schools

Caledon East P.S. – Peel  
Henry Munro Middle School – Ottawa  
Rosedale P.S. – Sault Ste. Marie  
Chemong P.S. – Peterborough  
Sir William Gage Middle School – Peel



## Jump Rope for Heart champions

Since 1991, the students at C.H. Norton Elementary in Burlington have jumped and jumped and jumped their hearts out. Over 19 years, that amounts to 9,500 children skipping to raise more than \$380,000 for vital research into heart disease and stroke. "The kids really get into it because they are aware of how important heart health is," says Milena Trojanovic, the physical education and health teacher for the school and Jump Rope for Heart coordinator.

## Active, caring communities (continued)

### Heart&Stroke Fit for Heart

#### Top 5 Individual Fundraisers

Dave Rae – York North  
Stan Palmateer – Toronto  
Wally Bedford – London  
Euan Ferguson – Barrie  
Rui Ourique – York South

#### Top 5 Events

AIC Walk for Heart – Newmarket  
Pedal 100 for Heart and Stroke – Niagara  
Crystal Heart Curling Classic – Ottawa  
Row for Heart Hamilton – Hamilton  
Kitchener-Waterloo Curl for Heart – Kitchener

### Heart&Stroke Hockey for Heart

#### Top 5 Individual Fundraisers

Don Dasti – Durham  
John Desbois – Durham  
Terry Johnston – Durham  
Trent Pringle – Durham  
Harry Clay – Halton

#### Top 5 Teams

The Oakville Hacks – Halton  
AECON – Stratford  
Oshawa BBs – Durham  
OFFSIDE – Durham  
Giant Tiger – Durham

### Heart&Stroke 7 Summits

#### Top Corporate Fundraising Teams

Telelatino TLN  
Scotia McLeod  
Scotiabank  
GWLRA  
Team O’Henly

#### “Group of 7” Top Fundraisers

Jean-Guy Belzile  
Aldo DiFelice  
Iain Scott  
John Elliott  
Mike Nolan  
Eileen Greene  
Bill O’Henly

### Heart&Stroke Heart Month

#### Outstanding Canvassers

Anthony Graham CM.MD – Toronto  
Ralph Perry – Niagara  
Laurene Preston – London  
Jan Purser – Brockville  
Dr. Peter Canham – London

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We were fortunate to have Rocco Rossi as our Chief Executive Officer from December 2004 to January 2009. His two unique fundraising initiatives, Paddle for Progress and Ride Yonge, Stay Young, raised a combined \$540,000. He was also the top fundraiser in the 2009 Becel Heart&Stroke Ride for Heart. We are thankful for his unending passion for our cause.

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### Becel Heart&Stroke Ride for Heart

#### Top Individual Fundraiser

Rocco Rossi

#### Top Fundraising Team

Leaders with Heart

#### 6 Industry Challenge Winners

Leaders with Heart – Sponsors & Suppliers

Scotiabank Group – Financial, Consulting & Insurance

Compliments Balance (Sobeys Inc.) – Sales, Media & Distribution

Torkin Manes LLP – Health, Law & Education

Advanced Micro Devices – IT & Telecommunications

Bombardier Aerospace – Design & Manufacturing

# Our volunteers – a lifeline of hope.

Without our volunteers, there would be no Heart and Stroke Foundation. Over 50,000 volunteers provide the energy, passion and heart that drive our mission. They are our face, our personal connection, the way we touch Ontarians. Here are just a few examples of the critical roles they play:

**During Heart Month**, tens of thousands of Canvassers, Zone Leaders, Captains and Committee Chairs reached out to touch lives and spread our message in the P2P campaign. This is one of our most important fundraisers of the year, which brought in \$3.9 million for vital research and health education in 2009.

**In local leadership councils and fundraising committees**, volunteer members bring special expertise and skills. They share fiscal responsibility and help us steward donor dollars.

**In our community offices**, hundreds more provide health education tools and resources for neighbours, friends and local businesses.

**Hundreds of volunteers advocate for healthy change** by promoting AEDs in public facilities, building awareness of childhood obesity through our Spark initiative, executing mass CPR training events and supporting our diverse communities.

**In our programs** such as Heart&Stroke Big Bike, Jump Rope for Heart, Hoops for Heart, Fit for Heart and other events, volunteers are essential to their success.

Regardless of their role, each and every volunteer fuels our mission and success in saving lives. For these men and women, no praise is too great. Thank you for another exceptional year!



**“Because of your support, I can run, swim and ride my bike. From my big heart to yours, thank you!”** – Madelaine, age 11

At the age of seven, Madelaine’s enlarged heart condition was corrected with open-heart surgery. February is Heart Month. Please support your local canvasser in raising funds for the research that saves lives like Madelaine’s.

Visit [heartandstroke.ca/help](http://heartandstroke.ca/help)

# Recognizing philanthropy.

Sincere thanks to our philanthropic donors, whose generous support makes a significant impact on the health and lives of Ontarians.

Raymond L. Aaron  
Mollie Adamson  
Ms. R. Addison  
John Albright  
Deborah Alexander  
Nickey Alexiou  
Syed Ali  
Herbert Allen  
Angela Almeida  
Len Almeida  
Patricia Amundrud  
Elizabeth Anderson  
Frank Anderson  
John Andrews Foundation  
Eric Angelini  
Zbigniew Antkowiak  
Dr. Heather M. Arthur  
Gerald Ashe  
Yveline Audemars  
Robert Auld  
Ms. Maureen Bailey-Lee  
Kenneth Baillie  
Kathryn Balls  
Mickey Baratz  
James Barker

Mr. and Mrs. W. E. Barnett  
Mrs. Marina Barnstijn  
Francine & Bob Barrett  
Mr. Alexander P. Beaton  
Paul Beeston  
Robert and Zelia Bek  
Mr. Frank Belvedere  
Mrs. Ellen Berlet  
Jules Bertrand  
Maricar T. Besa  
Robert Bickerton  
Rino Bidenti  
Mr. Warren Biggar  
Gurinder Birdi  
David Blanchard  
Dr. Harvey Blankenstein  
Cynthia Blumenthal  
Fredric Boardman  
Jalpa Bode  
Louis Borick  
Garo Bostajian  
Francis Bowers  
Edward Boyd  
Mary Boyle  
Drs. Douglas and Grace Bradley

Crawford Brandon  
Mr. Murray Brasseur  
Elizabeth and John Breen  
David Britnell  
Bob and Brenda Brooks  
Jana Bruner  
Helen Buckley  
Jean Burgess  
Shawn Burnett  
Mr. D. Burry  
Denys Calvin  
Elsie Campbell  
Mr. and Mrs. Marc and Cyndy Campbell  
Jim Campbell  
Kathleen M. Cant  
Bruce Cappel  
John Carbone  
Marcia Cardamore  
Mark Carlton  
J. Charles Caty  
Jo-Anne Cedar  
Claudio Cerrito  
Theng Leng Chan  
Bruce Chapman  
Edward and Karen Chatten  
Orvin Chen  
Anthony Cheng  
Lisa Chicules  
Ralph Chiodo  
A. T. Chmiel  
Yiu Wah Cho  
Kevin Choquette  
Dr. Chi-Ming Chow  
Mr. Gordon A. Clark  
Mr. and Mrs. Clark  
L. and L. Clarke  
Bruna Clemente  
Hilary Clements  
Nancy and Michael Cloutier

J. Colburn  
Ms. Esther Cole  
William Comstock  
Angelo Contardi  
Arline Cook  
Arthur Cordingley  
Leonard Cotton  
Norma Cox  
Barry Cracower  
David Craig  
Elizabeth Crawford  
Dennis Crawford  
Joseph Curran  
Mary Beth Currie  
Kasia Czarski and Fred Gladly  
Doris Bertha May Dain  
Mr. Lloyd Darlington  
Ky Dangtran  
Dr. U. Phillip Daniels  
Robert D'Aroffi  
Glen Davidge  
Frank Davies  
Franklin Davis  
Laurie Davis  
Barbara Davutovic  
Peter Day  
Marian Dekker  
Rick Delany  
Rick Delawey  
Terry Dempster  
Douglas Derry  
Mayur Desai  
Dan Devlin  
Sandeep Dhupar  
Aaron and Mary Dickson  
Tony Digiovanni  
Aldo DiFelice  
Dino Disanto  
Mr. and Mrs. Doble

Bob Dorrance  
Christopher Drake  
Giancarlo D'uva  
Shafiq Ebrahim  
Daniel Einwechter  
Mr. and Mrs. Lou Eisen  
Dr. Ernest Fallen  
Laila Farah  
Mrs. Audrey D. Fawcett  
Paul Faynwachs  
Barbara Ferrara  
George Fine  
Henry Fiorillo  
Jim Flanigan  
Violet Flawn  
Terry Fletcher  
Herb Fleury  
Mr. Chuck Fogh  
Stan Fojtik and Mary-Ellen Krenn  
Gwynneth Ford  
Jack Fountain  
Ruth Fountain  
Don Frankland  
Tanya Fraser  
Jonas Friel  
Linda Frum  
Mrs. Thomas G. Fuller  
Mr. Ross E. Fullerton  
M. Kathryn Fyfe  
Mr. David Galloway and Ms. Jan Venus  
Louis Galvao  
David Garland  
Jacqueline Gauthier  
Martina Gerhalter  
Anthony Gibbons  
George Gibbons  
Walter and Ruth Gibson  
Audrey Gilmour  
Stephen Gilpin

Mr. James A. Girling  
Faye Gitter  
Gary Goldberg  
Steven Goldberger  
Ori Goldman  
Lynda Goldson  
Blake Goldring  
Mr. Wilfred Goodman  
Mr. Bruce Gordon  
Anthony Graham CM.MD  
Daniel Grandilli  
Toddy Granovsky  
Ms. R. Grant  
Ms. Shirley L. Grant  
Trudy Grant  
Abraham and Malka Green Foundation  
Barry Green  
Alan Greenberg  
Mr. and Mrs. Greenberg  
Richard and M. Greening  
Mr. Paul Greenway  
Tim Greer  
Larry Grove  
Thom Guggisberg  
Andrea Habas  
Dr. Tony Hakim  
Frank Haley  
M. Elaine Hamilton  
Miss Elizabeth D. Hamilton  
Orville W. Hancock  
Charles Hantho and Eileen Mercier  
Mr. Gary Van Haren  
Gerlinde Herrmann  
Bill Hatanaka  
Mr. Henry J. Hayes  
Jeff Herold  
Kathleen Heslin  
Sue Hillery  
Mr. and Mrs. Roy and Joan Hintsa

Ellen Ho  
Tim Hockey  
G. M. Hogarth  
Ian W. Hollingsworth  
Mrs. Mary Holloway  
Ms. Gwen Holmes  
Kathryn Holmes  
Lucie Tuch Homburger  
William Horan  
Sheri Hord  
James Horn  
Mrs. Teresa Horne  
Shirley Hornick  
Susan Howe  
Martin Hu  
Mr. Paul Inglis  
Margaret Isberg  
Bill Ito  
Richard M. Ivey  
Rosamond Ivey  
The Ivey Foundation  
Oliver Jahn and Anne Sylvestre  
C.G. Jarry  
Edward Jennings  
Aditya Jha  
S. R. Johnson  
Colleen and Brian Johnston  
Mildred Jones  
Abdul Kader and Ayesha Docrat  
Christine Kemp  
Mrs. K. Kennedy  
Louise Kennedy  
Douglas Kerr  
Paul Keul  
Mahmood Khamis  
Greg Kiessling  
Kevin Kindellan  
Leslie Klein  
John and Marge Knebel

Dr. Marlys Koschinsky  
Bobby and Jane Kofman  
Victor Koloshuk  
Judith Koziol  
Elliot Krangle  
Glenn Kreitzer  
Mark Krembil  
Poonam Kumar  
Albert Abrum Lager Foundation  
Neo Lakkotrypys  
Paul and Helen Lambke  
Russell Latuskie  
Natalie Lazarowych  
Michael LeClair  
Linda Ledbetter  
Anne Lee  
Ms. Lydia Lee  
Margaret Lee  
Mr. Morris Leifso  
Donald and Marjorie Lenz  
Pierre-Elliott Levasseur  
Mary Lewis  
David Li  
Martin Lindsay  
Christina Litt  
Karen Lo  
L. V. Lomas Limited  
Mr. Gord Love  
Jon Love  
Robert W. Luba  
Rory MacDonald  
Kenneth Macgowan  
Edward Machura  
MacKenzie Charitable Giving Fund  
Arthur and Gwendolyn MacKenzie  
Delmar MacKinnon  
Glenn Mackintosh  
Donald Maclaren  
Anne Maclean

## Recognizing philanthropy (continued)

Janet MacLean  
Robert MacLellan  
Bernard Mahler  
Stephen Malmberg  
Dorothy Mannion  
Carlo Mariglia  
Miles Marra  
Rick Martin  
Mr. Scott Martyn  
Wally Matheson  
Joel Matlin  
Mr. and Mrs. Mauchel  
Robert May  
Fiona McArdle  
Andrew and Louise McAskile  
Michael McCain  
Peter McCawley  
Chris McCulloch  
Judi McCutcheon  
Robert McEwen  
Robert and Debbie McFarland  
Mr. Stewart A. McGrandel  
John McGugan  
Dr. Robert S. McKelvie  
Helen McKenzie  
Joyce McKeough  
Mabel and Gordon McMillen Foundation  
Mr. Daniel McPhee  
Julia McRae  
Jean Meadows  
Jose Medeiros  
The Mendelson Family Foundation  
Catherine and Maxwell Meighen Foundation  
John Milne  
Margaret Milne  
The Moffat Family Fund

Frank Mongillo  
Christian Montini  
Mr. Neil and Mrs. Lois Moore  
Carrie and Andrew Morgan  
Thomas Moriarity  
Jill Morrill  
Pierre Morrissette  
Richard Morse  
Rina Mukherjee  
Jack Mundy  
Ms. Barbara Munro  
Jacques Naud  
Sheila Norman  
Sandra Nymark  
Mrs. Lola O. Donald  
James T. Norris  
Harry N. Oakes  
G. Peter Oakes  
T. Oikawa  
Ms. Helen Orsino  
Gilles Ouellette  
Ms. Marie-Jose Overweel  
Aaron Paas  
Ron Paddon  
Alfred Page  
David Pakrul  
Mike Palozzi  
Angela Palozzi  
J.E. Panneton Family Foundation  
Mr. Roy Parmelee  
Donna Parr  
Khorshed Patel  
The Paterson Foundation  
Mr. and Mrs. Paton  
Helen Patterson  
Mr. Peter B. P. Pearce  
Ronald Pearlman

John Pearson  
Tim Peck  
Nancy Pencer  
Mrs. Lee Peters  
Richard Pettit  
Jim Phimister  
Ms. Beverley Jane Pinchin  
Powis Family Foundation  
Cathy Preston  
John Proctor  
Robert Prosser  
Robert J. Pyne  
Dr. Margaret Rand  
Gregory Rao  
Genevieve and Irfhan Rawji  
Leslie Raymond  
Marguerite Redman  
Carrie Reed  
Mrs. Florence Reilly  
Allan Reynolds  
Mr. Ralph F. D. Richardson  
Kiu Rezvanifar  
C. E. Ritchie  
Patrick Rocca  
Geoffrey Roche  
Michael Rolland  
Maurice Rollins  
Richard Rooney  
Elaine Roper  
Helen Rose  
Lucille Ross  
Rocco and Rhonwyn Rossi  
Alice Rowe  
John Ruddy  
Darren Ruhr  
Jennifer Ryan  
Ajith Sabaratnam  
Suzanne Sanson  
Carol Sasseville  
James Sauder

Donna Saunry  
Richard Savoury  
Mr. and Mrs. Sawitzki  
Clara Scanga  
Ted Scharf  
George Schilke  
Erin Schnepfer and Megan O'Malley  
Brian Schnurr  
Norine Schofield  
J. Kenneth Scott  
S. and J. Scriver  
David Sculthorpe  
Glen Shakells  
Mr. Kenneth Sharpe  
Richard Shepherd  
Margaret Shillolo  
Mark and Heather Shouldice and Family  
Michael Shulist  
Mrs. Teresa Silveira  
Michael Simonetta  
Wendy Simonovich  
Mr. Joginder Pal Singh  
Paul and Cathy Singleton  
Rose Sinicrope  
Lisa Sirizzotti  
Cori Skagen  
Gary Slaughter  
Gerald Slan  
Jerry and Christie Smith  
Stephen Smith and Dorothy Woltz Foundation  
John Snow  
Mr. Hin Leung So  
J. W. Spinks  
Dr. and Mrs. D. Stephan  
Eleanor Stephanson  
Catherine Stewart  
Mr. and Mrs. Storjhoann  
Volker Storjhoann  
Mr. Fred Strong



A book author and school teacher, Aureen Richardson, inspired a children's essay writing contest with her gift to the Foundation. She says many people in her family, including her husband, have died from heart disease and stroke and she hopes to inspire kids to think about heart disease in a creative way. There were nearly 2,000 submissions and one winner in each of three age groups. Go to [heartandstroke.ca/writingcompetition](http://heartandstroke.ca/writingcompetition) to read the winners' innocent and heartfelt stories.

Dr. Donald Stuss  
Shiori Sudo  
Leung Suen Lap  
Dr. Matthew Suh  
Judy Sutherland  
Mr. Austin A. Sweet  
Laura Syron  
Ken and Joan Taylor  
R. Taylor  
Mario Tedesco  
Mr. Lawrence Theall  
Bill and Sheila Thomas  
Mr. John A. Thompson  
Timothy Thompson  
Susan Thomson  
Ms. Thelma Thomson  
John Thorpe  
Michael Tidy  
Mark Tiffin  
Brian Tino  
Mr. and Mrs. Tirkienicz  
John B. Tiverton  
David Toyne  
Mr. Joe Trigiani  
Edmund Trilsbeck  
Greg Turnbull  
Clay Ullrich  
M J. Utting  
Luc and Pamela Vanneste  
David Vaughan  
Herbert Veisman  
Joseph Vitale  
Greg Voisin  
Ester Waldron  
Mr. and Mrs. J. Waldron  
Sandra Walker  
Benjamin Walker Foundation  
Mr. John H. Watson  
Louise R. Watt

Michael Wayling  
Marjorie Weber  
Lorne Weiss  
Russ Weir  
Brad White  
P. Williams  
Richard Willisie  
Bryan Wilson  
Donald Wilson  
Greg and Tara Wilson  
Mr. Richard B. Wilson  
Mr. James Wolfe  
Barbara Wolfe  
Bill Wolfe  
Greg Wolfond  
Henry Wolfond  
Mel Wolfond  
Doug Woolner  
Patti Wolsey  
Debbie Wright  
James and Wanda Xuereb  
Steve Yacht  
The Young Family  
Linda Young  
Paul Yu  
Alex Yuan

And all others wishing to remain anonymous.



## Board of Directors

(From left) David Garland, CA; Marlys Koschinsky, PhD; Barry Cracower; Richard Pettit, CA; Michael LeClair, Past Chair of the Board; Colleen Johnston, FCA, Chair of the Board and President; Margaret Rand, PhD; Donna Parr; U. Phillip Daniels, PhD; Robert S. McKelvie, MD; Shafiq Ebrahim, MBA **Missing from photo:** Chi-Ming Chow, MD; G. Peter Oakes, CA; Allan Reynolds; Anthony Graham, MD (Honorary Director)

**Retired Directors:** Heather M. Arthur, PhD; Irfhan Rawji

**Honorary Patron:** The Honourable David C. Onley, O.Ont. Lieutenant Governor of Ontario.

**Foundation Secretary:** Pauline Wijeyesekera

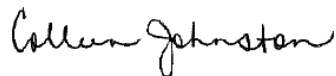
# Keeping our eye on the future.

This is my first year as Chair of the Board and I found it to be both rewarding and challenging. I am well aware of how the economy has taken a toll on profits as a whole, and few of us have emerged unscathed. During these tough times, we are even more grateful for the loyal and committed support of our donors.

Our volunteer board is very proud of how the Foundation continues to steward donor generosity into medical advancements and we will continue to persist in achieving maximum efficiency and success out of every dollar received. Your support will be critical in these efforts to secure more and longer-term funding for research and health promotion, as we face the urgent issues of childhood obesity and an aging population that will substantially increase Canada's cardiovascular risk.

I want to thank our amazing volunteers and staff, as well as our donors and our new CEO, David Sculthorpe, for their support this year and going forward, as we continue advancing our mission: Finding answers. For life.

Sincerely,



Colleen Johnston  
Chair of the Board and President



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“The Heart and Stroke Foundation of Ontario was a major contributor to improving the heart-health of our communities this year and we will continue to work to deliver the results you’ve come to expect from us.”

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# Financial highlights.

## Investing in our future.

Canadians as a whole are quite concerned about the impact of the economic turmoil that has unfolded throughout the world and the impact that job losses and economic uncertainty will have on their personal lives. However, the Foundation remains optimistic that our donors will continue to be loyal, sustaining supporters because of the importance of our work. While the economic downturn of 2009 has had an impact on the revenue generated by many charitable organizations, the Heart and Stroke Foundation was able to protect its research and mission commitments by using not only its annual revenue, but also its solid asset base. Together, these two provisions have enabled us to invest over \$73 million into vital research, health education and community programs in 2009.

Our volunteers continue to be a source of strength for us as we strive to make real, life-saving strides with respect to the prevention and treatment of cardio-cerebro vascular disease. In 2010 we are committed to being able to meet our existing research commitments and to ensure these funds are allocated to the most relevant, most meaningful research, health education projects and programs designed to protect and improve the heart health of all Ontarians.

To help you better understand where your money goes to support the Foundation, we have highlighted key entries in the reporting tables, and have provided answers to some important questions you may have.

### **a) Protecting our investment in mission**

In 2008 and 2009, the asset reserves of the Foundation protected our investments in health education and life-saving research by allowing us to spend \$16 to \$18 million more than we raised in each of these years. In accordance with our strategic plan, these asset reserves allowed us to invest more money on the best cardiovascular and cerebrovascular research and to launch innovative programs that are making significant impact on managing blood pressure, tackling childhood obesity and saving lives through the placement of AEDs. In 2009 the Foundation spent \$73.6 million on research, health education and community programs. (See page 31 for details)

### **b) Lottery contribution to research**

In 2009, \$10.4 million was generated for life-saving research through the Foundation's lottery. Over the past eleven years, the Foundation's lottery has contributed almost \$160 million towards vital research, health education and community programs. Direct costs for the Foundation's lottery business are substantially higher than the costs of non-lottery activities as these costs relate to spending on prizes and promotion to maximize lottery proceeds.

## Statement of revenue and expenditures

for the year ended August 31, 2009

(in \$ thousands)

	Unrestricted and Board Restricted Funds	Donor and Government Restricted	2009	2008
<b>Gross Revenue</b>				
Fundraising revenue: Community-based programs	30,168	401	30,569	32,546
Centralized programs	27,315	8,882	36,197	43,559
Lottery	-	46,215	46,215	46,639
Government sponsored projects	-	5,285	5,285	4,315
Interest, dividends and realized gains on investments	4,078	404	4,482	6,867
	61,561	61,187	122,748	133,926
<b>Direct Costs</b>				
Fundraising revenue: Community-based programs	6,861	-	6,861	6,782
Centralized programs	5,276	20	5,296	5,015
Lottery	-	35,823	35,823	35,902
Interest, dividends and realized gains on investments	168	-	168	168
	12,305	35,843	48,148	47,867
<b>Net Revenue</b>				
Fundraising revenue: Community-based programs	23,307	401	23,708	25,764
Centralized programs	22,039	8,862	30,901	38,544
Lottery	-	10,392	b) 10,392	10,737
Government sponsored projects	-	5,285	5,285	4,315
Interest, dividends and realized gains on investments	3,910	404	4,314	6,699
Net revenue before operating and mission expenditures	49,256	25,344	74,600	86,059
<b>Operating Expenditures</b>				
General fundraising	15,432	-	15,432	15,457
Administration	3,209	164	3,373	3,707
	18,641	164	18,805	19,164
Net revenue before mission expenditures	30,615	25,180	55,795	66,895
<b>Mission Expenditures</b>				
Research	29,558	16,801	46,359	52,351
Health promotion and community programs	18,807	8,379	27,186	30,819
	48,365	25,180	a) 73,545	83,170
	(17,750)	-	(17,750)	(16,275)
<b>Other than temporary impairments on investments</b>	(444)	-	(444)	-
<b>Excess (deficiency) of revenue over expenditures for the year</b>	(18,194)	-	(18,194)	(16,275)

## Statement of financial position

as at August 31, 2009

(in \$ thousands)

				2009	2008
	Unrestricted	c) Board Restricted	Donor & Government Restricted		
<b>Assets</b>					
Current assets					
Cash and cash equivalents	6,039	4,786	19,798	30,623	32,523
Investments	-	30,572	-	30,572	28,756
Accounts receivable	1,728	-	-	1,728	1,160
Prepaid expenses and deposits	1,235	-	-	1,235	1,560
Inventory	1,149	-	-	1,149	1,412
	10,151	35,358	19,798	65,307	65,411
Long term assets					
Investments	-	35,273	9,603	44,876	75,226
Property and equipment	1,802	-	-	1,802	1,823
	11,953	70,631	29,401	111,985	142,460
<b>Liabilities</b>					
Current liabilities					
Accounts payable and accrued liabilities	6,156	-	895	7,051	13,497
Research grants and awards payable	-	30,572	16,007	46,579	44,936
Deferred contributions	-	-	2,896	2,896	2,806
	6,156	30,572	19,798	56,526	61,239
Leasehold inducements	1,485	-	-	1,485	1,615
Rent allowances	1,634	-	-	1,634	1,717
Deferred contributions	-	-	9,603	9,603	13,984
Research grants and awards payable	-	649	-	649	1,298
	9,275	31,221	29,401	69,897	79,853
<b>Net Assets</b>					
Unrestricted					
Unrestricted funds	7,273	-	-	7,273	18,576
Unrealized loss on investments	(4,595)	-	-	(4,595)	(2,270)
	2,678	-	-	2,678	16,306
Internally restricted	-	39,410	-	39,410	46,301
	2,678	39,410	-	42,088	62,607
	11,953	70,631	29,401	111,985	142,460

### c) Restrictions – Donor, Government and Board

One hundred million represents assets that are restricted, based on the Foundation's Board or donors intent of reserving funds to pay for current and future multi-year mission related commitments. Research commitments to be paid out in the current fiscal year are reserved in cash. Donor and Government restricted funds also must be retained as cash until spent on the designated activity. These Donor and Government restricted funds include lottery proceeds which fund specific research activities, Automated External Defibrillators, and funding for the Heart and Stroke Foundation Centre for Stroke Recovery. In addition, the Board of Directors restricts funds in support of key strategic initiatives that are multi-year in nature, to ensure adequate resources are available to complete these key longer term mission priorities. The Foundation conservatively invests the money related to these restricted amounts, in order to produce valuable additional income that is reinvested in mission spending. It is the Foundation's belief that it is best practice within the charitable health sector to adequately protect research awards and other strategic initiatives to ensure funds are available to honour these important commitments.

#### Board and Donor Restricted

- Current year research grant commitments (\$46.6 million).
- Approved strategic plan initiatives (\$39.4 million). These key mission priorities and areas of investment in our strategic plan include:
  - ♦ 50% of multi-year research commitments (\$25.2 million).
  - ♦ High Blood Pressure: Getting Ontarians' blood pressure under control (\$1.4 million).
  - ♦ Spark Together for Healthy Kids: Tackling childhood obesity (\$6.6 million).
  - ♦ Working capital reserve (\$6.2 million).
- Heart and Stroke Foundation Centre for Stroke Recovery and Automated External Defibrillators (\$14 million).

## About the Annual Report.

### How is it possible that the Foundation invested more in 2009 than it received?

The Foundation was able to protect its investment in mission in 2009 because a portion of the Foundation's assets were used, in accordance with our strategic plan, to support critical research and health education priorities. This allowed the Foundation to spend \$17.8 million more than it raised in 2009, resulting in a total of \$73.6 million in 2009 mission spending.

2008 Mission investment – \$83.2 million

2007 Mission investment – \$56.8 million

### Who is responsible for overseeing Financial Management?

The Foundation fulfills its important governance roles through its strong volunteer committee structures comprised of members with relevant expertise. Ultimate responsibility for governance and oversight lies with the Board of Directors. Assisting the Board in fulfilling its financial mandate are various committees including the Audit Committee, the Finance and Investment Committee and the Investment Sub-Committee. The Audit Committee assists the Board in fulfilling its oversight responsibilities for the external financial reporting process, the system of internal control, the audit process and the processes for identifying, evaluating and managing the Foundation's principal risks, which have an impact on financial reporting. The Finance and Investment Committee is accountable to the Board for providing oversight regarding the financial well-being of the Foundation and oversees an Investment Sub-Committee, which provides oversight regarding the Foundation's investment portfolio.

### How do I get more information about the Foundation's financials?

The financial information reflected in this annual report is a component of the Foundation's complete Audited Financial Statements. These Audited Financial Statements have been prepared in accordance with generally accepted

## About the Annual Report (continued)

accounting principles, and are audited by the firm PricewaterhouseCoopers LLP. The auditors review this annual report for consistency with the Audited Financial Statements. They also review the Foundation's annual Registered Charity Information Return form T3010 that is filed with the Canada Revenue Agency (CRA) and is available annually on the CRA website (Business number 10747-2839-RR0001).

A complete set of financial statements is available upon request from the Foundation's Finance Department (416-489-7111 ext. 477).

### Why is lottery revenue different from charitable revenue and how does that affect the Foundation's figures as reported by the Canada Revenue Agency (CRA)?

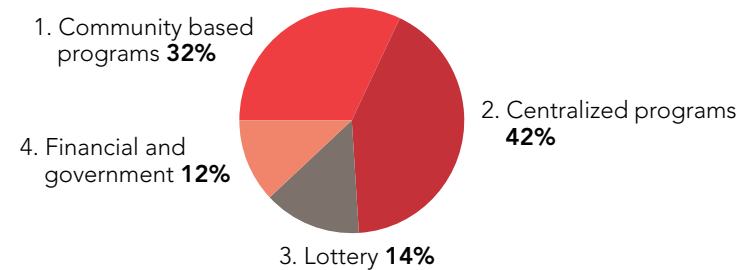
As CRA regulations do not allow a tax deduction for the purchase of a lottery ticket, the Foundation does not issue tax receipts for revenue derived from the lottery. To maintain this distinction, lottery revenue is reported on a separate line to charitable revenue in our financial statements. For the Foundation and all other organizations in the marketplace, lottery costs are substantially higher than the costs of non-lottery related fundraising activities. Lottery costs relate to spending on prizes and promotion to maximize these proceeds. This fact is not made readily apparent in CRA reporting, which may cause some readers to misinterpret a charity's fundraising costs for non-lottery related activities as appearing higher than they are. While lotteries are more expensive to run than traditional fundraising methods, they are one of the best ways to maximize the funding needed to continue to support life-saving heart and stroke research.

### How much of my dollar goes to research?

For every dollar you donate, 64.2 cents goes toward Research and Health Promotion and community programs. The remainder is spent on fundraising

(32 cents) and administration (3.8 cents). This includes net lottery proceeds, as purchasing a lottery ticket is not considered a charitable activity and a tax receipt cannot be issued.

### Where does the revenue come from?



Historically, our strength has come from the support of many individuals with relatively small donations. More than 90% of our revenue is from individuals. In addition to this strong base of giving, our donors have also been very supportive of the Foundation in their estate planning. Our revenue can be identified through these four categories:

1. Our events (Heart&Stroke Jump Rope for Heart, Hoops for Heart, Big Bike, Fit for Heart, 7 Summits, and Ride for Heart) and Door-to-Door fundraising for Heart Month in February are examples of the community based programs that generate 32% of the Foundation's net revenue.
2. Centralized programs account for 42% of net revenue. These include donations made through annual gifts given directly to the Foundation from an individual or organization and other centralized activities, such as Direct Mail.
3. Our Lottery business generated 14% of net revenue. Charitable lotteries have higher costs that are incurred in advance related to spending on prizes and promotion to maximize lottery proceeds. In 2009, \$10.4 million was generated for life-saving research through the Foundation's lot-

tery. Over the past 13 years, the Foundation's lottery has contributed almost \$160 million towards vital research, health education and community programs.

4. Financial gains and government sponsored projects account for 12% of net revenue.

### Where did the Foundation invest this money?

We must be committed to support research in the long-term, to yield the greatest possible impact for people affected by, and at risk for developing, heart disease and stroke. Many of our grants are awarded for up to five years, reflecting the long-term investment required for new ideas to produce significant impact. The Heart and Stroke Foundation of Ontario prides itself on ensuring that every time someone sponsors an event participant, gives at the door, or makes a memorial donation, their money fuels the very best in scientific research and health education. Through rigorous review and selection processes, we are committed to funding only the best research that will have the greatest and most meaningful impact on people's lives. The Foundation supports approximately 450 researchers and investigative teams across Ontario. In 2009, the Foundation invested over \$27 million in consumer and health professional education initiatives and community programs. Your support contributes to all of these efforts, and results in lives saved by continually improving diagnoses, treatment and prevention of heart disease and stroke.

### Research grant investments

(in \$ thousands)

#### Greater Toronto Area

Baycrest Centre	158
Centre for Addiction and Mental Health	95
Hospital for Sick Children	2,201
Mount Sinai Hospital	371
St. Michael's Hospital	1,663
Sunnybrook Health Sciences Centre	1,261
University Health Network	3,601
University of Toronto	3,686
York University	358

#### Ontario West

Lawson Health Research Institute	349
London Health Sciences Centre	926
Robarts Research Institute	1,101
University of Western Ontario	2,406
University of Windsor	205

#### Ontario North

Lakehead University	22
Laurentian University	18

#### Ontario East

Ottawa Hospital Research Institute	1,415
Queen's University	1,886
University of Ottawa	1,518
University of Ottawa Heart Institute	2,884

#### Ontario Central

Brock University	100
McMaster University	4,280
University of Guelph	216
University of Waterloo	188

Multi Provincial Grants	46
International Awards	4
National Research Awards	5,341
Ontario Stroke System Research Grants	1,259
Other Research Investments	3,656
HSF Centre for Stroke Recovery	5,038
Canadian Stroke Network	107

**Total research investment: 46,359**

### Health education and community programs investment

High Blood Pressure: Getting Ontarians' blood pressure under control. 2,873

Spark Together for Healthy Kids: Tackling childhood obesity. 3,522

Providing free health information, community programs and raising awareness and campaigning for policy and system change to improve the quality of life of people affected. We want heart disease and stroke to be high in the minds of the government, health departments and every other body with influence. 13,101

Raising awareness of the warning signs and risk factors for stroke, Provincial coordination for stroke system and disseminating knowledge to healthcare providers. 2,900

Ensuring all Canadians learn CPR (Cardiopulmonary Resuscitation) and have access to defibrillation (Automated External Defibrillators). When defibrillation is used along with CPR, survival rates can go from 5% to more than 50% if delivered in the first few minutes. 4,790

**Total health education and other community programs: 27,186**

**TOTAL RESEARCH AND HEALTH EDUCATION INVESTMENT: 73,545**

## About the Annual Report (continued)

### **What about the future and the year ahead?**

Firstly, we are extremely thankful for the strength of the Canadian financial sector as compared to financial sectors throughout the world. We are hopeful that Canada can begin to recover in 2010 and that the Foundation can maintain support. As we prepare plans for our next fiscal year, we have reduced our forecasts with respect to annual revenues while also striving to maintain corporate contribution levels by tailoring our philanthropic requests more specifically to areas of interest and urgency. This gives us cautious optimism that we will be able to continue to fully invest in our important research and health education activities until such time as the economy strengthens.

Our investment over many years has clearly identified important risk factors for cardiovascular disease (CVD) and stroke. With baby boomers aging and children being diagnosed with advanced risk factors earlier in life, we are becoming increasingly at risk for a cardiovascular event or stroke. The urgency today has never been greater to translate a wealth of research knowledge into meaningful actions for prevention and treatment. While the incidence of heart disease has decreased by more than 30% in the past decade, it still remains the number one killer of both men and women in Canada. Unlike many other diseases, continuing research and translation of knowledge in CVD and stroke can have dramatic impact in the short term.

## Chief Executive Officer

David Sculthorpe

## Vice Presidents

Nickey Alexiou Human Resources

Lisa Chicules Marketing

Laura Syron Research, Advocacy & Health Promotion

Bill Thomas Chief Financial Officer, Finance, Systems & Business Solutions

Michael Tidy Community & Donor Development



This code sets the standards for charitable organizations in managing and reporting their financial affairs.

## Mission Statement

The Heart and Stroke Foundation, a volunteer-based health charity, leads in eliminating heart disease and stroke and reducing their impact through the advancement of research and its application, the promotion of healthy living and advocacy.

## Heart and Stroke Foundation of Ontario

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Email: [heartandstroke@hsf.on.ca](mailto:heartandstroke@hsf.on.ca)

Website: [www.heartandstroke.ca](http://www.heartandstroke.ca)

Business Number: 10747-2839-RR0001

## Community Offices

Barrie	Niagara
Belleville	North Bay
Brampton	Ottawa
Brantford	Owen Sound
Brockville	Peterborough
Chatham	Richmond Hill
Cornwall	Sarnia
Durham	Sault Ste. Marie
Guelph	Stratford
Halton	Sudbury
Hamilton	Thunder Bay
Kingston	Timmins
Kitchener-Waterloo	Toronto
London	Windsor
Newmarket	



### Volunteers are our lifeline.

Our volunteers have been making a difference in the lives of Canadians through their generous contributions of time, skill and commitment. But millions of Canadians are still at risk, and will be for generations to come. There is still so much to do. To find out how you can get involved, call or visit your Heart and Stroke Foundation community office or go to [heartandstroke.ca/volunteer](http://heartandstroke.ca/volunteer)

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## GET INVOLVED TODAY IN SPARKING CHANGE.

Go to [heartandstroke.ca/spark](http://heartandstroke.ca/spark) and help us identify and put into action the recommendations you think are the most viable and achievable in your community today.

Tell us your priority choice for change:

1. Provide a healthy food subsidy to low income families.
2. Have subsidized healthy food products (e.g. good food box) available for purchase in your community.
3. Expand food preparation and nutrition education courses in school, after-school and community programming.
4. Provide a core set of free publicly funded recreational programs or services for children and youth in school, after-school and in the community.
5. Expand active transportation networks that are safe, secure and walkable such as bike lanes, sidewalks, green spaces, mixed land use and proper lighting.
6. Establish infrastructure funding for sport, parks and recreational facilities.

THE TIME TO ACT IS NOW. GET INVOLVED TODAY.

[www.heartandstroke.ca/spark](http://www.heartandstroke.ca/spark)



#### SPARK CHAMPIONS:



#### SPARK SUPPORTING PARTNERS:

- Active Healthy Kids Canada
- Association of Local Public Health Agencies
- Asthma Society of Canada
- Boys and Girls Clubs of Ontario
- Black Health Alliance
- Breakfast for Learning
- Canadian Diabetes Association
- Champlain Cardiovascular Disease Prevention Network

Centre for Obesity Research and Education  
Dietitians of Canada  
Health Nexus  
Ontario College of Family Physicians  
Ontario Lung Association  
Ontario Physical and Health Education Association  
Ontario Professional Planners Institute  
Ontario Public Health Association  
Ontario Stroke Network

Parks and Recreation Ontario  
ParticipACTION  
People for Education  
Share the Road  
Sustain Ontario – the Alliance for  
Healthy Food and Farming  
Today's Parent  
Waterfront Regeneration Trust  
YMCA

