



OSTEOPOROSI

IMPACT REPORT

2020 - 2021



PATIENT STORY JOYCE CRAWFORD

Joyce's father had osteoporosis and even though her grandmother wasn't formally diagnosed, she had signs of the disease including her rounded back. In those days she says, there wasn't the same evidence-based



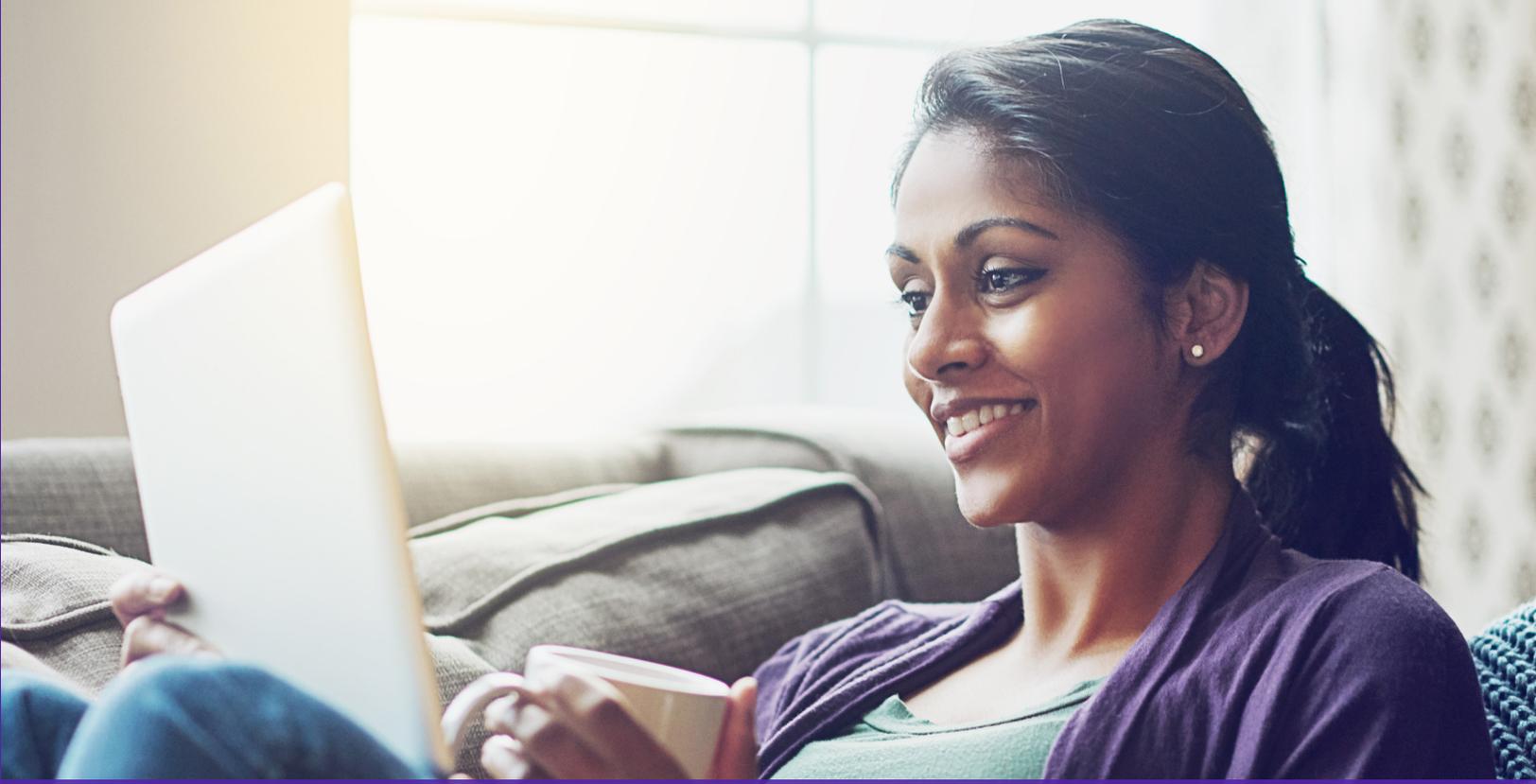
Osteoporosis Canada changed my life. They gave me the tools and support I needed to live a bone-healthy lifestyle. And when my sister and two daughters were diagnosed with osteoporosis, I was able to share this life-changing information with them, too. Thankfully, the day-to-day reality of what it looks like to live with osteoporosis looks much different today than it did many years ago.

Joyce says she is a big believer in support groups who connected her to others living with the disease and who had a great deal of experience and knowledge to share. Every month she would meet with people in the group and she also went to all the educational events she could attend.

Joyce is grateful for the resources available including the support group she attended in the early days after her diagnosis, which she calls a lifeline. She is ardent in her support of Osteoporosis Canada as being one of the thousands of Canadians who has and continues to benefit directly from the organization's work to support, educate and advocate for the women and men affected by the disease.

“

Mostly, I never had
dealing with
the camera
support group
amendous



OUR REACH

F2020 - 2021

OSTEOPOROSI

WEBSITE

English



619,735

Web Users



1,651,416

Page Visits

French

166,239

Web Users



326,977

Page Visits

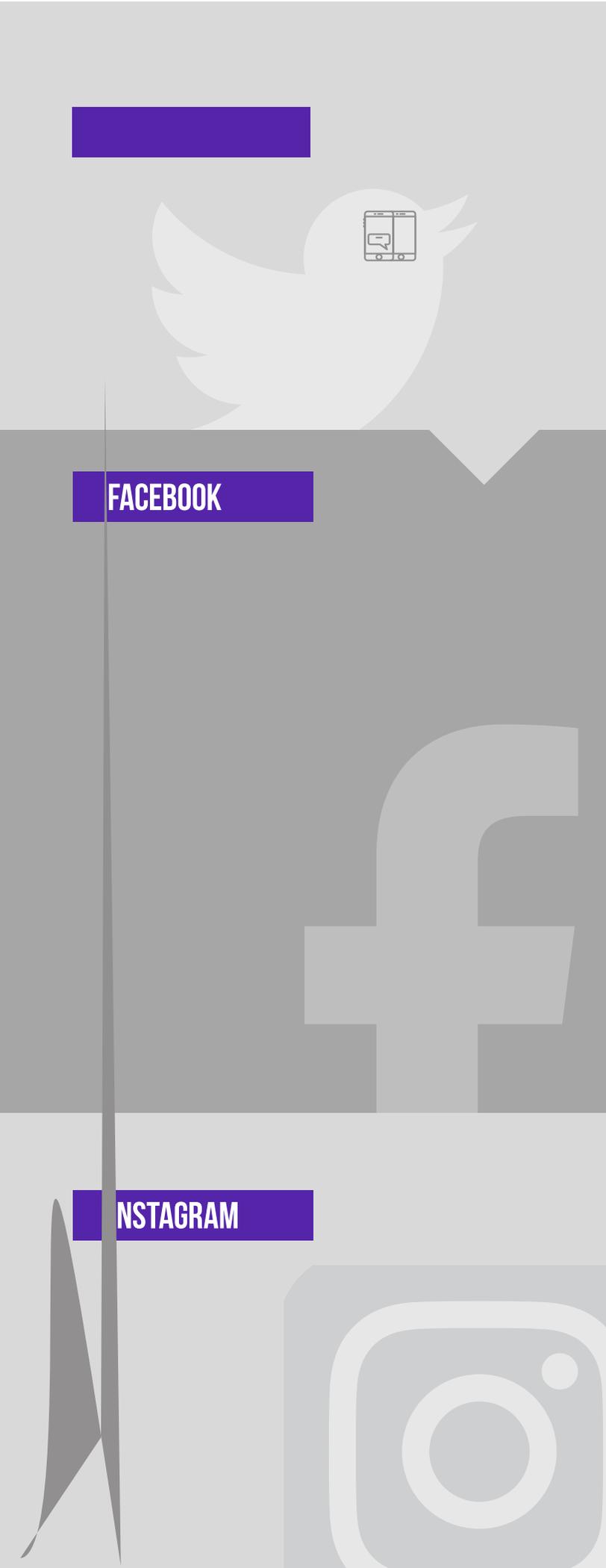




FACEBOOK



INSTAGRAM



OSTEOPOROSIS

FRACTURES, FEARS
and family

DATE: February 26, 2021
TIME: 1:00 noon CST

in partnership with
South Saskatchewan Community

OSTÉOPOROSE

WEBINAIRE À L'INTENTION DES PROFESSIONNELS DE LA SANTÉ :
DISSIPER LES MYTHES SUR LE CALCIUM ET LA SANTÉ DES OS

COMITÉ D'EXPERTS :

Hassan Vatanparast, MD, Ph. D.

OSTEOPOROSIS CANADA
REPLAY
FEATURING SOME OF OUR MOST POPULAR ONLINE CONTENT

Managing Osteoporosis Patients During COVID-19

Healthcare Professional Webinar

A Panel of Experts
Facilitated by Dr. Robert Josse

29 WEBINARS

WEBINAR: THURSDAY APRIL 23 | 1:00 PM ET

EXERCISE AT HOME DURING COVID-19
WITH DR. LORA GIANGREGORIO

Stuffed Meatballs on Creamy Polenta

WITH EMILY RICHARDS
PROFESSIONAL HOME ECONOMIST

Wednesday, October 28
4:00 pm CT

IN PARTNERSHIP WITH
THE WINNIPEG FOUNDATION For Good. Forever.

FACEBOOK LIVE TODAY

WEDNESDAY, NOVEMBER 11
4:00PM CT | 5:00PM EST

BONE Appetit

Cook-along with **OSTEOPOROSIS**

Cook-along with **OSTEOPOROSIS**

PANEER & CHICKPEA STEW

WITH EMILY RICHARDS, PHEC

TUESDAY, MARCH 16
4:00 PM CDT | 5:00 PM EDT

IN PARTNERSHIP WITH
THE WINNIPEG FOUNDATION For Good. Forever.

COVID-19 AND OSTEOPOROSIS TREATMENTS FOR PATIENTS AND CAREGIVERS

Presented by Dr. Aliya Khan

WEBINAR: JUNE 25 | 1:00 PM ET

COOKING DEMO WEBINAR
WEDNESDAY JUNE 24 | 1:00 PM ET

COOKING FOR ONE OR TWO

6,644 REGISTRATIONS

BONES 'N' BEER
MEN & OSTEOPOROSIS

FEATURED SPEAKER: DR. SID FELDMAN
THURSDAY, MARCH 25 | 5:00 PM PDT

Fill your spot!

Cooking Demo Webinar with Emily Richards

CHICKEN & SQUASH STROGANOFF
Thursday, November 12 | 12:30 pm EST

OSTEOPOROSIS
In Partnership With
THE WINNIPEG FOUNDATION For Good. Forever.

DRUG-INDUCED OSTEOPOROSIS
Presented By: Dr. Nese Yuksel

REPLAY
FEATURING SOME OF OUR MOST POPULAR ONLINE CONTENT

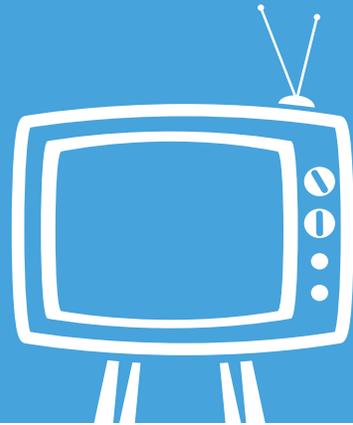
UNBREAKABLE - THE OC PODCAST

5 PODCASTS LAUNCHED
4,280 LISTENS/PLAYS



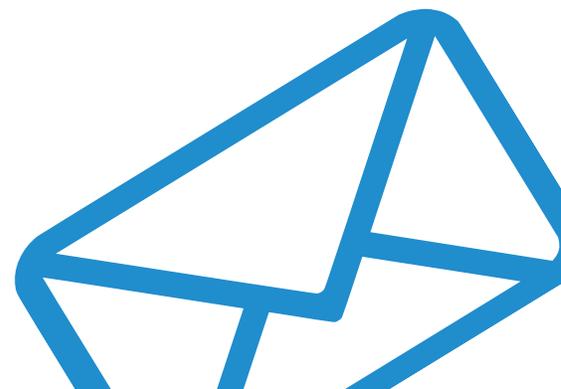
OC REPLAY

25 VIDEOS
16,850 VIEWS



E-COMMUNICATIONS

101 EMAILS SENT
258,760
OPENS/ENGAGEMENTS



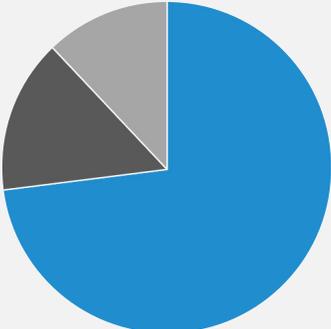


Osteoporosis Canada's Program Fund, where revenue and expenses related to education advocacy and awareness, administration and fundraising are accounted, had a fiscal year surplus of \$40,018. The Program Fund balance at fiscal year-end of \$774,134 which includes a transfer of \$175,000 to the Reserve Fund. The \$175,000 was transferred to earn maximum interest, as the funds are not required until November 2022 for the planned in-person Canadian Musculoskeletal Conference (CMC) and at that time will be transferred back to the Program Fund to cover the CMC costs.

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 \$1,270,961. This represents an unrealized gain on investments of over \$200,000 due to the COVID-19 pandemic market adjustments and a transfer of \$175,000 from the Program fund.

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

PROGRAM FUND REVENUES



■ Government Funding*	4,045,185
■ Individuals	1,232,033
■ Corporations & Foundations	533,406
■ Other **	49,011
	\$5,859,635

■ Education, Advocacy and Program Development	4,266,796
■ Administration & Support	878,643
■ Fundraising	674,178
	\$5,819,617

*Ontario Ministry, Federal Government & Other Provincial funding
 ** Gaming, Community Groups & Interest/dividends



In unprecedented times despite the many challenges faced, Osteoporosis Canada continued to meet the needs of Canadians over the past fiscal year. In the face of a global pandemic, where in addition to managing our own personal circumstances, organizationally, we are proud of our abilities to quickly pivot and sustain our organization.

We are filled with gratitude for our donors, volunteers, partners, clinicians and researchers and staff who banded together to ensure we were able to continue in providing resources, information and engagement opportunities that became even more vital in supporting Canadians in their bone health and in managing osteoporosis and their risk of related fractures.

In March 2020, all face-to-face programming ceased with all programming becoming accessible through virtual platforms. This transition while challenging for some at the outset, created a positive opportunity to reach individuals and communities previously inaccessible by traditional means.

Online webinars and support groups flourished and people across the country found ways to stay engaged, informed