

a healthy **future** for **generations** to come



ANNUAL **REPORT** 2008



HEART &
STROKE
FOUNDATION
OF ALBERTA,
NWT & NUNAVUT

Finding answers. For life.

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A message from our Board Chair



For the past two years, it has been my great privilege to serve as Chair of the Board of Directors of the Heart and Stroke Foundation of Alberta, NWT & Nunavut (HSFA). This has been a period of unprecedented growth in Alberta, which has presented us with unique challenges.

In September 2007, the Board of Directors and the HSFA Leadership Team released its three-year Strategic Plan to address the economic environment we operate within, and to create a stronger, more effective organization in the future. The plan outlines two strategic priorities: 1) to build a people plan focused on attracting and retaining excellent staff and volunteers to further our mission; and 2) to create a diverse fund development portfolio that will provide a stable and sustainable source of funds for the Foundation for years to come. We've made great progress towards these priorities, and are especially proud of the exceptional employees we have attracted and retained. They have chosen, despite many opportunities around them, to pour their passion and expertise into the HSFA mission.

This year, we have been very successful in delivering on our mission. Through initiatives like Living with Stroke, CPR Anytime and Nutrition Briefcase, we are making great strides toward preventing heart disease and stroke, improving the survival rate from these diseases, and helping survivors to achieve the best quality of life possible. The Foundation has also strengthened its reputation as a leader in public health through its advocacy initiatives. From fighting for a smoke-free Alberta, to advocating for the best stroke care for all Albertans, the Heart and Stroke Foundation is playing an increasingly active role in creating healthier communities.

Thanks in large part to the ongoing funding and support of the Heart and Stroke Foundation, Alberta now has one of the largest and most successful communities of heart and stroke researchers in the world. This research community is a legacy to Alberta, and drives excellence in care for both heart disease and stroke.

As my term as Chair of the Board comes to a close, it is with great confidence that I pass the torch on to Mr. Rod McKay. Rod's expertise in the business world will benefit the Foundation in the areas that it needs most right now. Together with our CEO, Ms. Diana Krecsy, the future is bright. Diana brings a tireless work ethic and tremendous passion to the organization. With the progress we have made, I am convinced that HSFA will enjoy many new successes in the years to come.

HSFA Board of Directors, 2007 - 2008

Chair: Andrew Demchuk, M.D.

Vice Chair: Roderick McKay

Secretary/Treasurer: Kathy Bonazew

Past Chair: Fred Kozak

Directors:

Lori Bonnett | Henry Duff, M.D. | David Johnstone, M.D. | David Shragge, M.D. | Linda Wahl

For all of us at the Heart and Stroke Foundation of Alberta, NWT & Nunavut (HSFA), the fiscal year ending August 31, 2008 (F08) was a year of review, discovery, collaboration and vision. We launched important new initiatives, like The Heart Truth, which focuses on women's health; we continued our support of the world-class Alberta heart and stroke research community; and we strengthened our ties with all stakeholders – donors, volunteers, staff, researchers, medical professionals, government and other health organizations – as we work together towards a healthier future.

While we feel great optimism today at HSFA, it is with deep regret that I announce that we have recorded a net financial deficit in F08. It is important to note that we had sufficient reserves to provide for this shortfall, primarily from real estate sales set aside by our Board of Directors in 2004. It is my great hope that these financial results will not overshadow the great successes we have achieved.

A number of factors, both internal and external, have contributed to this financial result. The economic world is changing rapidly, and we have not been proactive in ensuring that our fundraising initiatives would be successful in this environment. This has contributed to a decline in our revenues this year. Our Strategic Plan identified the need to diversify our fundraising initiatives, and we have begun the process necessary to achieve this. Last year, we made the decision to cancel two long-standing fundraising events that were no longer effective. This year, we launched a new initiative, the 2008 Alberta Heart & Stroke Lottery. Although not a financial success, the lottery helped us to extend our reach to more Albertans than ever.

At the same time, Alberta's robust economy, intense competition for qualified workers, and high cost of living have challenged our ability to attract and retain employees. Again, we have taken steps to address this issue, and we are encouraged by the decline in our staff turnover this year compared with 2006-2007.

The Foundation is currently in a phase of transformation: every office, department and program is under review as we work towards creating a stronger, more efficient organization. It is an exciting time as we examine the minute details of everything we do, while remaining focused on our long-term objectives and vision.



HSFA Staff, as of August 31, 2008

Candice Bagan	Katy Devine	Julie Gale	Peggy Johnson	Rose Michelbrink	Aimée Schill
Margaret Bell	Erin Dornstauder	Rachel Gammell	Caroline Knox	Brenda Milloy	Susanne Semchuk
Sara Bevan	Danna Drummond	Stephanie Garies	Diana Krecsy	Evelyn Mitton	Natalie St-Denis
Susan Binnie	Melanie Durocher	Evelyn Glasser	Evelyn LeSueur	Cheryl Montour	Karen Switzer
Glenda Bock	Kristin Dyer	Margaret Grant	Qu Li	Linda Murray	Doris Szeto
Susan Brewer	Dayton English	Patricia Hannah	Amelia Lorenz	Logan Oler	Betty Taylor
Jennifer Callihoo	Tammy Erickson	Rick Harvey	Norma Maclean	Amber Osadan-Ullman	Gayle Thompson
Grant Coburn	Amanda Fedun	Donna Hastings	Chantal MacLeod	Anita Pieterse	Carolyn Walker
Marcy Collins	Carrie Fen	Michael Hoffman	Diane Macpherson	Nicolle Plante	Isabella (Wei) Wang
Tony Connelly	Tammy Forcier	Karen Holmstrom	Kakali Majumdar	Jill Rauda	
Kaily D'Eall	Karen Foster	Coleen Hutton	Lori McConnell	Jacqui Sanderson	
Nicole Deault	Valerie Fraser	Regina Johnson	Laura Mercier-Gagnon	Amie Schaufele	

Research

Through the generosity of our supporters, HSFA invested over \$5 million in cutting-edge research this year. This investment supported provincial Grants-In-Aid (GIA) and national strategic initiatives to build capacity in under-researched areas such as obesity, stroke and resuscitation.

This year, \$3.5 million in Grants-In-Aid (GIA) was awarded to 65 Alberta researchers (see list below). We received 58

new applications for GIA funding, the highest number in the past five years, and all Alberta applications scored 4.0 and above in our stringent peer review process.

Many researchers generously offered their time to act as HSFA spokespersons for a variety of events. As well, both the University of Alberta and the Libin Cardiovascular Institute graciously opened their

doors for two insightful research lab tours, providing HSFA staff,

volunteers and supporters with a close-up look at the work they do. Developing strong relationships with Alberta' researchers is essential, as we work together to find answers, for life.

We cannot stress enough the exceptional caliber of research taking place in Alberta today. In addition to

the list of celebrated researchers on the facing page, two other researchers in Alberta received prestigious honours this year.

The Heart and Stroke Foundation of Canada, together with Canadian Institutes of Health Research (CIHR), recently created a new Chair position for Applied Public Health Research. In June 2008, the Honourable Tony Clement, Federal Minister of Health, officially announced that **Dr. Kim Raine** (University of Alberta) was selected as the recipient of this unique Chairship, valued at close to \$1 million over five years. Dr. Raine's inspired work in encouraging healthy weights will have an impact on the health of all Canadians.

Canada's Top 40 Under 40™ is a national program that celebrates the success of young Canadians (under 40) who are leaders in their unique fields. Honourees are selected based on their vision and leadership qualities, innovation and achievements, impact in their field, community contribution, and growth and development strategies. This year, **Dr. Jason Dyck** (University of Alberta) was the recipient of a Top 40 Under 40 award. Dr. Dyck is the Canada Research Chair in Molecular Biology of Heart Disease and Metabolism, and has received Heart and Stroke Foundation funding since 1990.

The Heart and Stroke Foundation is proud of the work being done by heart and stroke researchers in Alberta. In F08, we expanded the ways in which we introduce our investigators to the public through our website, researcher biographies, and media exposure. We look forward to next year as we continue to support the life-saving work they do.



Answers
NEXT EXIT →

We're helping our researchers on the road to finding answers... for life.

The following Alberta researchers held HSFA Grants-In-Aid in 2008

University of Alberta

Christian Beaulieu
Ken Butcher
David Brindley
Joseph Casey
Frederick Colbourne
Sandra Davidge
Jason Dyck
Ayman El-Kadi
Susan Jacobs-Kaufman
Jack Jhamandas
Bodh Jugdutt
Teresa Krukoff
Richard Lehner

Peter Light
Gary Lopaschuk
Evangelos Michelakis
Donald Morrish
Allan Murray
Spencer Proctor
Richard Schulz
Ashfaq Shuaib
Andrew Simmonds
Peter Smith
Brian Sykes
Bernard Thebaud
Marcello Tonelli
Amy Me-War Tse

Ross Tsuyuki
Jean Eaton Vance
Howard Young

University of Calgary

Todd Anderson
Philip Barber
Israel Belenkie
Andrew Braun
Wayne Chen
Sarah Childs
William Cole
Tavis Campbell
Andrew Demchuk

Henry Duff
Robert French
Wayne Giles
Anne Gillis
Michael Hill
Gary Kargacin
Margaret Kargacin
Kathryn King
Paul Kubes
Rodger Loutzenhiser
Anders Nygren
Kamala Patel
Evgeny Pavlov
Marc Poulin

David Severson
Robert Sheldon
Yakhin Shimoni
Francine Smith
Henk ter Keurs
Ursula Tuor
Edward Vigmond
Michael Walsh
Donald Welsh
Brent Winston
Gerald Zamponi
Xi-Long Zheng

Provincial Research Programs*:

Grants-In-Aid:	\$ 3,527,064
New Investigator Award:	\$ 3,000
Stroke Professor (2):	\$ 160,000

National Research Program Support*:

Personnel Awards:	\$ 938,000
Federation Research Fund:	\$ 482,700
Canadian Stroke Network:	\$ 48,196

Professorships in Stroke Research

HSFA funds two Professorships in Stroke Research, one each at the University of Calgary and the University of Alberta, to develop and maintain world-class research programs for the prevention, diagnosis, treatment, and rehabilitation of stroke. Each Professorship has a 5-year term and is valued at \$80,000 per year.

2008 HSFA Professorships in Stroke Research

University of Alberta: Dr. Ken Butcher
University of Calgary: Dr. Michael Hill

Chairs in Cardiovascular Research

The HSFA Chairs in Cardiovascular Research provide strong leadership for the development of cardiovascular research and help to build world-class programs to attract outstanding students, trainees and scholars. Through a \$3 million endowment, HSFA supports one Chair position at each of the Universities of Calgary and Alberta.

2008 HSFA Chairs in Cardiovascular Research

University of Calgary: Dr. Henry Duff,
University of Alberta: Currently vacant, recruitment in process

2008 Grants-In-Aid (GIA)

University of Calgary
\$1,977,814 (GIA)

University of Alberta
\$1,549,250 (GIA)
\$3,000 (New Investigator Award)

(See the full list of HSFA Grant-In-Aid recipients for 2008 on the facing page)

Special Grant-In-Aid funding for Patient-Centered Research

University of Alberta
Dr. Ken Butcher, Dr. Ross Tsuyuki, Dr. Ashfaq Shuaib

University of Calgary
Dr. Todd Anderson, Dr. Marc Poulin, Dr. Robert Sheldon

New Investigator Award in 2007:

Denise G. Hemmings, University of Alberta

* University academic year (July-June) applies

Alberta Research Stars




Dr. Norm Campbell (University of Calgary) was awarded the Heart and Stroke Foundation of Canada's Leadership Award in Heart Healthy Policy this year. Dr. Campbell is a leader and a visionary in public health policy development. His passion and dedication helped to bring together diverse groups to collaborate on how we can control hypertension (high blood pressure) in Canada.

Dr. Campbell's work relates directly to our mission, and he has generously offered his time to act as a Heart and Stroke Foundation spokesperson on numerous occasions. We commend Dr. Campbell for his incredible impact on the health of all Canadians.

2007 Canadian Cardiovascular Congress Awards

Every year, outstanding heart and stroke researchers are recognized through a variety of awards at the national Canadian Cardiovascular Congress (CCC). The list of CCC award recipients was heavily weighted by Alberta representation in 2007. Of 16 prestigious awards, six were presented to Alberta researchers; and of 15 travel bursary awards, six recipients were from Alberta. Of particular note are:



Dr. John Seubert, recipient of the 2007 Heart and Stroke Foundation of Canada (HSFC) McDonald Scholarship, awarded to our highest-rated new investigator (left).

Dr. Ken Butcher, recipient of the 2007 HSFC Barnett Scholarship, awarded to the highest ranked new investigator in stroke research (right).

These innovative researchers represent the future of our ongoing efforts to eliminate death and disability from heart disease and stroke.

Other 2007 CCC award recipients from Alberta include:

Research Achievement Award:

Dr. Gary Lopaschuk

HSFC/Pfizer Research Fellowship:

Dr. Subhadeep Chakrabarti

HSFC/AstraZeneca Research Fellowship:

Dr. Hao-Dong Li

Health Promotion

Health promotion is an essential component of our mission at the Heart and Stroke Foundation of Alberta, NWT & Nunavut (HSFA). Our mandate in health promotion includes a broad range of initiatives, such as: providing education to individuals and healthcare professionals; bringing together researchers, health specialists and other stakeholders to ensure that current research findings are employed through best-practices in our healthcare facilities; and advocating for legislation to address such key issues as smoke-free spaces.

In 2007-2008, HSFA took part in many health promotion initiatives. Following are some of the highlights.

Heart&Stroke Living with Stroke

This year, HSFA officially launched Living with Stroke, a program that empowers stroke survivors and caregivers to participate in their own recovery. First, 55 facilitators were trained across Alberta to deliver the program. In its first year, 43 Albertans (23 stroke survivors and 20 caregivers) participated in Living with Stroke programs in Calgary, Edmonton and Lethbridge. The following sample comments from Living with Stroke alumni illustrate the real difference we are making in their lives:

"Living with Stroke helped me to accept my situation, have a positive attitude, begin healing and move forward."

"Before we came to Living with Stroke we were both depressed and now we have hope and we're both happier."

Waist Size Matters

It is commonly known that obesity is a risk factor for heart disease and stroke. Now, researchers have found that waist size is a more important factor than weight in determining your risk. This year, the Heart and Stroke Foundation released the Waist Size Matters tape measure. With one side for women and the other for men, a

clearly-marked red zone indicates at-risk waist sizes, making it easy to determine your risk at a glance. HSFA is grateful to the Edmonton Oilers, who helped us to launch Waist Size Matters during February Is Heart Month.

Hypertension Awareness

Hypertension (high blood pressure) is the number one risk factor for stroke and a major risk factor for heart disease. It affects one in five Canadians, yet 43% of them don't even know they have it: there are no symptoms – you can't see it, you can't feel it. But the good news is that you can control it.

In January, HSFA hosted the **Hypertension Advisory Taskforce (HAT)**, featuring a presentation entitled "Hypertension: Intervention and Implementation Strategies for Alberta". In all, 18 national and international hypertension and stroke specialists were assembled, including Dr. Norm Campbell (see previous page), to discuss best practices in the prevention and treatment of hypertension. Following the session, recommendations were forwarded to the Government of Alberta.

Heart&Stroke Nutrition Briefcase

Family physicians have the opportunity to play a vital role in the prevention of heart disease and stroke. But given the volume of literature they receive on the latest scientific findings, it's often difficult for them to keep up. This year, HSFA led in the pilot of a new initiative, called Nutrition Briefcase, with 61 family physicians in Alberta. Physicians received a two-hour interactive workshop, along with a briefcase full of patient resources and nutritional counselling tools designed to help them guide their patients to make healthier lifestyle choices.

The face of heart disease is changing. Once considered "a man's disease," the number of deaths from heart disease and stroke are now virtually the same for men and women in Canada. Yet, only one in eight women is aware that heart disease and stroke are their biggest health concern.

On February 4, 2008, the Heart and Stroke Foundation launched **The Heart Truth**, a national public health education campaign to raise awareness that heart disease and stroke are the leading cause of death for Canadian women. The aim of the campaign is to teach women to identify their own risks and warning signs of heart disease and stroke, and what they can do to take charge of their health by making lifestyle changes to reduce their risk by as much as 80 per cent.





Health Promotion Resources

In 2007-2008, HSFA distributed 196,873 healthy living and risk prevention brochures to individuals, healthcare professionals and corporations.

The Foundation's web site is another resource accessed by growing numbers of Canadians.

The Heart and Stroke Foundation is *the* source in Canada for information

about heart disease and stroke, risk factors, signs and symptoms, prevention, healthy recipes, Canadian statistics, and self-assessment tools.

Corporate Lunch and Learn Sessions

This year, HSFA was invited by many corporations to present healthy living sessions to their employees. Participants gained insight into the risk factors and signs and symptoms of heart disease and stroke, and were encouraged to take the steps necessary to find out what their own risks are, and to do what they can to eliminate these risks today.

Advocacy

• Campaign for a Smoke-Free Alberta (CSFA)

The Campaign for a Smoke-Free Alberta is a group with members from twelve Alberta organizations, including the Heart and Stroke Foundation of Alberta, NWT & Nunavut. In 2007, CSFA successfully advocated for comprehensive provincial legislation: the Bill 45 Smoke Free Places (Tobacco Reduction) Amendment Act went into effect on January 1, 2008. The work of CSFA was recognized with awards from both the Alberta Public Health Association (APHA) and Alberta Alcohol and Drug Abuse Commission (AADAC).

• HealthVision 2020

HSFA was instrumental in establishing HealthVision 2020, a coalition of 15 major health organizations working with the Government of Alberta to create a provincial health-promotion foundation that will make Albertans the healthiest people in Canada by the year 2020.

• Alberta Provincial Stroke Strategy (APSS)

HSFA continued to play a vital role within APSS, which was formed to ensure the very best stroke treatment for all Albertans, wherever they live. This year, we were pleased to witness the Alberta government's confidence in the strategy through its renewed commitment of \$22.5 million for the next three years.

HSFA Bursary Program

The HSFA Bursary Program helps healthcare professionals to attend educational conferences, seminars and programs, to ensure that the latest scientific findings are incorporated on the front lines of healthcare. In 2007-2008, HSFA provided funding for 56 Bursary Program applicants from a variety of fields, such as Registered Nurses, Nurse Clinicians, Occupational Therapists, Physiotherapists, Speech Language Pathologists, Cardiology Technicians and Echocardiographers. Following are the conferences attended by HSFA Bursary recipients in 2007-2008.

- Canadian Cardiovascular Congress
- American Society of Nuclear Cardiology
- 1st National Stroke Rehabilitation Conference
- Canadian Diabetes Association, Annual General Meeting
- Canadian Association of Cardiac Rehabilitation 17th Annual Meeting and Symposium
- Pediatric Dysphagia Series: Instrumental Evaluation of Pediatric Dysphagia
- Canadian Lipoprotein Conference
- Supported Conversation for Adults with Aphasia Training Program
- Neuro-rehabilitation Conference on Traumatic Brain Injury, Stroke and Neurological Disorders
- Evidence-Based Neuroplasticity: From Bench to Bedside
- Heart and Stroke Clinical Update 2007
- American Speech-Language-Hearing Association Annual Convention
- Instructional Skills Workshop
- International Stroke Conference 2008
- American Occupational Therapy Association Annual Conference and Expo
- The Canadian Association of Speech-Language Pathologists and Audiologists (CASLPA) National Conference
- American Academy of Pediatrics 33rd Annual Conference on Neonatal /Perinatal Medicine
- Heart Rhythm 2008
- Dietitians of Canada Annual Conference
- American Association of Heart Failure Nurses
- 19th Annual American Society of Echocardiography Conference
- Living Successfully with Aphasia: Intervention, Evaluation and Evidence

We are currently seeking corporate sponsorship to continue the HSFA Bursary Program for 2008-2009.

Resuscitation Education

Central Registry

The Resuscitation Education Central Registry oversees administration and quality assurance of Heart and Stroke Foundation resuscitation education programs. Central Registry serves 2,200 registered instructors, coordinators and medical directors, providing up-to-date information on Heart and Stroke Foundation of Canada (HSFC) guidelines and policies, course availability and resource materials.

In June 2008, the Heart and Stroke Foundation of Alberta, NWT & Nunavut (HSFA) assumed direct responsibility for the Central Registry. Previously housed at MacEwan College since 1999, the Central Registry is now located in the HSFA Edmonton office. We are committed to providing customer-focused and independent support for all resuscitation instructors, coordinators and medical directors.

Creating Communities That Save Lives

Clinical studies show that Cardiopulmonary Resuscitation (CPR) can help to improve survival rates. Another key link in the chain of survival is access to an Automated External Defibrillator (AED). An AED is a machine that checks the heart rhythm and, if the heart has stopped beating effectively, will deliver an electric shock. If an AED is applied within the first few minutes of an arrest, the chances of survival increase significantly.

In November 2007, during CPR Month, NHL star Jiri Fischer worked with the Heart and Stroke Foundation to launch CPR Anytime, a kit that empowers anyone to learn basic CPR at home. When he played with the Detroit Red Wings, Jiri suffered cardiac arrest during a game: his survival was clearly linked to early CPR and access to an AED.

HSFA is a strong advocate for increasing access to AEDs in public places. This year, the Foundation was involved in the placement of an AED in every public high school in

Calgary, and in 33 schools in Edmonton. A Heart and Stroke Foundation AED decal is placed on every entrance to schools in which an AED has been installed.

This year, a Canadian E-Learning pilot in resuscitation education was conducted exclusively by HSFA, for a Basic Life Support course. Approximately 500 healthcare professionals from Capital Health Authority and Caritas Health Group (Edmonton) participated in the very successful online learning project. A comprehensive report has been submitted to the HSFC Resuscitation Taskforce, for consideration of implementation across Canada.

In 2008, HSFA participated in a national emergency care advisory group that has since made recommendations to Health Canada. The group's focus was on placement of AEDs in nursing stations and health facilities in remote and isolated First Nation and Inuit communities, where many residents are at particular risk for heart disease.

Leading Canada in Resuscitation Training

Alberta leads Canada in the percentage of the population that has received Resuscitation training, and 2007-2008 was no exception. We are proud to be a part of that record, and will continue to promote this life-saving education.

Resuscitation Course	Registered Instructors	# Trained July 2007- June 2008
Basic Life Support (BLS)	1,225	47,013
Advanced Cardiovascular Life Support (ACLS)	480	3,847
Pediatric Advanced Life Support (PALS)	205	937
Neonatal Resuscitation Program (NRP)	292	2715
Totals	2,202	54,512



Dad's Biggest Save!

The Rosenau family of Calgary know first-hand the value of resuscitation training. Curtis Rosenau was just 14 when he fell to the gym floor during a routine basketball practice. His father Lorne, the team coach, saw his son struggling to breathe, and knew something was very wrong. He checked for a pulse, but Curtis' heart had stopped. Lorne yelled for someone to call 9-1-1, and began administering CPR.

Soon after, a gym staff member arrived with an AED. Lorne placed the pads on his son's chest and shocked his heart. Another bystander pitched in to continue CPR until the paramedics arrived. Advanced Life Support was administered in the ambulance by EMS, and Curtis was resuscitated before arriving at hospital. The road to recovery was long for Curtis, and he now lives with an implanted defibrillator/pacemaker. But without doubt, CPR and access to an AED saved his life.

People are at the heart of what we do

The Heart and Stroke Foundation of Alberta, NWT & Nunavut is committed to strengthening ties with all the people we work with, starting with our staff. Given the strong Alberta economy, 2007-2008 was a challenging year in terms of finding and retaining quality staff. As with all not-for-profit organizations, staff turnover is a challenge; yet in 2008, we were successful in attracting a large number of new employees with specialized skills and experience. In 2008, we also successfully undertook a strategic recruitment process for a VP, Fund Development with the specialized skills required to lead us into the next fiscal year.

This spring, HSFA staff came together for Professional Development Days. This was the first chance for many of our employees to put faces to the names of their colleagues. Everyone received CPR training, and engaged in an in-depth discussion of heart and stroke research. Special guest Lana Day shared the compelling story of her infant daughter, who is alive today because of the open-heart surgery she received in 2001, just one day after Lana's father survived a heart attack. This is an excellent learning opportunity for employees: nothing reinforces the importance of the Foundation's work as strongly as a first-hand account like Lana's.

In April, all staff completed a survey in which they provided input on a number of areas that impact employee engagement and retention. Survey results showed significant improvement in internal communications and work environment as compared to 2007. The highest-scoring item was employees' belief that the HSFA mission makes them feel their job is important. This is a key driver for employee engagement within the Foundation, and one of two priorities highlighted in our current Strategic Plan.

HSFA is a volunteer-based organization: we simply could not accomplish our work without the help of the thousands of people who donate the gift of their time every year. This includes the members of our Board of Directors; we are

always looking for new community leaders in all areas to contribute to the Foundation's success through their volunteer positions within our Board.

With a new Volunteer Manager in place, we completed an expansion of the volunteer section of our web site in order to better share information on HSFA activities and volunteer opportunities, including new positions that allow volunteers to share their unique skills with the Foundation. The web site now enables volunteers to sign-up online, and to share their input. We also conducted surveys to find out how we can improve the HSFA volunteer experience - and we are acting on this feedback.

Our donors - both individuals and corporations - are our lifeline. We continue to search for new ways to connect with our supporters, and to keep them informed on how their generosity is making a difference. This year, we invited donors to join us in research lab tours at the University of Alberta and the Libin Cardiovascular Institute; presented healthy living sessions at corporate offices; ran blood pressure clinics at events; provided updated information on HSFA activities on our web site; and distributed healthy living messages wherever we could. Our donor relations will remain a key area of focus in the years to come.

Finally, this year we worked closely with researchers, healthcare professionals and survivors of heart disease and stroke. We are grateful to the members of these communities who offer their time and passion to help us spread our message, and act as HSFA spokespersons. This spirit of collaboration is essential as we are work toward a common goal: creating a healthier future.



An amazing Alberta stroke survivor

Janel Nadeau was only 19 years old when she suffered a hemorrhagic stroke. After months of therapy and sheer determination, she went back to school to complete her science degree. At the same time, she began volunteering with the Heart and Stroke Foundation. "I started volunteering, doing whatever I could," she says. "I wanted to give back for the amazing care that I received." Janel is also a frequent HSFA spokesperson and fundraiser, and a tremendous supporter of the Foundation.

Janel recently successfully completed her medical degree, and has started a five-year internship at Calgary's Foothills Hospital, in the Department of Neurology; she is now working alongside the same doctors and nurses who saved her life seven years ago. "I'm so thrilled to be working with the people who have already taught me so much," she says.



Our fundraising

Connecting our mission and fundraising efforts

At 58 years old, hockey enthusiast Trevor Forest survived a heart attack because a fellow team-mate knew CPR and how to use the AED available on site. The Heart and Stroke Foundation was behind his survival; and behind us was a person who made a donation in memory of a loved-one.

Janel Nadeau was 19 when she suffered a stroke. Her friend called 9-1-1 immediately, and Janel received the best treatment possible. Today she is a Medical Doctor in her first-year internship specializing in neurology. The Foundation was behind Janel's survival; and behind us was a corporation that exemplifies leadership through its Workplace Contributions program.

Everything we accomplish is connected to the support of our donors, fundraisers and volunteers. By integrating our mission into our fundraising efforts we will achieve real success, and this year HSFA took a significant step forward in this vital area.

Heart&Stroke Jump Rope for Heart

Every year, elementary school students skip rope to raise funds that will help protect the lives of Canadians young and old, while they learn important lessons about healthy living and social responsibility. This year, the increased number of students participating in the **Jump Rope** program meant that our healthy-living literature was delivered to their homes, encouraging families across Alberta and the Territories to get on track towards a healthier future.

Heart&Stroke Hoops for Heart

Hoops for Heart engages students in junior high/middle

school to "shoot hoops" while they raise funds for HSFA. Given the decline in activity levels within this age group, they are at greater risk for developing heart disease or stroke. We were encouraged by the significant increase in the number of students who took part in our Hoops program this year. The program also includes a leadership component, so that the students themselves can decide how the program is delivered at their school. In 2007, it was announced that **Breton High School** in Breton, Alberta was awarded the national Hoops for Heart leadership award, in recognition of the student team's creative approach and their tenacity in pursuing an event they knew the whole school would enjoy.



Heart&Stroke Big Bike

Every year, individual groups and corporations book rides on the head-turning **Big Bike** – a big "bike," with seats and pedals for 30 riders, who display their commitment to healthy living while they raise funds for HSFA. This year, a group called "Legacy 4 Health" in Vegreville boasted two riders over the age of 84, both of whom were pleased to support our mission, and proud of their personal commitments to active living! We also saw growth in the Big Bike program through the Calgary Corporate Challenge, where we conducted 139 rides with approximately 3,500 participants.

Heart&Stroke Ski for Heart

Ski for Heart participants raise funds for HSFA, while they enjoy winter activities and a weekend getaway at an exquisite Rocky Mountain resort in Lake Louise or Jasper. **Ski for Heart** has thrived for decades, and this

Fort McMurray students really put their hearts into it!

Congratulations to **École Dickinsfield** in Fort McMurray, Alberta: the students at this school topped the country in fundraising for the 2007-2008 **Heart&Stroke Jump Rope for Heart** season: 675 students from grades 1 through 8 raised a grand total of \$30,337! École Dickinsfield has participated in the Jump Rope program for 22 years, and their commitment, number of participants and funds raised keep growing.

Much of the success of this school's Jump program can be attributed to School Coordinator Isabelle Doblanko, who really believes in the cause and advocating the heart-healthy lifestyle. "The Heart and Stroke Foundation is one of those charities that the kids really associate with ... they use the red paper hearts to dedicate the Jump event to loved ones. It creates a positive atmosphere for the students – even the older junior high kids get involved," says Ms Doblanko.



year showed exceptional growth. Again, we showed success in integrating our healthy living message within our fundraising events.

Person-To-Person Campaigns

Every year, thousands of volunteers knock on their neighbours' doors raising funds for our **February Is Heart Month** and **June Is Stroke Month** person-to-person campaigns, while they deliver vital information about heart disease and stroke. We are grateful to all the volunteers, individual and corporate donors, community groups, medical professionals, researchers and media outlets who show their support each year, and help us educate the public on the signs, symptoms, and risk factors for heart disease and stroke.

The Heart Truth

In February, **The Heart Truth** (see Health Promotion page) was launched in Calgary with a red-dress fashion show at The Core. Retailers at The Core generously donated items for a silent auction, and helped us share The Heart Truth message with all Albertans. We look forward to sharing the truth with more women next year, and working with community groups to raise awareness and funds for this important health issue. Men and women alike are encouraged to show their support by wearing The Heart Truth red-dress pins.

Broadening our fundraising portfolio

This year, the Heart and Stroke Foundation of Alberta, NWT & Nunavut began the process of reviewing our existing programs and making the changes necessary to ensure they will be successful for years to come.

We also laid the groundwork for expansion into areas that we feel have great growth potential: major gifts, corporate giving and legacy giving. This will be a major area of focus in our 2008-2009 year. We look forward to connecting with our corporate and community leaders, to engage them in our mission and to work with them towards a healthier future for everyone in Alberta, Northwest Territories and Nunavut.



While we did not reach our financial goals this year, we have made great progress in integrating our mission and fundraising efforts. We are committed to better communicating what we do and engaging the people we serve to embrace healthy lifestyle choices while they show their support for the Foundation. By connecting our mission and fundraising activities, the Foundation is better positioned for a stable and successful future.

2008 Alberta Heart & Stroke Lottery

In 2007, the Heart and Stroke Foundation of Alberta, NWT & Nunavut took a bold step by deciding to launch a new initiative – the 2008 Alberta Heart&Stroke Lottery. This decision was based on a thorough analysis of the best- and worst-case scenarios: if the lottery were to sell out, the Foundation could earn more than \$3 million in additional revenues; should the worst-case scenario result, we had reserves from real estate sales in 2004 to cover this result.

The lottery was launched simultaneously in six cities – Calgary, Edmonton, Grande Prairie, Lethbridge, Medicine Hat and Red Deer. The media coverage we received was outstanding, and we were overwhelmed by the support shown by Alberta researchers, medical professionals, and heart and stroke survivors. So many people rallied with us to support this initiative, and tell their compelling stories about how the Foundation has benefited them.

In the end, the lottery sold 61.2% of available tickets, which was not sufficient to cover the costs of the prizes awarded. Two factors are worth noting: this was our first venture into this arena, and the most successful lotteries have been running for years; secondly, this was a year in which many lotteries, even some long-standing ones, experienced declines.

While we are disappointed with the eventual results, this was an important initiative that enabled us to connect with more Albertans than ever before. In the end, 75,252 tickets were sold to 42,862 Albertans. We were thrilled with the opportunity we had to tell our story, and to inspire so many Albertans to support our cause.

The Foundation recently conducted a post-lottery survey that included both ticket buyers and non-ticket buyers. The results revealed that those who purchased tickets did so overwhelmingly to support our cause, while those who did not purchase tickets cited lack of awareness of the lottery as the primary reason they did not participate.

We are currently conducting a thorough business review of the lottery results and surveys, and will announce later this year whether HSFA will continue the lottery in 2009.

Our supporters

Our **heartfelt thanks** to all our individual donors, and our 2007-2008 corporate donors listed here.

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Thank you to the schools who participate every year in the **Heart&Stroke Jump Rope for Heart** and **Hoops for Heart** youth programs

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Akiva Academy, Calgary
Beacon Hill School, Fort McMurray
Dr. Karl A Clark Elementary School, Fort McMurray
Ecole Dickinsfield School
Ecole St. Paul Elementary School, Fort McMurray
Elk Point Elementary School, Elk Point
Father Beauregard School, Fort McMurray
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Good Shepard Community School, Fort McMurray
Nakasuk School, Iqaluit Nunavut
Northmount School, Edmonton
Our Lady of the Assumption, Lethbridge
Rosslyn School, Edmonton
Sparling School, Camrose
St. Anne School, Fort McMurray
St. Gabriel School, Fort McMurray
St. Justin School, Edmonton
St. Martins School, Vegreville
Strathcona-Tweedsmuir School, Okotoks
Vermilion Elementary School, Vermillion
Westglen School, Edmonton
Westview School, Fort McMurray
Willow Park Elementary School, Leduc
Woodbine Elementary School, Calgary

10+ YEARS

Amisk Community School,
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New Sarepta Elementary School,
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Nicholas Sheran, Lethbridge
Niton Central School, Niton
Norwood School, Edmonton
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Rocky Lane School, Rocky Lane
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Vanier Community Catholic
School, Edmonton
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School, Wainwright
Wildwood School, Wildwood

Our sincere apologies to any corporate supporters that we may have missed.

Our financial year in review

Working towards greater efficiency and cost-effectiveness in our systems

From a financial perspective, the year ending August 31, 2008 resulted in a net financial deficit. With reserves in place, we are grateful that no direct donor dollars were required to cover this loss. It is important, given the robust Alberta economy and high cost of living in the province, to note that we continue to be successful in keeping our operating costs down. The deficit can be attributed to a decline in fundraising revenues and our venture into a province-wide lottery (see Our Fundraising page for details).

In this year's statements (right), the 2008 Special Events figures, compared with the corresponding 2007 figures, have been impacted by the 2008 Alberta Heart & Stroke Lottery, resulting in an increase in both the revenues and expenses in this area. Despite the bottom-line deficit result, the strong year-end Fund Balance is encouraging.

This year, the Finance and Administration department has examined many of our financial and technology systems, and initiated a number of changes, including:

- A fiscally responsible five-year IT Strategic Plan was developed, to ensure that HSFA staff are equipped with the tools they need to fulfill their roles as efficiently as possible.
- A Business Process Review strategy was developed to ensure that all our IT applications are being utilized to their full potential. This strategy includes examining the needs of each position within the Foundation, and providing staff with access to and training in the best applications currently available.
- A review of our internal procedures was initiated, to ensure that best practices in financial reporting, budgeting and accounting are being employed across the Foundation.

The impact of these changes will take time, but we are convinced that the Foundation will benefit greatly from this process, and will be better equipped to operate in the most transparent, accountable and efficient manner possible in the future.

Statement of Revenues & Expenses

For the year ended August 31, 2008

	2008	2007
	\$	\$
REVENUE		
Campaign	6,500,479	7,743,761
Special events	10,046,630	4,141,938
Other income	1,327,886	893,492
Amortization of deferred contributions	10,000	10,000
	17,884,995	12,789,191
EXPENSES		
Grants and expenses	10,428,361	9,826,115
Campaign	1,194,197	1,223,728
Special events	9,106,316	1,253,651
Amortization	195,777	179,411
	20,924,651	12,482,905
Excess of revenue over expenses	(3,039,656)	306,286
Fund balance – Beginning of year	9,738,060	9,431,774
Transitional adjustment on adoption of new accounting policy	(1,995)	
Change in fair value of available for sale investments	99,688	
Fund balance – End of year	6,796,097	9,738,060

Balance Sheet

As at August 31, 2008

	2008	2007
	\$	\$
CURRENT ASSETS		
Cash and cash equivalents	3,097,931	698,513
Accounts receivable	1,001,487	566,671
Prepaid expenses	274,755	512,389
	4,374,173	1,777,573
Long-term investments	6,983,197	12,000,165
Capital assets	667,602	794,002
	12,024,972	14,571,740
CURRENT LIABILITIES		
Accounts payable	1,705,686	1,113,695
Research grants payable	3,423,189	3,522,353
Deferred revenue	30,000	117,632
	5,158,875	4,753,680
Deferred contributions	70,000	80,000
	5,228,875	4,833,680
FUND BALANCES		
Invested in capital assets	597,602	714,002
Internally restricted	5,000,000	7,000,000
Accumulated unrealized gain	97,693	-
Externally restricted	25,000	25,000
Unrestricted	1,075,802	1,999,058
	6,796,097	9,738,060
	12,024,972	14,571,740

The data on this page has been extracted and summarized from the audited financial statements. Full financial statements have been reported on by the Foundation's Auditors, PricewaterhouseCoopers LLP Chartered Accountants.

Our Vision

To eliminate death and disability
from heart disease and stroke.

Our Mission

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

Our Values

Collaboration. Excellence. Innovation.
Integrity. Respect

“Success is a journey,
not a destination.”

- Ben Sweetland



HEART &
STROKE
FOUNDATION
OF ALBERTA,
NWT & NUNAVUT

Finding answers. For life.

To find the Heart and Stroke Foundation
office nearest you, call

1.888.HSF.INFO

www.heartandstroke.ca