

A stronger Foundation



for your healthier future.

Annual Report 2007



**HEART &
STROKE
FOUNDATION
OF ALBERTA,
NWT & NUNAVUT**

Finding answers. For life.



Building a stronger FOUNDATION

For the Heart and Stroke Foundation of Alberta, NWT & Nunavut (HSFA), the 2007 fiscal year was exceptional in many respects. February marked the end of our 50th Anniversary year, inspiring us to reflect on our past successes while we solidified strategies to ensure continued success in the next 50 years.

At the same time, Alberta reached an all-time high in growth and prosperity, presenting great opportunities as well as some significant challenges for all businesses in the province. Meanwhile, emerging national health trends – such as rising rates of obesity and inactivity across all age groups – demanded our immediate attention and action.

In the past year, HSFA has worked diligently to strengthen its ties within the communities we serve. Beginning internally, the Foundation underwent a significant period of restructuring in Fiscal 2007, starting with establishment of a Human Resources department. The timing could not have been better, given the province-wide labour shortage and the resulting increase in staff turnover within the organization. The new HR department was invaluable in successfully streamlining our employee recruitment and retention process.

In Fiscal 2007, an unprecedented number of new staff came on board, setting the Foundation up for greater success in 2007-2008. We are grateful to all HSFA

staff, whose exemplary efforts and dedication ensured that our day-to-day operations and programs continued without interruption throughout this challenging phase!

We are proud to assert that approximately 80% of the Foundation's revenues are dedicated to funding critical heart and stroke research, delivering health information to the public and our healthcare professionals, and pursuing public awareness and advocacy initiatives to prevent heart disease and stroke from happening in the first place. We are fortunate to belong to a national Federation that provides strong support in all our efforts.

Yet, if we wish to successfully address the daunting health trends potentially facing us in the 21st century, we must be equipped to expand our presence and activities in the diverse communities we serve. To this end, HSFA expanded its Health & Research department so that we can work more closely with our researchers, healthcare professionals and the general public.

We are pleased to report that, throughout the past year, the Foundation made great headway in strengthening relationships. We connected with researchers from the Universities of Alberta, Calgary and Lethbridge, and from the exceptional research facilities in Alberta. We reaffirmed our commitment to fund the very best heart and stroke research,

"The Foundation is about people: the people who support our vision, the people who work hard to make it a reality, and the people whose lives are dramatically improved – and often even saved – by what we do!"

DIANA KRECSY, HSFA CEO



wherever it happens in Alberta, the Territories and across Canada.

We traveled to Nunavut where we met with the Minister of Health, local government officials and healthcare professionals to learn more about the primary health issues faced within their communities (see right).

With incredible support from our partners within the Alberta Provincial Stroke Strategy (APSS) we launched a successful public awareness campaign on the signs of stroke. We walked the talk by providing CPR training to HSFA staff at our annual Professional Development Days. And we launched the pilot of Living with Stroke, a community-based training program for stroke survivors and their caregivers, which will soon be available across the province.

It has been an exceptional year: one in which we have grown and learned a great deal about who we are, where we came from, and where we need to go; about the communities we serve, and how we can better serve them. We have an incredibly positive outlook for the future.

There is much to do in the coming years, but the Heart and Stroke Foundation of Alberta, NWT & Nunavut is now stronger than ever, ready to turn each challenge we face into an opportunity to reach our vision of eliminating death and disability from heart disease and stroke.



Left to right: Carmen Connolly, Director - Canadian Heart Health Strategy; Debra Lynkowski - Executive Director, Canadian Stroke Strategy; Tim Watson - Canadian Stroke Strategy; Diana Krecsy - CEO, HSFA; Bob Smith - Board Member, Canadian Stroke Network; Donna Hastings, VP Health & Research, HSFA

In March, 2007, Diana Krecsy and Donna Hastings of HSFA joined representatives from the Canadian Stroke Strategy, Canadian Heart Health Strategy and Canadian Stroke Network on a trip to Nunavut. Our goal was to gain a better understanding of the cardio- and cerebro-vascular issues faced in this primarily Inuit population, to learn how we can better serve the community. The journey was both eye-opening and inspirational.

Today, dangerous trends in tobacco use, inactivity and obesity are on the rise within the current and next generations of Nunavut. To diminish the burden of heart disease and stroke looming in the region, prevention strategies, rather than acute care intervention, will have the greatest impact. On a higher level, involving the local community directly in health initiatives is the recommended course of action. As a first fact-finding mission, the trip to Nunavut was incredible, but it is only a start. We are committed to continuing to work with community leaders to help them to reverse the current trends and guide the population towards a healthier future.



"We live in a time of accelerating change, and within the Foundation, we have embraced this spirit of change. I have the greatest confidence that we are right on track for a stronger, more vital future."

DR. ANDREW DEMCHUK, HSFA BOARD CHAIR



Funding the very best RESEARCH

Finding answers... for life. There isn't a better way to describe this key area of focus for the Heart and Stroke Foundation. Research has the potential to address a broad range of heart and stroke topics, from prevention to quicker, more reliable diagnosis, to determining best practices in treatment.

This year, we reaffirmed our commitment to the research community by allocating more than \$5 million to fund heart and stroke research projects in Canada. In Alberta, we supported 67 researchers with \$3.5 million in Grant-In-Aid (GIA) funding. Their work encompasses such pivotal topics as unfolding the mysteries of heart disease and stroke at a molecular/ physiological level, improving treatments for people living with chronic heart failure, and advancing our understanding of cholesterol.

During our 50th Anniversary year, we re-discovered the incredible history of heart and stroke research in Alberta. This led us to produce the first-ever HSFA research brochure, which gave us the opportunity to introduce this innovative community of men and women to the public, while we celebrated their contributions to the advancement of knowledge and research.

In 2006-2007, HSFA achieved its goal of strengthening relationships within the research community. We were invited to participate in Research Days at the University

of Alberta (Edmonton) and Libin Cardiovascular Institute (Calgary); we worked with the University of Alberta to present Volunteer Appreciation Research Laboratory Tours; and we travelled to the University of Lethbridge to connect with researchers at the state-of-the-art Canadian Centre for Behavioural Neuroscience. Strong bonds in the research community are critical: We want our researchers to know they can count on HSFA to support their vital work, as we strive together to prevent and treat heart disease and stroke and provide the best care possible for survivors and their families.

In 2006, HSFA management established the Research Review Task Force (RRTF) of ten members, all experts in health and research, to review HSFA strategic research goals and investigate current research gaps, challenges, niches and opportunities. RRTF recommended that a new Research and Medical Advisory Committee (RMAC) be formed, and Dr. Henry Duff, University of Calgary, was appointed by the HSFA Board as the new Committee's Chair. RMAC provides the Board with recommendations and advice on all HSFA research programs and other research and medical matters.

Our history of supporting research has been exemplary. As we embark on the next 50 years, we have confidence in the new, emerging research community and look forward to continued great success in the future.

A lifetime of research celebrated

Dr. George Wyse, former Chairman of the HSFA Board, cardiologist and member of Libin Cardiovascular Institute of Alberta, has earned international respect for his work in the treatment of arrhythmia (conditions of irregular heart beat). Since the beginning of his career, Dr. Wyse has maintained a close association with the Heart and Stroke Foundation as a funded researcher, ongoing supporter, and friend.

Dr. Wyse's work has once again been acknowledged and honoured. In May, 2007, the Heart Rhythm Society, at their Annual Scientific Sessions in Denver, Colorado, presented Dr. Wyse with the Distinguished Scientist Award for a body of work he conducted over a 20-year period. His combined specialty in cardiology and pharmacology led Dr. Wyse to conduct three unique studies focused on the use of anti-arrhythmic drugs for the treatment of conditions resulting from arrhythmia. His work showed that, contrary to common practice around the world, use of anti-arrhythmic drugs was often not the most effective treatment option, and could even lead to premature death. Congratulations Dr. Wyse!



2006-2007 Investment in Research

Provincial Research Programs:

Grants-In-Aid	\$3,563,659
New Investigator Award	\$5,000
Stroke Professorships (2)	\$160,000
National Research Program Support:	
Personnel Awards	\$938,000
Federation Research Fund	\$494,000
Canadian Stroke Network	\$46,300

PROFESSORSHIPS AND CHAIRS

HSFA Professorships in Stroke Research

were established to develop and maintain world-class research programs oriented toward prevention, diagnosis, treatment and rehabilitation of stroke. The 2007 Professorships in Stroke Research were awarded to Dr. Ken Butcher, University of Alberta and Dr. Michael Hill, University of Calgary.

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 in this field. The 2007 Chair in Cardiovascular Research at the University of Calgary is held by Dr. Henry Duff; the University of Alberta Chair is vacant and a new selection is in progress.

2007 GRANTS-IN-AID (GIA)

University of Calgary
\$1,955,514 (GIA)

University of Alberta

\$1,608,145 (GIA)
\$5,000 (New Investigator Award)

Special Grant-In-Aid funding for Patient-Centered Research in 2007:

University of Alberta: Ken Butcher, Ashfaq Shuaib, Ross Tsuyuki
University of Calgary: Todd Anderson, Marc J. Poulin, Robert Sheldon

New Investigator Award in 2007:

Marek Michalak, University of Alberta

The following researchers held Grant-In-Aid funding in 2007:

Univ. of Alberta

Christian Beaulieu
David Brindley
Joseph Casey
Frederick Colbourne
Sandra Davidge
Jason Dyck
Jean Eaton Vance
Ayman El-Kadi
Susan Jacobs-Kaufman
Jack Jhamandas
Bodh Jugdutt
Teresa Krukoff
Richard Lehner
Peter Light

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

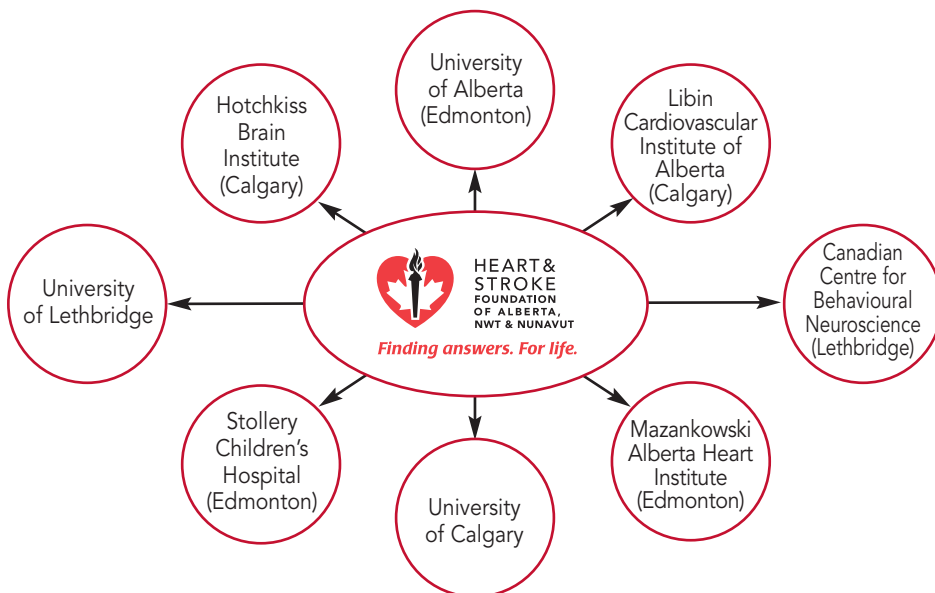
Univ. of Calgary

Philip Barber

Israel Belenkie
Andrew Braun
William Brook
Tavis Campbell
Wayne Chen
Sarah Childs
William Cole
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
David Severson
Yakhin Shimoni
Francine Smith
Henk ter Keurs
Ursula Tuor
Edward Vigmond
Michael Walsh
Donald Welsh
Brent Winston
Gerald Zamponi
Xi-Long Zheng

Funding the Very Best Heart and Stroke Research



HSFA is at the hub of the very best research in Alberta, Northwest Territories and Nunavut.

Who to watch for in Alberta research



When a stroke causes bleeding into the brain, blood pressure is often high. Clinicians respond to this situation in one of two ways: allow the patient's blood pressure to remain high, or lower it quickly. Dr. Ken Butcher, 2007 HSFA Professor in Stroke Research and Assistant Professor in University of Alberta's Department of Medicine, is using innovative technology – CT perfusion imaging – to help resolve which strategy is best.

CT perfusion imaging is a high-speed scanning technique that produces a real-time, high-resolution visual representation of blood flow in the brain. For primary post-stroke care, CT perfusion scanning can be used to confirm if the brain is receiving sufficient blood. The clinician can decide to either quickly lower the patient's blood pressure or allow it to remain high.

Dr. Butcher's work suggests that it is possible to lower a patient's blood pressure quickly without reducing blood flow to the brain, which would cause further damage. If his study proves this approach is safe, Dr. Butcher's work will impact standard primary post-stroke treatment protocols for health professionals, and could improve the quality of life for stroke survivors around the world!



Promoting HEALTHY LIVING

Prevention is critical to attaining our vision of eliminating death and disability from heart disease and stroke; and today there is a far greater urgency to focus on prevention. Some medical experts now predict that our children may be the first generation who will have a shorter life span than their parents. Rates of high blood pressure, obesity, lack of physical activity and type 2 diabetes among youth are alarmingly on the rise. We cannot afford to sit back and wait for a devastating healthcare crisis to unfold. We must be proactive.

The Heart and Stroke Foundation places a strong emphasis on promoting healthy lifestyles. Our website, www.heartandstroke.ca, is the leading source in Canada for information on heart disease and stroke. The site includes: tips on nutrition and physical activity; heart-healthy recipes; critical information on the risk factors and signs and symptoms of heart attack and stroke; on-line health assessment tools; and essential information for survivors on living with their conditions. Canadians are accessing this information in growing numbers: from September 2006 to August

2007, more than three million unique visitors came to our site, and checked out over 24 million pages!

The Heart and Stroke Foundation is the voice for all Canadians when it comes to heart disease and stroke. Through our advocacy initiatives, we are helping to prevent heart disease and stroke from happening, assure the best quality of care for survivors, and save lives.

In 2006, HSFA worked within the Alberta Provincial Stroke Strategy (APSS), whose primary goal is to ensure equal access to the best stroke care province-wide. As a participant in "Coalition for a Smoke-Free Alberta," we were pleased to see proposed anti-smoking legislation receive second reading in the legislature. We continued our work to ensure that Automated External Defibrillators (AEDs) – essential component in the resuscitation of a person experiencing cardiac arrest – are available in our public spaces and work sites.

On a national scale, the Heart and Stroke Foundation works closely with government, industry and other health organizations to fight for the highest possible

Broadening the reach of our message

The Heart and Stroke Foundation produces a wealth of resources, from heart-healthy cookbooks to teacher materials for the classroom, from healthy living pamphlets to brochures designed to assist cardiac and stroke survivors. In 2006, HSFA implemented a new inventory system to track the distribution of these resources. From November 2006 to August 2007, HSFA distributed more than 190,000 items from its health promotion resource department to healthcare professionals, schools, businesses, community groups and the general public.

Individual, social and ethnic risk factors all influence the health of Canadians. Research shows that people of First Nations, African, Asian and South Asian descent are more likely to have high blood pressure and diabetes, and so are at greater risk of heart disease and stroke. To address this issue, the Heart and Stroke Foundation has translated and culturally adapted specific resources in a variety of languages, so that we can broaden our reach in teaching about the risk factors and warning signs for heart disease and stroke.



standards of health (see The Power of Ten, right).

Growing concerns about the health of our children inspires us to work harder to reach our youth. In 2006, AstraZeneca graciously sponsored distribution of over 25,000 copies of the Foundation's *Pumped* magazine to grade 4 students in Alberta and the Territories. This engaging kids' magazine encourages them to adopt healthier lifestyles.

We are encouraged by the Alberta government's decision to incorporate daily physical activity guidelines for our schools. The Foundation's website provides valuable resources to help teachers incorporate physical activity into their curriculum.

Prevention of heart disease and stroke is a long-term objective, but a necessary one if we are to achieve a healthier future. The Heart and Stroke Foundation is committed to continuing to pursue this necessary long-term path.



The Power of Ten



The Heart and Stroke Foundation of Alberta, NWT & Nunavut is one of ten provincial Foundations that together make up a national Federation, the Heart and Stroke Foundation of Canada (HSFC). HSFC's mandate is to focus on issues that affect the Federation as a whole, such as:

- Advocacy at the federal and international levels
- Peer-review process for all research funding
- National Strategic Research Fund
- Strategic direction, policies and position statements in Health Promotion and Health Policy
- National resuscitation guidelines

The power of ten Foundations/one Federation is seen in the significant influence we are having on the future health of all Canadians. A sample of HSFC advocacy work includes:

- Framework Convention on Tobacco Control: a unique international public health treaty committed to far-reaching tobacco control policies;
- Target Obesity: a major initiative designed to support and train investigators in obesity research.
- Trans-Fat Labelling: now mandatory on packaged foods across Canada.

The "Power of Ten" also translates into broader delivery of our key health promotion messages. One clear example is the Federation's Health Check™ program. The Health Check symbol is now found on more than 1,000 products on grocery store shelves from coast to coast, and on the menus of select restaurants in Canada. When you see a food item carrying this symbol, you know that the nutrition information has been reviewed by Foundation nutritional experts and meets specific nutrient criteria based on *Canada's Food Guide to Healthy Eating*. The Health Check symbol is one way that the Foundation is helping all Canadians to eat healthier!

In the area of research, the national process of peer review ensures that research projects across the country are evaluated using the same stringent criteria. Furthermore, the Federation's national Strategic Research Fund provides HSFA with the opportunity to contribute to broader-based research projects that can have an impact on national health policies.

There is no question that HSFA is a stronger foundation because of its alliance with the national Federation.

Recognize & React!

In May 2007, HSFA provided leadership in designing and implementing, on behalf of our Alberta Provincial Stroke Strategy (APSS) partners, the 'Recognize and React' campaign. An integrated public awareness program, 'Recognize and React' was designed to achieve the APSS Pillar I objective of increasing public awareness: to **Recognize** the signs of a stroke and **React** immediately by calling 9-1-1.

We are grateful to our generous partners, whose support ensured that 'Recognize and React' appeared in virtually every community in Alberta! To assess Albertans' new-found knowledge of the signs of stroke and the appropriate reaction, a Leger Marketing poll was conducted prior to the campaign launch (May) and again after the campaign ended (July). We are proud to report that the survey results showed a statistically significant improvement of public awareness in almost all respects. We look forward to continuing our role as a partner within APSS, as we strive towards improved public awareness and access to the very best in stroke care province-wide.





Dr. Sunil Sookram, HSFA instructor, teaches Edmonton Mayor Stephen Mandel how to perform CPR and use an AED.

Helping others to SAVE LIVES

Education can save lives. This fact is especially apparent in the context of resuscitation training. The Heart and Stroke Foundation of Canada sets the Canadian Guidelines for Cardiopulmonary Resuscitation (CPR), defibrillation and other aspects of emergency cardiovascular care. In 2005, HSFC released new Canadian Guidelines for CPR and Emergency Cardiovascular Care.

In turn, in 2006 HSFA provided upgrading to incorporate the new guidelines, to more than 2,500 registered CPR and advanced life support instructors. To ensure this training is translated into saving lives, the Foundation now also provides specific evidence-based guidelines on the best education methods to deliver the training to the end-user.

Our long-standing partnerships with MacEwan in Edmonton and SAIT in Calgary allow us to deliver training to healthcare professionals and the general public across Alberta. When a high percentage of the population has received CPR training, more lives can be saved. Alberta leads the country in this respect,

a distinction we intend to maintain and grow. The following numbers speak for themselves.

Course	Instructors in Alberta	# Trained July '06 - June '07
Basic Life Support	1,205	48,024
Advanced Cardiovascular Life Support	465	3,529
Pediatric Advanced Life Support	195	917
Neonatal Pulmonary Resuscitation Program	270	2,120
Totals	2,135	54,590

Today, the Foundation's CPR Anytime (facing page), means even more people can be trained to save lives. We used CPR Anytime kits to train all staff at the 2006 HSFA Professional Development Days.

We are committed to encouraging and supporting ongoing education for healthcare professionals working in the prevention, intervention and rehabilitation fields of

Living with Stroke

In the spring of 2007, HSFA participated in the Canadian pilot of Living with Stroke (LWS). A series of eight weekly interactive workshops, Living with Stroke is a new Foundation program that allows stroke survivors to participate in their own recovery in partnership with their family members and other caregivers. The workshops, designed for survivors of mild to moderate strokes, are held in the community free of charge and accommodate an ideal group size of eight to 12 individuals. The program is designed to:

- Improve quality of life and reduce the risk of another stroke
- Develop coping strategies, self-efficacy and problem-solving skills
- Reduce the social isolation and stress associated with chronic illness

Living With Stroke is scheduled to roll out across Alberta in 2007-2008; HSFA leads the country in providing this important program province-wide.



Stroke survivors from the Capital Health Region participated with their caregivers in the pilot of Living with Stroke in Edmonton

cardio- and/or cerebro-vascular disease. Through the HSFA Bursary Program, we assist healthcare professionals to attend educational conferences, seminars and programs, focused on translating research into practice with the end goal of improving patient care.

Last year, HSFA provided funding for 51 Bursary Program applicants representing a variety of fields, including Registered Nurses, Nurse Clinicians, Occupational Therapists, Physiotherapists, Speech Language Pathologists, Cardiology Technicians, and Echo Cardiographers (see right).

In 2006-2007, we also introduced several new training programs. For stroke survivors and their caregivers,

we participated in a pilot program of Living with Stroke (see facing page). For family physicians, HSFA helped to design a new program, Nutrition Briefcase. A two-hour interactive workshop, Nutrition Briefcase teaches current nutrition facts. Physicians literally leave the session with a briefcase full of patient resources and nutritional counselling tools, so they can effectively guide their patients to make healthier choices. HSFA will pilot the Nutrition Briefcase program in Alberta in October 2007.

Helping others to save lives is a rewarding pursuit in itself, and in the process HSFA finds another opportunity to connect with the public and healthcare professionals.



CPR Anytime

Cardiopulmonary Resuscitation (CPR) is an emergency procedure involving chest compressions and rescue breathing. CPR has the power to restore blood flow to a person experiencing cardiac arrest, keeping them alive until an ambulance arrives. Almost 80% of cardiac arrests occur at home and are witnessed by a family member; if those family members know CPR, they could save a life.

The Heart and Stroke Foundation wants everyone in Canada to know CPR. To this end, the Foundation introduced a new product in 2007: CPR Anytime, a personal kit that allows families, friends and the general public to learn the core skills of CPR in just 20 minutes. The kit contains everything needed to learn basic CPR, and skills can be learned anywhere, from the comfort of a family home to a large community group setting.

HSFA Bursary Program

Following is a list of conferences attended by recipients of our Bursary Program in 2006-2007:

- HSFC Canadian Cardiovascular Congress
- Congenital Heart Disease in the Adult, 5th Advanced Symposium
- Dynamics of Critical Care, Families, Treasures, Generations: Riding the Waves of Critical Care
- Assessment of Motor and Process Skills Training Workshop
- Advanced Ablation 2006
- Alberta College of Speech-Language Pathologists and Audiologists Conference
- Heart and Stroke Clinical Update
- 2007 National Rehabilitation Nursing Conference
- International Conference: Physical Activity and Obesity in Children
- 2007 National Rehabilitation Nursing Conference
- World Congress Physical Therapy
- 17th Annual Course on Congenital Heart Disease
- Canadian Association of Speech-Language Pathologist and Audiologists
- Transcatheter Cardiovascular Therapeutics
- Heart Failure Society of America Annual Scientific Conference



The Foundation's Big Bike raising funds in Edmonton.

Investing in a HEALTHY FUTURE

To make a difference the Heart and Stroke Foundation needs the support of our communities. It is the role of our Fund Development team to work directly with individuals and corporations, to strengthen our partnerships so we can move closer to our goal of eliminating heart disease and stroke.

The Foundation's two annual person-to-person campaigns – February is Heart Month and June is Stroke Month – are our most significant fundraising endeavours. We are genuinely grateful to our amazing volunteers, without whom the campaigns would not be possible, and to our donors across Alberta and the Territories for their exceptional generosity.

Every year HSFA also runs a number of special events that encourage healthy lifestyles. We jump, ride, ski, golf and shoot hoops for the sheer enjoyment of physical activity, and to raise funds for the Heart and Stroke Foundation.

Special events are an important part of what we do, yet we have an obligation to our participants and donors to ensure that these events contribute in a meaningful way to our mission.

In Fiscal 2007, the Foundation took a hard look at two long-standing traditions: the annual Becel Ride for Heart and Cheerios Walk for Heart events. While very popular, in the end we recognized that the funds raised did not justify the costs involved with these events. And so with sadness, we hosted our last Ride and Walk events this year. We now look to the future to design new events that contribute to our mission and engage the public in the lifestyle we promote: Active and Healthy.

Jump Rope for Heart celebrated its 25th Anniversary this year (see facing page). To commemorate the year, schools had the opportunity to use the theme of "Who Are You Jumping For?". Students could name who they were jumping for, and place a heart on a

Go RED for Heart!

In February 2007, HSFA partnered with The Core – TD Square and Eaton Centre in downtown Calgary – to launch a new initiative, Go RED for Heart! During February is Heart Month, a number of great events took place in and around The Core, including: a Fashion Show; a Gala evening in celebration of HSFA's 50th Anniversary; skipping events with René Bibaud, five-time world jump rope champion; painting the downtown core RED with displays and events; and a heart-centred health fair. The event was very successful, especially in terms of connecting with Calgary corporate supporters, and won an International Marketing Award at the 2007 Shopping Centre Conference in New Orleans! Plans are already under way for 2008 Go RED for Heart events at The Core.





Students of Nakasuk School in Iqaluit, with their teacher Ron Kennedy (centre, back row), present HSFA CEO, Diana Krecsy (centre, middle row) with a cheque from their 25th year of participation in Jump Rope for Heart.

Heart Wall within the school. Many schools have indicated that they will be carrying this theme forward into 2007. Jump Rope for Heart is a very successful program for the Foundation. Hoops for Heart, which targets junior high students, also continues to grow across Alberta and the Territories, helping us to deliver our healthy living message to more and more youth.

Our Big Bike has rolled across Alberta, raising eyebrows as it wheels by while it connects the Foundation with the corporate community. We expect even greater success with our Big Bike events in the years to come.

Ski for Heart events in Lake Louise and Jasper have become popular annual traditions for many Albertans. In 2007, Ski for Heart once again attracted a diverse group of people: families, couples, corporate supporters and friends of all ages spent a weekend together enjoying winter sports while raising money for the Foundation.

Every year, the Heart and Stroke Foundation benefits from the generous donations made in memory of loved ones. We are grateful for the thoughtfulness that so many people show when they think of the Foundation in their time of grief.

In Honour donations are becoming a stronger source of support for HSFA as well. More and more Canadians are expressing their kind wishes for birthdays, weddings, anniversaries and retirements by making in-honour donations to the Foundation.

This year, HSFA began an intensive research and planning stage to enhance our Planned Giving and Major Gifts opportunities. These are areas of great opportunity for the not-for-profit sector, and as a nationally respected organization, it is our goal to become the charity of choice in Alberta and the Territories for these increasingly popular investment options.

Finally, in 2007 we made plans to launch the first HSFA lottery. This venture is not intended to replace any existing HSFA campaigns or events. We see a lottery as an excellent means to extend our healthy living message across Alberta, while also providing much-needed revenue in support of the Foundation's mission.

It has been a year of great change, in particular within our Fund Development portfolio. These changes have been made to ensure that our donors' dollars truly count, and that the Foundation becomes stronger and more effective for the future.

Heart&Stroke JUMP

ROPE FOR HEART

The **Heart&Stroke Jump Rope for Heart** program celebrated its 25th season in Fiscal 2007!

Over the years, the program has taught millions of kids the value of staying healthy and giving back to the community – and their enthusiastic participation has enabled the Foundation to continue to fund vital heart and stroke research.

There are so many schools that we could showcase, but a few stand out. The city of Fort McMurray is known at HSFA as *the Jump Rope city*. In recent years, two Fort McMurray schools – St. Anne and École Dickinsfield – have gone back and forth as the top fundraising schools in the province. In the 2006-2007 school year, École Dickinsfield was HSFA's top school for fundraising with a grand total of \$28, 950! St. Anne was a close second at \$24,500.

Further north, another school has a great history with Jump Rope for Heart. Nakasuk School in Iqaluit, Nunavut, had about 250 students enrolled in 2006. Teacher Ron Kennedy registered the school for Jump Rope in its first year, and has participated every year since. Now, in the 25th anniversary year of Jump, Ron Kennedy has announced his retirement. While visiting Iqaluit, HSFA CEO Diana Krecsy met with Ron and his students, where she was presented with a cheque for over \$10,000. Nakasuk may be a small school, but they know what it means to put your heart into it!

Thank you for your ongoing support!

OUR LONGTIME SUPPORTERS

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ATCO Group
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Cardinal Coachlines Ltd.
Delta Lodge at Kananaskis
Encana Corporation

Fairmont Chateau Lake Louise
Fairmont Jasper Park Lodge
Husky Energy Inc
M & M Meat Shops
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ALS Labs
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ARC Financial Corporation
ARC Interiors Ltd.
ARC Resources Ltd.
Associated Engineering
Alberta Ltd.
ATCO Electric
ATCO I-Tek
Athabasca Hotel
Bank of Montreal
Bantrel
BDR Engineering Ltd.
Bearclaw Gallery
Best Western Cedar Park Inn
BIG 105
Big Country 93.1 FM
Big Country Energy Services
Bilton Welding & Manufacturing
BJ Services Company Canada
Blanchette Slate
BMO Nesbitt Burns
Bonnyville Oilmens Society
Bolton Bishop Law Office
Booster Juice
Bow Cycle & Sport
Bristol-Myers Squibb Canada
Bromley Mechanical Services
(1985) Ltd.
California 103
Canada Brokerlink Inc.
Chad's Auto Service

Campbell Liquor Store
Canadian Freightways Limited
Canadian Historical Arms
Society
Canadian Lynden Transport
Canadian Superior Energy Inc.
Canadian Tire - Grande Prairie
Canadian Tire - Kingsway Ave
Canadian Western Bank
Canuck Industrial Sales
(1982) Ltd.
Canyon Sportswear
Carlson Projects North Limited
Carma Developers LP
Casino by Vanshaw
Catholic Women's League
CCI Thermal Technologies
Ceili's Irish Pub
Century 21 – Grande Prairie
CGI
Chateau Lake Louise
Chevron Canada
Chianti Café and Restaurant
Chintz & Company
Chrisen Realty Corporation
Circle T Service & Rental Ltd.
Citadel Theatre
City Furniture and Appliances
City Lumber Corporation
Cliffs Towing Service
Cloverdale Paints
Comfor Tek Seating
Comm Realty
Community Savings
Community Savings Credit
Union
Coast Terrace Inn -
Edmonton South
Colt Engineering
Concise Design
Coronet Electric
Costco Wholesale Canada Ltd
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Country 95.5/B-93.3 FM
Crawford & Company
(Canada) Inc.
Crescent Point Energy
Crown & Anchor Pub
Curves
Curves - Fort Saskatchewan
Curves - Lac La Biche
Curves - Whitecourt
Cyries Energy Inc.

Data Group of Companies
Defining Eve
Delta Edmonton South Hotel
Divestco
Drader MFG
Earth Tech
E Construction LTD
Edger Public School
Foundation
Editions Gallery
Edmonton Catholic Schools
Edmonton Eskimos Football Club
Edmonton Oilers Community
Foundation
Edmonton Public Library
Edmonton Rush Lacrosse Club
Edmonton Transportation
Edson Hospital
Eecol Electric Inc.
Elk Point Healthcare Centre
Emerson Process
Management/Cole Group
Enga
EPS AIR1 Fly Along
Eton-West Construction Inc.
Ewasiuk & Associates
Fantasyland Hotel
Federated Co-operatives
Limited
Filipino Seniors Citizen's Assn
Flint Field Services Ltd.
Focus Corporation Ltd.
Fountain Tire
Frank Henry Equipment
Gaffney & McGreer LLP
Gemini Corporation
Gibson Energy
Global Television
Golder Associates Ltd.
Goldmark Diesel International
Golden Capital Restaurant
Golf Town Canada Inc.
GMP Securities
Good Samaritan Society
Grande Prairie Storm
Great Northern Casino
Grimshaw Super A Foods
GWL Realty Advisors Inc.
Hagen Surveys (1982) Ltd.
Hall Industrial Contracting
Haukedal Esso
Herman & Elly De Jongh Fund
Hi-Way 13 Transportation

Home Depot
Hurley's Meat Distributors Ltd.
Hustwick Hodgson & Payne
Hydraco Industries Ltd.
IBM
Il Pasticcio Trattoria
Imperial Oil
Innisfail Golf Club
Integrity Land Inc.
Intuit Canada
Jack Simons Royal LePage
Jarrod Oils Ltd
Jasper Adventure Centre
Joe 92.5 FM
Jim's Welding
JWG Management
Keller Equipment Supply Ltd.
Kosmos Restaurant & Lounge
Knights of Columbus
KPMG LLP
Leather Elite
Ledcor Group of Companies
Lions Club International
District 37L Cabinet
Lions Club of Provost
Lipon Clinic
Living Scenes Photography
Logos Inc.
Logos Embroidery Inc.
Londonderry Community
League
Lovatt LLP
Lundgren & Young
Insurance Ltd.
Lyn-Den Oilfield
Mark's Work Warehouse
Martin Equipment Ltd.
Maverick Supply
McLean Young
Construction Ltd.
Medical Imaging Consultants
Medicine Hat News
Mercer Human Resources
Consulting
Menzies Printers
Meyers Norris Penny
Micalyne Inc.
Millard Oilfield Services
Partnership
Millar Western Forest Ltd.
Mission Building Supplies
Monarch Floors 1953 Inc.
Morgex Insurance

Mountain Park Lodges
Nevada Bob's
New Asian Village
Nor-Chris Holdings Inc.
Nordic Holdings Ltd.
Ogilvie LLP
O'Hanlon Paving Ltd.
Omni Facility
Parkcity Toyota (1992) Ltd.
Parkland Income Fund
Pattison Outdoor Advertising
Paul Gusse Farms Ltd.
Penn West Energy
Penta Completions Supply & Services Ltd.
Personnel Administration Office
Petrobank Energy and Resources Ltd.
Pharmasave
Phone Experts
Piano Moments
Prairie Mines & Royalty LTD
PricewaterhouseCoopers LLP
PrimeWest Energy
Pritchard & Company
Propack Systems Ltd.
Pro Comm Solutions/Telus Authorized Dealer
Pumps & Pressure Inc.
Quality Hotel and Conference Centre
Rabbit Hill Snow Resort
Rago Millwork & Supplies Co. Ltd.
Ramona Pizza
RBG Construction Ltd.
Red Coat Oil and Gas Ltd.
Red Deer Advocate
RedTail Landing Golf Club
Riopel Enterprises
R.L. St. Germaine Professional Corp.
Roll'n Oilfield Industries Ltd.
Ronco Oilfield Hauling Ltd.
Royal Alberta Museum
RTD Quality Services Inc.
Rushton Gas & Oil Equipment (1991) Ltd.
Safeway Pharmacy
Sanjel Corporation
Scade Photography
Scotiabank (Whitecourt)
Seba Beach Seniors Golden Age Club
Servus Credit Union
Servus Credit Union (St. Paul)
Sherritt Power
Sherritt Coal - Prairie Mines & Royalty Ltd.
Shippers Supply Inc.
Shtabsky & Tussman LLP
Ski Marmot Basin
Sobeys West Corporate
Sparkling-Clean Janitorial Services

Spartan Controls
Spilchen's Tank Truck Services
Sportswear Plus
Spry Energy Limited
Stantec Consulting
Starks Plumbing and Electrical
Strategic Realty
St. Joseph Assembly
Suncor Energy
Syncrude Canada Ltd. (Fort McMurray)
Syncrude Research
The Jim Pattison Broadcast Group
Telus Communications Inc.
Telus World of Science
Theatre Network
The Edmonton Sun
The Estate House
The Rig Shop Limited
The Pepsi Bottling Group
Timothy G. Muzyka Prof. Corp.
Tofield Hospital
TransCanada Pipelines
Transwest Mining Systems
Tundra Engineering Associates Ltd.
T-West Canada Development Corp.
Two Hills Health Centre
Tyco Thermal Controls
UFA Co-operative Ltd.
Ukrainian Self Reliance Association, Edmonton Branch
Inivar Canada Ltd.
University of Alberta
Upper Crust Café & Caterers
Vacations Plus - The Travel Superstore
Valhalla Pure Outfitters
Van Houtte Coffee
Vestate Moulding
VIA Rail Canada
Wainwright Credit Union Ltd.
Wal-Mart
Wal-Mart - Cold Lake
Wal-Mart - Drayton Valley
Wal-Mart - South Edmonton Common
Wal-Mart - Spruce Grove
Wapiti Gravel Suppliers
Westlund
Wilson Architects Ltd.
Women of the Moose Edmonton Chapter #853
Wood Group Pressure Control Canada Inc.
Workers' Compensation Board
World Health Club
WorleyParsons Komex
Yachimec Group
Yuk Yuk's Comedy Kabaret
ZCL Composites Inc.

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

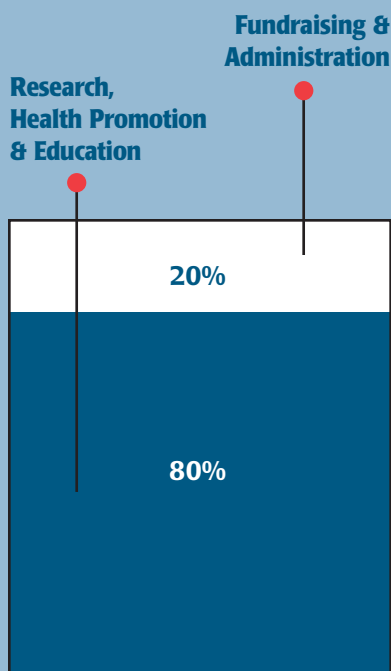
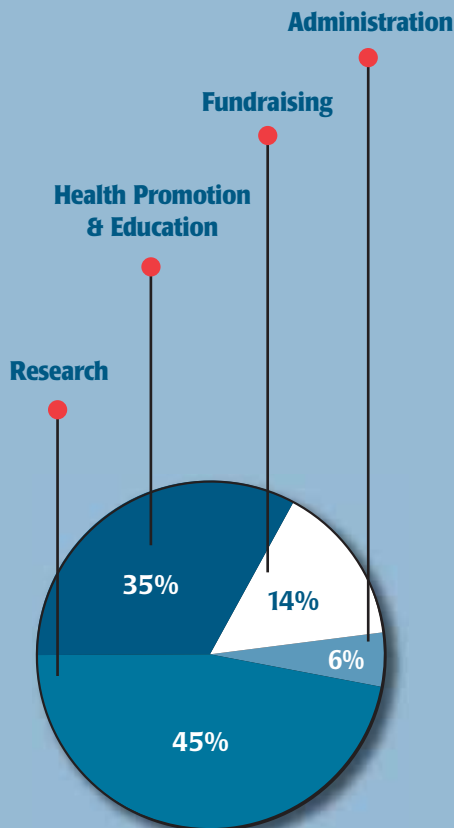
20+ YEARS

Akiva Academy, Calgary
Beacon Hill School, Fort McMurray
Dr. Karl A Clark Elementary School, Fort McMurray
École Dickensfield School, Fort McMurray
École St. Paul Elementary School, Fort McMurray
Elk Point Elementary School, Elk Point
Fr. M Beauregard School, Fort McMurray
Father J A Turcotte School, Fort McMurray
Good Shepherd Community School, Fort McMurray
Nakasuk School, Iqaluit
Northmount School, Edmonton
Our Lady of the Assumption Elementary, Lethbridge
Rosslyn Junior High 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, Okotoks
Vermilion Elementary School, Vermilion
Westglen School, Edmonton
Westview School, Fort McMurray
Willowpark Elementary School, Leduc
Woodbine Elementary, Calgary

10+ YEARS

Amisk Community School, Lac La Biche
Balwin School, Edmonton
Baturyn School, Edmonton
Bishop Greschuk Elementary School, Edmonton
Bisset School, Edmonton
Clear Vista School, Wetaskiwin
Connaught School, Medicine Hat
Eckville Elementary, Eckville
École Beau Meadow, Beaumont
École Bellevue, Beaumont
École Mountainview School, Hinton
École Routhier, Falher
Elboya Elementary/Junio High School, Calgary
Fullham School, Peers
Garneau School, Edmonton
Grovener School, Edmonton
Herald School, Medicine Hat
James Gibbons School, Edmonton
John Wilson Elementary, Innisfail
Kitaskinaw School, Enoch
Kitscoty Elementary School, Kitscoty
Leduc Estates School, Leduc
Mackenzie River School, Cold Lake
New Sarepta Elementary School, New Sarepta
Niton Central School, Niton
Norwood School, Edmonton
Notre Dame Elementary School, Bonnyville
Ormsby School, Edmonton
Pope John XXIII School, Fort Saskatchewan
Princeton School, Edmonton
Ralston School, Ralston
Rocky Christian School, Rocky Mountain House
Rocky Lane School, Fort Vermillion
Sister Mary Philips Elementary School, Fort McMurray
St. Dominic School, Cold Lake
St. Jeromes School, Vermilion
Thickwood Heights School, Fort McMurray
Thorhild Elementary School, Thorhild
Thorsby Elementary School, Thorsby
Vanier Community Catholic School, Edson
Wainwright Elementary, Wainwright
Wildwood School, Wildwood

Financial Review 2007



Statement of Revenues & Expenses

For the year ended August 31, 2007

	2007 \$	2006 \$
REVENUE		
Campaign	7,743,761	7,156,882
Special events	4,141,938	4,255,652
Other income	893,492	584,734
Amortization of deferred contributions	10,000	27,333
	12,789,191	12,024,601
EXPENSES		
Grants and expenses	9,826,115	9,044,701
Campaign	1,223,728	1,176,465
Special events	1,253,651	1,064,949
Amortization	179,411	146,323
	12,482,905	11,432,438
Excess of revenue over expenses	306,286	592,163
Fund balance – Beginning of year	9,431,774	8,839,611
Fund balance – End of year	9,738,060	9,431,774

Balance Sheet

As at August 31, 2007

	2007 \$	2006 \$
CURRENT ASSETS		
Cash and cash equivalents	698,513	603,374
Accounts receivable	566,671	299,027
Prepaid expenses	512,389	158,613
	1,777,573	1,061,014
Long-term investments	12,000,165	11,659,368
Capital assets	794,002	761,313
	14,571,740	13,481,695
CURRENT LIABILITIES		
Accounts payable	1,113,695	282,240
Research grants payable	3,522,353	3,518,849
Deferred revenue	117,632	158,832
	4,753,680	3,959,921
Deferred contributions	80,000	90,000
	4,833,680	4,049,921
FUND BALANCES		
Invested in capital assets	714,002	671,313
Internally restricted	7,000,000	7,000,000
Externally restricted	25,000	25,000
Unrestricted	1,999,058	1,735,461
	9,738,060	9,431,774
	14,571,740	13,481,695

The Heart and Stroke Foundation of Alberta, NWT & Nunavut is proud of our strong financial record, which will assist us in achieving our mission and vision.

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
organization, 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

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2006-2007

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Vice Chair

Kathy Bonazew
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Finding answers. For life.

To find the Heart and Stroke Foundation nearest you, call 1.888.HSF.INFO (473.4636)

www.heartandstroke.ca