



**LONG LIVE  
LIFE.**



**HEART &  
STROKE  
FOUNDATION OF  
SASKATCHEWAN**

**ANNUAL REPORT 2010**



More to learn. More to experience. More to see. More to enjoy. There's always more to live for. This is why the Heart and Stroke Foundation continues to work tirelessly to fund major research initiatives and targeted education programs to ensure that we all spend more time living and less time battling disease. Long live healthy, rewarding lives. Long live making the most of the moments we have.

Long live life.



## LETTER FROM THE CEO

Since the Foundation's inception 54 years ago, we've made dramatic advances in heart disease and stroke research and treatments that, in the past decade alone, have helped reduce the mortality rate due to these diseases by almost a third. Yet, heart disease and stroke remain two of the three leading causes of death in Canada, with one life lost every 7 minutes. We still have so much to do to extend the length and the quality of lives of Canadians.

The health concerns of today foreshadow the health crises of tomorrow. Here in Saskatchewan, we have particularly high rates of obesity, inactivity, tobacco use and type 2 diabetes, and these factors have been the motivation behind a strong new direction for our Foundation. As this report shows, we are investing in a focused effort to reverse these deadly trends, and we are working with a multitude of partners to help us carve out the most effective path to success. Prevention is, now more than ever, a central factor in our programs of research, health promotion, communications and advocacy. I hope you will enjoy reading this report, and consider how you can be part of this great movement towards health. Better health ... more years with our loved ones ... together, we can make it happen.

Sincerely,

A handwritten signature in black ink that reads "Lucy Buller". The signature is written in a cursive, flowing style.

Lucy Buller  
Chief Executive Officer

*The 2010 Heart and Stroke Foundation Annual Report on Canadians' Health exposed a perfect storm of risk factors and demographic changes that will occur in our society over the next 10 years. In the following pages, you will see just some of the ways the Foundation is addressing these threats, while recognizing the vitally important role of donor and partner investment.*

# DIFFERENT FACE, SAME THREAT

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The very face of our communities is changing. Today, heart disease and stroke are increasingly crossing age, gender and ethnic lines, with no Canadian being left unaffected. The challenges are many: an aging population, tragic effects of unhealthy eating, inactivity in our children and youth and a new surge of at-risk groups. These factors have begun to inhibit the progress that has been made across the continuum of cardiovascular and cerebrovascular care.



# FAST-TRACKING CANADIAN HEART HEALTH

The Foundation is committed to protecting all Canadians from having their lives cut short. Our leadership and collaboration with government, partner organizations and industry, plus strategic investments in innovative research and education, keep this vision alive. Thank you for being part of this vital effort.

## A strategy for action

The Canadian Heart Health Strategy and Action Plan (CHHS-AP), released in February 2009, was created in partnership with the Heart and Stroke Foundation to decrease the growing burden of cardiovascular disease (CV) in Canada. This comprehensive strategy proposes six key recommendations to make Canada a heart-healthy nation through a strategic plan that is practical and sensitive to regional differences. In the January 2010 report, the team set numerous health goals for Canada - among them, to decrease:

- the annual mortality rate from CV diseases by 25 per cent;
- the burden of CV diseases in the Aboriginal Population; and

- the number of hospitalizations per year for heart failure and stroke by 25 per cent.

The conservative estimate of savings from implementing this plan would be \$1 billion per year in direct costs and \$2 billion per year in indirect costs.

## Keeping our eye on prevention

The Foundation has partnered with the Canadian Institutes of Health Research (CIHR) to support world-class research competitions in heart disease and stroke. By collaborating across research institutions, the Foundation creates strong partnerships that invest in our future health. In the Prevention of Cardiovascular Disease competition, the Foundation is co-funding Lisa Dolovich and Beatrice McDonough at McMaster University. Their research focuses

on how community-based networks can be more effective in screening, preventing and managing blood pressure in order to reach more patients and lower hypertension rates.

The Foundation is also co-funding research into obesity. One example is a study of how urban street design can lead to neighbourhoods that foster behaviours to reduce weight (Nazeem Muhajarine and Cordell Neudorf, University of Saskatchewan). Another example is a project which studies public awareness of the federal Children's Fitness Tax Credit as well as its use and impact on decisions about participation in physical activity (Barbara von Tigerstrom, University of Saskatchewan). The goal of these projects is to develop better strategies to protect the future health of Canadians.

## GIVING CANADIANS MORE TIME

Help us fund more life-giving research, advocate for important health policy and social change, and empower Canadians to live healthy, long lives. Please give at [heartandstroke.ca](http://heartandstroke.ca)



*Although our understanding of stroke has deepened over the past decade, stroke remains a very serious threat to our health. It's the third leading cause of death and a leading cause of disability in Canada. What's more, an aging population is expected to cause the incidence of stroke to double in the next 10 years.*

# A PREVENTABLE TRAGEDY

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More than 50,000 strokes occur each year, leaving too many Canadians mentally and physically disabled. The tragedy is that 80 per cent of strokes are preventable. The leading cause of stroke is high blood pressure, affecting six million Canadian adults. With a continued focus on reducing all risks, and by helping Canadians adopt healthier lifestyle habits, we can stop strokes from robbing us of valuable years and life.



# MAKING STROKE A DISTANT MEMORY

Not long ago, stroke was a mystery. Today, the Foundation's increased investment in stroke research has successfully unravelled the mystery enough to deliver life-altering advances in treatment and prevention. We can now stop strokes from wreaking havoc on the brain, and we are working hard to reduce the devastation stroke inflicts on survivors and their families.

## Keeping healthcare providers on top of their stroke game

The first Canadian Stroke Congress was held in Quebec City in June 2010. More than 1,000 participants and 90 national and international speakers came to share the knowledge and findings that are improving the lives and well-being of stroke patients and helping prevent stroke in others who may not be aware of their risk.

## A Canadian vision for stroke care

The Canadian Stroke Strategy is a joint initiative of the Heart and Stroke Foundation and the Canadian Stroke Network designed to support an integrated approach to stroke awareness, prevention, access to treatment, rehabilitation and community reintegration in every province and territory. The Canadian Stroke Network fosters collaboration between more than 100 of Canada's leading scientists and clinicians from 24 universities. This Integrated Stroke Strategy (ISS) is already saving countless lives, while also having remarkable influence on secondary stroke prevention and recovery.

## Strategy coming alive in Saskatchewan

Intensive work by a dedicated Heart and Stroke Foundation staff and volunteer steering committee has

achieved significant movement towards implementation of the ISS in Saskatchewan, with several health regions moving forward with parts of the overall strategy. One health region, Sunrise, was selected to receive funding from the Provincial Ministry of Health to move ahead with full implementation.

The success of these sites has already been shown: survivors of stroke tell the powerful and amazing story of how the strategy's full range of prevention, care, rehabilitation and reintegration has permitted far fuller recovery than would have been otherwise possible. Without the ISS, they could have faced a lifetime without being able to walk, speak, read, work - or they may not have survived. It is a powerful illustration of how a small systems change can have an enormous effect.

## Over and over – lives saved by Warning Signs

Along with systems change, the Heart and Stroke Foundation is working on social change. That's why, during June, we promoted awareness of the warning signs through a mass media campaign, sponsored by NWL Fashions and sanofi-aventis. Saskatchewan stroke survivor Lee Cayer says that without these ads her family wouldn't have known to call 9-1-1, a call that helped her survive a stroke.

**CALL 9-1-1**  
IF YOU SEE ANY OF THESE SIGNS

**A LIFE COULD BE IN YOUR HANDS**  
Visit [heartandstroke.sk.ca](http://heartandstroke.sk.ca)

**HEART & STROKE FOUNDATION OF SASKATCHEWAN**  
Finding answers. For life.

*"A life could be in your hands" campaign reminds people that calling 9-1-1 at the first signs of stroke can potentially prevent the profound disability that has, in the past, been a legacy of this disease.*

## A quivering heartbeat away from stroke

This year, the Foundation put the focus on a major risk factor for stroke: atrial fibrillation. This condition causes an irregular heartbeat and increases the risk for ischemic stroke – stroke caused by a blood clot – by 3 to 5 times. It is estimated that up to 15 per cent of all strokes are due to atrial fibrillation. This was the focus of the 2010 Stroke Month report card and the new Foundation **Be Pulse Aware** Campaign, which was launched at the first annual Stroke Congress. Read more at [heartandstroke.ca/bepulseaware](http://heartandstroke.ca/bepulseaware)

*Our nation's women are at risk. Heart disease and stroke is the leading cause of death for women in Canada, taking more female lives than all forms of cancer combined – yet too many women are not aware. Together, we can create the necessary changes that will give these women more life to live. We're making it easier for women to understand the truth about their hearts to empower positive change.*

## THE EQUAL-OPPORTUNITY KILLER

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Every year, more Canadian women die of heart disease and stroke than men. Unhealthy diets and lifestyles are now putting even younger women at risk: about 1.7 million women between 20 and 34 are inactive, almost one million are overweight and more than 800,000 smoke. But despite the serious dangers these risk factors pose, too many women are still not taking action to help reduce their risk.



# SUPPORTING WOMEN IN THE FIGHT

While estrogen provides some natural protection against heart disease until menopause, unhealthy lifestyle habits are putting younger women at risk. More work needs to be done to educate and help women – young and old – prevent their No. 1 cause of death.



*This year, in a five-month period, The Heart Truth campaign raised awareness of heart disease and stroke as the leading cause of death in women by eight per cent.*

## The Heart Truth

This dynamic campaign has brought together Canadian icons, celebrities and strong-willed survivors to increase awareness that heart disease and stroke is the leading cause of death in Canadian women. The campaign includes relevant and easy-to-adopt lifestyle change suggestions for women to reduce their risk. This year, *The Heart Truth™* fashion show featured Canadian Olympic figure skater Joannie Rochette, comedian Caroline Rhea, Olympic ski-cross racer Ashleigh McIvor, actresses Shelia McCarthy and Kathleen Robertson and many others for a day of fun, fashion and, most

importantly, awareness and education. *The Heart Truth* also has a website to help women learn about prevention and become Heart Truth leaders in their communities. Learn more at [hearttruth.ca](http://hearttruth.ca)

## The difference a gender makes

Dr. Louise Pilote, Associate Professor of Medicine and Director of the Division of General Internal Medicine at McGill University, is one of the foremost researchers in the field of women and heart disease. Dr. Pilote heads up a multi-provincial study known as GENESIS

involving researchers from Vancouver to Halifax. They are exploring key gender differences by pinpointing the precise genetic, behavioural, psychosocial, biological and environmental factors that play out in heart disease progression in women and men. The study is also examining differences in available health services and quality of life. The knowledge gained from this study will improve accurate diagnosis of heart disease in women as well as prevent heart attacks in young adults.

Learn more at [heartandstroke.ca/research](http://heartandstroke.ca/research)

*We hear about it and see it every day: our children are not as healthy as they should be and this is putting them at risk. Over the past 15 years, Canada has seen significant increases in obesity, high blood pressure and diabetes in younger patients. By working with communities, governments and families, we are sparking change and giving today's children their best chance at the life they were meant to live.*



## WELLNESS FROM THE GROUND UP

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Our kids are not getting enough opportunities to lead active, healthy lives. Lack of sidewalks, poor access to healthy foods and barriers to sport and recreation activities can make healthy living a challenge for our children. We have made it a priority to address these threats to our younger population whose lives – both in years and quality – are at stake.

# CHANGING THE FUTURE FOR A GENERATION

Only 50 per cent of Canadian children between the ages of five and 17 are getting the minimum number of daily servings of vegetables and fruit. More than half aren't active enough to help them grow up healthy. In response, the Foundation is actively creating solutions to keep our kids healthy for years to come.

## Healthy kids coast to coast

For years, the Foundation has been making children's health a priority in our province and right across the country. We continue to advocate for a wide variety of initiatives including healthy school nutrition, active play, and affordable, accessible recreation. We also provide *HeartSmart Kids*™ toolkits for teachers, a curriculum-based program offering teacher training, including supplementary materials for students.

## A healthy community, a healthy child

With Canada's high rates of obesity, it is more important than ever to build active, healthy communities. Well-maintained parks and safe, efficient walking and cycling networks make it easier for Canadians to get the physical activity they need. The Foundation has developed a toolkit, *Heart&Stroke Shaping Healthy Active Communities*™, to support individuals and organizations in their efforts to create healthy change.

Read more at [heartandstroke.ca/healthycommunities](http://heartandstroke.ca/healthycommunities)

## The shape of things to come

Up until recently, very little research has been conducted on children and how their environment is related to

healthy body weights over time. Two studies currently funded by the Foundation will determine how the built environment influences physical activity, weight and diet in children and adults in Saskatoon and in Edmonton. This could change the way in which we build our communities in the future, helping support the health of our children for generations to come.

## From Jump kids to Jump adults – 28 years and getting stronger

In 1981, Diane Waterer, Provincial Funding Coordinator, reported on a pilot of *Heart&Stroke Jump Rope for Heart*™ in 13 Saskatoon elementary schools. She knew from the start that it was a great way to get students excited about active, healthy living. Twenty-eight years later, these students are returning to schools as teachers and running their own Jump events. This national program reaches more than 4,000 schools and 600,000 students each year while raising millions of dollars for research, health education and social change that benefit Canadians of every age. Get your school and child involved in Jump. Visit [jumpropeforheart.ca](http://jumpropeforheart.ca)

## Healthy food choices for all

*Heart&Stroke Health Check*™ is one way the Foundation helps Canadians eat well. The program provides



educational guidance to Canadians through the logo on grocery products and restaurant menu items, as well as healthy eating information. *Health Check* encourages Canadians to read package labels and to compare products when grocery shopping to make the healthiest choices, and to ask for nutrition information when dining out. Working actively with the food industry, *Health Check* has already helped to reduce sodium levels by 25 per cent to 70 per cent in some food categories. In just four years, 14 companies have removed 500,000 kilograms of salt from their products to meet the *Health Check* criteria – the equivalent of 20 dump trucks of salt driven from our food supply. The program and its nutritional criteria continue to evolve to help Canadians and their families make healthy food choices. Read more at [healthcheck.org](http://healthcheck.org)

*Sudden cardiac arrest can happen to people of any age – at any time. With immediate CPR and early defibrillation, the chance of a person surviving a sudden cardiac arrest is significantly increased. The Foundation has been playing a leadership role in resuscitation in Canada since the 1970s and continues to call on Canadians to learn how to save a life.*



## **LIFE IS IN YOUR HANDS**

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Up to 45,000 cardiac arrests occur each year, and less than five per cent of those who have a cardiac arrest outside of a hospital survive. The good news is that we know how to improve survival rates and we are taking action. The Heart and Stroke Foundation is working to increase the number of Canadians who survive cardiac arrest through education, awareness and funding.

# CPR FOR ALL

Fifty years ago, researchers discovered the life-saving practice of cardiopulmonary resuscitation (CPR). Since then, the technique has changed based on new science to improve success rates. The Foundation has played a critical role by ensuring these changes are incorporated into national resuscitation awareness and training programs to stop cardiac arrest from taking its next life.

## Restarting hearts and lives

*Heart&Stroke Restart a Heart, a Life™* program supports Canadian communities in improving their cardiac arrest survival rates. When CPR is used in combination with an Automated External Defibrillator (AED), survival rates increase by up to 75 per cent. The Restart program raises community awareness of the need to learn CPR and has a mandate to fund and advocate for the placement of more AEDs in public places and areas where cardiac arrests can and do occur.

## From Canada to the world

This past year, the Foundation's *CPR Anytime™ Kits* contributed to an Olympic legacy in cardiac safety. The Foundation was pleased to support the cardiac safety of visitors to the Vancouver 2010 Olympics and Paralympic Winter Games by providing 10,000 kits to train 10,000 volunteers in the life-saving skills of CPR. The *Heart&Stroke CPR Anytime™ for Family and Friends™ Kit* is a self-directed program designed to teach the core skills of CPR in as little as 22 minutes. These easy-to-use kits are helping Canadians learn CPR in the comfort of their own home. The more Canadians who know CPR,

the better the chances of helping more Canadians get a second chance at life.

## More research – more time – for victims of cardiac arrest

The Jump Start Resuscitation initiative aims to support the next generation of researchers who are interested in improving the quality of patient care and patient outcomes during cardiac arrest. The program supports a research scholarship, fellowship, doctoral award and masters studentships. It was created in partnership with the Heart and Stroke Foundation of Canada and Canadian Institutes of Health Research (CIHR) Institute of Circulatory and Respiratory Health. In 2009, one award recipient was Doug Andrusiek at the University of British Columbia. His study looks at the variations in Emergency Medical Services response times, differences in mortality associated with each minute passed, the effect of pre-hospital treatment on survival and the number of rescuers dispatched. This research will help develop more effective ways to respond to out-of-hospital cardiac arrest, including optimal timing and the number of rescuers needed to increase survival rates.



## LEARN CPR IN THE COMFORT OF YOUR OWN HOME

The *Heart&Stroke CPR Anytime™ Family & Friends™ Kit* allows anyone to learn the core skills of CPR for adults and children in just 22 minutes. Visit [heartandstroke.ca/cpranytime](http://heartandstroke.ca/cpranytime) to order your kit today.

*Today, a person having a heart attack or stroke has a better chance of surviving than ever before, largely because of research funded by your donations to the Heart and Stroke Foundation. To receive funding, a project undergoes rigorous peer review, and must prove that it is original, feasible and has significant potential to reduce the impact of heart disease and stroke.*



## CHANGING LIVES THROUGH RESEARCH

After undergoing a heart attack and bypass surgery, Don Campbell of Saskatoon considers himself lucky: research breakthroughs gave him a second chance. He made big changes to his lifestyle and feels better than ever. To donors, he says “thanks, from the bottom of my much healthier heart.”

## Home-grown, world-class

During the past five and a half decades, the Foundation has maintained a leading role as a funder of health research in Saskatchewan. The benefits of this support go beyond the research lab, helping to keep excellent physicians in the province, keeping expert teachers at our universities and helping to draw additional research dollars from outside the province to co-invest in these great minds.

We remain committed to providing funding for these investigator-driven projects aimed at finding better ways to understand, prevent, treat and recover from heart disease and stroke.

During 2009-10, eight Saskatchewan researchers were funded through the Foundation's Grants-In-Aid program:

Dr. Lily Wu  
Dr. Thomas Haas  
Dr. Francisco Cayabyab  
Dr. Linda Hiebert  
Dr. Qing Meng  
Dr. Wolfgang Walz  
Dr. Thomas Fisher  
Dr. Phyllis Paterson

Additionally, the Foundation provides funding for national personnel awards, the national HSF Research Fund (which has been successful in drawing close to eight dollars in funding from outside sources for each one

dollar we have invested) and national research projects of special importance.

## Investing in the minds of tomorrow

We believe that it is important to support young minds embarking on a career in health research. During 2010, four outstanding Undergraduate students and one Masters' student from Saskatchewan's two universities were awarded funding to work on heart and stroke research:

### Undergraduate Summer Student Awards

**Kellsey Calhoon** is looking at how a patient's recovery from heart attack, stroke or pacemaker implant is related to their psychological and social state.

**Khiem Nguyen** is working with esteemed heart and stroke researcher Dr. Linda Hiebert to find new ways to make an established anti-clotting drug - heparin - easier and less painful to administer.

**Amanda Waldner** is looking to better understand how insulin resistance is linked to metabolic disorders.

**Andy Wong** is seeking a clearer picture of how, at the cellular level, the effects of stroke might be prevented.

### Masters' Student Award

**Luca Poloni** is looking to shed new light on changes in the way brain cells communicate following ischemic damage that accompanies stroke.

Learn more at [heartandstroke.ca/research](http://heartandstroke.ca/research)



## HEART AND STROKE RESEARCH CHAIR

June Bold, (above, left) CEO of the Saskatchewan Health Research Foundation (SHRF) and Lucy Buller, CEO of the Heart and Stroke Foundation of Saskatchewan, jointly announced the launch of this strategic initiative in April. Starting in 2010, the Foundation is setting aside \$100,000 per year for five years, matched by SHRF, to attract a top heart and stroke research leader who will work with other health researchers and community partners; promote collaborative research across disciplines; and provide leadership in building a world-class heart and stroke research program that attracts outstanding students, trainees, and scholars to Saskatchewan.

### *What are Grants-in-Aid?*

Forming the biggest portion of our research spending, these grants are directed towards projects that range from root-cause research through to health care delivery. Researchers funded by provincial Heart and Stroke Foundations here and across the country are hot on the trail of the genes responsible for heart failure, high cholesterol and high blood pressure. They are finding new ways to link research results to public health decisions. And they are discovering the profound ways that societal changes affect individual health. Soon, this new knowledge will find its way into our daily lives and holds the hope of averting the majority of cardiovascular disease.

# CONNECTING WITH SASKATCHEWAN COMMUNITIES

Throughout the province, caring people are putting their hearts into Foundation programs and campaigns, leading the way in the fight against heart disease and stroke.

## Mission in Action

Saskatchewan is a place where real change starts at the grass-roots. That's why the Heart and Stroke Foundation is putting new energy behind community-based initiatives that link good science with local programs to motivate healthy lifestyle changes at the individual and community level.

Building on our strong connections with other health organizations as well as government and other policy-makers, our new **Mission in Action** strategy embraces the unique character of Saskatchewan's people and regions. The ambitious plan will inspire, galvanize and support people in schools, neighborhoods, ethnic/cultural groups and cities and towns as they look at new ways to improve the health of their members and communities. Together, we will build healthier environments by advocating for social change and systems improvements; we will help build capacity through training and partnerships; and we will provide linkages so that communities with shared concerns or opportunities can talk to each other and arrive at workable, innovative solutions. Part of our program will provide grants at the community level, to jump-start these activities and to leverage additional support from other sources.

## Linking with students at the U of S School of Public Health

Students at the School of Public Health at the University of Saskatchewan will get a real-world taste of how their future career makes a difference in people's lives as the result of a unique new partnership between the Foundation and the School. Dr. Robert Buckingham, Executive Director of SPH, and Dr. John Moraros, the school's Program Director, say the partnership is win-win for students: they have the chance to gain practical experience in the public health field, while helping the Heart and Stroke Foundation in its mission to reduce the impact of heart disease and stroke.

## Workplace Wellness

Most people spend a large chunk of their waking hours at work. That's why the workplace is a natural place to reinforce healthy habits, and why the Foundation developed a flexible, customizable Workplace Wellness program, called **Making it Happen**. This year we provided workshops, resources, newsletters and more to help workplaces in many Saskatchewan communities to start or enhance their existing workplace wellness programs.

Find out how your workplace can take part at [www.heartandstroke.ca/workplace](http://www.heartandstroke.ca/workplace)



## *Big Bike at Belle Plaine*

It was a day of hard-fought glory, and while one team was declared victor, it was a day where hearts across Saskatchewan came out ahead. The event was the "Hard Hat Challenge": an annual head-to-head timed race between teams from Mosaic Belle Plaine and Yara Belle Plaine aboard the 30-seat Heart&Stroke SaskEnergy Big Bike.

Set at the Mosaic Company's facility, teams capped off year-long fundraising activities with their annual Big Bike event day. Team captains Carrie Seman (Mosaic) and Andrew Swenson (Yara) brought all their riders and an enthusiastic crowd of cheering co-workers together for the race. The best part of the day, though, was when team captains announced the combined total funds raised for the Heart and Stroke Foundation - an amazing \$126,771! This milestone helped the 2010 Big Bike set a new annual fundraising record of \$502,336, including funds raised by individual riders and corporate sponsors, and brings the fundraising total for the Big Bike in Saskatchewan since its inception to \$5.24 million.

## Help when it is needed most

The first days after a heart attack or stroke survivor returns home can be difficult. There are questions about activities, medications, diet and generally how to get back to 'normal' life. The Heart and Stroke Foundation remains committed to helping survivors (and their families) get back on the road to recovery through our **Living with Stroke™** and **Heart To Heart™** programs offered throughout the province. To find a group near you, go to

[www.heartandstroke.sk.ca/livingwithstroke](http://www.heartandstroke.sk.ca/livingwithstroke) and [www.heartandstroke.sk.ca/hearttoheart](http://www.heartandstroke.sk.ca/hearttoheart).

## Linking with First Nations

We are very pleased to be part of a new initiative, the **Coalition Linking Action and Science for Prevention**. Led by the Federation of Saskatchewan Indian Nations, the project's partners include Sagkeeng First Nations, Dakota Objiway Tribal Council and MKO (Manitoba Keewatinowi Okimakanak), Health Canada and other health organizations. The goal is to support development of a curriculum by and for First Nations in Saskatchewan and Manitoba that will reduce cancer, heart disease, stroke, diabetes and other chronic diseases in a significant, meaningful and sustainable way.

## Tackling heart disease, one door at a time

February marks a time for cold hands and warm hearts, and February 2010 was definitely all that! Despite the weather, our Heart Month person-to-person campaign was a huge success raising \$189,024. Thanks to our volunteers, whose passion and heart provides the fuel for our mission. In addition, Heart Month community events hosted by organizations, groups and individuals throughout Saskatchewan raised an additional \$36,730.

## Putting the fun into fundraising

Activity-based or education-oriented events remain the core of our fundraising, giving people in communities all over the province a chance to get active for a great cause. As a result, our flagship school-based programs,



### *Teams raise boat-loads of support.*

Set on the banks of the South Saskatchewan in downtown Saskatoon, and organized by the Saskatoon Nutana Rotary Club (with sponsorship from SaskPower), 44 teams of paddlers splashed to a very successful fundraising total of just over \$70,000.

**Jump Rope for Heart** and **Hoops for Heart**, both had highly successful years, raising heart rates in kids and adults alike while raising more than \$565,000 this year and bringing the all-time totals for **Jump** to more than ten million dollars, and for **Hoops** to \$495,836. This represents a huge boost to funding for research, education and advocacy programs that will help our younger generation to live longer, healthier lives.



## ROUGH RIDER JEREMY O'DAY GETS STUDENTS JUMPING

Saskatchewan Roughrider centre Jeremy O'Day is surrounded by enthusiastic students at Carrot River Junior Senior High School, a Jump Rope for Heart participating school. Jeremy visits schools on behalf of the Heart and Stroke Foundation, encouraging students to be active every day.

# Caring donors

## GIFTS OF A LIFETIME

*We are deeply grateful to the generous donors who remember the Foundation when making their Estate plans. Their commitment ensures crucial research, and lifesaving breakthroughs can continue well into the future, helping our children and grandchildren live longer, healthier lives.*

***We wish to recognize and honour the philanthropy of the following generous donors from whom the Foundation received an Estate gift.***

Frances Elizabeth Apperly  
Katherine Armbruster  
Sylvia Aumuller  
Alice Bartsch  
Garry Bradshaw  
Carl Leonard Carlson  
Irene Mary Cockerton  
Jennie Margaret Cooke  
Dorothy B. Cox, in memory of  
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Winnifred M. Williamson  
Joseph Zaretski  
George Zielbauer  
... and all others who wish to remain anonymous

## CORPORATE CHAMPIONS

*We congratulate and thank the many companies that put their confidence and trust in our efforts to deliver results that change and save lives. They include businesses in small communities through to our province's biggest companies.*

***In particular, we would like to acknowledge the following companies for their significant support of the Foundation and our mission. These companies have donated a minimum of \$1000 during this fiscal year.***

Abacus Signs  
AED Advantage Sales  
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# RECOGNIZING PHILANTHROPY

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

## INDIVIDUAL DONORS

*\$1000 or more during fiscal 2010*

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*\$1000 or more during fiscal 2010*

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Kinsmen Club of Saskatoon  
Makwa & District Lions Club Corp.

## ACTIVE, CARING COMMUNITIES

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

***This year, people all over the province jumped, dribbled, paddled and pedalled their hearts out while breaking previous fundraising records. Thanks to each and every individual who helped make these programs so successful in raising funds that will work towards giving Saskatchewan people longer, healthier lives.***

### DEMO TEAMS AND COACHES

George Lee School: Coach Jodi O'Halloran, Regina

Bishop Filevich School: Coach Olya Kowaluk, Saskatoon

St Augustine School: Coach Pattie Perepeluk, Saskatoon

St Volodymyr School: Coach Patti Tastad, Saskatoon

### TOP 5 JUMP FUNDRAISING SCHOOLS

Rendell Park School, Lloydminster

St Volodymyr Elementary, Saskatoon

Winston Churchill School, Lloydminster

Barr Colony School, Lloydminster

St Augustine School, Saskatoon

### TOP 5 HOOPS FUNDRAISING SCHOOLS

Indian Head Elementary, Indian Head

Kindersley Composite School, Kindersley

St Francis School, Prince Albert

Carlyle Elementary, Carlyle  
Pre-Cam Community School, LaRonge

### BIG BIKE SPONSORS

Title Sponsor: SaskEnergy

Platinum Sponsor: Zoll Medical

Gold Sponsors:  
PharmaChoice and Saskatchewan Mutual Insurance (SMI)

Silver Sponsors: Abacus Signs, Handy Group of Companies, Yanke Group of Companies and AutoClearing Chrysler, Dodge, Jeep

### BIG BIKE EVENT DAYS

World Hypertension Day, May 17th at Walmart Supercenter in Regina

Saskatchewan International Raceway (SIR) on Sept 12th

### TOP 5 BIG BIKE FUNDRAISING TEAMS

Mosaic Canada, Belle Plaine

Yara, Belle Plaine

Triple 4 Advertising, Moose Jaw

Town of Oxbow

St Joseph's Hospital, Estevan

### BIG BIKE DREAM TEAM

*Top 29 Big Bike Individual Fundraisers (in alphabetical order)*

Bev Allen  
Craig & Shelley Baldwin  
Glen Booker  
Dan Carey  
Jennifer Chaille  
Eleanor Crawford  
Stefan Derogowski  
Brenda Edgerton  
Cheryl Graefer  
Pam Groshong  
Florence Halvorson  
Cheryl Irvine  
Kory Kunz  
Fern Ludwig  
Valerie McNab  
Ed Moreau  
Crystal Myslicki  
Erin Pretty  
Alberta Richards  
Bart Rustad  
Gordon Shearer  
Aaron Sikorsky  
Jolene Simon  
Don Spearling  
Debbie Thomas  
Len Vogelsang  
Harry Watson  
Sharon Watson  
Shelan Westling

**Fundraising is an important part of the Saskatoon Dragon Boat Festival, held each summer on the South Saskatchewan River. The Heart and Stroke Foundation is grateful for the tremendous fundraising efforts of this year's participants!**

**TOP INDIVIDUAL DRAGON BOAT FUNDRAISERS** *(in alphabetical order)*

Shelley Brown, Deloitte Sea Eh's  
 Tammy Capustin, HSFS Dragon Hearts  
 Dan Carter, AMEC Stones  
 Ashley Cates, Envirotech Dangerous Goods  
 Garson Chan, Hard Stokers  
 Brenda Cote, Helgason Roofing OMGs  
 Rob Cote, Helgason Roofing OMGs  
 Darcy DeForest, Gregg's Plumbing and Heating Water Warriors  
 Christina Dewald, HSFS Dragon Hearts  
 Kimmee Fischer, Graham Select  
 Juan Henriquez, AMEC Stones  
 Andrea Hudson, Blazing Paddles

Dorothy Hudson, Luther Care Rowing Stones  
 Kelsee Lang, AMEC Stones  
 Peter Longo, AREVA Oar Boddies  
 Vanessa McCubbing, Dow Ag-Row Germinators  
 Lynn Melnyk, Cameco Castaways  
 Erin Nelson, Cameco Castaways  
 Tim Ngan, AMEC Stones  
 Leah Patrick, Gregg's Plumbing and Heating Water Warriors  
 Daryl Renneberg, Northridge Legends  
 Loni Saggs, Cameco Castaways  
 Bryan Tastad, Luther Care Rowing Stones  
 Don Toye, Graham Select  
 Alan Tsui, IRD Warriors  
 Neil Vlanakis, Cameco Castaways

**TOP FUNDRAISING DRAGON BOAT TEAMS** *(in alphabetical order)*

AMEC Stones  
 Areva Ore Bodies  
 Cameco Castaways  
 Dow Ag-Row Germinators  
 Envirotech Dangerous Goods  
 Gregg's Plumbing and Heating Water Warriors  
 Helgason Roofing OMGs  
 HSFS Dragon Hearts  
 Luther Care Rowing Stones  
 SRC Surgin' Sturgeon

**We are fortunate to live and work in a province where 'caring' is high on the list of personal values. We thank each group and community who has put their heart into supporting our important work by holding an event or campaign. Each of the following groups has raised over \$1000 during this fiscal year.**

**COMMUNITY BASED FUNDRAISING EVENTS**

Fish for Freedom  
 Brian Walter Memorial Badminton Tournament, Saskatoon  
 Mike Harrison Memorial Golf Tournament, Canora  
 Poker Rally, Foam Lake  
 Regina Correctional Centre Charity Bike Ride, Regina  
 Champagne & Chiffon Gala, Regina  
 Christmas Gift Wrapping Fundraiser, Saskatoon  
 Curl-a-thon, Prince Albert  
 Healthy Choices  
 Rollerblade & Run, Air Ronge  
 Run for Mom, Regina  
 Regional EMS Hockey Game, Cypress Health Region, Leader  
 Knights of Columbus Ladies Program, Saskatoon

**DONOR'S CHOICE COMMUNITIES**

Balcarres & District Donor's Choice

Biggar & District Donor's Choice  
 Broadview & District Donor's Choice  
 Carnduff & District Donor's Choice  
 Carrot River & District Donor's Choice  
 Churchbridge & District Donor's Choice  
 Craik & District Donor's Choice  
 Cut Knife & District Donor's Choice  
 Davidson & District Donor's Choice  
 Eatonia & District Donor's Choice  
 Esterhazy & District Donor's Choice  
 Gull Lake & District Donor's Choice  
 Hudson Bay & District Donor's Choice  
 Indian Head & District Donor's Choice  
 Kipling & District Donor's Choice  
 Laird-Carlton Donors' Combined Appeal

Lampman & District Donor's Choice  
 Langenburg & District Donor's Choice  
 Lashburn & District Combined Appeal  
 Meota & District Donor's Choice  
 Milestone Donor's Choice  
 Nipawin & District Donor's Choice  
 Outlook Donor's Choice  
 Ponteix & Area Donor's Choice  
 Raymore & District Donor's Choice  
 Rosetown & District Combined Appeal  
 St. Brieux Donor's Choice  
 Strasbourg & District Combined Appeal  
 The Lions Club of Bulyea District Inc.  
 Unity & District Donor's Choice  
 Watrous & District Donor's Choice  
 Wawota & District Donor's Choice

# LETTER FROM THE BOARD PRESIDENT



## Board of Directors

(From left)

Back row: Jim Traves, Wendy Cooper, Gerry Morin, James Irvine, Garry Hansen.

Front row: Lucy Buller (CEO), Ruth Robinson, Nikki Gerrard, Karen Chad (President), Isabelle Butters, Noreen Johns.

Missing: Wadea Tarhuni, Louis Horlick, Syl White.

As I reflect on my first year as President of the Heart and Stroke Foundation of Saskatchewan, I look back on a truly remarkable experience, one of the most rewarding of my life. We have seen incredible strides made, particularly so this year, in advancing our mission reach to a remarkable \$2.02 million invested directly into research and health promotion. Since our inception, the generous contributions of donors and volunteers have allowed the Foundation to achieve amazing milestones, and as a result, Saskatchewan residents have a far greater chance of surviving and thriving after a heart attack or stroke than ever before. We have done this through a carefully planned strategic approach that combines rigorous research, effective health systems and health policy advocacy, strategic partnerships and innovative program delivery. I, along with the Board, am grateful to the Foundation volunteers and staff who have taken these objectives to heart and are turning them into a reality.

Our Board, dedicated volunteers from the medical, business, academic, farming and community service sectors, continues to build on our strong history of

caring, committed leadership, and will vigilantly ensure that fairness, transparency, accountability and responsibility remain our governance watchwords.

The following pages reflect changes to our financial reporting this year, adopting Imagine Canada's new Ethical Code, ensuring our donors and benefactors reap the highest possible value from every gift.

I am confident our volunteer leadership will echo strongly on future results.

Sincerely,

Karen Chad,  
President,  
Heart and Stroke Foundation of Saskatchewan

# FINANCIAL HIGHLIGHTS

## Investing in our future

Canadians as a whole are quite concerned about the impact of the economic turmoil that has unfolded throughout the world and the impact that job losses and economic uncertainty will have on their personal lives. However, the Foundation remains optimistic that our donors will continue to be loyal, sustaining supporters because of the importance of our work. While the economic downturn has had an impact on the revenue generated by many charitable organizations, the Heart and Stroke Foundation was able to protect our research

and mission commitments by using not only our annual revenue, but also our solid asset base. Together, these two provisions have enabled us to invest more than \$2.02 million into vital research, health education and community programs in 2010.

Our volunteers continue to be a source of strength for us as we strive to make real, life-saving strides with respect to the prevention and treatment of heart disease and stroke. In 2011 we are committed to being able to meet our existing research commitments and to

ensure these funds are allocated to the most relevant, most meaningful research, health education projects and programs designed to protect and improve the heart health of all Saskatchewan people.

To help you better understand where your money goes to support the Foundation, we have provided answers to some important questions you may have.

## About the Annual Report

### Who is responsible for overseeing Financial Management?

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

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

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

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

A complete set of financial statements is available upon request from the Foundation's Finance Department 306-244-6822 ext. 232.

### Where does the revenue come from?

Historically, our strength has come from the support of many individuals with relatively small donations. More than 91 per cent of our revenue is from individuals. In addition to this strong base of giving, our donors have also been very supportive of the Foundation in their estate planning. Our revenue can be identified through these four categories:

Our events (Heart&Stroke Jump Rope for Heart, Hoops for Heart, Big Bike, Dragon Boat Festival) and Person-to-Person fundraising for Heart Month in February

*Continued, page 25*

## Summarized statement of operations

for the year ended August 31, 2010, with comparative figures for 2009

	2010	2009
<b>Revenue</b>		
Fundraising revenue:		
Community-based programs	\$ 1,707,892	\$ 1,534,519
Bequests	1,280,811	1,448,451
Direct mail	763,436	723,102
Memorials	228,586	245,772
Corporate sponsorship and other fundraising	90,402	56,526
	<b>4,071,127</b>	<b>4,008,370</b>
Direct program costs	(895,187)	(935,130)
	<b>3,175,940</b>	<b>3,073,240</b>
Other revenue	302,774	234,970
	<b>3,478,714</b>	<b>3,308,210</b>
<b>Expenses</b>		
Health Promotion	1,147,474	1,140,976
Research	880,724	629,665
Fundraising	596,216	540,743
Administration	247,262	225,260
	<b>2,871,676</b>	<b>2,536,644</b>
<b>Excess of revenue over expenses</b>	<b>\$ 607,038</b>	<b>\$ 771,566</b>

## Summarized statement of financial position

as at August 31, 2010, with comparative figures for 2009

	2010	2009
<b>Assets</b>		
Current assets	\$ 1,935,511	\$ 1,812,671
Long term investments	3,363,821	2,761,549
Property and equipment	87,563	123,784
	<b>5,386,895</b>	<b>4,698,004</b>
<b>Liabilities and Net Assets</b>		
Current liabilities	734,846	682,204
Net assets	4,652,049	4,015,800
	<b>\$ 5,386,895</b>	<b>\$ 4,698,004</b>

## Auditor's Report to the Members on Summarized Financial Statements

The accompanying summarized statement of financial position and statement of operations are derived from the complete financial statements of Heart and Stroke Foundation of Saskatchewan Inc. as at August 31, 2010 and for the year then ended on which we expressed an opinion in our report dated October 6, 2010. The fair summarization of the complete financial statements is the responsibility of management. Our responsibility, in accordance with the applicable Assurance Guideline of The Canadian Institute of Chartered Accountants, is to report on the summarized financial statements.

In our opinion, the accompanying financial statements fairly summarize, in all material respects, the related complete financial statements in accordance with the criteria described in the Guideline referred to above. These summarized financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these statements may not be appropriate for their purposes. For more information on the Foundation's financial position, results of operations and cash flows, reference should be made to the related complete financial statements.

**KPMG LLP**

Chartered Accountants

Saskatoon, Saskatchewan, October 6, 2010

are examples of the community based programs that generate 32 per cent of the Foundation's net revenue.

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

We are extremely thankful for the strength of the Canadian financial sector as compared to financial sectors throughout the world. We are hopeful that Canada can continue to recover and that the Foundation can maintain support.

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

### **Where did the Foundation invest this money?**

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

### **Our Mission**

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

### **Chief Executive Officer**

Lucy Buller

### **Senior Staff**

**Graham Addley**, Mission Programs

**Rhae Ann Bromley**, Communications

**Gwen Gordon**, Stroke Strategy

**Claude Hounjet**, Finance and Administration

**Lorie Langenfurth**, Fund Development

### **Board of Directors**

**Karen Chad**, President

**Nikki Gerrard**, Immediate Past President

**Jim Traves**, First Vice President

**Syl White**, Treasurer

**Isabelle Butters**

**Wendy Cooper**

**Garry Hansen**

**James Irvine**

**Noreen Johns**

**Gerald Morin**

**Ruth Robinson**

**Wadea Tarhuni**

**Lou Horlick**, Honourary President

## *Volunteers are our lifeline.*

*Volunteers are the lifeblood of our Foundation. They are the face of the Foundation in our communities, and our ambassadors in the fight to save lives. From our Board of Directors to hard-working committee members to the thousands who engage in community events and campaigns across the province, volunteers are vital partners, spearheading fundraising, advocacy and health education efforts. Together you generously give your talent, expertise and thousands of hours of time critical to delivering our mission. Thank you from the bottom of our hearts.*

The Heart and Stroke Foundation of Saskatchewan is committed to full transparency and stewardship of our donor contributions.

We've made some changes to how we report our financial statements. We are adopting the updated Ethical Fundraising and Financial Accountability Code guidelines developed by Imagine Canada, and are working closely with other partners in the sector to ensure best practices in reporting.



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

*EACH DAY THIS YEAR, 23 Saskatchewan people will have a heart attack or stroke.  
Seven of these people will not survive. One in five days of hospital care and one in three deaths in  
our province will be attributed to this disease.*

*Almost 40 per cent of us will develop it during our lifetime.  
In one way or another, heart disease and stroke will touch us all.*

*The Heart and Stroke Foundation of Saskatchewan is committed to making every dollar achieve  
real results that change lives.*

*Whether you take part in or sponsor an event, give at the door during Heart Month, honour a  
loved one through a memorial donation or support our work as a valued volunteer, your money and  
personal commitment fuel the vital work that will help us all to lead longer, healthier lives.*

*Long live life.*





**HEART &  
STROKE**  
FOUNDATION OF  
SASKATCHEWAN

**Heart and Stroke  
Foundation of Saskatchewan**

279 – 3rd Avenue North

Saskatoon, SK S7K 2H8

**Tel:** 306-244-2124

**Fax:** 306-664-4016

**Toll-free (in Saskatchewan):** 1-888-473-4636

**Email:** [heart.stroke@hsf.sk.ca](mailto:heart.stroke@hsf.sk.ca)

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

**Business number:** 10795 5817 R0001