

# Saving a Generation

Annual Report 2009



HEART &  
STROKE  
FOUNDATION  
OF BC & YUKON

*Finding answers. For life.*



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**Missing from photo:** Mr. Andrew Saxton, Jr.

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# Message from the CEO and Chairman of the Board

There is no issue more important to British Columbians than the health and wellbeing of their families, but this wellbeing is threatened by a confluence of factors that are putting our most vulnerable citizens at risk: children and the elderly.

Next year the first of the Baby Boomers will begin turning 65 and entering the prime age range for heart disease and stroke. We are also facing an unprecedented rise in childhood obesity. In fact, today's children could be in the fast lane for developing heart disease and stroke as early as their 30s.

In this report you'll see how the Heart and Stroke Foundation is tackling the issue of childhood obesity head on with educational programs for young people and their families, and strong advocacy for healthier British Columbians.

You'll read about our many accomplishments of the past year, including restricting trans fats in BC restaurants in partnership with the BC government. This regulation is the first of its kind in Canada and will lead the way in stemming the nearly 3000 trans fat-related deaths in this country each year.

We're also working with BC Recreation and Parks Association to co-lead three initiatives under the BCHLA Physical Activity Strategy. Knowing that their actions can influence their children and aging parents, inactive adults are the primary target of these initiatives to increase physical activity through community-led physical activity programs.

Of course, cutting-edge research continues to be the key to our success. Among the many leading researchers whose work we fund is Dr. Susanne Clee, who has discovered a region of the genome that seems to be related to the regulation of body weight. Her team is examining DNA to identify the exact genetic sequences involved in this process. By understanding the genetics of obesity, we will be able to



Ms. Bobbe Wood,  
President and CEO

A handwritten signature in black ink, appearing to read "B Wood".



Dr. Doug Clement,  
Chair

A handwritten signature in black ink, appearing to read "D Clement".

develop new approaches to help people lose weight and reduce their cardiovascular risk.

We are facing a challenging healthcare crisis in our province but, thanks to the support and commitment of our partners, donors and volunteers, we will continue to fund innovative research and the best health education and health promotion programs to create positive change in the lives of all British Columbians.

On behalf of everyone at the Heart and Stroke Foundation of BC & Yukon, I thank you for your support. Our health, and the health of our families and children, depends on you.

SCOTT MACALPINE PHOTOGRAPHY

# Acting Now to Save a Generation.

At this moment, we are facing a healthcare crisis of such magnitude it can only be described as a tsunami. As a record number of Baby Boomers age, heart disease and stroke are becoming increasingly pervasive; as Canada's multicultural populations continue to grow, we need to address the disproportionate risk of heart disease and stroke borne by many ethnicities in new and socially relevant ways; and if those two challenges weren't enough, unprecedented rates of childhood obesity are threatening an entire generation.

Childhood obesity has tripled in the past 25 years and is now threatening the wellbeing of an entire generation. Twenty-six per cent of British Columbia's children are overweight or obese, putting them at risk of developing high blood pressure, heart disease and Type 2 diabetes. They are the first generation of children who may not live as long as their parents. And it's not their fault.

## **We Must Act Now if We are to Stop the Rising Tide.**

Without new solutions, new treatments and effective prevention, the challenges we face today will overshadow the gains we have made in the fight against heart disease and stroke over the past 55 years. That's why the Heart and Stroke Foundation of BC & Yukon funds world-class research into existing and emerging health threats. We deliver innovative health education and self-management tools focused on prevention because nine out of 10 Canadians have at least one risk factor. And we engage BC and Yukon communities in grass-roots initiatives aimed at ensuring long and healthy lives for all.



## WARNING

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

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

## WARNING

### ARE BAD SNACKS TEACHING OUR KIDS DEADLY HABITS?

Less than half (47%) of Canadians aged 12-19 years eat enough vegetables and fruit. And another 24% of parents report their kids eat junk food more than twice a week.



# Facing Tomorrow's Health Crisis

The health issues of today foreshadow the health crises of tomorrow. One of the most significant issues we face is the threat that obesity poses to our children. Not only are today's children at risk, but this alarming trend signals an imminent health crisis as these children become adults. The health risks to overweight and obese children include heart disease, high blood pressure and Type 2 diabetes.

## The irrefutable truth

Decades of policies and preferences have increased ready access to nutritionally poor foods, while, at the same time, physical activity has been engineered out of our daily lives, creating an unhealthy environment for our kids.

- More than half of Canadian children between the ages of five and 17 aren't active enough to support optimal health and development.
- Less than 50% of Canadian children walk to school.
- Only 50% of kids are getting the minimum number of servings per day of vegetables and fruit, and 75% are not meeting the new Canada's Food Guide recommendations for grain products.
- More than one-third of children aged four to nine do not have the recommended two servings of milk products a day.

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All children, regardless of background, are spending too much time in front of screens. According to Active Healthy Kids Canada, no segment of our population of children and youth is meeting the current recommendations of less than two hours of screen time per day.

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In 2005, the total direct cost of obesity in Canada exceeded \$1.8 billion. Getting BC's children healthy and active is not just the responsibility of parents. It is an issue that affects us all. Our society's wellbeing is inextricably linked to the health of future generations.



# Which Tomorrow Shall We Choose?

BC's children are not choosing to be overweight or obese. Blame cannot be placed on parents or schools. Our kids' poor health is the by-product of behaviours shaped by their physical, economic, legislative and socio-cultural environments.

## The key to change



Morgan Leung raised \$3,200 skipping rope in 2009

Healthy eating and physical activity are the two essential factors in the prevention and management of childhood obesity. But awareness of this fact is not enough. To effectively deal with childhood obesity, we must address the root causes – poverty and our physical and social environments. Our ability to make healthy choices depends on affordability and accessibility of healthy food, and safe, secure and appropriate recreational opportunities and spaces.

## HeartSmart Kids™

British Columbians have a choice of two tomorrows for our children. One is the tomorrow we are heading towards right now. The other tomorrow is a new BC that we will create together, with new possibilities for active, healthier living. It is a tomorrow that we must all play a part in creating.

## HeartSmart Kids™ are healthy kids

Over the past 55 years, we've learned that improving health takes a coordinated, population-based approach that is supported by effective legislation and public policy. With that understanding, the Foundation offers HeartSmart Kids™, a classroom-based initiative focused on encouraging children to make heart-healthy lifestyle choices within the main areas of healthy eating, active living, and being smoke-free. Introduced in the fall of 1995, the HeartSmart Kids™ program has reached over 7700 teachers and more than 200,000 children. The program is designed to encourage the adoption of heart-smart habits at an early age.

# HeartSmart Kids™

## Building momentum

We all know that physical activity and healthy eating are essential parts of healthy living. What is less commonly known is that what we drink has a major impact effect on our overall health. Child health experts believe that reducing the consumption of sugary drinks is a key strategy in curbing the rising rates of childhood obesity.



This school year, the Heart and Stroke Foundation, in conjunction with the BC Pediatric Society, launched Sip Smart! BC™. This classroom-based program is aimed at helping young people make healthy beverage choices and will build on the ongoing success of HeartSmart Kids™.

# Research

## Strategy, action, solutions

In recent years, scientists have come to a new understanding of body fat. New research shows that fat cells produce key hormones that help regulate our metabolism, keeping our blood sugar and lipids in balance. But when fat cells expand, leading to excess fat, as happens in obesity, they are less able to play this vital role. Yet, despite the importance of fat cells to our health, we know very little about how the body actually creates them.

## Understanding fat

The Heart and Stroke Foundation of BC & Yukon is funding the cutting-edge research of Dr. Fabio Rossi, one of Canada's leading stem cell researchers. In earlier work, his lab focused on developing new methods for isolating the adult stem cells that create fat cells. Building on this, his team will now apply these techniques, trying to identify those cells in order to understand how they work and what their role is in metabolic control. This knowledge will lead to new paths for the prevention and treatment of obesity-related cardiovascular disease.

ROB MOSES PHOTOGRAPHY



Dr. Fabio Rossi, Dept. of Medical Genetics/  
Biomedical Research Centre University of British Columbia

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Target Obesity is a major initiative designed to support obesity research. By contributing to a greater understanding of the environmental, biological, societal and behavioural factors that influence obesity, this initiative will lead to innovative ways to stop this epidemic and its negative health consequences.

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## The genetics of obesity

In seeking to understand obesity, researchers have focused on the interaction of individual behaviour with the environment, especially issues involved with diet and physical activity. However, we are now starting to realize that our genetic make-up also has a powerful influence over the way our bodies process food and handle physical activity. Some people are more likely than others to become obese, even though they may eat the same types of food and have the same level of physical activity. Genes can even influence our appetite and affinity for exercising.

That's why the Foundation is funding the work of Dr. Clee's lab, which has discovered a region of the genome that seems to be related to the regulation of body weight. In this project, her team will use advanced genetic techniques and DNA sequencing technology to identify the exact genetic sequences involved in this process and how they work. By understanding the genetics of obesity, we will be able to develop new ways of helping people lose weight and reduce their cardiovascular risk.



ROB MOSES PHOTOGRAPHY

Dr. Susanne Clee, Dept. of Cellular &  
Physiological Sciences  
University of British Columbia

# A Voice for Change

As a unique catalyst for action, the Heart and Stroke Foundation of BC & Yukon has a long history of tackling the most critical health issues and, with our partners, has successfully influenced policy and practices concerning tobacco control, stroke care delivery, elimination of trans fats and the placement of Automated External Defibrillators (AEDs) in public spaces in BC. Today, we're advocating tirelessly for access to healthier foods and physical environments for all British Columbians.

The Heart and Stroke Foundation of BC & Yukon, in partnership with the Ministry of Healthy Living and Sport, has developed an Action Plan to help industry to comply with the trans fat ban in British Columbia.

## Healthy environments for healthy lives

The BC Recreation and Parks Association and the Heart and Stroke Foundation of BC & Yukon are leading a Physical Activity Strategy, which consists of three initiatives to encourage and support inactive adults with participation in regular physical activity, particularly amongst 35-54 year olds. According to the British Columbia government's ActNow BC program, the Strategy is one component in the government's overarching goal to "make the province the healthiest jurisdiction ever to host an Olympic and Paralympic Games."

## Eliminating trans fat

Scientific evidence shows trans fat increases the incidence of coronary heart disease. In fact, there is no known safe level of trans fat consumption. This year, the Heart and Stroke Foundation of BC & Yukon successfully worked with government to keep trans fats out of BC food service establishments, making BC the first Canadian province to enact such legislation.



# Corporate Partners



Scotiabank's dedication to social responsibility is exemplified through its unflagging support of the Heart and Stroke Foundation for the past 20 years. In that time, Scotiabank has contributed more than \$328,000 to the lifesaving work of the Foundation. Over the years, Scotiabank has supported the Foundation in so many ways. They have been the Presenting sponsor for Celebrity Breakfast, raised funds for us through the Scotiabank Half Marathon, sold pins for us in their branches, and their employees have participated in our Big Bike fundraiser. Scotiabank will continue to show leadership in 2010 when they are the Presenting sponsor for the Foundation's Heart of Gold Gala. Scotiabank defines what it means to be a good corporate citizen and we are truly grateful for their support.



Left to right: Dr. Doug Clement, Board Chair, HSFBCY; Winnie Leong, District VP, Scotiabank; Aderita Guerreiro, VP, HSFBCY and Michelle Cobb, Public Affairs, Scotiabank

## Employee giving for healthy hearts

Employees across the province demonstrated their commitment to healthy hearts in British Columbia by giving generously to the Foundation in 2009. The Heart and Stroke Foundation received \$408,000 from employee groups this year. Many corporations matched contributions made by their employees on a dollar for dollar basis, hence doubling the impact their contribution made on heart and stroke research, health promotion and advocacy programs. Among organizations leading the way in employee giving were the Public Employee Community Fund (PECSF), Safeway Canada, Sears, IBM Canada, and Telus.



Sears Employees Charitable Fund presents a cheque to the Heart and Stroke Foundation of BC & Yukon

# The Heart of Our Success



Over 400 guests opened their hearts in support of the Foundation at the fifth annual Heart of Gold Gala. The theme this year was *In the Heart of the Jungle* and this wild night was chaired by Jackie Bevis and Janice

Ketcham. Dr. Bruce McManus and Ms. Janet Wilson-McManus were Honourary Co-chairs. The outstanding work of the Gala Committee and many volunteers have made this event a great success over the past four years, raising \$1.6 million in support of heart and stroke research, health promotion and patient support. Long standing corporate supporters include RBC Royal Bank, Craftsman Collision, Phillips, Hager & North and Pfizer.



TERRY HUGHES PHOTOGRAPHY

The Heart of Gold Gala Committee from left to right:  
 Bottom row: Christine Hooge, Bobbe Wood, Jackie Bevis, Lura Osborne-Smulders, and Aderita Guerreiro  
 Middle row: Jane Scott, Diane Bisaro, Carey Smith, Patti Young, and Janice Ketcham  
 Top row: Jill Kenning, Cathy Gudewill, and Willa MacDougall



The hilarious and talented comedy-songwriter, Todd Butler, had everyone in the room roaring with laughter at the 25<sup>th</sup> annual Celebrity Breakfast...not an easy feat at 8:00 am! Thanks to our attendees, sponsors, donors, celebrities and volunteers, together we raised \$100,000 to advance the important work of the Foundation. Key corporate partners include Scotiabank, Accenture & Arrow Transportation Systems Inc.



BRIAN HAWKES PHOTOGRAPHIC

Comedian Todd Butler elicits big laughs at the 25<sup>th</sup> annual Celebrity Breakfast

# Diversity

## Engaging communities

The Heart and Stroke Foundation of BC & Yukon is working hard to engage our diverse communities in our mission. The known cardiovascular health risks within the Chinese, South Asian, African-Canadian and Aboriginal communities makes it imperative for us to engage directly with these groups.

## Breaking down barriers

How many servings of carbohydrates are in one chapati? How can Asian, South Asian and East African girls become more engaged in recreational activities? These are the issues that we're addressing. By working with community leaders and supporting grass-roots initiatives, we're working to ensure every community has access to the information and resources they need to make healthy choices.

## Creating awareness

In March 2009, the Heart and Stroke Foundation of BC & Yukon hosted The Heart Truth South Asian Fashion Gala, aimed at building awareness of heart disease among South Asian women. The event showcased beautiful South Asian fashions modeled by celebrity guests such as former VJ Monika Deol, Members of Parliament Nina Grewal and Dona Cadman, and Sen. Yonah Martin and, most importantly, built awareness in a community that is particularly vulnerable to heart disease.



PHOTO BY KYLE SLAVIN

South Asian Fashion Gala  
L to R: HSFBCY President & CEO Bobbe Wood, HSF  
Vice-Chair Irfhan Rawji, and TV personality Monika Deol



Big Bike team  
Yuan JYI Dance Group Vancouver

# Heartfelt Support

## An inspiring path

Suneet Maan may only be 17, but she's been volunteering with the Heart and Stroke Foundation's Surrey office for the better part of a decade. Her commitment to the Foundation has never wavered despite her busy high school schedule and her duties as Miss Teen International Canada.

Suneet has been part of many projects to raise awareness of the risks of heart disease in the South Asian community, a particularly high risk group, through events like The Heart Truth South Asian Fashion Gala. She was also instrumental in leading the Hoops for Heart and Jump Rope for Heart events at Southridge School – events which raised more than \$11,000 for life-saving research.



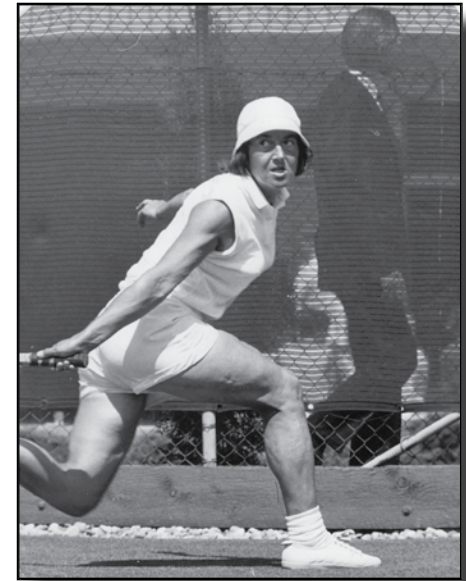
Suneet Mann,  
Miss Teen International Canada

"Southridge School is thrilled that the Heart and Stroke Foundation has chosen to recognize Suneet for all of her work for the cause," said Marc Ayotte, Head of Senior School, Southridge School. "We are very proud of her and inspired by her giving nature."

Suneet's spirit of volunteerism is contagious. Not only has she recruited countless friends and fellow students to volunteer for the Foundation, but she continues to spread awareness of the Foundation's work by visiting Jump Rope For Heart schools as part of her reign as Miss Teen International Canada.

## A legacy for life

Jean Morrison was an elementary teacher, a world traveler, and an athlete throughout her life. Born in 1927 in Linlithgow, outside Edinburgh, Scotland, she was frugal, fun-loving, and had a memorable sense of humour. While Jean never had children of her own, she held close to her heart the many young students she taught at Edith Cavell School on Vancouver's west side. Moreover, she was a favourite auntie to her own nieces and nephews, and took the children of her many friends under her wing.



Jean Morrison

Looking back on her 81 years of life, David Culbard, Jean's nephew, fondly describes his aunt as "a woman who lived life to the fullest on her own terms."

On August 30, 2007, Jean Morrison made a choice that will forever change the lives of British Columbians. She made a will in which she remembered the Heart and Stroke Foundation of BC & Yukon. Thinking of her many dear friends who died of cardiovascular disease, she created a "residual bequest," thereby giving part of her remaining estate to the Foundation, after provisions were made for family members.

The gift of Jean Morrison will save precious lives by advancing critical research and health educational programs. We forever remember the generosity of Jean Morrison with deep gratitude.

# Tools for Change

The Heart and Stroke Foundation is improving the health of British Columbians through health promotion initiatives designed to empower individuals to take charge of their health today for healthier lives tomorrow.

## Healthy weight, healthy heart

In June 2009, The Heart and Stroke Foundation launched “My Heart&Stroke Healthy Weight Action Plan”, a 12-week on-line program designed to support adults in achieving and maintaining their ideal weight. The tool was developed with leading experts in a range of related fields, including dietitians, family physicians, behavior change experts and personal trainers.

While many consumers will access the tool on their own initiative, the program can complement and supplement the counseling efforts of healthcare providers. The Foundation has developed a tool kit to support practitioners in integrating the program into their practices.



## Making healthy choices easier

Health Check™, the Heart and Stroke Foundation’s not-for-profit food information program, is designed to help Canadians choose foods in grocery stores and restaurants that can be part of a healthy diet.

Health Check has been encouraging food manufacturers and restaurants to offer more healthy options for over ten years. Changes to the program, including strengthened nutrient criteria, challenge the food industry to make Canada’s food supply healthier.

Companies who participate in the program must comply with Health Check’s criteria for fat, trans fat, sodium, fibre and other nutrients, developed by the Foundation’s registered dietitians and independent nutrition experts based on recommendations in Canada’s Food Guide. Today, the Health Check logo can be found on more than 2000 grocery products, and on menus in over 700 restaurant outlets across the country.

BC restaurants currently offering Health Check menu items include White Spot, Red Robin, Boston Pizza, and BC Ferries, with more operators to be added in the coming year.



# Our Heartfelt Thanks to our Caring Hearts Circle donors and sponsors who generously gave \$1,000 and over from September 1, 2008 to August 31, 2009, including those listed below...

Some donors wish to remain anonymous.

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 In Memory of Mr. Keith Wright and  
 Mr. James Carey

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Pfizer Canada Incorporated  
Pharmasave  
Phillips, Hager & North  
Prairie Inn Harriers



# Our Heartfelt Thanks - cont'd

PROOF Centre of Excellence  
Providence Heart and Lung Institute  
Provincial Employees Community Services Fund  
Provincial Health Services Authority  
Pythian Sisters Dogwood Temple #5  
QMF, CFUN and TEAM 1040  
RBC Financial Group, BC & Yukon  
RBC Foundation  
RCL Branch 88  
Retirement Concepts  
Rio Tinto Alcan Inc.  
The Rix Family Foundation  
Robert Conconi Foundation  
Rogers Family Charitable Trust  
Royal Canadian Legion #40 Ladies Auxiliary  
Royal Canadian Legion #160 Gaming Account  
Royal Canadian Legion #256 Gaming Trust  
Royal Lepage Westwin Realty  
sanofi-aventis  
Scotiabank  
Scottsdale Lions Club  
Senenki Studios Graphic Design  
SFU Health Sciences  
Shafer-Haggart Limited  
Signals Design Group  
Sousa Holdings Ltd.  
Spa Utopia  
SPH Division of Cardiology  
Spruce City Lions Club  
Staff at BMO Bank of Montreal  
Starbucks  
Strategic Charitable Giving Foundation

- Loreen Ball Fund

Sun Life Financial  
Super U Holdings Limited  
Surrey Firefighters Charitable Society  
Swarovski Canada Limited  
T & T Supermarket Incorporated  
Teck Resources Limited  
Telus  
TELUS Community Connections  
Terasen Gas

Thrifty Foods  
TOIT Events (New Balance Fall Classic)  
Troll Resort Limited  
UBC Faculty of Medicine  
University of British Columbia  
Van der Ende Charitable Foundation  
Vancouver Arbutus Lions Club  
Vancouver Courier  
Vancouver Foundation

- Ann Claire Angus Fund
- BC Heart Foundation Endowment Fund
- The Edward W. and Dorothy Rogers Fund
- Florence & Hedley Hipwell Fund
- Hibler/Lamoureux Fund
- John Grot Memorial Fund
- Lydia Dorothea Minaty Memorial Fund

Vancouver Island Brewery  
Vertex One Asset Management Incorporated  
The Victoria Foundation

- Helen May Noxon Fund
- Rheta May Pederson Fund

Vincor Canada  
Wakefield Investments Ltd.  
Wal Mart Canada Corporation  
Wawanesa Social Club  
The Wheaton Family Foundation  
West Bay Forest Products and Manufacturing  
Whistler Brewing Company  
The Wolrige Foundation  
WorkSafeBC Helping Hand Employee Giving  
Xerox Canada Limited  
The Zacks Family Charitable Foundation

## BEQUESTS, TRUSTS & OTHER DEFERRED GIFTS

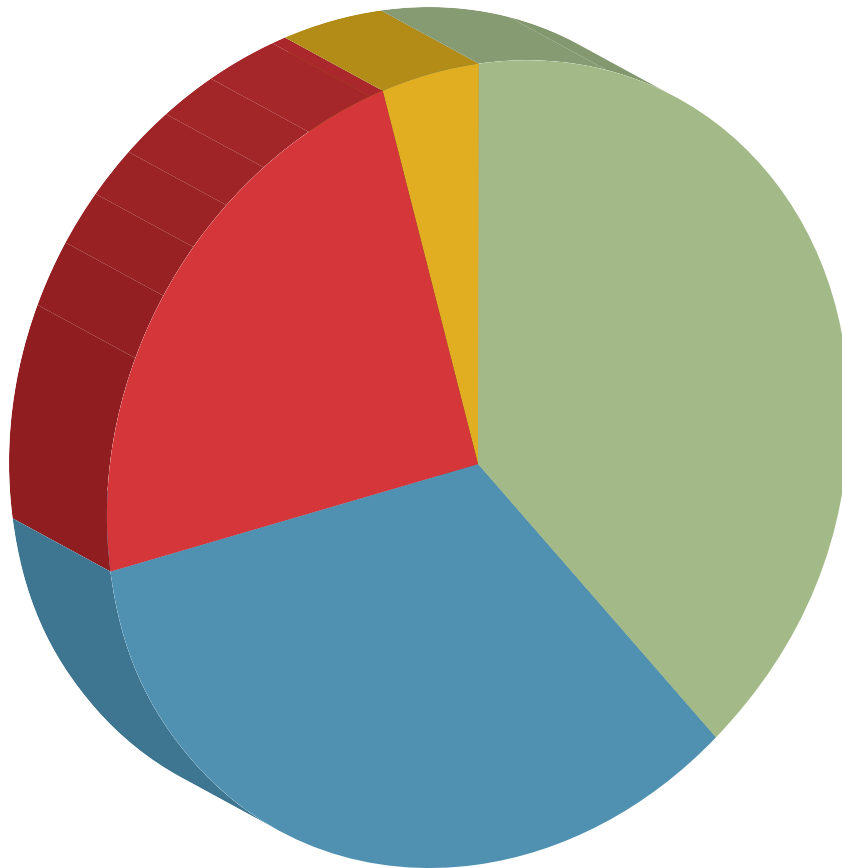
Dad and Mom Ross & Marie Arnold  
Anna Baptist  
Marjorie Jean Barnes  
Betty Barnes  
Bruce Arthur Bendickson  
David Melville Birrell  
Olive Irene Leslie Blake  
Clarence A. Bodaly  
Anna Grace Bragg  
Betty Brooks  
Phyllis Mildred Broome  
William Lemuel Burnham

James Calcutta  
Lorne Argyle Campbell  
Lillian Castley  
Dorothy Cavanagh  
Robert Cavanaugh  
Muriel Gloria Chamberlin  
Emma Chu  
Frances May Cochrane  
Frederick Douglas Colclough  
Florence Elizabeth Collins  
Helen Karrel Conlan  
Alexander Cyril Copley  
Marjory Sita Crombie  
Helen Cecilia Crone  
Hazel Crozier  
Clara Dalen  
Edward Thomas Dallamore  
Katherine Kathleen Danchak  
Adam Lynn Darling  
Evelyn Davey  
In Memory of Charles Davis & Dora Davis  
Barry Boris Derlago  
Joyce Dey  
Marion Forsythe Dick  
Anthony Ethofer  
In Memory of Frank Fairley  
Alice Mildred Fletcher  
Louis Kinsman Gibbons  
Laurence Neal Gilbert  
Lena Quelle Graham  
Maud Jacques Graham  
Margaret Johan Grant  
Sylvia Ernestine Grusmayer  
Dorothy Hayman  
Vera Leone Henney  
Percy Philip Hobbs  
Gladys Pearl Howie  
Alexander Hutchinson  
June Muriel Johnson  
Marguerite Charlotte Johnson  
Eva Lorraine Kerr  
Margaret Shirley Kerr  
Bernice Marie LeMasurier  
Dorothy A. Lindsay  
Magdolna Litauszky  
Mary Gizella Luttmerring  
Margaret Jane MacKinnon  
James Stewart Maxwell  
Audrey Rosalie May  
Ian Archibald McLean

Mary Bain McLean  
Hilda Meade  
Gabrielle Medynski  
Hildegard Meissner  
Stella Michaluk  
Winnifred J. Millar  
Alma May Mills  
Jean McArthur Morrison  
Katherine Carolina Morton  
Irene May Moss  
Norma Nadolny  
Kathleen O'Neil  
Margaret Olive Pamplin  
Dorothy Margaret Pauline Paton  
Frieda Patterson  
Ida Louise Pearson  
Annie Sylvia Pettet  
Beverly D. Pinch  
Doreen Polmans  
Anna Rebecca Reeves  
Violet Lucile Richardson  
Duka Nadine Roberts  
Anastasia Roels  
Leona Ross  
John Stanley Rura  
In Memory of Alfred Saari  
Helen Bernice Sabine  
Alfred Joseph Schuller  
Elvire Marie Schulz  
Evelyn Vera Scott  
Raymond Leslie Shotton  
Margaret Jean Skinner  
Marjorie Elizabeth Spencer  
Mary Flavelle Stewart  
John Herbert Storrie  
Betty Morris Stubbs  
Eileen Louise Swallow  
Grace Elizabeth Swan  
Anne Hewitt Torrance  
Tryntje J. Van Herwaarden  
Linda Van Horen  
Ernest Frederick Warwick  
George Frederick Wells  
William, Beatrice & Ernest Wheeler Memorial Trust  
Mary Whitta  
John Fehr Wiens  
Virginie Mary Wilcott  
Sydney Wood

# Total Gross Revenue for 2009

= \$19.7 million



## 2009 ALLOCATIONS

- 39% health promotion
- 34% research
- 23% fundraising
- 4% administration

# Financial Statements

## STATEMENT OF OPERATIONS

(in thousands of dollars)

<b>Revenue</b>	<b>2009</b>	<b>2008</b>
Fundraising revenue		
Community based campaigns	8,614	9,525
Bequests	3,510	4,527
Direct mail	3,128	3,290
	15,252	17,342
Less: Direct program costs	3,659	3,324
Net fundraising revenue	11,593	14,018
Grants and other	4,436	5,420
Net revenue before operating and mission expenditures	16,029	19,438
<b>Activities and expenses</b>		
Operating expenses		
Fundraising	4,108	3,811
Administration	725	682
	4,833	4,493
Mission expenses		
Research	5,978	7,047
Health promotion	6,861	7,989
	12,839	15,036
<b>Deficiency of revenue over expenses</b>	<b>(1,643)</b>	<b>(91)</b>

## STATEMENT OF FINANCIAL POSITION

(in thousands of dollars)

	<b>2009</b>	<b>2008</b>
Current assets	7,842	12,041
Long-term investments	13,003	11,625
Property, plant and equipment	2,230	2,519
<b>Total Assets</b>	<b>23,075</b>	<b>26,185</b>
Current liabilities	9,652	11,089
Net assets		
Invested in property, plant and equipment	2,230	2,519
Endowments	1,571	1,571
Internally restricted	6,703	7,810
Unrestricted	2,919	3,196
<b>Total Liabilities and Net Assets</b>	<b>23,075</b>	<b>26,185</b>

Data on this page has been extracted and summarized from the audited statements. A complete set of financial statements is available upon request from the Finance Department at (604) 736-4404 ext. 409.

## MISSION

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

## VISION

Generations free of heart disease and stroke.

**DESIGN/LAYOUT:** Lisa Gixti  
**WRITER/EDITOR:** Kathryn Sutton  
**PRINTING:** Horseshoe Press, Inc.



### AREA OFFICES

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#### NORTH SHORE/BURNABY

400– 935 Marine Drive  
North Vancouver, BC V7P 1S3  
T 604.983.8492  
F 604.983.8493

#### TRI-CITIES/FRASER VALLEY

2239C McAllister Avenue  
Port Coquitlam, BC V3C 2A9  
T 604.472.0045  
F 604.472.0055

### HEART AND STROKE FOUNDATION OF BC & YUKON

200–1212 West Broadway  
Vancouver, BC V6H 3V2  
T 604.736.4404  
F 604.736.8732

#### SURREY/LANGLEY/ WHITE ROCK

218 – 13569 76<sup>th</sup> Avenue  
Surrey, BC V3W 2W3  
T 604.591.1955  
Fax. 604.591.2624

#### RICHMOND/DELTA/ NEW WESTMINSTER

260 – 7000 Minoru Blvd.  
Richmond, BC V6Y 3Z5  
T 604.279.7130  
F 604.279.7134

#### NORTHERN BC & YUKON

1480 7<sup>th</sup> Avenue  
Prince George, BC V2L 3P2  
T 250.562.8611  
F 250.562.8614

#### OKANAGAN/KOOTENAYS

4 – 1551 Sutherland Avenue  
Kelowna, BC V1Y 9M9  
T 250.860.6275  
F 250.860.8790  
Toll-free 1.866.432.7833

#### KAMLOOPS/CARIBOO

201 – 635 Victoria Street  
Kamloops, BC V2C 2B3  
T 250.372.3938  
F 250.372.3940

#### VICTORIA

107 – 1001 Cloverdale Avenue  
Victoria, BC V8X 4C9  
T 250.382.4035  
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#### VANCOUVER ISLAND

401 – 495 Dunsmuir  
Nanaimo, BC V9R 6B9  
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F 250.754.5275  
Toll-free 1.888.754.5274



**HEART &  
STROKE  
FOUNDATION  
OF BC & YUKON**

*Finding answers. For life.*