



IMPACT REPORT

2017



PATIENT STORY:

MEET JOANNE & COLM



I don't believe I had heard about osteoporosis when I was growing up.

Joanne



I thought my active lifestyle would insulate me from such things.

Colm



My grandma, who lived with osteoporosis, helped raise me. We had such a special connection and Sarah got to know her over many Sunday family dinners. We wanted to use this milestone in our life as a way to honour her while making an impact on other Canadians who live with osteoporosis every day. The place card in each guest's napkin at our reception let guests know about this special decision and sparked wonderful discussions about my grandmother. It was a beautiful way to pay tribute to her.

Kyle and his new wife Sarah made a donation to Osteoporosis Canada in lieu of favours for guests at their July wedding.



building strong bones during childhood and adolescence can be the best defense against developing osteoporosis later in life.



OVER 80% OF ALL FRACTURES



ONE IN THREE HIP FRACTURE PATIENTS



BEGIN TO LOSE BONE IN THEIR MID-30s



28% OF WOMEN
37% OF MEN

OUR REACH in F2017

WEBSITE

English



478,834

web users



3,582,335

page visits

17% increase

French



185,878

web users

more than 11% increase



428,423

page visits

FACEBOOK



951

New Page Fans

More than 4x last year



705,724

Post Impressions

99% increase



7,802

Engaged

More than 2.5x last year



1,995

Post Likes

up 1,295 from last year



351

Post Shares

TWITTER



254,384

Tweet Impressions



3,049

Engagements

63% increase from last year



767

Likes

70% increase from last year



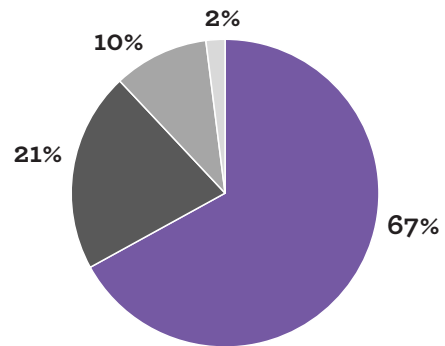
650

Retweets

FINANCIAL HIGHLIGHTS

Year ended March 31, 2017

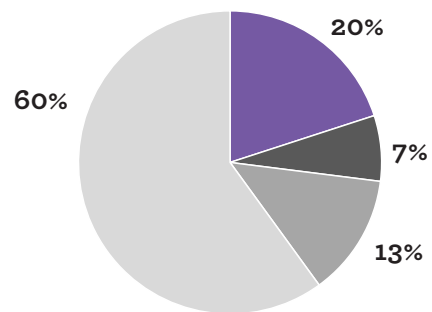
F2017 FINANCIALS



TOTAL REVENUES

\$7,076,945

PROGRAM FUND EXPENSES



TOTAL EXPENSES

\$7,026,901

Ian MacNair

THANK YOU



Dr. Famida Jiwa
President and CEO, Osteoporosis Canada



BGen (Ret'd) Hilary Jaeger
Chair, National Board of Directors