Juanita Gledhill had just celebrated her 50th birthday. During her annual physical, she asked her doctor for a bone density test. Juanita’s mom lives with osteoporosis and given her mother’s diagnosis, Juanita worked hard to reduce her risk of getting the disease. She ensured she got enough calcium and protein in her diet and stayed active.

Juanita has thankfully not experienced any fractures. She has learned how to be very aware of her surroundings and has made the necessary changes in her lifestyle to decrease her risk of falls. Juanita feels strongly that her diagnosis was not as advanced, because she was proactively working to keep her bones strong and healthy.

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Juanita’s story began before her own diagnosis. She cared for her mom for many years helping her manage her own condition. However, even though Juanita was proactive with her daily nutrition intake, vitamin D supplementation and exercise for healthy bones, she was diagnosed with osteoporosis.

Then the doctor called with the results. Juanita had the onset of osteoporosis. She was stunned. She had done everything in her power to avoid getting the same diagnosis as her mother. However, it was also because of her experience that she knew just what to do next.

Juanita has thankfully not experienced any fractures. She has learned how to be very aware of her surroundings and has made the necessary changes in her lifestyle to decrease her risk of falls. Juanita feels strongly that her diagnosis was not as advanced, because she was proactively working to keep her bones strong and healthy.

Today, Juanita and her mom are each other’s “best support partner” as they live a full and healthy life with osteoporosis.

Osteoporosis Canada has provided Juanita and thousands of others with information about the importance of bone health for everyone. The organization supports Canadians in the risk reduction of the disease, those already diagnosed while working to improve their quality of life in the pursuit of research and treatment breakthroughs that keep more people healthy.

I insisted on an assessment because of my mom—and I’m so glad I did.
My grandmother was a farm wife who rolled up her sleeves and got the job done. I loved her quiet strength. Yet as she aged, she became what many people consider your typical old lady - frail, her back gradually hunched over more and more and she got shorter each year. This was not typical old age. This was osteoporosis.

My grandmother is the reason I donate to Osteoporosis Canada both financially and with my volunteer time. I support Osteoporosis Canada so they can educate the public about this disease. I want to help ensure that we have a future free of osteoporosis.”

Emily Bartens, Osteoporosis Canada Donor

Osteoporosis: “a pediatric disease with geriatric consequences”. Peak bone mass is achieved at an early age (16-20 in young women and 20-25 in young men), so building strong bones during childhood and adolescence can be the best defense against developing osteoporosis later in life.

At least 1 IN 3 WOMEN and 1 IN 5 MEN will suffer from an osteoporotic fracture during their lifetime.

2 MILLION CANADIANS are affected by osteoporosis.

OVER 80% OF ALL FRACTURES in people 50+ are caused by osteoporosis.

ONE IN THREE HIP FRACTURE PATIENTS will re-fracture within one year.

Women and men alike BEGIN TO LOSE BONE IN THEIR MID-30s.

28% OF WOMEN and 37% OF MEN who suffer a hip fracture will die within one year.
## Our Reach F2017 - 2018

### Website

<table>
<thead>
<tr>
<th>Language</th>
<th>Web Users</th>
<th>Page Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>English</strong></td>
<td>431,285</td>
<td>3,036,492</td>
</tr>
<tr>
<td><strong>French</strong></td>
<td>116,600</td>
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### Facebook

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<tr>
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<th>New Page Fans</th>
<th>Post Impressions</th>
<th>Engaged</th>
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<td>22,173</td>
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<td><strong>French</strong></td>
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### Twitter

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<th>Retweets</th>
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<tr>
<td><strong>French</strong></td>
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### Risk Tool

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<th>Impressions</th>
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<tbody>
<tr>
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<tr>
<td><strong>French</strong></td>
<td>1,175,873</td>
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</table>
Osteoporosis Canada had Program Fund revenues of $7,287,736 during the fiscal year ended March 31, 2018. The Program Fund financial operations yielded a surplus of $156,626. This was primarily due to a large individual gift. The Program Fund balance at fiscal yearend is $836,386.

The Reserve fund which was established to provide some security to manage unforeseen circumstances involving a revenue shortfall or unanticipated expenses, had excess of revenues over expenditures of $52,597, ending the fiscal year at $901,286.

The bequest fund which represents funds donated for specific activities, had expenses of $18,296, ending the fiscal year at $3,771.

The Research Fund ended the fiscal year with a balance of $1,807,886. The Research Fund provides the financial resources for scientific research projects selected by the Scientific Advisory Council of Osteoporosis Canada.

On behalf of the Board of Directors, I would like to take this opportunity to thank the volunteers, staff and management of Osteoporosis Canada for their invaluable contribution to the success of our organization.

Jeannette Briggs
Treasurer, National Board of Directors

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**Ontario Ministry & Other Provincial Funding**

**Gaming, Community Groups & Interest/dividends**

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**Government Funding**  4,677,535

**Individuals (Indiv, bequests, memberships)**  1,797,106

**Corporations & Foundations**  671,344

**Other**  141,751

**TOTAL REVENUES**  $7,287,736

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**Education, Advocacy and Program Development**  1,693,588

**Administration (includes Governance)**  519,673

**Fundraising**  760,214

**Ontario Strategy**  4,157,635

**TOTAL EXPENSES**  $7,131,110
A MESSAGE FROM OUR PRESIDENT & CEO AND CHAIR OF THE BOARD

This past year has seen tremendous change and growth for Osteoporosis Canada through the advancement of our organization’s brand and exponential growth of our reach.

Osteoporosis Canada revitalized its brand with the launch of a new logo and website, providing both updated and new digital tools with the goal of facilitating communications and outreach with increased ease of access for Canadians.

This rebrand also coincided with the launch of the national *Do You Know Your Risk* campaign, which focused on drawing the link between the disease and the risk of breaking a bone. This campaign was a tremendous success, resulting in over 4.5 million impressions globally.

In an effort to continue to grow our network, increase our presence and provide consistent and accurate messaging and information while better supporting our volunteers, Osteoporosis Canada launched a new national volunteer model. Registered volunteers receive online training focused on our strategic priority: fracture prevention. The four online training modules will create a robust platform of support and engagement for our volunteers.

Thank you to our supporters, partners, volunteers and generous donors whose continued commitment will ensure many more milestones are within our grasp as we work to achieve our vision of a Canada without osteoporotic fractures. It is only through your continued confidence that we are able to continue to support, educate and advocate for the 2 million Canadians affected by osteoporosis.

Together, we will help make Canadians unbreakable.

*Dr. Famida Jiwa*  
President and CEO, Osteoporosis Canada

*Dr. Heather Frame*  
Chair, National Board of Directors