



kidney
FOUNDATION™

Stronger Together

2023 Ontario Branch
Impact Report

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Our Vision

Excellent kidney health, optimal quality of life for those affected by kidney disease, and a cure.

Our Mission

The Kidney Foundation of Canada is the leading charity committed to eliminating the burden of kidney disease through:

- **Funding and stimulating** innovative research for better prevention, treatments and a cure;
- **Providing education and support** to prevent kidney disease in those at risk and empower those with kidney disease to optimize their health status;
- **Advocating** for improved access to high quality health care;
- **Increasing** public awareness and commitment to advancing kidney health and organ donation.

Message From President & Executive Director

We launched our new Strategic Plan – Stronger Together – in January of 2023. The plan, built in concert with the national strategic plan, sets ambitious goals to increase revenue, build volunteer capacity, increase equitable access to treatment, and expand public awareness. The strategic plan is underpinned by an Equity, Diversity, and Inclusion (EDI) action plan.

The need for our programs and services, like short-term financial assistance, continues to grow. Patients are struggling with costs for transportation and basic living expenses. Our Peer Support program has also continued to grow to meet the needs of our community. Group meetings help connect patients and caregivers in new ways, with special guest speakers fulfilling an important role in supplying expert information and practical advice.

Fundraising efforts focus on our strengths. Kidney Car continues to rebound post-pandemic surpassing financial goals and for the first time our Ontario Kidney Walk raised a record-breaking \$1 million thanks to all of you.

While this report is normally dedicated to highlighting the achievements of 2023, and there were many, we're opting to take this opportunity to also feature The Kidney Foundation's 60th Anniversary being celebrated in 2024.

The Foundation has been able to accomplish a great deal because of the vision and dedication of a few individuals back in 1964 who understood the magnitude of the challenges associated with kidney disease. The death of Morty Tarder, bolstered his family and friends into action. From that small group based in Montreal, The Kidney Foundation has grown to support patients across Canada.

During these 60 years so much has changed. The Kidney Foundation has supported breakthroughs in treatments through investments in research and programs to improve the quality of life of those living with chronic

kidney disease, on dialysis and thousands of others living with a transplant.

Volunteers and donors have been the thread that has knitted our community together for generations. Our volunteers are leaders, supporters, advocates and wonderful community ambassadors who raise the profile about kidney disease and the Foundation's programs. Our donors are committed, understanding the growing needs, and responding to each request. Every contribution, no matter how big or how small, make a significant positive impact on the lives of patients.

Over the course of six decades, The Foundation has been there for patients and their loved ones: funding research, providing education about kidney disease, advocating with all levels of government for patient rights, and providing direct support to people living with kidney disease. We are at a point in time where patients at risk can be identified early enough in their kidney journey that treatments to decrease or slow the progression of end stage kidney disease are now a reality.

We celebrate these many accomplishments knowing there is still so much work to do. With your ongoing energy and dedication, we will continue the fight against kidney disease and make every effort to positively impact the lives of future generations.

There is much to celebrate, and more work to do.
Let's Keep Making History.



Dr. Norman Muirhead
President
Ontario Branch

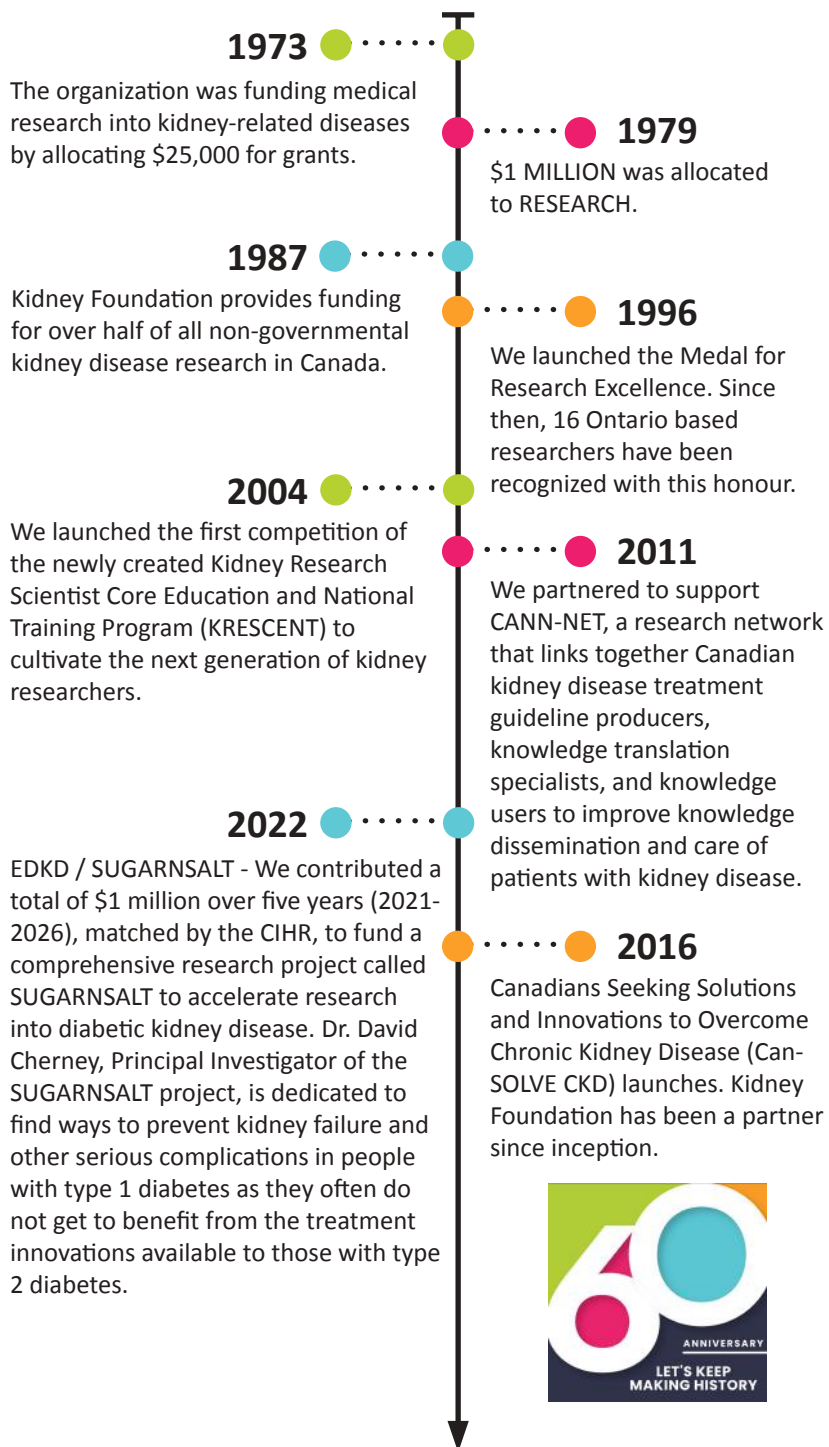
A handwritten signature in black ink, appearing to read "Norman".



Anthony Tirone
Executive Director
Ontario Branch

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

Research Milestones



Hope Through Research

The Kidney Foundation of Canada has been a vital force in advancing kidney health. Its founding principles encompassed not only patient support but also a strong commitment to research.

Over the years, the Foundation's research initiatives have led to significant advancements. These include better understanding of kidney function, improved dialysis techniques, and breakthroughs in transplantation medicine.

The research journey in the past 60 years started with a passion to find answers about kidney disease, grew quickly to make us a force for change in care and treatment through research investments. Ever since, this initial commitment has allowed The Kidney Foundation to leverage and spark new research channels and projects which strive for improved treatment, hope and a cure.

We have consistently joined forces with other organizations and research institutions who share our common goal of making life better for all those impacted by kidney disease. The past milestones noted here are a snapshot of the tireless work of many passionate researchers and allied healthcare professionals, who also lend us their volunteer time and commitment as we build stronger programs, like our celebrated KRESCENT program for new kidney researchers.

In our anniversary year, our investment in research since inception totals \$138.8 million, and millions more have been invested through leveraged opportunities.

Future discoveries could include new treatments, better outcomes for transplants and advancements in technologies and discoveries that can take advantage of new knowledge. The last few years have been an exciting time in kidney research. New medications and treatment options have been approved in the kidney disease space for the first time in decades, and patient care is an ever-changing landscape. With technological advancement comes increased opportunity for innovation.

As The Kidney Foundation looks to the future, there are key pillars to its research goals:

- Consistently funding research to improve prevention, diagnosis, treatment and wellness.
- Amplifying opportunities for investments into innovative projects through collaboration and leveraging funding opportunities to foster knowledge exchange, accelerate discoveries, and enhance patient care.
- Commitment to translating research findings into both knowledge and practical solutions for patients.
- Giving those with lived experience the opportunity to have a voice in research.

Impact and Hope

The Kidney Foundation of Canada Research program remains committed to staying at the forefront of kidney disease research, aligning our investments to patient and community needs, and focusing on where we can invest with the highest chances for impact.

There are opportunities to harness new technologies for personalized medicine, focusing on whole patient wellness through the kidney health journey. Through partnership and investment, we will encourage the employment of novel techniques and technologies for the treatment of kidney disease and transplantation, ensuring that our research program remains at the cutting edge of scientific development.

Most importantly, we will continue to support the engagement of our community in the research process, and in the dissemination of research results, ensuring that kidney patients and their families are positioned in a place of knowledge, and empowered to make informed health care decisions. This will allow us to ensure that our program continues to have real life impact for our patient community, and that research continues to bring hope for future generations.

We're Here To Help

Programs and services for The Kidney Foundation of Canada got their start with a focus on building knowledge and finding a way to be with patients every step of the way as they engaged in a kidney healthcare journey that included dialysis treatments and eventually, for some, consideration of a transplant.

The patient manual, as it was then called, was a binder that was carried to appointment after appointment, treatment after treatment, gathering new documents, appointment cards, recommendations and supplemental educational material along the way. Although the manual has changed many times in many ways over the years, it has remained a mainstay of The Kidney Foundation's commitment to provide basic medically-reviewed information to help explain the kidney disease journey.

Most people have never heard of kidney disease until it affects them or someone they care about. The Foundation is committed to helping patients locate the information and resources they need, learn more about how they can manage kidney disease, and understand the impact it has on their lives.

Over the years, growing needs were clear and in the early 1990s, The Kidney Foundation implemented new core programs across Canada to ensure that people had access to short-term emergency financial assistance and information and referral services. People affected by kidney disease and their caregivers needed somewhere to turn and someone to talk to.

Further, this led to the implementation of peer support programs, one of our key services today. As our programs grew, so did our kidney community. Patients and

Volunteers and staff participate in numerous committees which address data collection, public awareness, and the engagement of those with lived experience. We have intensified efforts to mobilize patients and families to be a leading voice in advocating for equitable access to transplants for all Canadians, for system improvements, and for greater accountability to ensure that no opportunities for deceased organ donations are missed.

Collectively, we will continue to raise awareness about important issues at all stages of kidney care and seek to influence the decisions of those who can lead change at every level of government and through every system that intersects with those living with kidney disease.

The Kidney Foundation also engages in partnership opportunities to lend our voice to general health-related matters that impact those with kidney disease or those at risk. Recent examples include our engagement to advocate for dialysis patients' access to the COVID vaccine, our participation in common drug reviews to champion equitable access

to new medications, our call for improved phosphorus labelling, and an appeal to halt the marketing of unhealthy food and beverages to children.

*The ODTC's mandate is to
"facilitate collaboration
on an organ and
tissues donation and
transplantation system that
gives Canadians timely and
effective access to care."*

Looking to the future, we will continue to focus on helping people find their voices and make them heard. Self-advocacy and the tools that empower people to listen, learn and make decisions about their own healthcare journey will continue to have a strong place in our patient educational materials and interactive forums. We will also encourage people affected by kidney disease to advocate for better access to care in the earlier stages of chronic kidney disease. One way we'll do this is to provide opportunities for people to interact and meet with federal, provincial, and territorial governments to share their experiences and perspectives.

The Kidney Foundation remains committed to amplifying the voices of those affected by kidney disease to make change happen. Together we can improve the lives of millions of Canadians.



Awareness To Spark Action

Public awareness about kidney disease and organ donation has been a key driver of The Kidney Foundation of Canada's mission for well over 50 years. Shortly after its inception, the Foundation took a leadership role in broadening Canadians' understanding of the importance of kidneys to overall health and encouraging discussion and decision about organ and tissue donation. What started as a campaign to share educational brochures has grown into an ongoing commitment to be the catalyst to bring kidney disease out of the shadows so it can be recognized for the serious health condition it is.

By building awareness of kidney disease, our actions have been designed to empower people to recognize symptoms early and to consider their personal risk which can help lead to early detection and preventative measures. It can also encourage people to think about lifestyle choices that could aid in prevention and improve overall wellbeing.

Kidney Foundation campaigns connect people with information they need to take action. Our online risk awareness tool guides thousands of people annually to think about their kidney health. Using public polling about kidney awareness, the Foundation has navigated a sea of healthcare information for Canadians who are encouraged to keep kidneys top of mind for their health.

Complementing messages about kidney disease and maintaining kidney health is our commitment to organ donation awareness.

With a vast majority of people on the transplant waiting list needing a kidney – a statistic that has not changed much over these many years –

Well before the establishment of many organ donation agencies, in 1985 The Kidney Foundation took initiative to distribute a million organ donation wallet cards in that one year alone, encouraging people to declare their decision to be a lifesaving donor.

In more recent years, our partnership with Green Shirt Day and our engagement with organ donation agencies and like-minded organizations from coast to coast has multiplied our efforts to ask people to make a positive decision in registering their wishes.

Kidney Foundation messaging has also consistently emphasized the important need to proactively discuss that decision with family members so they can honour one's wishes.

the Foundation has consistently led organ donation awareness initiatives and has regularly amplified others' efforts to do the same.

More recently, we became an early adapter of the Living Donor Circle of Excellence, a program which encourages employers to close a financial gap for individuals who choose to be a living organ donor. We are encouraging businesses and other organizations to follow suit.

The Kidney Foundation of Canada is committed to continue to lead the charge in these awareness arenas.

By engaging those with lived experience and other ambassadors for kidney health and organ donation, we develop messages that meet the needs of communities and build public education opportunities.

We will continue to seek out partnerships which build kidney health and improve organ donation rates.

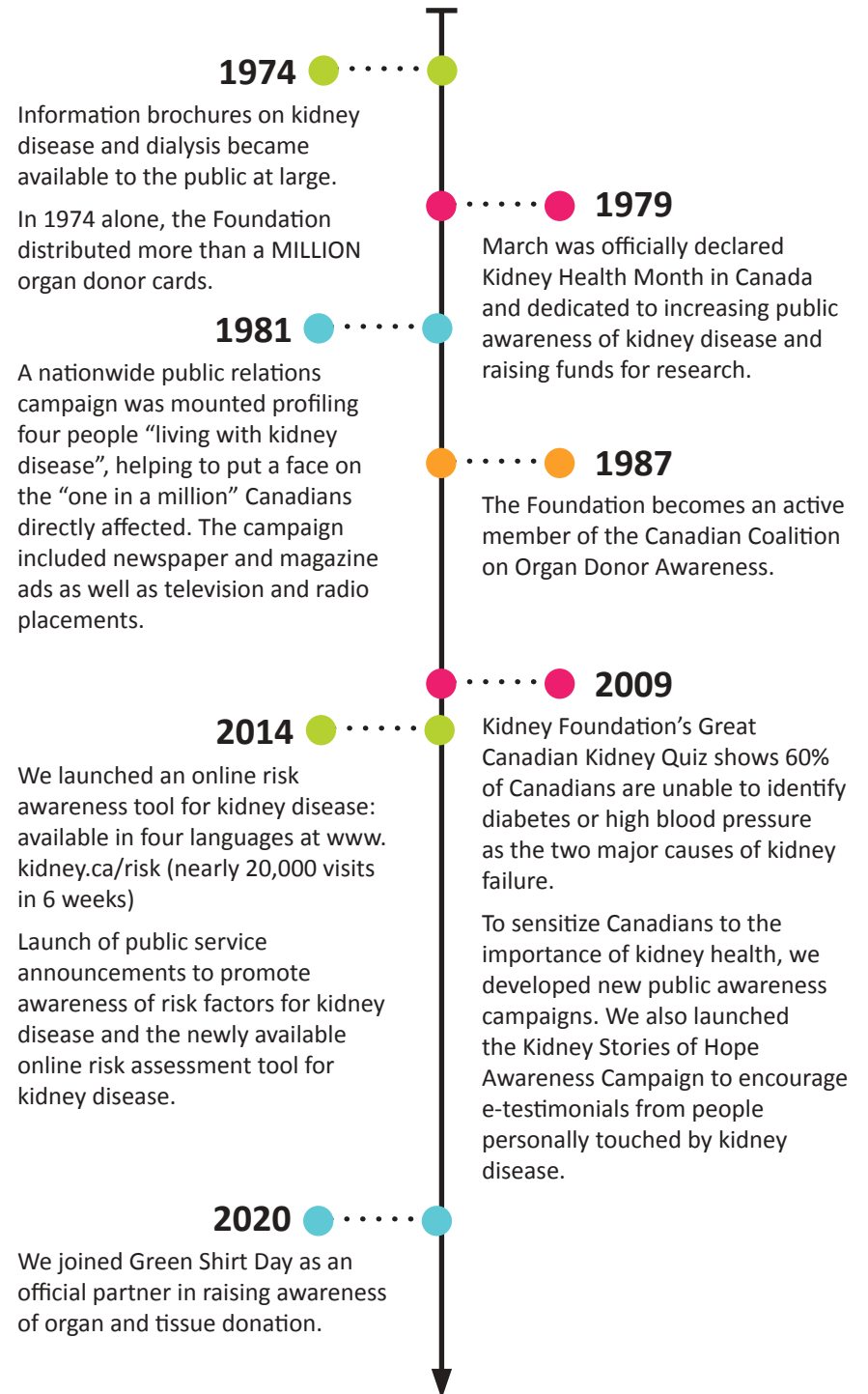
We will communicate our commitment to be there every step of the way for those impacted by kidney disease for life.

The Kidney Foundation of Canada makes your kidney health a priority. You can count on us to make sure kidney health and organ donation is part of the conversation.



Kidney Foundation's complete timeline of milestones can be found at kidney.ca/60th

Awareness Milestones



Million Dollars Strong Kidney Walk Surpasses Goal

Ontario Kidney Walkers reached a tremendous milestone in 2023, raising over a million dollars for the Kidney Walk. Our kidney community gathered in-person for the first time since 2019, and walk participants brought their enthusiasm, commitment, and spirit to each of our 28 events.

“Throughout COVID, our community remained steadfast in their commitment to the Kidney Walks – they fundraised, gathered as teams, but to be back in person in 2023 was so inspiring. The opportunity to connect with others and celebrate the strength of this community reminds us why the work we do each and every day is so vitally important. It’s all about supporting people living with and affected by kidney disease no matter where they are in their journey” said Anthony Tirone, Executive Director.

Over 1600 individuals registered, fundraised, and walked, showing off their new Kidney Walk t-shirts. New teams, like Sault Ste. Marie’s “Super Memphis” joined the event in honour of six-year-old Memphis Rollins. His parents, Madison and Adam, wanted Memphis to be part of something bigger and understand that there was a community of support close to home.

“The Walk was really eye-opening for us. We heard speakers talk about their journey and having others surround us who are on this same path was really empowering to build hope,” says Madison.

Their favourite part about the walk was seeing everyone come together supporting their loved ones with kidney disease. Likewise, it was special for Memphis’ family and friends to be able to come out and be there for him in such a tangible way. The family was incredibly touched by the amount of support they received. “It encourages us and builds hope and resilience within our journey. We felt so loved and supported and thankful,” added Madison.



HIGHLIGHTS 2023

28

Kidney Walks
held in Ontario

228

Teams

1619

Kidney Walk Participants

\$1,003,599

Kidney Walks raised

\$1,167,536

Legacy and Memorial Donations

4,075 Cars donated

Raising \$4.1M

Kidney Clothes collected

6.1M lbs

of textiles and

1.5M lbs

of miscellaneous items

Kidney Clothes did more than

175,000+

Household pickups in

200

communities in 2023

\$242,983

Short term
Financial Assistance

946

Grants supported
people with
kidney disease

Secured

\$24,000

in grants to support kidney patients

1737 Peer support group attendance

155 Peer support meetings took place in 2023

152 Peer support volunteers

990 1:1 direct peer support matches

12 Online webinars

457 Online webinar attendance

75 Patient education sessions (virtual and in-person)

3329 Attendance for patient education events

Increased our social media reach to:

 **7063** Facebook followers

 **2212** X followers

 **2311** Instagram followers

 **5000+** E news subscribers

6792

Living with Kidney Disease Handbooks were given to kidney patients.

\$50,050

Camp Dorset Funding

\$20,000

Camp Kivita

\$21,705

Raised through Kidney 50/50

Giving Tuesday raised

\$10,852

in Ontario

6000+

Volunteer Hours



\$41,550

Raised through Kidney Health Month Digital Campaign



Kidney Disease Is With You For Life. So Is The Kidney Foundation Of Canada.

The Kidney Foundation launches new awareness campaign

A journey with chronic kidney disease is not the same for everyone, but the shared experience binds those affected. Kidney disease is always there, demanding attention from every part of you. It's relentless. It interrupts. It upsets. It harms.

The Kidney Foundation launched a new Public Service Announcement (PSA) in 2023, directed by kidney transplant recipient, Jesse Hunt and the team at Campsite. Jesse was able to draw on his lived experience with kidney disease from dialysis to transplant to the ever-present stresses of living with this disease. The takeaway message is one of hope and support. It is our hope that viewers learn that The Kidney Foundation of Canada is with you for life, beside you each step of the way on your journey with kidney disease, no matter your experience.

In creating the new PSA – simply titled “With You”, many volunteers stepped up to participate in the filming so that the message could make an even bigger difference. Volunteer, Jason Lumb, shared how much he valued the experience: “Public messaging is vitally important for The Kidney Foundation. We need to get the word out, so that people diagnosed with kidney disease and their families know that programs

and services exist to help them wherever they are in their kidney journey. I hope that the PSA attracts a lot of people to the Foundation so they can get the support they need.”

The PSA was filmed in Hamilton, Ontario over two days in January 2023. It was particularly meaningful to see the camaraderie among the volunteers and the pride that each person felt throughout the filming. “It was fascinating to me to see if all come together,” added Jason.

“Most of us were kidney patients and it was wonderful that we were included in this campaign.”

In May the campaign hit airwaves nationwide and the Foundation participated in several national media interviews to further the conversation highlighting the impact of kidney disease and how our programs and services can help those living with and affected by kidney disease.

The PSA and related stories can be viewed at kidney.ca/withyou.



Public Service Announcement



Public Service Announcement



Jason



Public Service Announcement

Volunteers Lead The Way

As with many charitable organizations, The Kidney Foundation was created because the Tarder family took a stand and did something bold when their son Morty lost his battle with kidney disease. Before The Kidney Foundation got its start, in the 1960s, people with kidney failure had little hope of survival. Dialysis was considered an extraordinary treatment and restricted to very few and transplantation was still experimental.

Together with Morty's nephrologist, Dr. John Dossetor, the Tarder family called on family and friends to build an organization committed to funding research and growing public awareness of this poorly understood disease. The Kidney Foundation from its earliest days in Montreal was built with the support of a grassroots base of volunteers who worked diligently to take a dream and put it into action. As is often the case when building something new, one action, one connection eventually sparks, and the Foundation's network of volunteers began to spread across the country.

Some of our volunteers have spent decades supporting the organization, while others may be new to The Kidney Foundation – either way – Every Moment Matters. Each volunteer, each moment, leaves a mark on the community we serve.

Volunteer Greg Robbins recently celebrated his 50th volunteer anniversary. Shortly after Greg's wife began dialysis in 1973, the couple decided they wanted to become involved with the local Chapter of The Kidney Foundation in Hamilton. One of their first tasks was selling candy for the annual fall campaign. A move took the family west for several years, but that didn't affect their volunteer commitment – they became involved with the Northern Alberta Branch. It seemed wherever they moved, their volunteer work with The Kidney Foundation remained an important part of their lives.



Greg



Bryanne



Uzma

“There is so much fulfillment in being a volunteer and seeing the effects of what you and the other volunteers do. You can't ask for much more than that from life,” Greg added. Volunteers play a pivotal role in every area of our work: from leadership roles on boards and committees, to peer support, public awareness, advocacy, and event support. Volunteers take action, create change, and help make our vision and mission a reality.

Uzma Quadri sought out support from The Kidney Foundation when she learned her mother had kidney disease. The impact of receiving help when she needed information and support motivated her to become a volunteer herself. “Even if I help just one person, I know that I've made a difference.” Truthfully, Uzma's work has touched far more than just one person – as a facilitator for the Caregivers Peer Support Group, she uses her experience to help others.

Bryanne Kehoe started volunteering with The Kidney Foundation five years ago. She is passionate about raising public awareness of kidney health and the impact of kidney disease.

“I started volunteering in hopes of finding others going through similar things that I've gone through, and to build a wider community of support. Volunteering has become a large part of my life.”

Volunteers like Greg, Uzma and Bryanne are just a few of the thousands of volunteers who offer their time and talents to make the kidney community stronger and more vibrant. Volunteers are at the heart of who we are and all that we achieve.



The Kidney Foundation of Canada, Ontario Branch

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Charitable Registration No. 107567398 RR0001
The Kidney Foundation of Canada's audited financial statements are available online at www.kidney.ca/about-us

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