

A photograph of two young girls of South Asian descent standing in a lush green garden. The girl on the left is taller, with her hair pulled back, wearing a white t-shirt with a circular logo that says '40 ARBOR' and light-colored shorts. The girl on the right is shorter, with curly hair in pigtails, wearing a white t-shirt with a circular logo that says 'SEASIDE CELEBRATING 40 YEARS' and yellow shorts. Both girls have their arms crossed and are smiling at the camera. The background is filled with green foliage and a city building is visible in the distance.

# 2024 ANNUAL REPORT





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# A Message to Our Community



## Dear Friends & Supporters,

As we look back on the past year, we are filled with immense pride and gratitude for the remarkable journey of Asthma Canada. 2024 marked a significant milestone – the 50th anniversary of our founding. Since 1974, we have been dedicated to improving the lives of people living with asthma and this year, we celebrated five decades of progress, innovation, and unwavering commitment.

In September 2024, we celebrated this milestone by honoring key figures like our first President, Judy Godfrey, and co-founder JoAnne Posen. Their vision laid the foundation for an organization that remains committed to supporting Canadians with asthma and ensuring research funds are dedicated to advancing care within our country.

This past year was also one of advancements for Asthma Canada as we initiated new education and support programs and stepped-up awareness about asthma, its comorbidities and the importance of vaccination in routine asthma management. We listened to the asthma community and implemented strategic planning work that will come to fruition in 2025, when we launch our new strategic plan and research strategy.

As we reflect on Asthma Canada's 50 years of impact, we are reminded of the incredible progress we have made and the challenges that lie ahead. We are deeply grateful for the support of the patient community, funders, partners, and donors, whose contributions have been instrumental in our success. Together, we will continue to strive for a future where everyone living with asthma in Canada can lead a healthy and fulfilling life.

Thank you for being a part of our journey.

Sincerely,

**Jeffrey Beach**  
President & CEO



**Vibhas Bapat**  
Chair





## Asthma Prevalance in Canada

# 4,600,000+

people in Canada are living with asthma



Including:

- Over 900,000 children under 19
- Over 800,000 adults over 65

Making asthma Canada's third most common chronic disease

As many as

# 465,000

have severe asthma

Including:

- Over 45,000 children under 19

The toll of asthma in Canada:



## 300

people lose their lives to asthma each year



## \$4.2 billion

the expected cost of asthma to the Canadian economy by 2033

## 317

people are diagnosed with asthma each day



## 80,000

visits are made to the emergency room each year because of asthma attacks



# About Asthma Canada



## Education



## Advocacy



## Research



Asthma Canada is the only national, patient-driven charity in Canada solely focused on improving the quality of life for the more than 4.6 million Canadians living with asthma and respiratory allergies.

For over 50 years, we have proudly served as the national voice for people affected by asthma—empowering individuals through trusted, evidence-based resources, educational programs, and by supporting life-changing asthma research and advocacy efforts across the country.

As a registered charity, Asthma Canada is governed by a volunteer Board of Directors. Our national office, based in Toronto, works in close partnership with healthcare professionals and dedicated volunteers from coast to coast to advance our mission and reach communities nationwide.



## Mission

Our mission is to help people with asthma lead healthy lives through education, advocacy, and research.

## Vision

Our vision is a future without asthma.



# 50 Years of Impact

Throughout 2024, Asthma Canada proudly celebrated its 50th Anniversary—a significant milestone in the organization’s ongoing mission to help people with asthma in Canada lead healthy lives through education, research, and advocacy.

The charity was founded in the early 1970s by **Judy Godfrey**, a passionate advocate who believed that funds raised for asthma in Canada should remain in the country to directly support those affected in this country. Alongside co-founder **Jo Ann Posen**, and with the support of her husband, **Sheldon**, Judy helped establish the organization—then known as the Asthma Society of Canada.

Since its founding, for five decades, Asthma Canada has been the dedicated national voice, working tirelessly to improve the quality of life for the more than 4.6 million people living with asthma in Canada. Through advocacy, education and research the organization has championed better asthma management, increased public awareness, and helped drive meaningful change in healthcare policy and treatment options.



## Asthma Canada’s 50<sup>th</sup> Anniversary Celebration

On September 26, 2024, members of the asthma community gathered at Hart House in Toronto to celebrate Asthma Canada’s 50th Anniversary. The event brought together individuals from across the asthma community, including past and present staff, Board members, valued partners, and Asthma Canada’s visionary founder, Judy Godfrey. It was a powerful moment of reflection, connection, and celebration of five decades of impact.

A highlight of the evening was a special presentation by Dr. Malcolm Sears. With more than 50 years of pioneering contributions to asthma research, Dr. Sears has led critical epidemiological and clinical studies that have significantly shaped global understanding of asthma and its treatment. His insights added depth and inspiration to the celebration, reinforcing the importance of continued research, advocacy, education, and support for those living with asthma.



Throughout the evening, three awards were presented to honour outstanding contributions across Asthma Canada's three core pillars: education, research, and advocacy.



### Recognition in Advocacy: Penny Grant

Penny is a long-time community advocate who helped establish the National Asthma Patient Alliance and contributed to key advocacy initiatives with Asthma Canada. She received the Recognition in Advocacy award for her tireless work raising awareness, improving access to treatment, and empowering patients living with asthma.



### Recognition in Research: Dag Enhorning

Dag is a dedicated donor and supporter who established the Enhorning Fund for Asthma Research to honour his late father, Dr. Goran Enhorning, a pioneer in respiratory medicine. He was awarded the Recognition in Research award for his extraordinary contributions to funding asthma research that helped improve lives across Canada.



### Recognition in Education: Dr. Alan Kaplan

Dr. Kaplan is a leading family physician and long-standing advisor to Asthma Canada, known for his dedication to asthma education and policy development. He received the Education award for his outstanding leadership in advancing respiratory care and empowering patients and healthcare providers alike.



# Supporting Families: Hannah & Gianna's Story



It's tough enough to raise one child with severe asthma; navigating the condition with two is an even more daunting journey. That's the reality for Melanie Cabral, a mother from Etobicoke, Ontario, whose daughters Hannah (9) and Gianna (4) both live with severe asthma.

Hannah's symptoms began at nine months old, leading to frequent ER visits. Melanie often felt her daughter's condition was dismissed or misdiagnosed, prolonging the struggle to get proper care. Relief finally came through a referral to an Asthma Clinic, where Hannah received specialized treatment. Even so, asthma attacks were frightening, often made worse by Hannah's panic and difficulty breathing.

Gianna's asthma journey started at age one. With experience from Hannah's case, Melanie was better prepared to navigate the healthcare system. Still, controlling Gianna's asthma took time and vigilance—especially with medication management.

Asthma Canada has played a key role in the family's journey. The Cabrals have used resources from [asthma.ca](http://asthma.ca) and are now actively contributing to Asthma Canada's patient advisory panel. Melanie is passionate about improving education and awareness, both for families and healthcare professionals. She emphasizes the need for better training on tools like inhaler chambers and clearer communication from doctors and pharmacists.

The Cabral Family's story highlights the vital role of Asthma Canada in supporting families, advocating for better care, and driving change so children like Hannah and Gianna can live healthier, safer lives.

“ There is a lack of education among the public, like with other diseases like diabetes and cancer. Lots of people don't understand the seriousness of the condition, and that can be dangerous. ”

Melanie Cabral.







# Education



“When I found out my young son had asthma I felt so lost. We live in a small town where information is not easily available and the more I read on the internet the more scared I became, but when I found your website and HelpLine, it meant so much to me. The CRE helped me understand more about controlling asthma without a lot of technical medical terms. Thanks so much for your help.”

Asthma & Allergy HelpLine User

Asthma Canada is dedicated to empowering Canadians with asthma to manage their condition effectively and live healthier, more fulfilling lives. Our educational programs and support services promote self-management, prevention, and symptom control. We provide accessible, evidence-based resources to help people make informed decisions about their health. By offering programs that cater to diverse needs—whether for those in remote communities, children, or newly diagnosed individuals—we ensure that everyone feels supported and empowered, no matter where they live.

To achieve our mission, we offer a range of free services, including our bilingual Asthma & Allergy HelpLine, staffed by Certified Respiratory Educators (CREs) who address both medical and emotional concerns for patients and caregivers. Our Speaker Series Webinars connect the community with the latest research and best practices. We also provide both print and digital materials to clinics, schools, and community centres. Through the Asthma Canada Membership Alliance (ACMA), we foster a supportive network that keeps individuals informed about new developments and research. Central to all our efforts is focusing on the real-life impact of asthma and sharing the stories of those who live with it.

To explore our resources, access support, and empower yourself with asthma knowledge, visit:

[asthma.ca/what-we-do/education](https://asthma.ca/what-we-do/education)

**240,000**

people accessed our comprehensive website resources



**68,000**

people viewed our Breathe Easy Webinar Series



**19,000**

people visited our new Asthma & Vaccines Hub



**426**

people used our FREE bilingual Asthma & Allergy HelpLine



**2,160**

parents & teachers downloaded our new Back-to-School with Asthma pack





# Advocacy



“ Our advocacy is about saving and improving lives. We work every day to ensure that the voices of people with asthma are heard, their needs are met, and that no one is left to struggle alone with this disease. ”

Jeffrey Beach,  
Asthma Canada President & CEO

Asthma Canada is committed to advocating on behalf of the Canadian asthma community, focusing on critical issues such as access to medications, affordability, equity, and clean air. Our goal is to ensure that the voices of those affected by asthma are central in policy decisions that impact their health, safety, and well-being. We engage with federal, provincial, and municipal governments to advocate for public policy changes that protect those with asthma and allergies.

We believe that all people in Canada should have equitable and timely access to prescription medications, based on health outcomes, not ability to pay. Asthma Canada also champions environmental sustainability and clean energy, raising awareness about the importance of clean air for everyone. Our work includes submitting community feedback to Canada's Drug Agency and provincial bodies to improve drug access. Our involvement in national and international coalitions, including the Lung Vaccination Working Group, the National Lung Health Alliance, the Green Ribbon Panel, and the Global Allergy & Airways Patient Platform (GAAPP), amplifies our impact, driving systemic change for the asthma community.

To help drive impactful change and support advocacy for better asthma care, visit:

[asthma.ca/what-we-do/advocacy](https://asthma.ca/what-we-do/advocacy)



## “Path to High-Quality Respiratory Care” Policy Workshop

Held in Toronto, this workshop brought together over 40 diverse representatives—including patients, caregivers, and healthcare professionals—with the shared goal of developing concrete policy solutions to improve the diagnosis, care, and treatment of respiratory conditions.

The insights and outcomes from this collaborative event will play a vital role in shaping Asthma Canada's future advocacy efforts and driving systemic change in respiratory health care.





# Research

At Asthma Canada, we believe that a future without asthma is possible, and we are committed to advancing research that brings us closer to that reality. Through our National Research Program, we invest in the next generation of leaders in asthma research and support innovative studies that not only aim to unlock new treatments but also explore the causes of asthma, its social impacts, and health equity challenges. Our research is driven by a vision of improving the lives of everyone affected by asthma—today and in the future. We are proud to involve the asthma community in this work, ensuring that their voices and experiences shape the direction of our research.

Asthma Canada plays a vital role in knowledge translation, ensuring that the latest findings are accessible to patients and healthcare providers alike. Our research contributions, including publications like the 2024 study on biologic therapies for severe asthma, provide essential insights into treatment options, the underlying causes of asthma, and the social and health equity factors that impact patients. By supporting clinical trials, surveys, and academic research, we continue to advance not only new treatments but also a deeper understanding of asthma, empowering the entire community to take part in this important journey toward a healthier future.

To get involved in advancing asthma research and contribute to a future without asthma, visit:

[asthma.ca/what-we-do/research](https://asthma.ca/what-we-do/research)

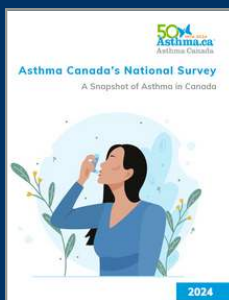


“What I love about my work is that it has the potential to help many different people with asthma. I work on developing a new therapeutic while looking at sex differences so that we can design optimal therapeutics for both men and women that suffer from asthma.”

**Courtney Marshall,**  
2024 Graduate Student Research Awardee



**6**  
asthma  
researchers  
received  
funding  
through our  
National  
Research  
Program



**1,400** people affected by  
asthma completed  
our National Survey

- 64% felt isolated, stigmatized, or lonely because of asthma.
- 81% said their asthma has affected their ability to perform at work, school, or home.
- 72% reported using their reliever inhaler two or more times per week while 23% said they used it three or more times per day!

# The Impact of Our Donors



## Donor Spotlight: Francis & Leanne Kolla



In 1997, a family's journey with asthma began in a deeply personal way, when their son was diagnosed with asthma at just three years old. This marked the start of both a medical and emotional journey. "We were clueless," Leanne recalls. "Neither my husband nor I had asthma, so we were really unfamiliar. But everyone was incredibly helpful, and that support made all the difference."

Now, over two decades later, their son is 30 and living a full life. Though he still manages asthma—primarily triggered when he develops a cold or upper respiratory issues—it's much more manageable today. "As a child, it was hard. We didn't always know how he was feeling or how serious things were," she reflects. "Now as an adult, he knows his own warning signs and can take action when needed."

That early support they received from Asthma Canada inspired a lasting commitment. The family has been giving every year since, with an average annual donation of \$500. They've recently relocated from Winnipeg to Medicine Hat, Alberta, but their dedication hasn't wavered.

They especially like to give during matching campaigns. "We love knowing our gift goes even further. And we always read your emails—we know you're doing good work," she says. "We just hope other families can get the same support we did, and that one day asthma can be prevented entirely."

The Kolla family's support shows how ongoing giving makes a real difference. **You can help too by donating today or becoming a monthly donor.**

Learn more and donate at:

[asthma.ca/donate](https://asthma.ca/donate)

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### Individual Giving in 2024:

**4,034**

Individual Donors



**2,634**

Individual Gifts



**\$277,187**

Individual Income





# Thank You to Our Donors & Partners



## Corporate Partners & Sponsors

AstraZeneca	GlaxoSmithKline	Public Health Agency of Canada
ATCO Electric	Hepburn Engineering Inc	Royal Bank of Canada
Bausch Health	Industrial Alliance and Financial Services	Sanofi
Bruce Power	Innovative Medicines Canada	TD Wealth
Canadian Imperial Bank of Commerce	Leon's Furniture Limited	Tinkham LLP
Crowe Soberman LLP	Novartis	Unilock LTD
CSL Seqirus	Ottawa Catholic School Board	United Way
Engineered Air-Resman Community Service	Panasonic	United Way East of Ontario
Eversana	GAAPP (Global Airway & Allergy Patient Platform)	Pfizer

## Foundations & Government

Calgary Flames Foundation	Malott Heffer Family Fund	The Citrine Foundation of Canada
Chimp Foundation	Mel & Geri Davis Charitable Trust	The Jewish Foundation of Manitoba
Gift of Funds Canada	OPHEA – Ontario Physical and Health Education Association	Strategic Charitable Giving Fund

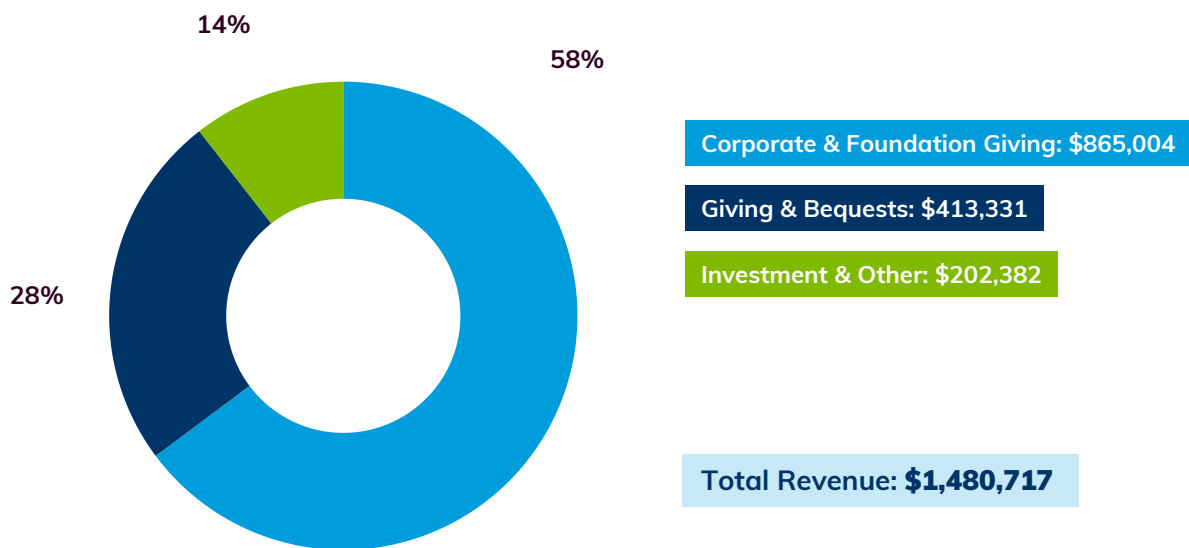
## Individual Donors & Bequests

<b>\$95,000+</b>		
Estate of Gemi Fitch		
<b>\$10,000-\$35,000</b>		
Anonymous x 2	Estate of Dawn Swartz Re Worthy Gem Lenore Fitch Trust	David Lewis/EOS
Estate of Magdalene H. Philipp		
<b>\$5,000-\$9,999</b>		
Kathryn Calder		
<b>\$1,000-\$2,499</b>		
Anonymous x 3	Ron Berkis	Rumi & Hasanul Prince
Adrian Fankhanel	Kenneth & Colleen Sommer	David Goluboff
Madeleine & Ernest Trepanier	Douglas & Jo-Anne Beach	Neil Maisel
The Warnell Family		
<b>\$500-\$999</b>		
Anonymous x 5	Annie Chi Sum Lam	Bernard A. Slogotski
Omri Arbiv	Urban & Mary Laughlin	Gary Smiley
Beverly Baker	Ramon Christopher Laruan	Jane Stalteri
Robert Baker	Taylor Lick	Ida Tait
Brian Banks	Jodi MacLean	Marie-Helene Tardif
Swati & Vibhas Bapat	Denise Mak	Larry Taylor
Michael Borden	Douglas Mark	Marie-Josée Vinet
Elizabeth D. Brannen	Helen McMullen	George & Carole Virtue
Bruce Chown	Phong Phung	Nan & Jack Wiseman
Ross Farewell	John Prince	Rob Woodrooffe
Penny Grant	Don Sanderson	Gerry Young
Ashley James	Clarice Siebens	
Francis & Leanne Kolla	Bernie Silverman	

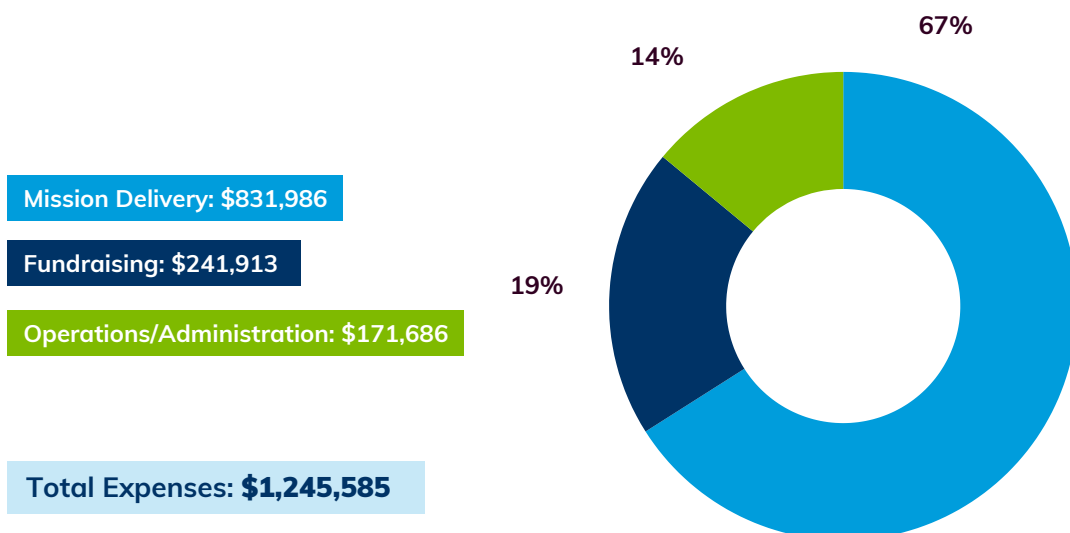
# 2024 Financial Highlights



## Sources of Revenue



## Expenses







# Our Team

## Board of Directors

**Vibhas Bapat**  
Chair

**Kristi MacKenzie**  
Vice Chair and Chair, Advocacy Committee

**Karen Slezak**  
Treasurer and Chair, Finance & Audit Committee

**Heidi Forman**  
Secretary

**David Goluboff**  
Chair, Fundraising, Marketing & Communications Committee

**Firdos Somji**  
Chair, Governance & Nominations Committee

**Todd Warnell**  
Chair, Risk and Technology Committee

**Dr. Susan Waserman**  
Chair, Medical & Scientific Advisory Committee

**Denise Mak**  
Director

**Thish Rajapakshe**  
Director

## Medical & Scientific Advisory Committee

**Susan Waserman**  
MSc, MD, FRCPC  
Chair (Ontario)

**Susan Balkovec**  
RRT, CAE  
(Ontario)

**Marie-France Beauchesne**  
Pharm.D, MSc, B.Pharm  
(Quebec)

**Emily Brigham**  
MD, MHS  
(British Columbia)

**Chris Carlsten**  
MD, MPH  
(British Columbia)

**Alan Kaplan**  
MD, CCFP(EM), FRCPC  
(Ontario)

**Denise Mak**  
PhD  
(Ontario)

**Stacey McNeilly**  
RRT, CRE, CTE  
(British Columbia)

**Andrew O'Keefe**  
MD, FRCPC  
(Newfoundland)

**Juan Ruiz**  
MD, BSc  
(British Columbia)

**Padmaja Subbarao**  
MD, MSc, FRCPC  
(Ontario)

## Staff

**Jeffrey Beach**  
President & CEO

**Jenna Reynolds**  
Director, Programs & Services

**Zhen Liu**  
Director, Administration & Operations

**Megan James**  
Director, Development

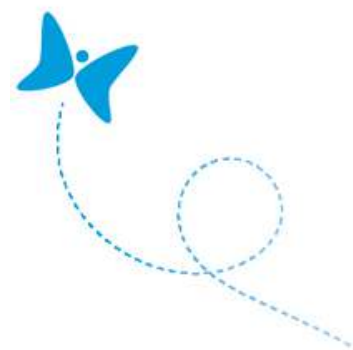
**Pauric Keegan**  
Communications & Marketing Specialist

**Tracy Cushing**  
RRT, CRE  
(Nova Scotia)

**Sylvia Grutzmacher**  
RRT, CRE  
(British Columbia)

**Susan Haskell**  
RRT, CRE, CTE, FCSRT  
(Newfoundland)

**Joyce Yee**  
RRT, CRE  
(Ontario)





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Charitable Registration Number: 89853-7048-RR0001