



Asthma.ca™
Asthma Canada

2025 ANNUAL REPORT

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A Message to Our Community



2025 has been a truly momentous year for Asthma Canada, defined by vision, collaboration, and bold steps toward a healthier future for all Canadians living with asthma and related conditions.

This year, we proudly launched our new 2025–2030 Strategic Plan, *Pathway to a Symptom-Free Future*. This ambitious roadmap reflects not only where we are going as an organization, but how we will get there, with patients at the centre of every decision. A key component of our strategy is research and this year, we introduced Asthma Canada’s first-ever Research Strategy, establishing a clear framework to advance evidence-based solutions that will improve prevention, treatment, and quality of life. Both strategies were shaped through extensive engagement with the patient community and key stakeholders, including clinicians, researchers, caregivers, community partners, and funders. Their insights have ensured that our direction is grounded in real-world experience and collective expertise.

We also took important steps to expand our impact through innovative programming supporting and educating individuals managing complex, overlapping conditions or comorbidities. Advocacy remains at the heart of what we do, and ensures that patients have equitable access to treatment options and care for their asthma and comorbid conditions.

None of this progress would be possible without the dedication and leadership of our Board of Directors and despite the constant challenges of balancing resources and budgets, the high-level work of our staff team. We are also deeply grateful to our funders, donors, partners, and volunteers. Your unwavering support and shared commitment have enabled us to expand our reach and deepen our impact.

Together, we are building a future where symptom-free living is not an aspiration, but a reality.

Thank you for being part of this journey.

Jeffrey Beach
President & CEO



Vibhas Bapat
Chair of the Board of Directors



Asthma Canada President & CEO Jeffrey Beach at lung health events across Canada and internationally



Mission Breathe, Asthma Canada game for children

Asthma Prevalence in Canada



4,800,000+

people in Canada are living with **asthma**



Including:

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

Asthma is 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.



317

people are diagnosed with asthma each day.



80,000

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

Missed School:

Asthma is a leading cause of school absenteeism among children.



Indigenous Peoples:

Asthma rates are about 40% higher among Indigenous peoples than in the general population.



4.2 Billion Dollars:

The expected cost of asthma to the Canadian economy by 2033.



About Asthma Canada



Asthma Canada is the only national, patient-driven charity in Canada solely focused on improving the quality of life for the more than 4.8 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.

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.

Education



Advocacy



Research



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.

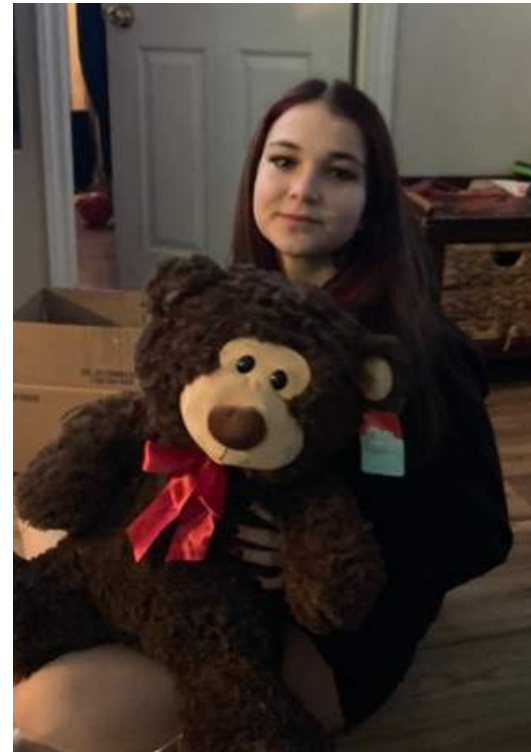
Community Story: Amber Marie McCollom

Born in 2009, Amber Marie McCollom's battle with asthma started early. Her mother, Kimberly, noticed symptoms when she was a baby, but it wasn't until just before her third birthday that she was officially diagnosed, after a terrifying asthma attack nearly took her life. After that, she managed her asthma as best as she could. Despite her seasonal and perpetual allergies, she had periods when her asthma seemed stable, including over a year without hospital visits.

On June 2, 2024, Amber left the house like she always did, saying, "I love you," before heading to the park with her friends. That was the last time Kimberly heard her voice. At the park, she suffered a severe asthma attack. After her inhaler didn't work, an ambulance was called, but tragically, it didn't arrive in time to give her the Ventolin treatment she desperately needed. The attack led to cardiac arrest, and by the time the paramedics restored her pulse, the lack of oxygen had caused irreversible brain damage.

By June 3rd, machines at the hospital were doing all the breathing for her and by June 5th, Amber's brain showed no activity. "At 11:38 AM, my sweet girl was pronounced dead."

She was just 14 years old.



[Click to watch a video of Kimberly sharing Amber's story.](#)



"Amber's story is a painful reminder of how dangerous asthma can be. I hope by sharing her journey, other families will realize the importance of proper asthma management and how quickly things can turn serious. No one should have to go through what we did." -Kimberly, Amber's Mom

Amber's family and friends continue to advocate and fundraise for Asthma Canada, so that the asthma patient community has access to the education, resources, and treatment options they need to live healthy lives. Amber's memory lives on through the lives she saved, the friends she supported, and the family who loves her dearly. Her story is a call to action for better asthma awareness, management, and advocacy, because asthma is serious, and every life is precious.



Our Impact: Highlights

Education



450+ Asthma & Allergy HelpLine queries answered

20,000+ Asthma Support Packs downloaded

9,500+ airings of our public service announcement (PSA)

Research



Over **\$225,000** awarded to asthma research

6 researchers supported across Canada

4 Canadian and international research studies published/co-authored

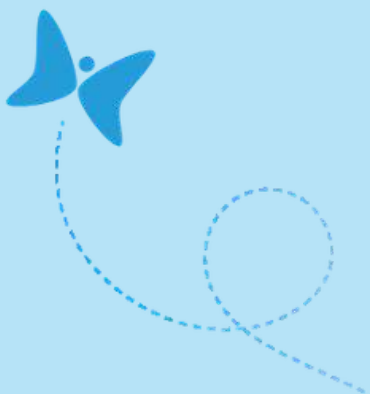
Advocacy



50+ policymakers and government officials engaged

Leadership of the Lung Vaccination Working Group

Active participation in federal advocacy coalitions



Our Impact: Education

Providing Information, Support and Resources to People Living with Asthma Across Canada

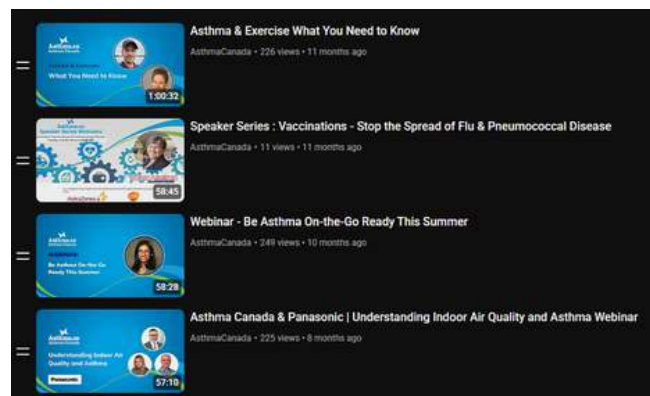
Speaker Series Webinars

Asthma Canada's Speaker Series Webinars connected the asthma community with new research, best practices, and practical education. Each session included a live Q&A, with audiences made up of adults with asthma (60%), parents and caregivers (15%), healthcare providers (20%), and industry (5%). This year, we hosted eight webinars, including our first French-language session. All webinars were recorded and uploaded to our [YouTube channel](#), where our content has received more than 100,000 views.

Asthma In Kids

Asthma Canada launched **Mission Breathe**, a space-themed digital game designed to help children ages 5 to 10 learn about asthma in a fun and engaging way. Through interactive activities, kids learn about asthma triggers, emergency response, and how to manage their asthma day to day.

The **Back-to-School Campaign** raised awareness about the September Asthma Peak, when hospitalizations among children with asthma are at their highest. The campaign provided families with practical tools to help keep children safe at school and reinforced the importance of asthma action plans.



Our Impact: Research

Striving Toward a Future Without Asthma

New Research Award - Asthma Innovation and Impact

Asthma Canada partnered with the Canadian Allergy, Asthma and Immunology Foundation (CAAIF) to launch the Research Grants for Asthma Innovation and Impact, providing \$150,000 in new funding to support two competitive grant streams within the Asthma Canada National Research Program. These grants advance both foundational scientific discovery and improvements in clinical care.

- **Dr. Anne Ellis**, Professor, Department of Medicine, **Queen's University**
 - Research focus: advancing understanding of allergic rhinitis and asthma, and how new therapies may reduce inflammation and symptoms.
- **Dr. Harissios Vliagoftis**, Professor, Department of Medicine, **University of Alberta**
 - Research focus: investigating how specific immune cells drive airway inflammation to help inform future asthma treatments.



Early Career and Graduate Student Research Awards

Asthma Canada supports emerging leaders in asthma research through the Early Career Research Awards in Asthma, offered in partnership with CAAIF, the Canadian Institutes of Health Research–Institute of Circulatory and Respiratory Health (CIHR-ICRH), and the Canadian Lung Association. These awards strengthen Canada's research capacity by funding high-quality projects led by investigators in the early stages of their independent careers. We also invest in the next generation of researchers through the Graduate Student Research Awards, in partnership with CAAIF.



One recipient, **Jenysbel Hernandez Reyes** from **Dalhousie University**, is developing a novel, targeted, cell-based immunotherapy for the treatment of asthma.

Our Impact: Advocacy

Amplifying the Voices of People Living with Asthma

Ontario advocacy – improving asthma care for Ontarians

On World Asthma Day 2025, Asthma Canada delivered a major Advocacy Day at Queen’s Park to advance meaningful improvements in asthma care across Ontario. The day brought together staff, Board members, clinicians, Certified Respiratory Educators (CREs), and more than 20 community advocates from across the province.



Key outcomes:

- 17 one-on-one meetings with elected officials
- A reception attended by more than 30 MPPs
- Cross-party participation, with remarks from the Minister of Health and representatives from the NDP, Liberal, and Green caucuses
- Legislative recognition, with Asthma Canada introduced in the House
- Strong visibility and engagement across social media



Patient input & equitable access to respiratory treatments

Asthma Canada strengthened its role as a national patient voice by contributing to federal and provincial drug review processes and advocating for equitable access to advanced therapies for people with asthma and related respiratory conditions. We provided input to Canada's Drug Agency (CDA) and INESSS on improving the patient submission process, emphasizing clarity, simplicity, and meaningful integration of lived experience.

We also gathered patient insights through surveys and interviews to inform reviews of new treatment options and ensure that quality-of-life impacts and unmet needs were reflected in reimbursement decisions.

World Asthma Day Event: Breath of Fresh Hope

World Asthma Day 2025 was anchored by the Breath of Fresh Hope event, a reception for Asthma Canada's community members, volunteers, donors, funders and partners in healthcare, research and industry.

Dr. Teresa To, Senior Scientist, Child Health Evaluative Sciences, SickKids inspired us with an amazing presentation on her work, which Asthma Canada has been proud to fund and support, and challenged us to do more to address the noticeable gap in funding for asthma and lung research compared to other disease areas.

Our World Asthma Day and Asthma Awareness Month campaign featured the story of **Amber McCollom**. Amber's mother, Kimberly Couvillon, attended and spoke at the Breath of Fresh Hope Event, offering a stark reminder of how serious asthma is and why it is so important that we continue to build and grow the reach of Asthma Canada so that young lives like Amber's are not cut short, with better access to healthcare, education and resources.

In Canada, 1 in 2 people with asthma lived with uncontrolled symptoms, putting their health at risk and limiting their ability to live full, active lives. The 2025 Asthma Awareness Month campaign was grounded in real stories and a strong call to action.

We launched the **A.C.T. on Asthma** initiative, encouraging all 4.8 million Canadians living with asthma to take proactive steps toward better control:

- A – Assess your asthma with our new Asthma Self-Check
- C – Claim your free Asthma Control Pack
- T – Talk to your doctor about managing your asthma effectively



Thank You to Our Donors

Individual Donors & Bequests

\$95,000+

Estate of Gemi Fitch

\$7,500 - \$35,000

Dag Enhorning

Anonymous x1

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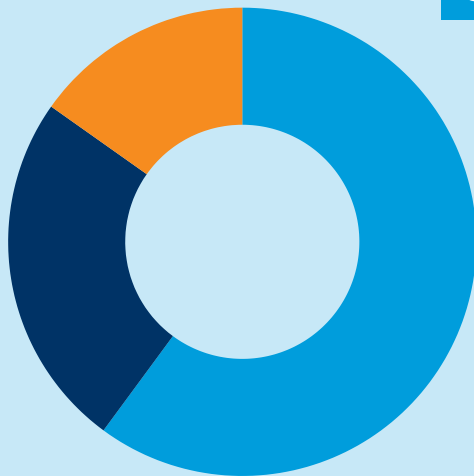
Hepburn Engineering Inc.

Industrial Alliance Insurance
and Financial Services Inc.

Ottawa Catholic School Board

2025 Financials at a Glance

Sources of Revenue



Corporate & Foundation Giving: \$1,059,060

Giving & Bequests: \$435,437

Investment & Other: \$267,977

Total Revenue: **\$1,762,474**

Expenses

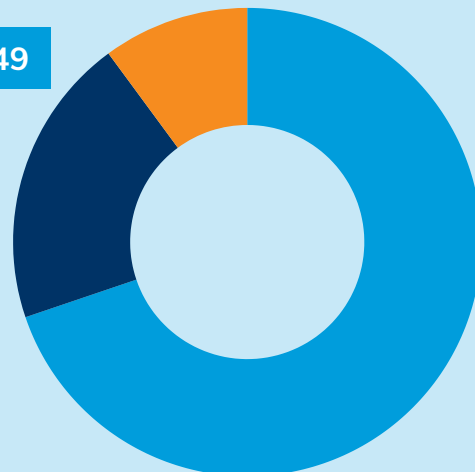


Mission Delivery: \$1,138,249

Fundraising: \$327,143

Operations/Administration: \$164,525

Total Expenses: **\$1,629,917**



Our Team

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