



JUNE 2021

IMPACT REPORT 2020

**Pivoting with
the pandemic**





FOOD ALLERGY CANADA

Helping Canadians live safely and confidently with food allergy

We are a national charity and the country's leading patient organization committed to educating, supporting, and advocating for the more than 3 million Canadians impacted by food allergy. We focus on improving daily quality of life by providing education and support needed to effectively navigate this medical condition, building informed and supportive communities, and acting as the national voice on key patient issues.



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MESSAGES

FROM OUR Executive Director



There is no doubt that the COVID-19 pandemic dramatically altered our daily lives and routines as we work together to address this public health priority. While so much changed, what remains the same is Food Allergy Canada's commitment to educate and support you to live safely and confidently with food allergy while acting as your national voice on key issues.

When the pandemic started in March 2020, our resilient team quickly pivoted, transitioning to virtual work environments so we could seamlessly continue offering educational and support programming, while also focusing on our longer-term advocacy efforts behind the scenes. This was all in addition to addressing new issues created by the pandemic.

2020 also raised concerns of funding stability with a decline in funds generated through events that were cancelled due to the pandemic. Fortunately, with careful management of expenses and the generosity and commitment of our donors, we were able to deliver on our mission. Thank you for your vote of confidence.

Learn more about our journey and the accomplishments you helped us achieve as you read through our 2020 report. You will see that together we continue to make real impacts.

Jennifer Gerdts

FROM OUR Board Chair



The past year has been unlike any other in recent memory, with many organizations across many sectors being adversely impacted. However, the strength of an organization can be seen when their world is turned upside down, and by how they rise to the occasion and respond to the challenges before them.

As Food Allergy Canada's board chair, I witnessed firsthand how the organization adapted to the difficult circumstances of this past year, ensuring that Canadians with food allergy were actively represented as the country navigated through the pandemic. Not only did our team continue to deliver on their mission to educate, support, and advocate, but also made additional efforts so that those impacted by the pandemic had the credible information they needed to make informed decisions.

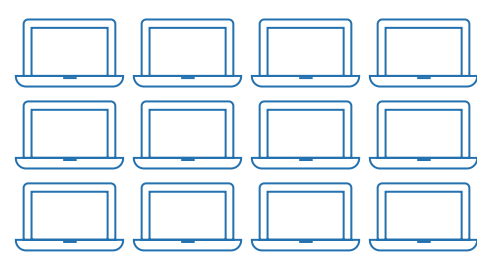
I am very proud of our small but amazing team, which continues to inspire me and the rest of the board through their ongoing efforts and unwavering commitment.

I encourage you to learn more about the impact this organization has made and how they are continuing to focus on what matters most – helping Canadians with food allergy confidently manage their condition.

Bob Ellis



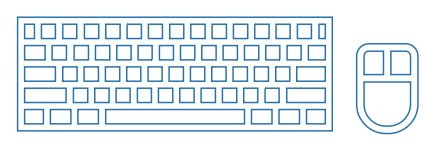
2020 IMPACT IN NUMBERS: DRIVING OUR MISSION FORWARD



12 educational webinars

Education and support needed to effectively navigate food allergy

430k



visits to our website providing education, driving awareness, and offering support

26
youth online mentorship groups



3
educational videos for youth

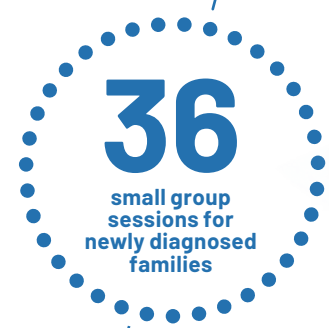


5
Facebook Live sessions for youth



4
videos to help manage during the pandemic

36
small group sessions for newly diagnosed families



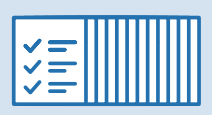
1
Eat Early. Eat Often. patient resource on prevention

26,650

families, youth, and adults better supported

Building informed and supportive communities

12



educational newsletters to keep you informed

41k+

families, individuals, healthcare providers and educators reached every month

2

key resources developed to build awareness targeting healthcare professionals and foodservice

2.6k+

physicians and foodservice operators reached across Canada



1.7M

views of our Food Allergy Awareness Month and Halloween campaigns to build awareness and educate on the condition



1

Halloween resource for the community



Reached over 40 MPs to #MakeFoodAllergyCount

National voice on key patient issues



6 key advocacy initiatives related to COVID-19



1

key initiative on increasing access to epinephrine



2

ongoing long-term initiatives: National Food Allergy Action Plan and access to accurate ingredient information





2020 MILESTONES ACHIEVED

Pivoted with the pandemic



Educated thousands of individuals and families by turning our in-person conference to a digital experience, ensuring everyone could still benefit and learn from the leading experts, scientists, researchers, and allergists

Advocated on pandemic-related issues



Led the efforts to address pandemic-specific issues resulting in increased confidence on the safety of COVID-19 vaccines, clarity from medical experts on the treatment of anaphylaxis, new guidance from Health Canada on ingredients in hand sanitizers, and ongoing education on the purchase of food online

Instilled confidence during COVID-19



Helped Canadians feel better supported and educated on how to manage food allergy during COVID-19 through new programming on Facebook Live and YouTube, and our community [webinars](#) with a range of topics including [how to introduce allergens early](#) during the pandemic

Increased awareness with doctors



With our new "Facts family physicians should know about food allergy and anaphylaxis" information booklet, physicians across the country know more about food allergy and are better equipped in caring for their patients with food allergy

Became the leading information source



Launched a new and robust [COVID-19 section](#) on our website to ensure Canadians have ongoing access to up-to-date and credible information on managing food allergy during the pandemic

Empowered families and youth



Increased the confidence on managing food allergy in hundreds of families and youth by empowering them through small-group mentorship programs



MAKING A REAL IMPACT

Accessing experts through webinars



My daughter Nicole was diagnosed with food allergy at age 12, so we truly began navigating the condition together. She manages on her own now, but **Food Allergy Canada has been a tremendous support** along the way.

We've really appreciated the knowledge provided through their ongoing webinars; these have kept us updated on important information like the possibilities for therapies and given us hope.

— Marilyn C.

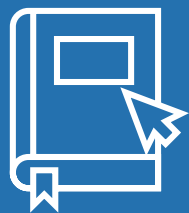
Advocating during the pandemic



With my son's food allergies, I'm in the habit of checking the ingredients of food and non-food products. During the early days of the pandemic, I came across a hand sanitizer in a public place that contained oil from a tree nut, one of the priority food allergens.

After this discovery, I let my local anaphylaxis support group know, who then connected with Food Allergy Canada. They worked with the government and others on this issue. **It's so great to have an organization like Food Allergy Canada bring concerns like these to the forefront, and to see changes happen that can positively impact managing a food allergy.**

— Shelby M.



IMPACT THROUGH EDUCATION & SUPPORT

Pivoting with the pandemic

Helping you manage food allergy during
unprecedented times

✧ foodallergycanada.ca/COVID19

When the pandemic started, we shifted our focus to ensure you had the support you needed to manage your food allergy, so your focus could remain on keeping your family safe from COVID-19.

Working with food allergy influencers and educators, we collaborated on a weekly series to educate youth, and a cooking video series to educate on safely making meals. We also created a new section on our website on managing food allergy during the pandemic, which includes answers to your top questions, guidance from Health Canada and medical experts, and more.

“

We appreciate the food allergy Facebook Live series with Kyle, it has boosted our child's awareness, knowledge and confidence. Thanks for all you do.

”



Creating a better future series

Learning from the experts

🌟 foodallergycanada.ca/betterfuture

As the pandemic hit, we quickly moved our in-person conference to eight virtual webinars. This allowed everyone to benefit from the leading experts that were to speak at the conference. These speakers, from Canada and beyond our borders, presented on various topics wrapped around the theme of “Creating a better future”, including the future outlook of therapies, the truth behind immunotherapy, and understanding when to use epinephrine.

“

From our **Creating a better future** webinar series: This was an excellent webinar and provides so much hope for a safer future for my son.

”




Creating a better future
Webinar series

 **Food Allergy Canada**

Future outlook of therapies
Webinar with Dr. Cecilia Berin
April 15, 2020

▶ View the [webinar](#) with Dr. Berin



Food allergies don't define me with CFL Grey Cup champion Thomas Miles

▶ View the [webinar](#) with Kyle and Thomas



IMPACT THROUGH ADVOCACY



Addressing pandemic-specific issues

Ensuring Canadians with
food allergy have a voice

✦ foodallergycanada.ca/COVID19

The ever-changing world of COVID-19 has exposed new and underlying issues, requiring individuals and organizations to adapt in response. We took a leadership role in addressing these issues as outlined on the following pages.

As the pandemic remains ongoing in 2021, we are committed to educating, supporting, and advocating for Canadians at risk of anaphylaxis to ensure they continue to be well informed, can make educated choices, and have a voice with Health Canada and others.

The COVID-19 pandemic experience has also reinforced specific recommendations in the [National Food Allergy Action Plan](#) that we will continue to advocate on: national education on anaphylaxis; national education and support on the prevention of food allergy; access to accurate ingredient information – in food and non-food items, and across all the different ways you can purchase food.



Anaphylaxis treatment during the pandemic

Access to experts and credible guidance

🌟 foodallergycanada.ca/COVID19

Early in the pandemic, there were fears about contracting the virus in emergency departments (EDs). This had implications for Canadians with food allergy as the standard emergency protocol for treating anaphylaxis is the use of epinephrine, followed by a trip to the ED.

We immediately sought direction from medical experts to share with the community. They advised on the possibility of temporarily changing the protocol if symptoms of anaphylaxis resolved early enough. We also shared important resources to help prepare if an ED visit was required.

In addition, we worked with leading researchers to understand anaphylaxis management during the pandemic to inform potential changes to the emergency protocols in the future.





Helping to prevent food allergy in unprecedented times

Equipping families with critical knowledge

🌟 foodallergycanada.ca/earlyintro

Parents of newborns and healthcare professionals raised questions about the early introduction of allergenic foods to babies during the pandemic. The possibility of an allergic reaction and emergency department visit increased hesitancy to introduce allergenic foods, even though it can help prevent the development of food allergy.

To address these concerns, we hosted a webinar with two of the co-authors of the Canadian Paediatric Society's guidance on food allergy prevention. By the end of the session, 94% of participants said they would follow the early introduction guidance.





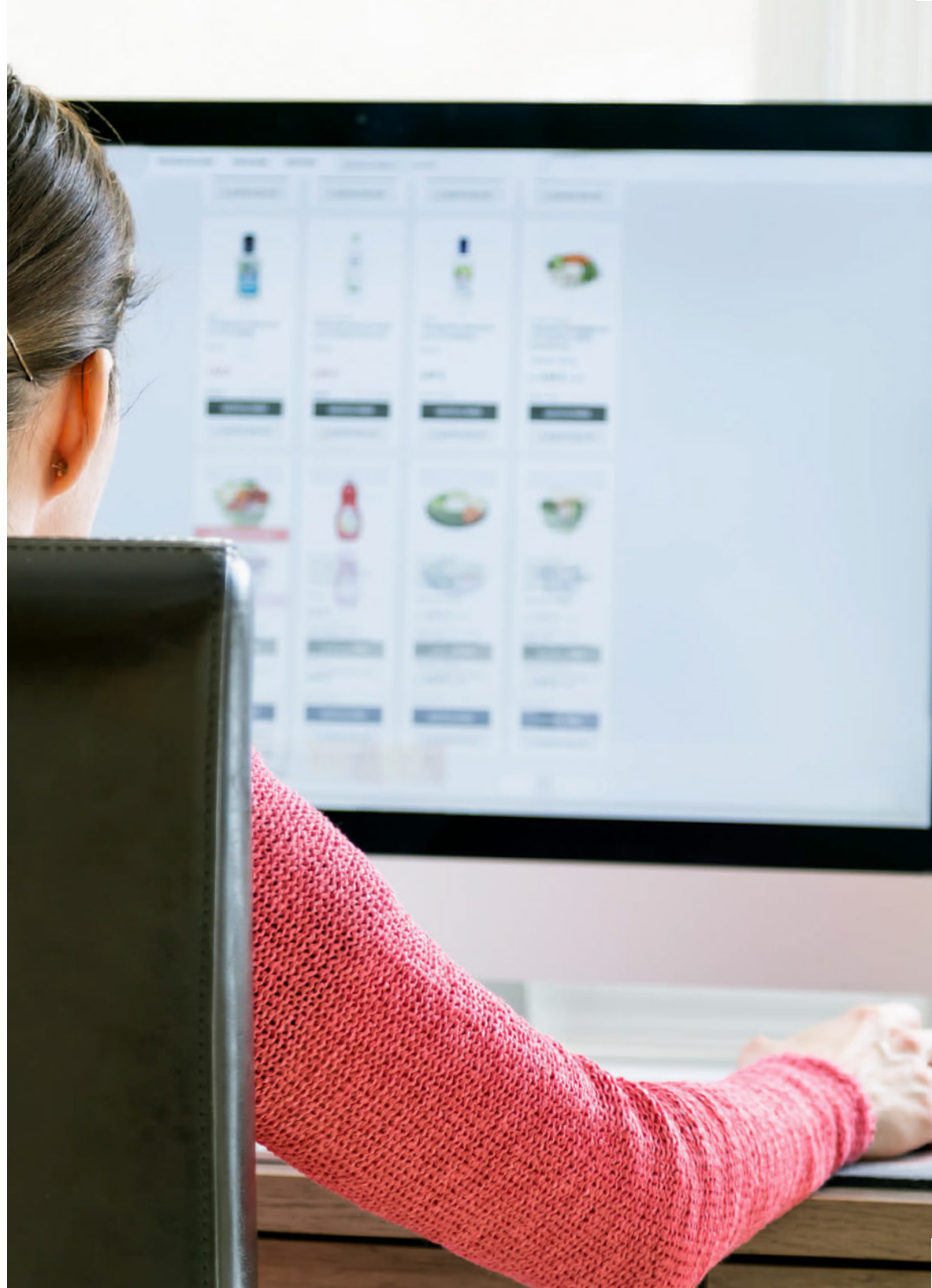
Access to accurate ingredient information

Ensuring every Canadian knows what's in their food

 foodallergycanada.ca/advocacy

We were made aware that online pre-packaged food products had ingredient statements that did not consistently match the package received. We raised awareness of this issue to the Canadian Food Inspection Agency (CFIA) and food retailers. We also educated the community on being diligent when buying groceries online and made them aware of the possible risks.

By initiating the conversation with key stakeholders and regulators, we continue to advocate for change to ensure access to accurate ingredient information, regardless of how food products are purchased now and longer term.





Equipping restaurants to welcome back guests with food allergy

Increasing food options for the community

 foodallergycanada.ca/foodservice

To help our partners in the foodservice and restaurant industry be well prepared to continue to serve those with food allergy, both in-house and through take-out/delivery services, we created a new resource: "Serving guests with food allergy during COVID-19".

This resource provides useful and practical recommendations for foodservice operators and will help Canadians with food allergy have more food options.



Promoting inclusivity in public places

Helping all Canadians stay healthy

✦ foodallergycanada.ca/advocacy

After learning that a priority food allergen was an ingredient in a hand sanitizer used in public places across the country, we reached out to Health Canada on behalf of our community.

Although having an anaphylactic reaction to hand sanitizers containing food allergens is considered to be unlikely, research studies have shown exposure through the skin can create a localized skin reaction. We requested that manufacturers avoid using priority food allergens in their hand sanitizer products to remove this worry for the community and to ensure inclusivity. As a result, the government updated their guidance to include this recommendation, noting that it is particularly important for products that all Canadians will use in public.





Increasing confidence in the safety of COVID-19 vaccines

Helping to support public health efforts to keep Canadians healthy

 foodallergycanada.ca/COVID-19

We have held ongoing discussions with Health Canada on COVID-19 vaccines and the safety for those who have food allergy and are at risk of anaphylaxis.

In December 2020, British regulators advised that those at risk of anaphylaxis should not take the Pfizer-BioNTech COVID-19 vaccine. This prompted us to seek clarity from Health Canada on vaccine safety, which led to the government posting a statement on the safety of the vaccine for Canadians with food allergy.

We also assembled a panel of experts from Health Canada, allergy, and infectious disease for a webinar series on COVID-19 vaccines and food allergy. These sessions helped to inform Canadians and increase their confidence in the safety of the vaccines.

In case of anaphylaxis to the vaccines, we requested Health Canada reinforce the availability of epinephrine auto-injectors at COVID-19 vaccination clinics.



IMPACT THROUGH LONG-TERM ADVOCACY INITIATIVES

Access to accurate ingredient information

Food labelling issues and variations in allergen management practices within the food industry have resulted in severe allergic reactions, limited safe food options, and a lack of consumer confidence in being able to assess the true risk associated with precautionary allergen labelling ("may contain" statements).

In 2020, we initiated a multi-year collaboration with Université Laval, Maple Leaf Foods, and Health Canada to make "may contain" meaningful. Working with the food industry, academia, healthcare, and government, the objective of this collaboration is to develop food industry consensus-based guidelines on allergen risk management, including criteria for the use of precautionary allergen labelling.





National Food Allergy Action Plan to #MakeFoodAllergyCount

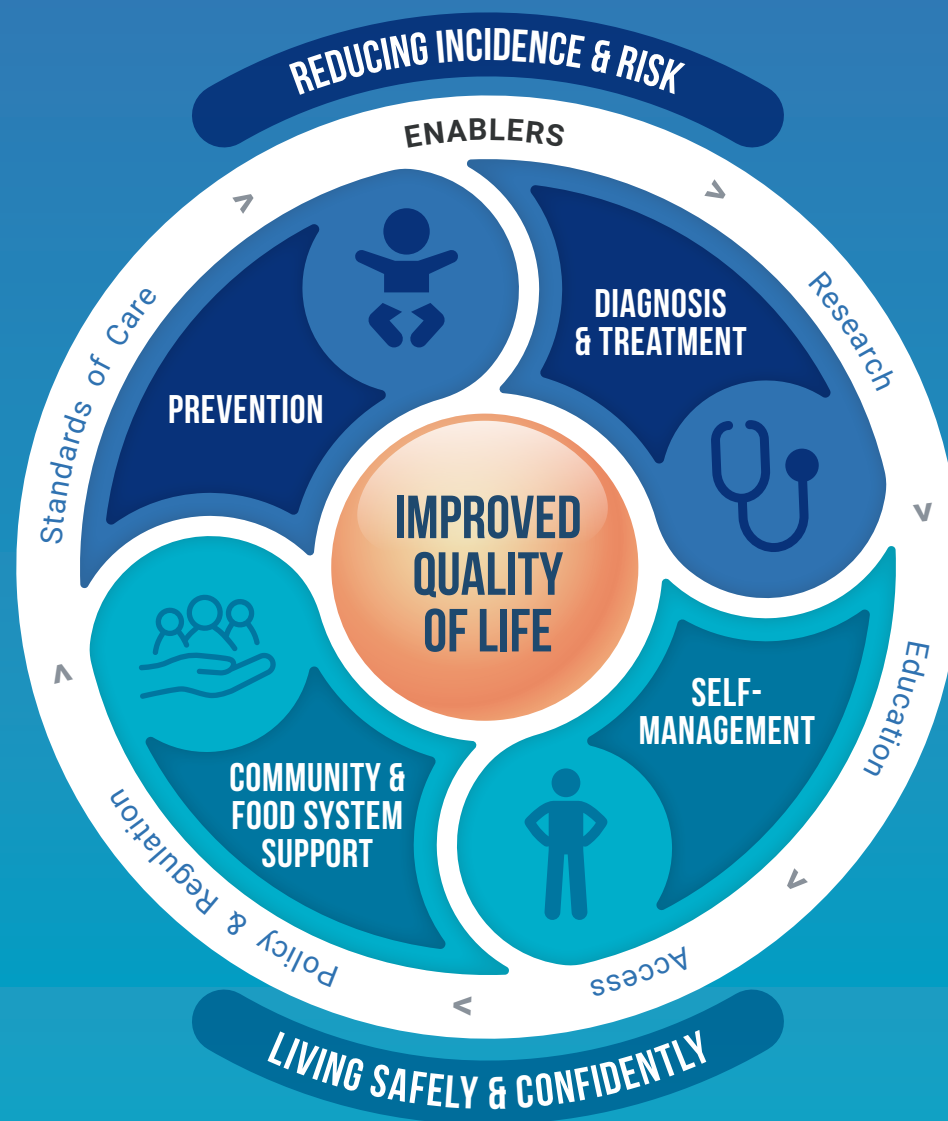
With no cure for food allergy and gaps in policy, industry practices, research commitments, and public understanding, a national plan is necessary, yet it remains unfunded.

We continued to amplify the food allergy conversation with government through the National Food Allergy Action Plan in 2020. We connected with over 40 Members of Parliament from across the country and met with key staff in the Finance Committee and within the Ministry of Health. We also submitted a 2021 federal budget request. Ultimately, our goal is to have a fully funded plan that, once executed, will reduce the impact of food allergy, and improve the quality of life for Canadians affected by this condition.

Get involved and advocate for the **National Food Allergy Action Plan**

Learn how you can
#MakeFoodAllergyCount

foodallergycanada.ca/nationalplan



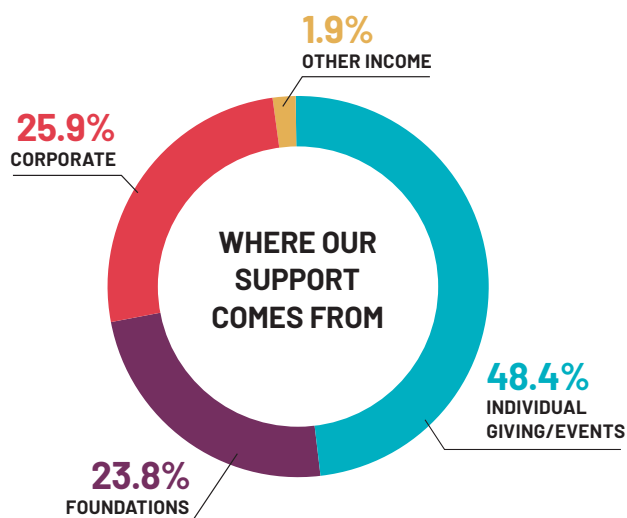


DOLLARS DRIVING IMPACT

OUR FINANCES: 2020

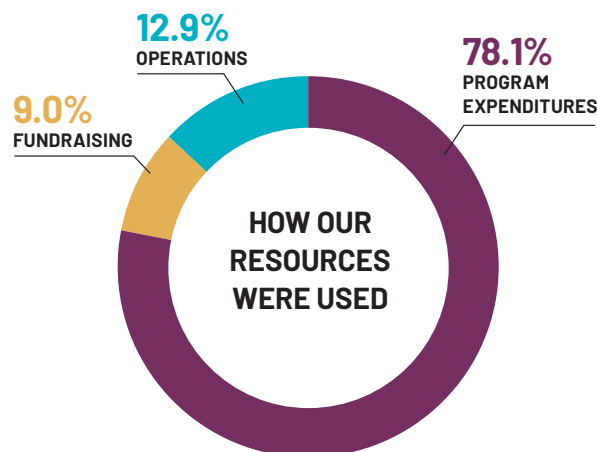
Revenue

Total Revenue: **\$1.176M**



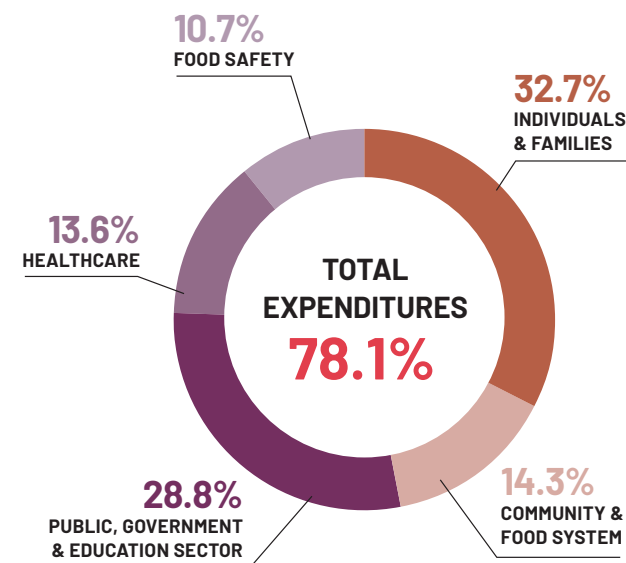
Expenditures

Total Expenditures: **\$942K**



Program Expenditures

Areas of work this funding supported:



- Education and support programming
- Awareness and engagement initiatives



NOTES:

1. Third party event with a directed donation to research is excluded from 2020 revenue and expenditures.
2. COVID-19 led to the cancellation of in-person fundraising activities and a corresponding decrease in expenditures. Additionally, the organization delayed certain expenditures and received COVID-19 related benefits from the government which offset a portion of the organization's overhead expenses. As a result, revenues exceeded expenses in 2020 which is not expected to continue in future years.

Programs Expenditure Ratio

Food Allergy Canada is committed to keeping administrative costs low and educational and support programming along with key stakeholder engagement high, enabling us to advocate effectively. The costs of fundraising and operations are at an average of 22 cents of each dollar raised, with the remaining 78 cents of every dollar going towards programming and awareness/engagement initiatives benefitting over 3 million Canadians affected by food allergy and their families.

Download

-  [Registered Charity Information Return – 2020](#)
-  [Food Allergy Canada Detailed Financial Statements – 2020](#)



THANK YOU: 2020 SUPPORTERS

TRANSFORMATIVE SUPPORTERS

Walter and Maria
Schroeder Foundation

Family and Friends
of Sean Delaney

FOUNDATION SUPPORTERS

Private Giving Foundation

The Charles Norcliff Baker
& Thelma Scott Baker Foundation

TD Securities Underwriting
Hope Foundation

Williams Wilson
Sherport Foundation

INDIVIDUAL SUPPORTERS

Thank you to the more than
505 individuals and families who
supported Food Allergy Canada
in 2020.

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Bausch Health, Canada Inc. / Emerade™

Captivate Network

Dare Foods

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