

Canadian Lung Association  
B R E A T H E



Breathing *life*  
into *lungs*  
since 1900

2024-25 Impact Report



# Canadian Lung Association B R E A T H E

## Annual Impact Report 2024-25

**2024-25 was a very exciting time at CLA, with new leadership, new strategic directions and new partnerships.**

We welcomed new CEO Sarah Butson in April. In November, we were thrilled to release our new strategic plan following significant work of our board and staff, with insights from our donors and the public. We updated our vision and mission and identified five priority areas that will help guide and define our work over the next three years.

Our plan comes at a time when, despite our understanding of the social determinants of health, incidence and outcomes of lung disease remain strongly influenced by where you live, how much education you have and how much money you make. This contributes to stigma and misconceptions among decision makers and the general public, leading to limited charitable giving and a disproportionately smaller amount of funding directed to lung health research. The result is that many individuals living with lung disease and their families find it challenging to access the support and resources they need.

Increasing inequity and access is a significant theme in our new strategic plan. As Canada's national lung health charity, we have a responsibility to protect the lungs of all Canadians, to advocate for lung-friendly policies and resources and to ensure that Canadians living with lung disease have equitable and timely access to treatments, resources and support. This report shares examples of how we're protecting lung health and preventing lung disease through awareness and policy change and what we're doing to improve the quality of life for those with lung disease.

Since 1959, and with the generous support of our donors, we've funded lung health research and researcher training that has a direct impact on prevention of and treatment for lung disease. This year, we funded 13 research projects on topics ranging from vaping and cannabis to pulmonary fibrosis and post-ICU care.



**Almost 5 million  
Canadians**  
(or 12% of the population)  
are living with asthma.

**Almost 2.5 million  
Canadians**  
(or almost 9% of those over  
35) are living with chronic  
obstructive pulmonary  
disease (COPD).

COPD exacerbations are the  
**second-leading  
cause of  
hospitalization**  
in Canada behind childbirth.

**13% of new cancer  
diagnoses and 23% of  
all cancer deaths**  
in Canada are due to lung  
and bronchus cancer.

**14%**  
of youth in Canada  
between 15 and 19 years  
old have vaped in the past  
30 days

**31%**  
of these youth also  
smoke cigarettes

We continued to raise awareness of the symptoms and realities of lung disease and of how to keep lungs healthy across the lifespan, for example with our annual vaccination campaigns. Our free resources and programs like BREATHE Better | Stay STRONG and our Lung Health Helpline, both of which are available from anywhere in Canada, remain much in demand. We distributed income-based funding grants to support the cost of life-saving equipment and remediation. We provided opportunities for sharing living experience and ensured that the realities of daily life (social, economic and otherwise) are part of our conversations when we speak to our partners and supporters.

We've been long-time anti-smoking advocates and this year several milestones were achieved, demonstrating the success of our ongoing advocacy, outreach and provision of evidence-based information to the public, educators, policymakers and government. We launched our Lungs are for Life program for grades 5 to 10 and were successful in achieving stricter control of new nicotine products. We are thrilled at the progress we've collectively made — it feels as if a nicotine-free future is within sight.

One of the highlights of the year was the opportunity to nominate individuals for the King Charles III Coronation Medal; we were one of only a handful of national organizations chosen to do so. With input from our partners and the public, we identified 39 individuals who made distinguished and sustained contributions to the field of lung health in Canada. A virtual recognition ceremony was held in March. One could not help but be overwhelmed with national pride listening to the recipients express how meaningful it was to be chosen and share who and what drives them to do and be their best every day. Many of the recipients thanked CLA for our support over the years, including several who have received research funding earlier in their careers.

Finally, we need to acknowledge all those who supported our work this year. We welcomed Sun Life as a new corporate supporter. We continued to be generously supported by HealthPartners and received unrestricted program and project funding from a number of industry partners as well as the Ontario provincial government. And of course, individual donors from across the country supported us during our Christmas Seals campaign and throughout the year. We thank everyone of the organizations and individuals who helped us do and achieve more.

As the year came to a close, we began preparations for a significant anniversary in 2025. With what we've achieved since 1900 and a new strategic plan in place, we are grateful for our past and even more excited to get to work on the next 125 years of saving lives and improving lung health for all.



**Nora Lacey**  
Chair, Board of Directors



**Sarah Butson**  
Chief Executive Officer



# A blueprint for the future

## Highlights of our 2024–27 Strategic Plan

### Our vision

A future where everyone in Canada has healthy lungs.

### Our mission

We improve lung health and save lives through research, education, and advocacy.

### Our key focus areas

- Championing clean air
- Protecting children's developing lungs
- Supporting people to live well with lung disease
- Promoting equity in lung health
- Reducing smoking and vaping

### Our impact goals

- To protect the lungs of all people living in Canada by reducing risks and increasing access to trusted information
- To improve the quality of life for those living with lung disease

### How we'll achieve our goals

- Contributing to knowledge
- Creating change through policy
- Building connections
- Sustaining and scaling

READ OUR  
STRATEGIC PLAN



# Prevention and protection

We're protecting the lungs of all people living in Canada by reducing risks and increasing access to trusted information.

## Vaccine awareness

Our annual vaccination campaign reminds Canadians to get their recommended vaccines to prevent flu, COVID-19, pneumonia and RSV. Getting vaccinated is particularly important for those who are, or are close to, someone living with lung disease. We distributed thousands of vaccine reminder cards by mail, aired public service announcements on national cable networks and shared information on social media and our website.

## # 2024-25 IN NUMBERS

Our public service  
announcements aired  
**88,774 times**  
on cable television across  
Canada



**1/3 of all emergency department visits** for children 0 to 4 are due to respiratory issues such as asthma, flu or pneumonia.

Chronic lower respiratory disease, COVID-19 and influenza and pneumonia **rank #5, #6 and #8** among all causes of death in Canada.



## Reducing smoking and vaping

We also work tirelessly to reduce smoking and vaping in Canada, and although the number of people who smoke cigarettes is at an all-time low, the number of people vaping (especially youth) reminds us that our job is not done.

We made significant progress this year, with new programs and resources, new federal regulations and policies and long-awaited legal decisions, including the launch of Lungs are for Life / Des poumons pour la vie, a program of evidence-based information and activities for educators to use with children in grades 5 through 10 and funded by the Ontario Ministry of Education.

### # 2024-25 IN NUMBERS

We had  
**27 meetings**  
with federal leaders  
and decision makers  
to discuss the need  
for lung-friendly  
policies.

### What educators have to say about *Lungs are for Life*:

“Thank you for creating this resource as we all feel we are battling an epidemic in vape use in youth! I look forward to using this resource with my science and health classes. I am also very excited to share it with my colleagues.”

### # 2024-25 IN NUMBERS

**6,392 users**  
on our *Lungs are for Life* web  
resources

**7,022 users**  
of our *Vaping Conversation Guide*  
for Parents



VAPING  
CONVERSATION  
GUIDE FOR  
PARENTS



LUNGS ARE  
FOR LIFE





## 2024-25 milestones in smoking and vaping prevention

**April** We begin promoting our recently created resources to help **parents talk to their children** about the harms of vaping.

**June** We participate in the first-ever **World No Tobacco Day Forum** hosted by the University of Ottawa Heart Institute.

**July** A \$2M **Team Grant in Lung Health** is awarded to David Hammond of Queen's University to study youth vaping.

**August** Following a November 2023 press conference in which CLA joined a contingent of healthcare organizations to request **limits to the availability of nicotine pouches**, Health Canada announces such limits.

Health Canada releases and solicits feedback on its draft **tobacco cost-recovery framework**, a proposed approach to recovering federal government costs for certain tobacco-related activities.

**September** We launch **Lungs are for Life**, a program of vaping and smoking-prevention resources for teachers and students.

**October** Following five years of negotiation, a **\$32.5 billion settlement** is proposed for the tobacco lawsuits in Canada.

**November** Our CEO Sarah Butson speaks to the **House of Commons Standing Committee on Health** in support of keeping nicotine products out of the hands of children.

**March** Ontario Superior Court approves the proposed **\$32.5 billion tobacco settlement** that requires major tobacco companies to compensate provinces, territories and individuals for smoking-related harms.

The federal government announces regulations required to implement a **tobacco cost-recovery framework** in Canada.

We host a webinar titled **Marketing, Misinformation and Mental Health: Why Teens Are Vaping and What We Can Do About It**. More than 750 parents, educators and healthcare providers register.

We begin work to expand Lungs are for Life resources for teachers, students and parents.





## Connecting online

We pride ourselves on our easy-to-understand web resources, our engaging and expert-led webinars and our active social media channels where we share quick tips, news and how-to information.

### # 2024-25 IN NUMBERS

**1.345M page views**  
**767,097 unique users**  
**58% engagement rate**  
on lung.ca and poumon.ca  
**779 people**  
registered for our webinars



**376,119**  
views  
**2,357**  
viewing hours  
**6,750**  
subscribers



**17,888**  
impressions  
**986**  
views  
**1,033**  
followers



**790,738**  
reach  
**17,678**  
clicks  
**4,622**  
followers



**28,748**  
reach  
**923**  
clicks  
**352**  
followers



SCAN TO VIEW  
OUR 'HOW TO  
USE YOUR  
INHALER'  
VIDEOS



SCAN TO READ  
ABOUT LUNG  
DISEASES FROM  
A TO Z

Prevention and Protection

# Living with lung disease

We're striving to improve the quality of life of those living with lung disease.

## Listening to living experience

The voices of patients and families are critical to ensuring we're able to meet the needs of Canadians living with lung disease. Prior to the 2025 federal election, we asked participants in our BREATHE Better | Stay STRONG program about some of their daily challenges living with chronic lung disease. We also asked the public to weigh in on lung health issues in Canada.

"People don't understand lung disease. They don't understand what you're going through."

**Respondent  
public survey**



**LUNG HEALTH  
IN CANADA**

**Among our *BREATHE Better* participants:**

**27%**

**have limited to no participation in their community because of their chronic lung disease**

**26%**

**cannot easily afford the prescribed medications and treatments**

**31%**

**cannot easily access the care and treatments they need in a timely manner**

**54%**

**have had flareups or other breathing difficulties due to wildfires and/or heat waves**

**83%**

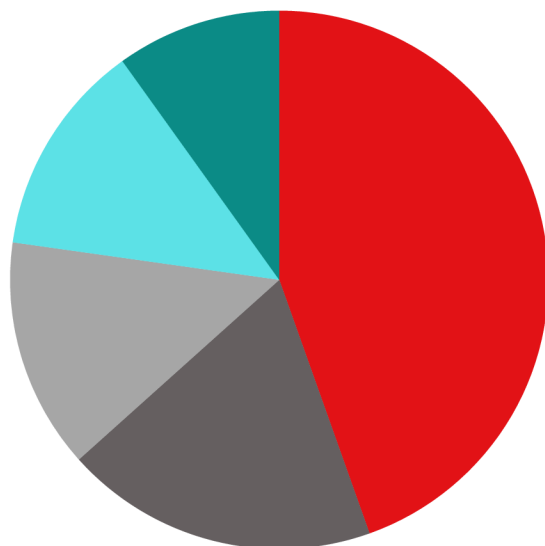
**are concerned about their respiratory health should another pandemic occur**

**Living With Lung Disease**





## What do you think is the most pressing lung health issue facing Canada today?



**45%**  
Access to diagnosis and treatment of chronic lung disease



**19%**  
Air pollution (including poor air quality as a result of forest fires)



**14%**  
The number of young people vaping



**13%**  
The healthcare costs of tobacco use



**10%**  
Preparedness for a respiratory pandemic

## Which of the following have had or are currently having a direct impact on you or a loved one?



**30%**  
Protecting myself or my loved ones from respiratory infections



**27%**  
Access to diagnosis and treatment of chronic lung disease



**16%**  
Quitting smoking



**11%**  
Supporting a family member with lung disease



**4%**  
Youth vaping

**11%** None of the above

Living with Lung Disease

## Bridging the gaps

Access to diagnosis and treatment is one of the biggest concerns of Canadians when it comes to lung health. We're helping to bridge that gap by providing on-demand programming and support that anyone across the country can access. Our BREATHE Better | Stay STRONG program provides education and lung-friendly exercise that compliments in-person pulmonary rehabilitation programs. Our Lung Health Helpline is a source of answers for questions about breathing. We also offer needs-based funding to help Canadians living with lung disease access life-saving equipment and services.

“[BREATHE Better | Stay STRONG] is just what I was looking for. I like that it explains in layman terms what’s happening, why I feel the way I do and how to combat a lot of it.”

Participant in our BREATHE Better | Stay STRONG program

## # 2024-25 IN NUMBERS

**1,362 people**  
accessed our BREATHE Better |  
Stay STRONG program.

Our certified respiratory educator provided  
expert advice

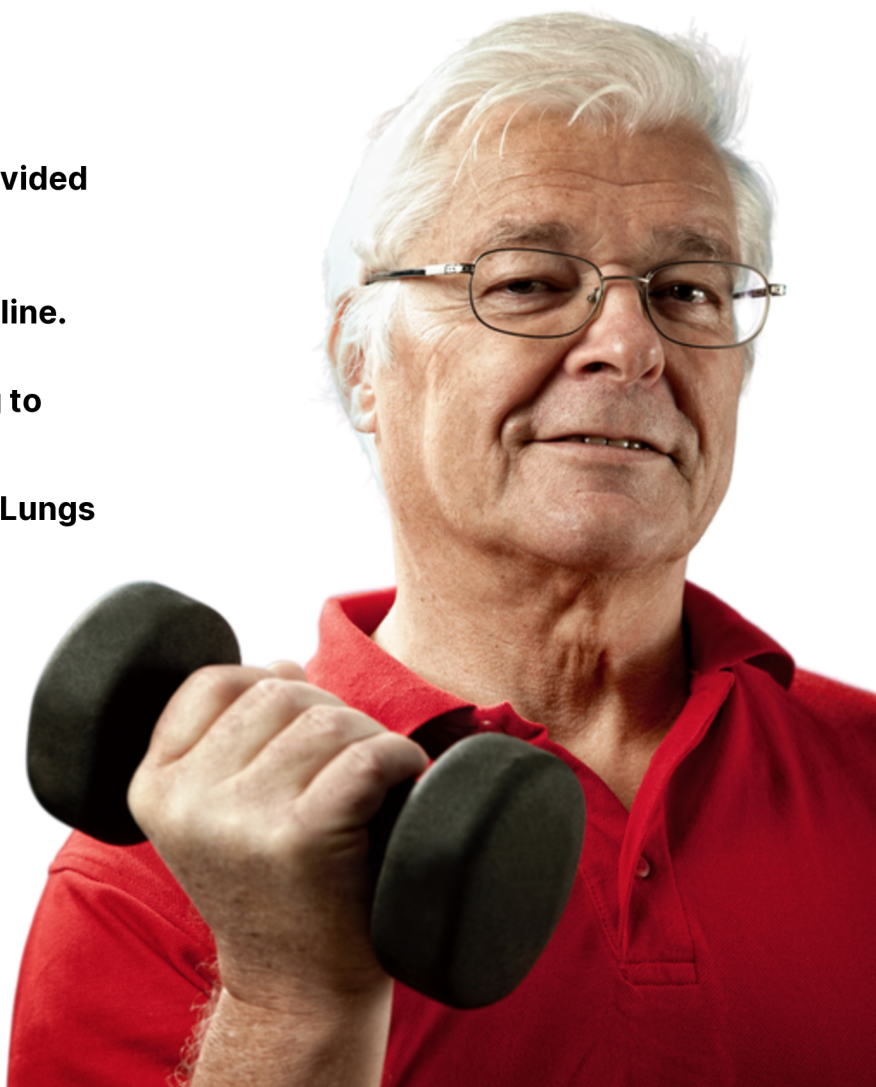
**441 times**  
to individuals on our Lung Health Helpline.

We provided radon mitigation funding to

**65 households**  
with high levels of radon, through our Lungs  
Matter program.

We helped

**25 families**  
by covering the cost of a pediatric  
C-PAP machine and equipment.





# Recognizing Canada's best

We build capacity, encourage excellence and set the stage for a better future for everyone with lungs.

## Investing in outcomes

Since 1959, and with the generous support of our donors, we've been funding lung health research and researchers from across Canada. This year, we funded 13 research projects on topics ranging from asthma, vaping, wildfires, post-ICU rehabilitation, cannabis smoke and more.

"I'm working to demonstrate how air pollution affects a specific protein in the lungs of people with idiopathic pulmonary fibrosis — evidence that will support environmental policies that protect this vulnerable group of patients."

**Samin Abbasidezfouli**  
**University of British Columbia**  
**Funding recipient, 2024**



## # 2024-25 IN NUMBERS

This year, we contributed  
**\$191,987**  
to grants totalling more than  
**\$2.4M.**

Since 2017, we've awarded  
more than  
**\$1.8M**  
to Canadian lung health  
researchers.

## Air quality

Paul Kubes<sup>1</sup>  
Queen's University

## Asthma

Nadia Suray Tan<sup>2</sup>  
McMaster University

## Chronic obstructive pulmonary disease (COPD)

Jeenat Mehareen<sup>3</sup>      Gaurav Veer Singh  
University of British Columbia      Toronto Metropolitan University

## Clinical care

Christopher Farley      Luca Salvatore Menga      Shirley Quach      Annia Schreiber  
McMaster University      University of Toronto      SickKids      University of Toronto

## Pulmonary fibrosis

Samin Abbasidezfouli  
University of British Columbia

## Smoking and vaping

Cassie Gilchrist      David Hammond<sup>4</sup>      Devin Phillips  
University of British Columbia      University of Waterloo      York University

1, 4 Team Grant in Lung Health, Canadian Institutes for Health Research Institute of Circulatory and Respiratory Health

2 In partnership with the Canadian Asthma, Allergy and Immunology Foundation and the Canadian Respiratory Research Network

3 In partnership with the Canadian Respiratory Research Network



## Thank you to our research funding partners

**Canadian Institutes of Health Research**

**Institute of Circulatory and Respiratory Health (CIHR-ICRH)**

**Institute of Infection and Immunity (CIHR-III)**

**Canadian Allergy, Asthma and Immunology Foundation (CAAIF)**

**Canadian Respiratory Research Network (CRRN)**

**Heart & Stroke Foundation**



SCAN TO LEARN MORE  
ABOUT RESEARCH  
FUNDING OPPORTUNITIES  
AND THE RESEARCH WE  
FUND

## Honouring outstanding contributions

In March we held a virtual recognition ceremony to honour the 39 recipients of the King Charles III Coronation Medal as nominated by the Canadian Lung Association. One could not help but be overwhelmed with pride for our nation and our organization, listening to these trailblazers of respiratory research, compassionate and committed clinicians, tireless and determined advocates and inspiring and supportive educators express how meaningful it was to be chosen and share who and what drives them to do and be their best every day.

Dr. Shawn Aaron	Neil Johnston
Dr. Anju Anand	Dr. Alan Kaplan
Vibhas Bapat	Dr. Stephen Lam
Dr. Allan Becker	Dr. Larry Lands
Dr. Jean Bourbeau	Dr. Richard Leigh
MaryAnn Bradley	Trent Litzenberger
Dr. Dina Brooks	Dr. Diane Loughheed
Dr. Pat Camp	Lynn McDonald
Tina Campbell	David Osborne McDonald
Dr. Christopher Carlsten	Dr. Neeloffer Mookherjee
Neil Collishaw (posthumously)	Dr. Grace Parraga
Diane Colton	Dr. Christopher Pascoe
Dr. Francine Ducharme	Dr. Graeme Rucker
Dr. Andrea Gershon	Dr. Georg Schmölzer
Ralph Gouda	Dr. Sanja Stanojevic
Dr. Brian Graham	Dr. Elizabeth Tullis
Dr. Samir Gupta	Barbara Walls
Dr. Andrew Halayko	Dr. Susan Wasserman
Debbie Homik	Angeline Webb
	Dr. Amy Wong



“Canada is recognised worldwide for its leadership in respiratory research... We really are a tightly knit group of researchers with a unique philosophy of cooperation, with a strong track record in mentoring our youth.”

**Dr. Francine Ducharme**  
King Charles III medal recipient



# Building connections

Working together with like-minded organizations, we make more possible.

## We are proud members of

- HealthPartners
- Air Quality Roundtable
- Alliance for a Tobacco-free Ontario
- Health Charities Coalition of Canada
- Global Lung Cancer Coalition

## We work with

- American Lung Association
- Asthma Canada
- Canadian Association of Radon Scientists and Technologists
- Canadian Allergy, Asthma and Immunology Foundation (CAAIF)
- Canadian Cancer Society
- Canadian Coalition for Action on Tobacco (CCAT)
- Canadian Institutes of Health Research (CIHR) Institute of Circulatory and Respiratory Health (ICRH)
- Canadian Respiratory Research Network (CRRN)
- Canadian Thoracic Society
- Health Canada
- Heart and Stroke Foundation
- Pulmonary Hypertension Association of Canada
- Take Action on Radon
- Will Power



## Thank you to our Donors

As Canada's oldest health charity, we have been making a difference in the lungs of Canadians for more than a century — thanks to the support of our generous donors. We are grateful for the trust you have placed in us and your belief in our mission. Because of your kindness, we will continue to improve lung health and save lives through research, education and advocacy for generations to come.

## Thank you to our Corporate Partners and Supporters

We are grateful to the following organizations for their contribution to the advancement of lung health research, patient support and educational programming in Canada.

- Sun Life
- HealthPartners
- Merck
- Astra-Zeneca
- Boehringer Ingelheim
- Sanofi
- Trudell
- Leon's Furniture
- Pfizer



# Our leadership

Our board of directors is made up of accomplished professionals and experts with a particular passion for lung health.

**Nora Lacey**

Saint John, NB  
CHAIR

**Margaux McDonald**

Ottawa, ON  
VICE-CHAIR

**Paul Havey, CPA, CA, ICD.D**

Ottawa, ON  
TREASURER

**Andrea Power, MPA, PMP**

Calgary, AB  
SECRETARY, PAST CHAIR

**Alayne Crawford, MBA**

Ottawa, ON

**Deborah Harri, ICD.D**

Winnipeg, MB

**Kate Hurlburt, KC**

Edmonton, AB

**Larry Lands, MD, PhD**

Montreal, QC

**Julia M. Wright, PhD, FRSC**

Halifax, NS



SCAN TO LEARN MORE  
ABOUT OUR BOARD  
MEMBERS, INCLUDING  
THEIR PERSONAL  
CONNECTIONS TO LUNG  
DISEASE AND CLA.

# Audited financial statements

## Canadian Lung Association Statement of Operations

For the year ended March 31	2025	2024
<b>Revenue</b>		
Donations, bequests and memorials	896,416	1,331,544
Interest and investment income (Note 3)	258,563	108,510
Sponsorships	245,755	263,522
Campaign donations	174,294	91,762
Grants	132,672	16,752
Program and project contracts	54,564	70,460
Endorsements	28,800	28,800
Miscellaneous and other income	27,047	27,107
	<b>1,818,111</b>	<b>1,938,457</b>
<b>Expenditures</b>		
Salaries and related benefits	626,290	741,948
Consultants	255,741	176,000
Research grants and awards	234,738	143,637
Other operating expenses	141,966	127,387
Advertising and health promotion	99,855	44,273
Operational health grants	98,663	101,136
Professional fees	64,636	37,496
Meetings and travel	27,339	49,174
Office rentals and leases	16,058	17,410
Part time contract staff	8,662	83,819
	<b>1,573,948</b>	<b>1,522,280</b>
<b>Excess of revenue over expenditures before undernoted item</b>	<b>244,163</b>	<b>416,177</b>
<b>Unrealized gain/(loss) on investments</b>	<b>(33,295)</b>	<b>107,922</b>
<b>Excess of revenue over expenditures for the year</b>	<b>210,868</b>	<b>524,099</b>

[www.lung.ca](http://www.lung.ca)

Canadian Lung Association

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