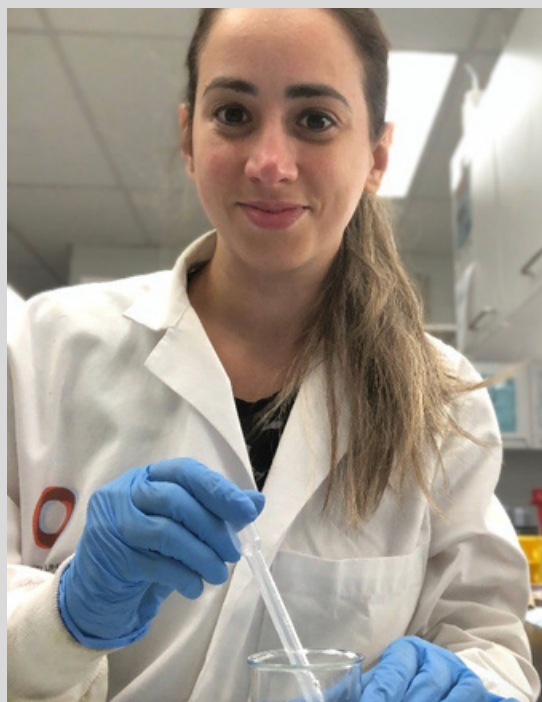
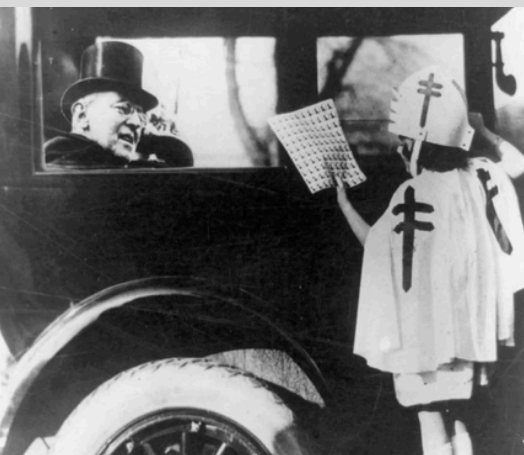




Celebrating 125 years

2025-26 Impact Report

Canadian Lung Association
B R E A T H E

A legacy of trust

2025 marked our 125th anniversary.

Such a tremendous milestone gave us the opportunity to celebrate what we've accomplished and inspired us to reflect on how, despite tremendous change in the past 125 years, we've remained true to our founding objectives: to inform and educate the public, to advocate for legislation and policy, to improve access to care and to unite and work with government and other stakeholders on common goals.

We have responded to and addressed emerging threats to the lung health of eight generations of Canadians. We have seen Canadians through several global pandemics, an evolving tobacco and nicotine landscape, changing occupational risks, increasing air pollution and climate change and greater prevalence of chronic lung diseases. Yet, despite ever-evolving social, environmental and biological factors, we have remained steadfast in our commitment to protecting Canadians' lung health.

Today, we demonstrate our commitment by funding life-saving research. We raise awareness of what people can do to protect their lungs from poor air quality, outdoors and in. We offer free and accessible programs for Canadians to best manage their disease at home. We supply critical grants so that cost is not a barrier to life-changing interventions and equipment. We provide educators with evidence-based tools to help prevent nicotine addiction among today's youth. We advocate for stronger policies to reduce traffic-related air pollution and limit access to nicotine products.

We were grateful to be able to celebrate our 125th year with so many friends, colleagues and partners throughout the year, culminating with our 125th celebration in November. We are also grateful to our donors, many of whom gave in honor of this important milestone. We welcomed new board members and corporate partners. We also embarked on several exciting multi-year initiatives that you will no doubt read about in next year's report, and put the wheels in motion for our next strategic plan. So as much as we are fiercely proud of our 125-year history, we are even more excited about our future.



Margaux McDonald
Chair, Board of Directors



Sarah Butson
Chief Executive Officer

88%

**of Canadians trust
the Canadian Lung
Association.**

In November we polled Canadians about a range of lung health issues and about their perception of the Canadian Lung Association. Results from this poll are included throughout this report.

Celebrating 125 years of impact

The Canadian Lung Association has been a leader in lung health from coast to coast to coast for 125 years.

Combatting the world's deadliest infectious disease

Our earliest initiatives were focused on tackling the #1 killer in Canada at the time. We provided public education about how to prevent the spread of tuberculosis, financing to build sanatoria and advocating that Canadians of all financial means to have access to TB care and treatment. It wasn't long until medical breakthroughs and the Association's efforts led to a sharp decline in the death rate from TB. In 1947, we recommended the widespread use of the TB vaccine Bacillus Calmette–Guérin (BCG), one of the earlier countries to do so, after Canada ran a number of clinical trials.

Not all of the funds raised by the sale of Christmas Seals were used to fight TB in Canada. Between 1963 and 1983, we donated nearly \$1 million, primarily to Asian countries, through the Mutual Assistance Program to support the creation and operation of TB associations in countries still struggling with a high mortality rate.

Expanding access to care

During the Hall Commission on Health Services, which paved the way for universal medicare in Canada, we appeared before the Commission and submitted an extensive report on the need for better and more equitable access to care for Canadians with TB.

Reducing nicotine use

We are extremely proud to have been an integral part of Canada's world-pioneering tobacco control regulations. Canada became the first country to ban smoking on airplanes, on domestic flights in 1987; the ban expanded to international flights in 1994. Canada was also the first to require picture warnings on tobacco packages (2000), the first to ban flavoured cigarettes (2010) and the first to add health warnings on individual cigarettes (2023).

Championing lung health research

We launched our research funding program in 1959. We saw the importance of lung health research and of ensuring we build lung health research capacity in Canada. We are proud to say that we've provided millions of dollars in funding and funded thousands of researchers over the years, including most of Canada's world-leading lung health researchers and clinicians.

"We cannot always expect to depend for our answers on research carried out in Britain and the United States."

**Dr. G. J. Wherrett,
CLA Executive Secretary, 1964**

Advocating for cleaner air

Our work on clean air and lung health dates back to at least 1973, when we sponsored the first-ever national conference on lung health and the environment in Gravenhurst, Ontario. We continue to advocate to reduce traffic-related air pollution and help Canadians protect themselves against wildfire smoke. For example, this year our CEO spoke to the Senate's Standing Senate Committee on Agriculture and Forestry about the respiratory effects of wildfire smoke.



90%

of Canadians support increased government funding for research into lung health and respiratory diseases.

Championing lung health research

The personal and economic impacts of lung disease continue to be significant, yet lung health research remains disproportionately underfunded in Canada. When we asked Canadians, they told us they overwhelmingly support more research funding for lung health.

This year, we funded 12 new lung health research projects across Canada, and continued to fund three multi-year projects. In addition to research funding, we helped researchers navigate their early careers. We brought together like-minded partners to maximize funding available. We worked to amplify the impact of lung health research findings and we advocated for proportionate funding for lung health research at the federal level: we brought this issue to Parliament Hill, urging politicians and policymakers to allocate a proportionate amount of the funding announced in Budget 2025 for lung health research.

2025-26 HIGHLIGHTS

We grew our \$240,000 investment in research into **\$1,020,000 of research funding** through strategic partnerships and collaboration.

We funded **12 lung health research projects** across the country.

We launched the competition for the **\$50,000 inaugural Early Career Investigator Award in Interstitial Lung Disease** in partnership with Boehringer Ingelheim.

2025-26 HIGHLIGHTS

Our annual research funding competition

Newly funded research



Sophie Collins
McGill University
Fellowship



Christopher Farley
McMaster University
Allied Health Fellowship



Makenna Gomes
University of Waterloo
Studentship*



Graeme Koelwyn
Simon Fraser University
Catalyst Grant in COPD



Devin Phillips
York University
Catalyst Grant in COPD



Diana Sanchez-Ramirez
University of Manitoba
Catalyst Grant in ILD for Early Career Investigators **

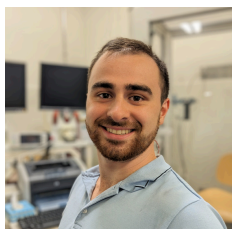


Annia Schreiber
University of Toronto
Fellowship

Kristin MacLeod
Queen's University
Allied Health Fellowship

Ben Thompson
University of Calgary
Studentship*

Joyce Wu
University Health Network
Allied Health Operating Grant

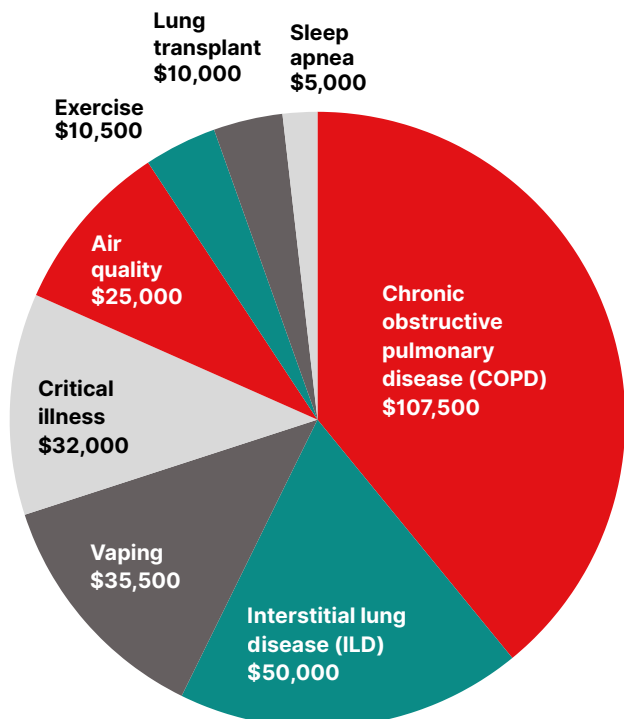


Reginald Smyth
Queen's University
Studentship*



Catriona Steele
University Health Network
Allied Health Operating Grant

Total 2025-26 investment in research



* In partnership with the Canadian Respiratory Research Network

** In partnership with Boehringer-Ingelheim Canada



The RENASCENT program

One of the ways in which we help researchers navigate their early careers is through our RENASCENT program. RENASCENT 2025, held in November in Ottawa, brought together new and established researchers to talk about the first five years of a research career. RENASCENT 2025 was supported by the Canadian Respiratory Research Network and the Canadian Institutes for Health Research.



Recognizing inspiring research

The Inspiration Award recognizes an early career researcher whose project is deemed the most newsworthy as communicated to a lay audience during their poster presentation at the annual Canadian Respiratory Conference. The 2025 Inspiration Award was presented to **Emily Thorburn-Winsor** from the University of Toronto, for her project "Quantifying increased risk of cardiovascular events in young patients with COPD".

Thank you to our research competition reviewers

- Shawn Aaron, TOH Research Institute
- Deborah Assayag, McGill University
- Najib Ayas, University of British Columbia
- Philippe Bégin, Université de Montréal
- Laurent Brochard, University of Toronto
- Andréanne Côté, Université Laval
- Simon Couillard, Université de Sherbrooke
- Nermin Diab, McGill University
- Rachel Eddy, University of British Columbia
- Neil Eves, University of British Columbia
- Dennis Jensen, McGill University
- Kerri Johansson, University of Calgary
- Martin Kolb, McMaster University
- Andrew Kouri, University of Toronto
- Paige Lacy, University of Alberta
- Larry Lands, McGill University
- Josh Lawson, University of Saskatchewan
- Nicole Marquis, Université de Sherbrooke
- Yannick Molgat-Seon, University of Winnipeg
- Maria Molina, University of Barcelona
- (Jose) Alberto Neder, Queen's University
- Mika Nonoyama, Ontario Tech University
- Kevin Rankin, Patient Advocate
- Simon Rousseau, MUHC Research Institute
- Dmitry Rozenberg, University of Toronto
- Chris Ryerson, University of British Columbia
- Imran Satia, McMaster University
- Aditi Shah, University of British Columbia
- Benjamin Smith, MUHC Research Institute
- Sanja Stanojevic, Dalhousie University
- Michael Stickland, University of Alberta
- Darcy Wagner, McGill University
- Brandy Walker, University of Calgary
- Brandon Zanette, SickKids



71%
of Canadians are
concerned about the
effect of air pollution
on their lung health.

Advocating for cleaner air

We need urgent and collective action on air quality, from individuals, communities and policymakers, to protect the lungs of Canadians.

This year, we continued to raise awareness about air quality and lung health. We expanded our BreatheSTRONG program with learning modules focused on protecting the lungs from indoor and outdoor air pollution and we hosted a very successful webinar on wildfires and lung health and we worked with the American Lung Association to raise awareness on both sides of the border.

We advocated for policies and regulations that will reduce the harm to our lungs. We joined a call for a 26°C temperature limit in school and childcare settings. And we included air quality asks in our pre-budget submission and when we held our annual Lung on the Hill event.

2025-26 HIGHLIGHTS

We connected **475 Canadians** directly with environmental health experts through our ***Heatwaves and Hazy Skies*** webinar.

We joined **40+ organizations** in a campaign calling for action to protect children from extreme heat.

We raised air quality asks at **22 meetings** with MPs, Senators and other federal officials.



89%
of Canadians support
government policies
aimed at reducing
tobacco and nicotine
use among youth in
Canada.

Reducing nicotine use

Today, just over 10% of Canadians (and less than 2% of youth) smoke cigarettes, but we still have plenty of work to do when it comes to nicotine use, particularly when it comes to the number of youth in Canada who vape.

This year, we continued to raise awareness and fight misinformation about the harms of vaping. We further built up our Lungs are for Life program to create even more free vaping and smoking prevention resources for teachers. We participated in several national gathering of thought leaders and clinicians. We worked with partners to continue the public discussion, via newspaper op eds, on the use of tobacco settlement money and advocated for an increase in tobacco taxes and reducing the appeal of nicotine products by restricting flavours.

2025-26 HIGHLIGHTS

Our *Lungs are for Life* program was viewed **7,500 times**. We added **2 new activities** and **8 new resources** to the suite of teaching materials.

Our *Parents Conversation Guide to Vaping* is now available in **6 languages**.

150 people registered for our Truth About Vaping webinar.



92%

of Canadians
believe that the
Canadian Lung
Association does
good work in their
province.

Supporting Canadians with lung disease

Being diagnosed with lung disease can have a huge impact on an individual and their loved ones. Our goal is to support Canadians through their diagnosis and disease management with information, tools and resources.

We develop evidence-based, easy-to-understand and actionable information for patients and families. Our popular exercise, education and support program BreatheSTRONG is now available as an online course, with two new modules on protecting your lungs from poor air quality.

We continued our Lungs Matter radon mitigation grant program and our pediatric CPAP program. We updated our “How to use your inhaler” videos and co-hosted a webinar with Asthma Canada to help parents, teachers and coaches with asthma readiness.

2025-26 HIGHLIGHTS

We funded **100 household radon mitigations** for people living with lung disease.

Our updated “How to use your inhaler” videos were viewed more than **25,000 times**.

We received **363 calls** to our Lung Health Helpline.

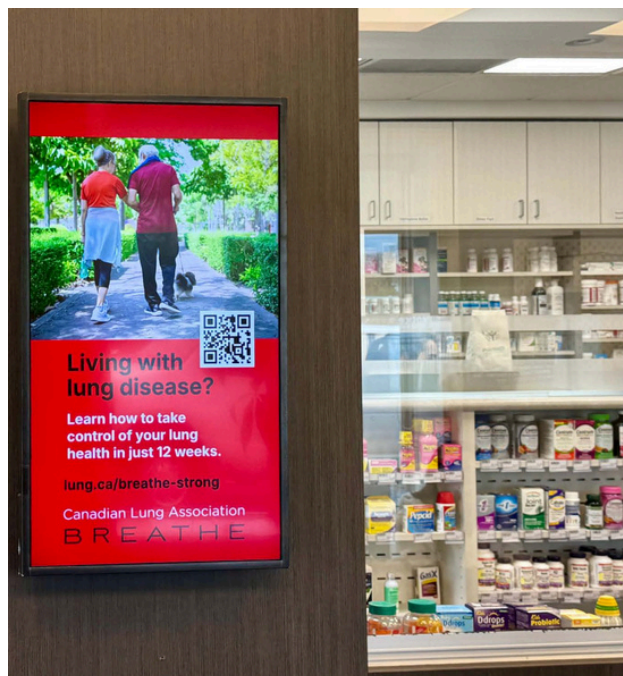
We helped **20 low-income families** purchase costly CPAP equipment needed to treat their child’s obstructive sleep apnea.



2025-26 HIGHLIGHTS

The evolution of our BreatheSTRONG program

Our BreatheSTRONG program provides education, exercise resources and support for Canadians living with lung disease. This year, we turned the program into an online course, where users can track their progress and test their knowledge, all on their own schedule. We added two new modules on protecting your lungs from poor air quality, indoors and out. We held monthly support groups focusing on various topics relevant to living with lung disease. Guest speakers included a registered psychotherapist, a laughter yoga teacher and a pharmacist. Topics ranged from end-of-life planning to emotional wellness, dealing with heatwaves to sing-a-longs and sharing hobbies. We also began digital advertising in doctors' offices and at pharmacies.



1,700+ people living with lung disease registered for our BreatheSTRONG program.

2 out of 3 participants felt more confident in managing their lung disease after completing the BreatheSTRONG program.

We added **2 new modules** to the program, one on indoor air quality and one on outdoor air quality.

We hosted **24 monthly support groups** for program participants.



50%

of Canadians wait more than a month to seek medical attention for lung symptoms, or don't seek medical attention at all.

Raising awareness

Public education and awareness raising has been a significant part of what we do throughout our history. From public service announcements to search advertising, from social media to in-person conversations, we remain committed to reaching as many Canadians as we can, of all ages in communities across the country.

Our national lung cancer awareness campaign, It Pays to Be Early, included an on-site activation during the Halifax Mooseheads hockey team "Mooseheads Fight Cancer" night in February.



2025-26 HIGHLIGHTS

We had **triple-digit increases** on Instagram, YouTube and LinkedIn.

Our YouTube content was viewed for **6,860 hours**.

1,295 people registered for our webinars

Our social channels received **1.36 million views**.

We welcomed **1,518** new followers on social media.

We had **1.2 million page views** on our website

2025-26 HIGHLIGHTS

Our *It Pays to Be Early* campaign

We learned that Canadians are concerned about lung cancer, but aren't aware of the symptoms—and don't like to talk about it.

63%

of Canadians are concerned about a loved one developing lung cancer

54%

of Canadians are concerned about developing lung cancer themselves

73%

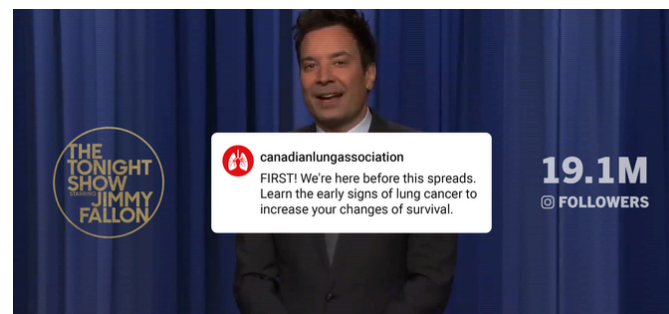
of Canadians believe there is stigma associated with talking about lung cancer

- Coughing up blood 65%
- Persistent cough 62%
- Shortness of breath 62%
- Recurring lung infections 55%
- Chest pain 50%
- Unexplained weight loss 38%
- Fever 18%
- Night sweats 17%
- Blurred vision 9%

So we launched an awareness campaign...

We saw a need to raise awareness about lung screening and early detection, as knowing the symptoms and getting screened can significantly improve survival rates.

We partnered with Halifax-based creative agency Wunder on the *It Pays to Be Early* campaign. The campaign was designed to let the public know, by being the first to comment on social posts of world-leading brands, that when it comes to lung cancer, it pays to be early.



We reached **667 million followers** across **204 major brands** with our messaging about the importance of early detection of lung cancer, and Wunder received numerous **ad industry awards** for the campaign.



2025-26 HIGHLIGHTS

Celebrating our legacy

In November, we invited partners, policymakers, researchers and supporters from across Canada to join us at the Rideau Club in Ottawa to commemorate our 125th anniversary. As the lung health community in Canada is particularly tight-knit and collaborative, the evening gave many long-time friends and colleagues the opportunity to reconnect and share seasons greetings and inspiring conversations.

Thank you to the following sponsors who made this event possible:

- Merck - Platinum sponsor
- Astra-Zeneca - Diamond sponsor
- GSK - Diamond sponsor
- Methapharm - Silver sponsor
- Sanofi - Silver sponsor





Speakers included board chair Margaux McDonald, BreatheSTRONG participant Kevin Rankin sharing his experience living with lung disease, a representative from Abacus Data sharing national polling results and Julia Chew on behalf of our platinum sponsor Merck.



Margaux McDonald, board member Andrea Power and CEO Sarah Butson cut the anniversary cake.

Photographs taken by Ottawa photographer Sarah Sharpe.

Thank you to our donors

As one of Canada's oldest health charities, we have been making a difference in the lungs of Canadians for 125 years — 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.

"I am deeply grateful to the Canadian Lung Association's donors for supporting my work. Thank you for investing in research that can improve recovery, physical function, and quality of life for people across Canada."

Christopher Farley
2025 Allied Health Fellowship recipient

"I am extremely grateful to the Canadian Lung Association and its donors for supporting my doctoral research. The funding has allowed me to dedicate myself to investigating an important and challenging problem in COPD: why patients become so short of breath."

Reginald Smyth
2025 Studentship recipient

Thank you to our 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

Ontario Ministry of Education

Merck

Astra-Zeneca

Boehringer Ingelheim

GSK

Sanofi

Pfizer

Methapharm

Trudell

Great West Radon

iA Financial Group

Leon's Furniture



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Katherine Popowich
DATABASE COORDINATOR

Summary of our financials

Our complete audited financials are available on our website

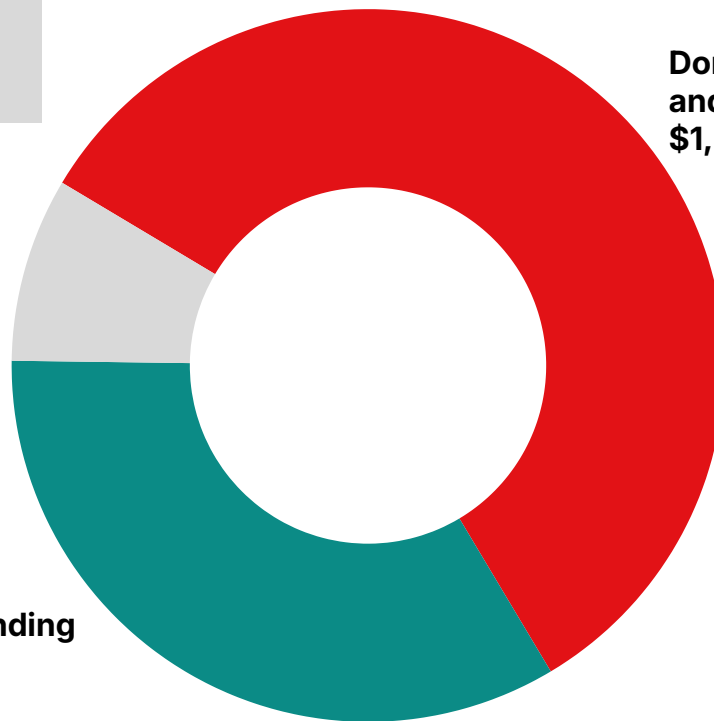
Revenue

\$2,088,038

Investments and
other income
\$174,549

Corporate funding
and grants
\$705,477

Donations, bequests
and memorials
\$1,208,012

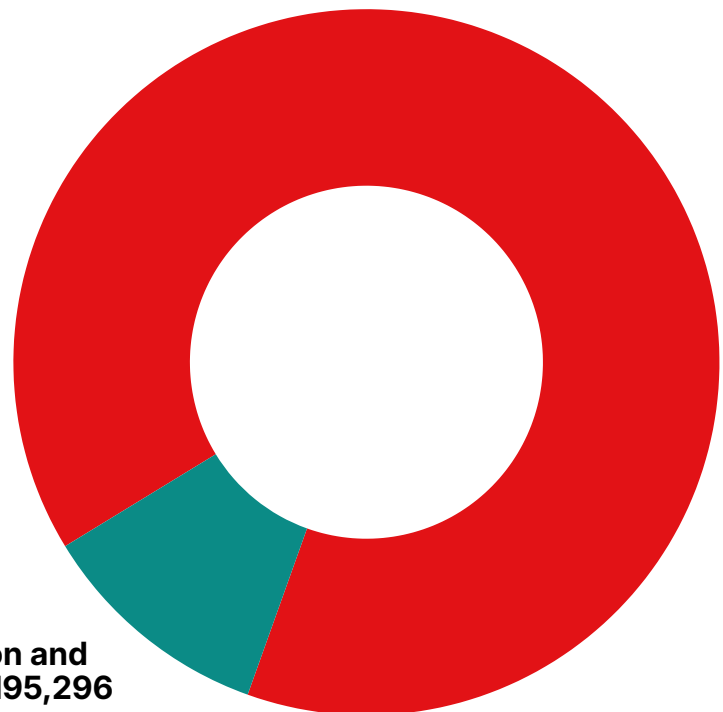


Expenditures

\$1,805,859

Mission delivery
\$1,610,563

Administration and
operations \$195,296





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.

Canadian Lung Association

B R E A T H E

Canada's lung health charity since 1900

www.lung.ca