



Canadian Celiac Association
L'Association canadienne de la maladie coeliaque

2013

Mission Statement

The Canadian Celiac Association is the national voice for people who are adversely affected by gluten, and is dedicated to improving diagnosis and quality of life. The gluten problem: Found. Treated. Cured.

Board of Directors

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Brian Benwell (to June)
Anne Wraggett (as of July)

Past President

Janet Dalziel (to June)
Brian Benwell (as of July)

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Peter D. Taylor (to October)

Canadian Celiac Association — L'Association canadienne de la maladie coeliaque

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Charitable Registration No. 10684 4244 RR0001

Professional Advisory Board

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Alexandra Anca, MHSc, RD

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Kamloops	Saint John
Kelowna	Saskatoon
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London	Toronto
Manitoba	Vancouver
Moncton	Victoria
Newfoundland & Labrador	Western Manitoba



President's Message

For the Canadian Celiac Association, we could describe 2013 as having been both a challenging and exciting year.

In June, the CCA National Conference was held in Mississauga with an outstanding cast of speakers and terrific food. It was accompanied by the first Canada's Gluten-Free Market, a gluten-free show enjoyed by both conference attendees and the general public. A second very popular instalment of Canada's Gluten-Free Market was held in October in Burlington.

The Gluten-Free Certification Program continued to expand resulting in a large and ever-growing list of certified products. I am pleased to report that we also received our first royalties from the program in 2013, which will continue to grow along with the program.

A generous grant from Green Shield Canada enabled us to have the CCA website translated into French. This was a project long hoped and planned for and we are pleased that we can now better serve French-speaking Canadians.

On the challenging side, the financial situation in 2013 caused the Board of Directors to make some very difficult decisions. Reluctantly, we made the position of Executive Director vacant to reduce expenses. We continued in cost containment mode, reducing expenses everywhere we could find the opportunity, including holding board meetings in a crowded room at the National Office and consuming donated groceries and meals.

Staffing changes continued at the National Office and we were fortunate to be able to draw upon the seasoned wisdom and experience of both Janet Dalziel and Sue Newell, who managed the office and new staff throughout the balance of 2013. The Board of Directors is most grateful for their very generous and dedicated volunteer work.

Although there may be more difficult choices ahead as we adapt to the changing times that all charities are experiencing, we are now focused on revenue generation and on finding new ways to reach our membership and the broader gluten-free community using social media and other electronic communication methods.

Much of the day-to-day support to celiacs and others adversely affected by gluten occurs at the chapter level. That's where local awareness events take place and where the newly diagnosed receive information, find out how and where to shop, learn which local restaurants will provide a safe meal, and are invited to take part in wonderful local events. I thank all chapter volunteers for their many hours of work supporting people in their local communities and representing the Canadian Celiac Association.

Respectfully submitted

Anne Wraggett
President, CCA Board of Directors



The CCA is a registered charity under the income tax act and meets all requirements to maintain its charitable status. The CCA adopts Imagine Canada's Ethical Fundraising and Financial Accountability Code as its policy to assure donors of integrity and accountability.

A Year of Challenge and Change

While every year could be described as a year of challenges and change, 2013 seemed to be a year of extreme challenge and change for the CCA. Some challenges were exciting, offering a chance to step beyond boundaries previously imagined as barriers; other challenges were hard, leading to difficult decisions that please no one.

Whatever type of challenge, an organization must respond with change in order to stay effective, efficient and financially viable. Sometimes the direction of the change and the results are clear and positive; other times there are many options and an organization must make choices even if the outcome will not be known for years.

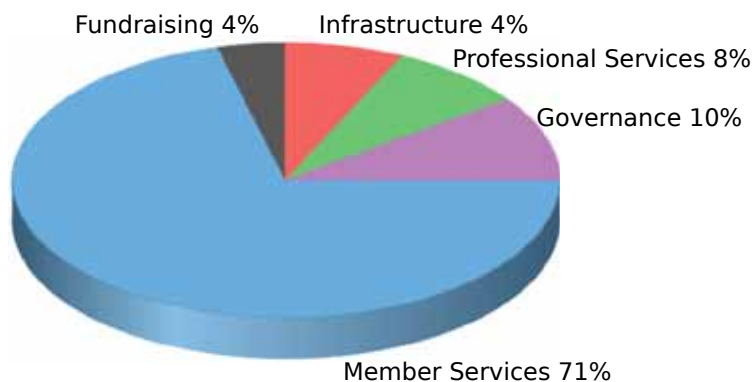
The Board of the CCA had to make many decisions in 2013 to deal with the challenges we faced.

Financial Challenges

Faced with continuing reductions in revenue from membership dues and a number of non-recurring events, 2013 proved to be another challenging year from a financial perspective. The 2013 General Fund loss of \$87,000 does represent a significant improvement over the results of the last two years; however, ongoing losses are not sustainable over time. As a result, a number of difficult steps were taken in 2013 to reduce our fixed costs.

Dues for the year amounted to \$245,000, a reduction of \$66,000 or 21% from the previous year. While membership numbers are down, the generosity of our membership is not. Total donations from all sources increased to \$181,000 from \$177,000 the year before. A special thanks to all members and chapters for their continued support.

In 2013, we benefitted from a couple of new revenue sources. We received our first royalty payments from the Gluten-Free Certification Program and we anticipate revenue from this source will grow over time as more companies sign on to the program. We also agreed to partner with Metroland Media to stage Canada's Gluten-Free Market in southern Ontario. Two Market events in 2013 generated income for the association and two additional Markets are scheduled for 2014.



On the expense side, a number of decisions were taken to reduce costs where possible. We made the difficult decision to make vacant the Executive Director position to reduce our salary expenses. Face-to-face board meetings were held at absolute minimal cost as the board met at the national office in Mississauga, dined on donated food, and stayed with friends or family where possible. A portion of the national office has been sublet resulting in lower premises costs. The staff accounting position will be reduced to three days per week in 2014, reflecting a review of processes that streamlined tasks thanks to several fresh sets of eyes looking at our methods of operations.

It is important to note that the 2013 General Fund loss of \$87,000 was as a result of three distinct elements: an Annual Conference loss, expenses that exceeded funding for the Agriculture and Agri-Foods grant, and more expenses than revenue for the year.

The Annual Conference did not see the number of attendees that were anticipated when venues were booked several years earlier. As we were unable to reduce most of the financial commitments for the conference in the face of low attendance, the event incurred an overall loss of \$29,000.

In the final year of the Agriculture and Agri-Food Canada grains project, funding from the related grants was less than the actual expenses incurred, also resulting in a shortfall of \$29,000.

Finally, revenue from ongoing operations (membership dues, donations, etc.) was \$29,000 less than fixed overheads (salaries, rent, office expenses, etc.) for the year.

The good news is that the two of the three elements contributing to the loss in 2013 were one-time events. With annual operating expenses having been trimmed as a result of decisions taken during the year, we have every expectation that our organization will manage a positive financial position in 2014.

Building Awareness of Celiac Disease and Non-Celiac Gluten Sensitivity

From our website to social media to advertising to earned media, the Canadian Celiac Association was successful in reaching beyond our membership and we have built the foundation for continued prosperity in 2014.

The highlight of the year in terms of awareness was the generous grant from Green Shield Canada, thanks to which the CCA was able to take out print advertisements in *The Globe and Mail*, *Canadian Restaurant and Foodservice News*, *Allergic Living* and *alive magazine* extolling the Right to Safe Food for all Canadians and promoting our soon-to-be-launched training module on celiac disease and the gluten-free diet.

The Green Shield grant allowed us to launch a comprehensive French side of our website. We now provide free access to critical scientific and medical information to Canadians in both official languages. With nearly 25% of Canadians speaking French as their first language, this was a demographic that we were largely

missing and we are pleased that we have increased the “value added” of our excellent website.

The CCA’s presence in the world of social media continues to expand at an impressive pace. In 2013, our Facebook group more than doubled in size, going from approximately 1,100 to 2,400 members. Through the team effort of our extremely active group members, we deliver the latest news in product recalls, scientific developments, and additions to the Gluten-Free Certification Program. The forum also serves as a valuable centre for peer counselling. With such a large following in the group, there is always someone with helpful suggestions based on personal experience, no matter what the issue or concern.

On the Twitter side of things, our number of followers doubled in 2013, going from 400 members to more than 800. The Twitter interface has proven to be an extremely important means to access the latest in research, product recalls, and relevant corporate announcements including additions to the Gluten-Free Certification Program.

Twitter also allows the CCA to easily interface with like-minded organizations for mutual benefit. For example, the Canadian Dental Hygienists’ Association helped to spread the word on the oral and dental manifestations of celiac disease and the Juvenile Diabetes Research Foundation re-tweeted our messages about the connection between Celiac Disease and Type 1 Diabetes.

Elsewhere we built on the positive results of a small pilot project in early 2013, securing complementary advertising on Google search results, thanks to the Google Grants program. You may be familiar with those little ads that pop up around your Google searches and wonder why they always seem to be related to your search. If you search google.ca for “celiac disease” or “gluten-free,” our ads just may pop up! We are grateful to Google for its donation of this advertising, which is worth up to \$10,000 per month. As an example, between August 1 and September 30, 2013, our advertisements appeared on the results page of 553,497 Google searches. During that time 6,512 searchers clicked on the link, for a click rate of over 1%, which is considered a very successful campaign in search engine marketing.



In collaboration with several Chapters, the CCA Awareness Committee also developed highly detailed PowerPoint presentations, complete with speaking notes, and made them available to the Chapters. The two presentations, one for a medical audience, the other for a “general audience”, allow for maximum flexibility and convenience to present the CCA, celiac

disease, gluten sensitivity and the gluten-free diet to various groups and organizations. We hope that these creations will be particularly useful for Chapter leaders because the Chapters play an invaluable role “on the ground” to increase awareness of the Association and its goals. The Committee will review the presentations at regular intervals to make certain they are up-to-date.

The Awareness Committee has taken a proactive approach to media relations. Through an ongoing review of relevant news articles, we were able to strategically send letters to the editor to publications across the country in order to help raise awareness of those medically required to follow a gluten-free diet. Approximately a dozen letters to the editor were sent to major daily newspapers, most of which appeared in print.

Finally, the new monthly CCA eNews has significantly helped to improve member awareness of the array of activities being undertaken by the CCA on behalf of all Canadians with celiac disease or gluten sensitivity. eNews represents another way the CCA is increasing the value of a CCA membership, keeping enthusiasm high over the great work going on within the CCA right across the country.

Educating the Medical Community

The challenge of educating the medical community falls primarily to the members of the CCA’s Professional Advisory Board (PAB), chaired by Dr. Connie Switzer. The physicians and dietitians on the board were all active in educating their peers by presenting lectures, research papers, continuing education seminars and posters at medical conferences. Dietitian Alexandra Anca was able to expand the educational reach to Canada’s dental community in a continuation of our 2011 goal to make sure the oral and dental effects of Celiac Disease were understood.

Many PAB members were also active reaching the general public with print, radio and television media appearances. In a year when “gluten free” became a common household term and at least one third of Canadians were actively looking for gluten-free alternatives, clear accurate messages from medical professionals were critical.

The CCA continues to fund scientific research into a wide variety of issues related to Celiac Disease and Non-Celiac Gluten Sensitivity through the J.A. Campbell Research Fund. Two awards were made in 2013: the J.A. Campbell Research Award was granted to Dr. Valerie Abadi at the University of Montreal who is working to develop a Physiopathological Mouse Model of Celiac Disease; the Young Investigator Award was given to Seema Rajani, a graduate student at the University of Alberta, who is part of an ongoing review of new European pediatric guidelines for diagnosing celiac disease without a biopsy

Consultations

The implementation of Canada’s new Food and Drug regulations did not bring an end to the CCA’s work with Health Canada and the Canadian Food Inspection Agency. Two significant issues

took most of the focus: dealing with market confusion over oats and finding a way to deal with beers made with barley but carrying a gluten-free claim.

Consumers continue to be confused about the suitability of oats on the gluten-free diet, partly because the oats are called “gluten free” in informal conversation and in the US, but must be called “pure” or “wheat-free” on packages according to Canadian labelling regulations. Health Canada staff continue to explore legal ways around the problem.

Several brands of beer treated to “remove the gluten” also demanded a response to indicate that current testing methodology has not been confirmed to accurately measure the amount of gluten remaining in the beer. Members of the CCA Professional Advisory Board and the Board of Directors worked with Health Canada staff to suggest ways to convey this message to the general public.

The Gluten-Free Certification Program (GFCP)

To use the Gluten-Free Certification mark, brand-owners must use certified facilities recognized by the program to make the products. Before a facility is recognized by the GFCP it must meet all of the requirements detailed in the GFCP Standards and Policies document and successfully complete an audit by an approved third-party GFCP auditor. It takes time and effort by the facility and the brand owner.

In 2013, several large Canadian food manufacturers adopted the program to bring their first gluten-free products to market, including Westons, Dare, Dempsters, McCormicks and Robin Hood. Smaller manufacturers who were already producing gluten-free products also found it worthwhile to implement the program and we were happy to add Patsy Pie and El Peto Products to the list of GFCP companies.



The requirement that facilities be certified means that audits were carried out on four continents: North America, Europe, Asia and Australia, reflecting the global nature of food production. No matter where the plant is physically located, the same standard for producing gluten-free products is applied.

The program also went international in 2013 through its adoption by the National Foundation for Celiac Awareness, located near Philadelphia, Pennsylvania.

Many manufacturers in the program continued to bring out new products qualifying for the GFCP mark, indicating that they realize that the mark shows consumers that they take gluten-free production very seriously.

Looking to 2014 and beyond

As we look toward 2014, we have to be aware that challenges will continue requiring more changes to address the issues.

One of the challenges is transitioning to the new *Canada Not-for-profit Corporations Act*. Our governance committee has been working for three years to create the new bylaws, procedures, and structure required to comply with the new regulations and we look forward to implementing them in 2014.

A second significant challenge is managing the continued growth of the Gluten-Free Certification Program. The CCA has partnered with the Allergen Control Group to administer the program. We are all looking forward to more certified facilities, more brand owners and many more products on the market offering clear choices for consumers who need safe gluten-free food.

As an organization, we need to look to additional pathways to attract and support members. We need to combine traditional print channels with social media and email. We need to find more ways to reach non-members who often don't realize that they need the fact-based information and support that the CCA offers. We need to make it easier for people to join the CCA and renew their membership.

A big step planned for 2014 is a new on-line education program for those who serve the gluten-free community in retirement and day care facilities as well as a wide variety of food service facilities.

We have achieved effective cost containment but organizational growth and long term survival only come with revenue growth. The way to do that is to identify the needs of those with a medical need to eat only gluten-free food and to find effective ways to fill those needs. A big challenge indeed, but one that volunteers who serve the association on the Board of Directors, the Professional Advisory Board and at the chapter level across Canada all recognize as a vital challenge to meet.

(This report was prepared with contributions from Anne Wraggett, Leo Turner, Mark Johnson, Dr. Connie Switzer, Janet Dalziel and Sue Newell.)



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Auditor's Report

To the Board of Directors of the Canadian Celiac Association/L'Association canadienne de la maladie coeliaque

We have audited the accompanying financial statements of the Canadian Celiac Association/L'Association canadienne de la maladie coeliaque, which comprise the statement of financial position as at December 31, 2013 and the statements of operations and changes in fund balances and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified audit opinion.

Basis for Qualified Opinion

In common with many charitable organizations, the Canadian Celiac Association/L'Association canadienne de la maladie coeliaque derives revenue from donations, fundraising and cash receipts the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amounts recorded in the records of the association and we were not able to determine whether any adjustments might be necessary to revenues other than grants, excess of revenue over expense, assets and fund balances.

Qualified Opinion

In our opinion, except for the possible effects of the matter described in the Basis for Qualified Opinion paragraph, the financial statements present fairly, in all material respects, the statements of financial position of the Canadian Celiac Association/L'Association canadienne de la maladie coeliaque as at December 31, 2013 and the statements of operations and changes in

A fund balances and cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

BDO Canada LLP
Chartered Accountants, Licensed Public Accountants

Barrie, Ontario
April 22, 2013

To obtain the complete Audited Report, request a copy from info@celiac.ca.

Canadian Celiac Association/ L'Association canadienne de la maladie coeliaque
Statement of Financial Position

	Unrestricted General Fund	Internally Restricted J.A. Campbell Research Fund	Total December 31, 2013	Total December 31, 2012
Assets				
Current				
Cash	\$ —	\$ 21	\$ 21	\$107,913
Short-term investments	—	215,947	215,947	—
Accounts receivable	57,260	—	57,260	34,588
Inventory	3,689	—	3,689	6,788
Prepaid expenses	9,738	—	9,738	37,320
Due from General Fund	—	378,044	378,044	376,177
	70,687	594,012	664,699	562,786
Capital Assets	14,341	—	14,341	24,453
Long Term Investments	—	220,208	220,208	423,244
	\$ 85,028	\$ 814,220	\$ 899,248	\$ 1,010,483
Liabilities and Net Assets				
Current				
Bank Overdraft	\$ 9,218	—	\$ 9,218	—
Accounts payable and accrued liabilities	38,095	—	38,095	\$ 59,887
Deferred revenue	59,748	—	59,748	72,040
Due to Chapters	13,780	—	13,780	23,710
Due to J.A. Campbell Research Fund	376,177	—	378,044	367,177
	498,885	—	498,885	531,814
Commitments and Contingencies				
Net Assets				
Internally restricted J. A. Campbell Research Fund	—	814,220	814,220	805,593
Internally restricted General Reserve Fund	85,000	—	85,000	85,000
Unrestricted General Fund	(411,924)	—	(498,857)	(411,024)
	(326,924)	814,220	400,363	478,669
	\$ 204,890	\$ 814,220	899,248	\$ 1,010,483

The accompanying notes are an integral part of these financial statements.

Canadian Celiac Association / L'Association canadienne de la maladie coeliaque

Statement of Operations and Changes in Fund Balances

For the year ended December 31

				2013	2012
	Unrestricted		Internally Restricted		
	General Fund	General Reserve Fund	J.A. Campbell Research Fund	Total	Total
Revenues					
Membership dues	\$ 244,809	\$	\$ 12	\$ 244,820	\$ 310,531
Donations	112,218		—	122,218	144,218
Grants	118,379		—	118,379	146,534
National Conference	118,218		—	118,218	—
Chapter donations	41,491		—	41,491	37,673
Sales of literature	32,899		—	32,899	29,681
Expeniture recovery	14,785		—	14,785	13,719
Canada Helps Donor Option	14,645		—	14,645	12,925
Interest Earned	—		12,910	12,910	14,155
Donations JAC Research Fund	—		12,150	12,150	—
Royalties GF Certification Program	10,846		—	10,846	—
Advertising	9,525		—	9,525	—
Canada's Gluten Free Market	4,093		—	4,093	—
United Way Donor Option	2,496		—	2,496	3,807
Workshop Fees	560		—	560	450
Other revenues	—		—	—	125
Administration Fee	2,582		—	2,582	2,826
	737,545	—	25,072	726,617	716,644
Expenses					
Member service	462,821	—	—	462,821	606,875
Fundraising	27,349	—	—	27,349	29,983
Infrastructure	43,814	—	—	43,814	59,507
Professional fees	50,591	—	—	50,591	20,584
Governance	66,912	—	—	66,912	85,741
Administration fee	—	—	2,582	2,582	2,826
Bank charges	—	—	70	70	934
Conference Expenses	—	—	4,018	4,018	5,016
Cost of literature	14,574	—	—	14,574	22,670
J.A. Campbell research award	—	—	4,775	4,775	19,523
Materials and professional services	—	—	—	—	3,812
National Conference expenses	146,997	—	—	146,997	16,700
Unrecovered HST	11,420	—	—	11,420	10,599
Young Investigators award	—	—	5,000	5,000	—
	824,478	—	16,445	840,923	884,770
Excess (deficiency) of revenue over expenses	(86,933)	—	8,627	(78,306)	(168,126)
Fund balances, beginning of year	(411,924)	85,000	805,593	478,669	646,795
Fund balances, end of year	\$ (498,857)	\$ 85,000	\$ 814,220	\$ 400,363	\$ 478,669

The accompanying notes are an integral part of these financial statements.

Canadian Celiac Association / L'Association canadienne de la maladie coeliaque

Schedule of Expense

For the year ended December 31

	2013	2012
Member Service		
Annual report	\$ —	\$ 1,131
Certification	—	57,313
Agricultural grains project	77,440	116,530
Committees and projects	85,195	59,179
Membership expenses	77,996	106,132
Newsletter	15,565	14,204
Office and general	32,353	37,802
Rent and insurance	32,459	28,766
Salaries	141,814	185,818
	\$ 462,821	\$ 606,875
Fundraising		
Fundraising	6,183	\$ 4,414
Rent	4,655	4,598
Salaries	16,511	20,971
	27,349	\$ 29,983
Infrastructure		
Office and General	\$ 15,618	\$ 24,339
Rent and insurance	11,210	9,861
Salaries	16,986	25,307
	\$ 43,814	\$ 59,507
Professional fees		
Accounting Services	\$ 500	\$ —
Audit	15,776	15,871
Consulting	32,500	—
Legal	1,815	4,713
	\$ 50,591	\$ 20,584
Governance		
Annual report	1,280	\$ 1,217
Committees and projects	17,818	22,081
Office and general	8,049	9,201
Rent and insurance	14,776	17,344
Salaries	14,877	20,971
Amortization	10,112	14,927
	\$ 66,912	\$ 85,741

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Sandra Jurczak
Susan Jurkowski
Mark Kamstra
Pushpa Kapadia
Anthony Kent
Edward Kernaghan
Jean Kitchen
Helga Klein
Eileen Knapp
Jill Knoechel
Loriann Kobitowich
Anne Koebel
Wynne Krangle & Peter Long
Rita Lake
Judy Lancaster
Edwin Langner
Lawrence Calenti Professional Corp.
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Valerie Lindenberg
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Ralph Lutes
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R. Stewart McNicoll
Karen Messer
Gilbert Miles
Hilda Miller
Robert Miller

Allison Mitchell
Betty Monthei
Charles Moore
Moore's Refining Systems
Cathy Morris
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Betty Moseley-Williams
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Breanne Redding
Norma Reimer
Fernie Renner
Elizabeth Richards
Beverly Richardson
Jean Richter
Christine Riley
Patrick Rivest
Carmen Rivet-Kreis
Dennis Robertson
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Greg Rohleder
Cheryl Rosom
Gerald Ross
Robert Ross
Sarah Rouse
Betty Rowe
Christine Rushforth
Lorraine Rusnell
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Fay Stenvig
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Christine Sunley
Leanna Suppa
John Taylor
Myrna Terry
Barbara Thomas
Mary Thomson
Theresa Thomson
Mervin Tofflemire
Christa Toltesi
Freda Torcolacci
Janet Townson
Jessie Twigg
Patricia Valentine
Paul-Henri Valiquette
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Gordon Vaselenak
Ruth Vincent
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