



Canadian Celiac Association
L'Association canadienne de la maladie coeliaque

2014

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.

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

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Twitter: [@CCACeliac](https://twitter.com/CCACeliac)

Charitable Registration No. 10684 4244 RR0001



President's Message

The Canadian Celiac Association is a charitable organization focused on improving the quality of life for all Canadians with celiac disease or who are otherwise adversely affected by gluten.

This is a tall order and our accomplishments are the result of the hard work of volunteers across the country who serve on the Professional Advisory Council, the national Board of Directors, chapter executive committees, and those who volunteer for grassroots projects, create newsletters full of useful information, provide peer counselling, and indeed everything else that goes on at both the national and chapter levels. I particularly want to thank our dedicated chapter volunteers, who worked so hard to pull off exciting fundraisers that help support the mission and vision of the CCA.

This wide range of activities is supported by a dedicated group of four people, three part-time and one full-time, who serve as staff in our small but productive national office. Throughout 2014 they examined expenditures closely to find less expensive or more efficient ways to deliver service.

As with most membership-driven organizations today, we continue to be challenged by tight finances. We are grateful to our financial supporters and appreciate their confidence in the CCA as we explore the new reality of today's world and seek new ways to sustain our work.

An important part of building our presence with current and future members is the Gluten-Free Certification Program, which continued its rapid expansion this year, resulting in hundreds more products bearing the GFCP trademark. I hope to see this growth continue, as the GFCP is a major part of our Right to Safe Food campaign advocating safety and quality of life for Canadians who need to eat gluten free. Another benefit of the certification program is the royalties to the CCA, which continue to grow along with the program.



Reflecting our quest to diversify our revenue, we looked for appropriate partnerships to bring benefits to our members.

We were fortunate to begin new partnerships this year with Glutenfreecoupons.ca and Allergic Living magazine. We continue to investigate ways to expand this practice as we move into 2015.

While 2014 has been a challenging time and we still see uncertainty as we look forward into a different time for all charities and membership associations, we are determined to continue delivering support to our members and others, serving as the voice for everyone in Canada with a need for gluten-free food.

Respectfully submitted

Anne Wraggett
President, CCA Board of Directors

2014 in Review

As the CCA focused on bringing costs under control and generating revenue, we also worked to expand the activities that directly impacted our members, providing more value for their membership fee and increasing the incentives to join the CCA.

Education

One of the important roles of the CCA is to educate people and institutions about gluten-related diseases and gluten-free food. In 2014, the CCA used a combination of media to meet this need.

With the help of chapters, more than 15,000 brochures were distributed to the public at events, awareness days, trade shows, and education seminars. Brochures are available in English, French, Punjabi and Chinese to reach as many people who may be affected by celiac disease as possible.

In May 2014, the CCA entered into a partnership to distribute an electronic version of our Pocket Dictionary as an app for iOS (Apple) products. The app has been generally well received and we look forward to future developments in the project. It complements the printed version of the book which continues to be our best seller.

The CCA was represented at various shows and education days over the year. The National Office represented the CCA at the Anaphylaxis Canada Community Education Day, Canada's Gluten Free Markets in June and October, Durham Regional Diabetes Network, and Primary Care Today events. Most of our chapters represented the association at local wellness shows, trade shows, schools and community events in communities across Canada, providing access to information and service to thousands of Canadians in search of information.

Research

The J. Alexander Campbell Research awards serve as the primary research tools of the CCA. Awards are made available annually to researchers in Canada, with special awards available to researchers just beginning their career.

In 2014, the CCA made three awards to young investigators.

Justin McCarville (McMaster University): Role of Human Celiac GUT Microbiota in the Breakdown of Oral Tolerance to Gluten. Justin is part of a group at McMaster who are doing basic research into the effect of gluten on the gut. This project looks at how the bacteria in our digestive system affect the damage done by gluten in sensitive individuals.

Erin Bolte (University of Guelph): To explore the relationship between dietary sensitivity (gluten and casein), gut microbes, and the "metabolites" that they produce. Erin is looking at the role of diet on the gut microbes and production of GI symptoms in healthy children and children with autism and significant gastrointestinal symptoms. Gut microbes appear to be a common factor in many diseases and this study tries to determine if the by-products of the bacteria are different among the groups of children.

A. Justine Dowd: (UBC Kelowna Campus). Psychological Aspects of coping with the GF Diet. Adherence to a gluten-free diet over years is a challenge for many people with celiac disease and other gluten-related problems. This study will look for psychological traits that affect dietary adherence.

The award to Justin McCarville at McMaster represents continued funding for the work of Dr. Elena Verdu and her students. Dr. Verdu was a recipient of a J. A. Campbell Award early in her career. The results of her early research, partly funded by the CCA, allowed her to attract numerous larger grants and to build a research group within the Farncombe Family Digestive Health Research Institute at McMaster University. This group has gained worldwide recognition for their research on the effects of gluten at the cellular level using gluten-sensitive mice. The CCA has provided grants to a number of her students over the years to continue to support this very important work.

Advocacy

One of the roles of the Canadian Celiac Association is to serve as the national voice of people with a medical need for gluten-free food with all levels of government. At the federal level, the CCA primarily interacts with Health Canada, the Canadian Food Inspection Agency, the Canadian Revenue Agency and Agriculture and Agri-Foods Canada. This consultation involves extensive work by members of our Professional Advisory Council (PAC) as well as staff and members of the Board of Directors.

The CCA regularly participates in the regional consultations with the not-for-profit sector conducted by Dr. Samuel Godefroy, Director General of the Food Directorate for Health Canada.

Oats

Over the years, the CCA has worked with Health Canada to review the research on the safety of pure and uncontaminated oats for people with celiac disease and to find a way to make these oats available to people who wish them. Previous updates to the Food and Drug Act led to consumer confusion when they went looking for “gluten-free oats” but were unable to find products with that label on the store shelves. Consumers were left to try to figure out whether products carrying various claims – “wheat-free oats”, “pure oats”, “100% oats” or “wheat, rye, and barley-free oats” – were acceptable.

At the end of 2014, Health Canada issued a new review of the research on Celiac Disease and Gluten Free Claims on Uncontaminated Oats for comments of a scientific nature. The CCA submitted comments on this document prepared by our PAC and we now wait for final recommendations from Health Canada, expected sometime in 2015.

Beer

Members of the PAC and staff were also involved in reviewing issues arising with the introduction of enzyme-treated, barley-based beer that carried a

gluten-free claim into Canada. These beers pointed to standard ELISA testing results that indicated that they contained less than 20 ppm of gluten, suggesting that they are safe for people with celiac disease.

PAC members Shelley Case and Alexandra Anca were instrumental in pointing out that the tests measuring gluten had not been scientifically validated to confirm that they were accurately measuring all the gluten in beer. When proteins are hydrolyzed, or broken into many pieces, like they are in beer, the standard tests are likely to under-estimate the amount of gluten in the beer. As a result of these and other discussions, a warning indicating that the amount of gluten in the beer cannot be accurately measured using the measurement tools currently available is required on these products.

Screening Test Coverage

At the provincial level, the CCA Board of Directors continues to advocate with the Ontario Ministry of Health for coverage of the IgA-tTG screening test for celiac disease. This test is paid for by provincial health insurance in all provinces and territories except Ontario. A group led by Dr. Manisha Verma, a family practitioner in Toronto and a member of the CCA’s Board of Directors, met this fall with a policy advisor to the Minister of Health for Ontario. We again presented evidence that earlier diagnosis of celiac disease leads to long term health care savings and increases business productivity. We also pointed out that the approval panel for tests in Ontario has already determined that funding the test has value and developed guidelines for when it should be used.

While we received a warm welcome, budget considerations continue to limit the willingness of the government to add to the list of covered tests. This work will continue in 2015.

Support

Direct support of members and other people with a medical need for gluten-free food is split between the National Office and the various CCA Chapters. The chapters provide excellent information about local resources and face-to-face assistance to individuals. The National Office focuses on other channels of communication with members and the public.

Social media became a very important component of this support in 2014 with focus on Facebook and Twitter. Our Canadian Celiac Association Facebook group grew to approximately 3500 members at the end of the year. This is a very active discussion group with up to 300 messages sent per day. The group provides rapid feedback for questions about celiac disease, gluten sensitivity and food labelling regulations, among other topics. It is particularly helpful when group members ask for advice in coping with social situations. No matter what the problem, there are always other members who have had to deal with the same issue and can comment on what did and did not work for them.

CCA staff and board members monitor all discussions to make sure that factual information and CCA positions are accurately presented in the discussion. The contributions of many CCA chapter leaders in the group reinforce the CCA's messages and the benefits of CCA membership.

Our Twitter stream (@CCACeliac) ended the year with about 1400 followers. In 2014 almost 1000 Tweets on the account commented on new and important events in the gluten-free world, including new product announcements, research findings, and events across Canada that might appeal to followers. These Tweets are often retweeted by followers, extending the reach of the CCA across North America.

Phone calls and email messages continue to flood into the national office from members and partners with questions and concerns. AsktheCCA@celiac.ca, our primary outreach email address received more than 2000 requests for information and services. Several dozen phone calls per week come from people and companies with immediate needs for information.

Kits for New Members were provided to 670 members in 2014 by mail or directly through local chapters.

Following an extensive revamp of the kit in 2013, there were only minor updates in 2014.

Newsletters continue to be an important tool to connect frequently with CCA members. Monthly editions of our electronic newsletter are sent out on the 15th of every month with the occasional special edition added. Approximately three-quarters of our members have provided an email address to the CCA. On average more than 60% of recipients open this monthly newsletter, compared to an average of 25% for the entire charity sector. A click thru rate of 40% (the number of people who click on links in the newsletter) also tops the sector average of about 3%. These two statistics indicate that our members are actively looking for the type of information provided in the newsletter.

Electronic newsletters limit the depth of information that can be presented, by their very nature, so the CCA continues to print and mail the Celiac News magazine-style newsletter twice a year to all members. Over the years, several CCA chapters have generously volunteered to subsidize the costs of printing and mailing these magazines.

Gluten Free Certification Program

As expected, the Gluten Free Certification Program (GFCP) experienced tremendous growth during 2014. The number of participating brands and products approved to carry the GFCP mark increased to more than 100 brands and more than 1000 products. New participants in 2014 include Walmart, the program's first pharmaceutical company Mint Pharmaceuticals, and Distiller's Pride, a company selling alcohol products. The CCA receives a royalty for the use of our certification mark as part of each brand agreement.

Most of the largest grocery retailers in Canada have used the GFCP to add gluten-free products to their house brands – Loblaw, Sobeys, Metro and Walmart. The other major player in the Canadian grocery market, Costco, has served as a place for manufacturers to introduce many of their new products into the market as they ramped up production and solidified their marketing efforts.

We look forward to similar program growth in 2015.

Glutenfreecoupons.ca

The CCA began a new endeavour with the Wembley Group, a Toronto-based advertising and promotion agency with experience working with a variety of charities. Consumers were encouraged to sign up to receive coupons for gluten free products. The Wembley Group does all of the selling. The CCA encourages our members and contacts to sign up for the service and lends our name to the effort in exchange for a royalty payment based on the success of each mailing.

The first distribution of coupons from 11 companies was mailed in May . It was sent to more than 70,000 people across Canada and was very well received. A second mailing in October was sent to more than 100,000 recipients. Mailings in 2015 are expected to continue to grow in the number of vendors and recipients.

Governance

As required by the Canadian Not-for-profit Corporations Act, the CCA completed the transition to the new set of rules for not-for-profit corporations and received a Certificate of Continuance from Corporations Canada. The new Act provides flexibility to charities in the way they define their mission and govern themselves. The CCA took advantage of the opportunity to review all of the documents, policies and procedures that had been developed over the years and to create new policies for our current needs.

As a result new documents were created to define the structure of the relationship between the CCA, its member chapters and the Professional Advisory Council. The roles and responsibilities of each party are now clearly defined. A new process for appointing members to the CCA's Board of Directors was developed and implemented for the mid-year board changeover. While providing representation from all parts of the country is still an important goal of the board, creating a board with the skills and interest to meets the needs of the association has become the top priority of the board recruitment process.

As the effort to attract new members and retain our current members continues, the CCA board plans to focus on strategic actions and expanding our revenue base in the upcoming years.

Membership Processing

Toward the end of the year, the CCA made several changes to our membership options to make it easier to join the association and to reduce the dropout rate for members after the first and second years of membership. A new online membership processing system improved the renewal process and allowed new members to join the association from the site, removing one barrier to membership from the previous system.

We also introduced three and five-year membership terms with appropriate discounts, to reduce the number of times members need to specifically decide about renewing their membership. The multi-year memberships were only in place for two months, but the acceptance rate has been encouraging.

Finally we created the Gluten Problem Solvers, a group of monthly donors who receive a membership as part of their automatic donation plan. We hope that this program will increase the number of monthly donors who provide a predictable stream of income to the association.

Respectfully submitted

Sue Newell
CCA Operations Manager

Treasurer's Report

We are pleased to report that our Operating Revenues exceeded our Operating Expenses by \$64,257 for the Fiscal Year ending December 31, 2014.

Much of the credit for this achievement is due to the support of our chapters and our members at large. Donations from all sources grew to \$215,000 last year, up from \$181K in 2014. Some highlights from 2014 include the \$15K raised at the Calgary conference through the matching donation challenge (thanks again to our generous anonymous donor), the introduction of new ways to make donations (you can now donate securities and even your old car), and a new bequest of \$10K.

Importantly we were also able to more than double our revenue from non-traditional sources. In 2014, we received combined income of \$34K from the GF Certification Program, the GF Coupon program, and the GF Market. We expect revenues from these sources will continue to increase as the programs develop further.

However, maintaining membership levels continues to be a challenge. Last year we saw a further decrease of 9% in membership revenue from the previous year. We are looking into ways of stemming this trend; one example is the introduction of multi-year memberships which has been very well received.

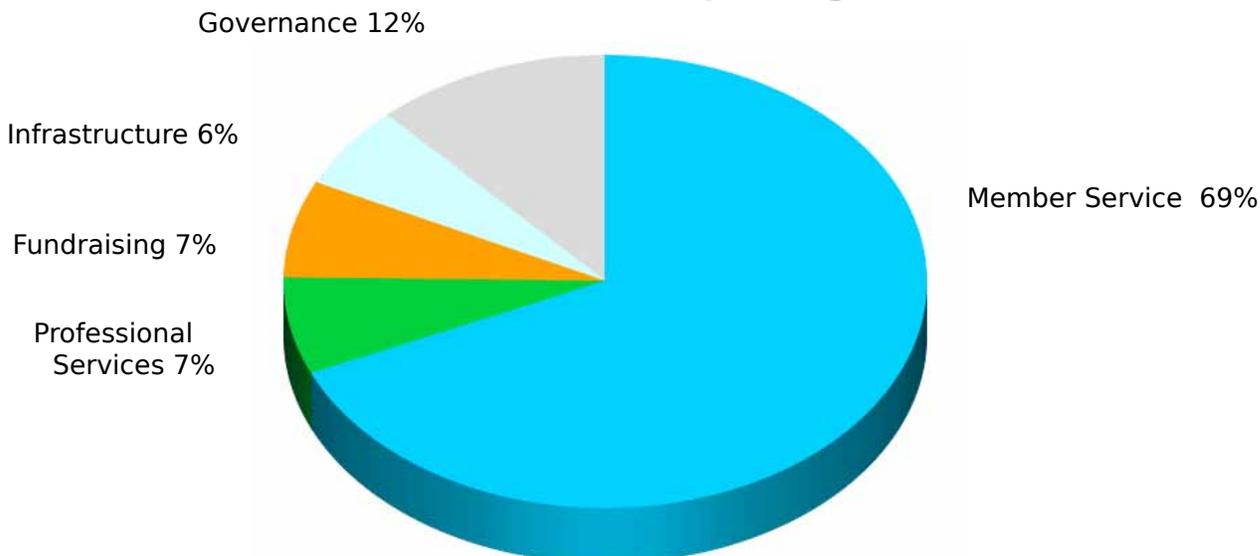
Expenses continue to be closely controlled and we are actively looking for additional ways of reducing our operating costs without negatively impacting our ability to fulfill our mandate.

The financial success achieved last year has allowed us to restore our balance sheet and eliminate our reliance on a bank line of credit. We were also able to directly fund the \$15K cost of the three Young Investigators Awards last year from our Operating Account. In fact, we were able to reduce the amount owed by the General Fund to the JAC Fund by \$27K last year.

One last explanatory comment: The \$117K Cash balance reported at year end is largely made up of funds which have been received for multi-year memberships. Accordingly, these funds are not available for use until the year of membership which they cover. In the meantime they are set aside in an interest bearing bank account.

Respectfully Submitted,
Leo Turner
Treasurer, CCA Board of Directors

CCA Spending Allocation





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Independent 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, 2014 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, 2014 and the statements of operations and changes in fund balances and cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations. 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 24, 2015

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 General Fund	Internally Restricted J.A. Campbell Research Fund	Total December 31, 2014	Total December 31, 2013
Assets					
Current					
Cash	\$ 116,705	\$ —	\$ 4,320	\$ 121,025	\$ 21
Short-term investments	—	—	199,772	199,772	215,947
Accounts receivable	26,237	—	—	26,237	57,260
Inventory	2,654	—	—	2,654	3,689
Prepaid expenses	9,091	—	—	9,091	9,738
Due from General Fund	—	85,000	351,484	436,484	463,044
	154,687	85,000	555,576	795,263	749,699
Capital Assets	8,084		—	8,084	14,341
Long Term Investments	—		227,922	227,922	220,208
	\$ 162,771	\$ 85,000	\$ 783,498	\$ 1,031,269	\$ 984,248
Liabilities and Net Assets					
Current					
Bank Overdraft	\$ —	\$ —	\$ —	\$ —	\$ 9,218
Accounts payable and accrued liabilities	25,120	—	—	25,120	38,095
Deferred revenue	91,058	—	—	91,058	59,748
Due to Chapters	23,890	—	—	23,890	13,780
Due to J.A. Campbell Research Fund	351,484	—	—	351,484	378,044
Due to Restricted General Fund	85,000	—	—	85,000	85,000
	576,552	—	—	576,552	583,885
Deferred revenue - long term	20,819	—	—	20,819	—
	597,371	—	—	597,371	583,885
Commitments and Contingencies					
Net Assets					
Internally restricted J. A. Campbell Research Fund	\$ —	\$ —	783,498	783,498	814,220
Internally restricted General Reserve Fund	—	85,000	—	85,000	85,000
Unrestricted General Fund	(434,600)	—	—	(434,600)	(498,857)
	(434,600)	85,000	783,498	433,898	400,363
	\$ 162,771	\$ 85,000	\$ 783,498	\$ 1,031,269	\$ 984,248

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

	Unrestricted			Internally Restricted		2014	2013
	General Fund	General Reserve Fund	JA Campbell Research Fund				
Revenues							
Membership dues	\$ 223,237	\$ ---	\$ ---	\$ 223,237		\$ 223,237	\$ 244,820
Donations	159,631	---	---	159,631		159,631	122,218
Grants	---	---	---	---		---	118,379
National Conference	---	---	---	---		---	118,218
Chapter donations	28,391	---	---	28,391		28,391	41,491
Sales of literature	16,057	---	---	16,057		16,057	32,899
Expeniture recovery	14,573	---	---	14,573		14,573	14,785
Canada Helps Donor Option	20,355	---	---	20,355		20,355	14,645
Interest Earned	---	---	10,341	10,341		10,341	12,910
Donations JAC Research Fund	---	---	250	250		250	12,150
Royalties GF Certification Program	16,790	---	---	16,790		16,790	10,846
Advertising	1,100	---	---	1,100		1,100	9,525
Canada's Gluten Free Market	7,066	---	---	7,066		7,066	4,093
Gluten Free Coupon Program	10,500	---	---	10,500		10,500	
United Way Donor Option	6,217	---	---	6,217		6,217	2,496
Workshop Fees	480	---	---	480		480	560
Other revenues	7,472	---	---	7,472		7,472	---
Administration Fee	1,034	---	---	1,034		1,034	2,582
	512,903	---	10,591	523,494		523,494	762,617
Expenses							
Member service	301,981	---	---	301,981		301,981	462,821
Fundraising	31,191	---	---	31,191		31,191	27,349
Infrastructure	29,776	---	---	29,776		29,776	43,814
Professional fees	26,216	---	---	26,216		26,216	50,591
Governance	50,587	---	---	50,587		50,587	66,912
Administration fee	---	---	1,034	1,034		1,034	2,582
Bank charges	---	---	89	89		89	70
Conference expenses	---	---	1,190	1,190		1,190	4,018
Cost of literature	1,150	---	---	1,150		1,150	14,574
J.A. Campbell research award	---	---	20,000	20,000		20,000	4,775
National Conference expenses	---	---	---	---		---	146,997
Unrecovered HST	7,745	---	---	7,745		7,745	11,420
Young Investigators award	---	---	19,000	19,000		19,000	5,000
	448,646	---	41,313	489,959		489,959	840,923
Excess (deficiency) of revenue over expenses	64,257	---	(30,722)	33,535		33,535	(78,306)
Fund balances, beginning of year	(498,857)	85,000	814,220	400,363		400,363	478,669
Fund balances, end of year	\$ (434,600)	\$ 85,000	\$ 783,498	\$ 433,898		\$ 433,898	\$ 400,363

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

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

Schedule of Expenses (Unaudited)

For the year ended December 31

	2014	2013
Member Service		
Agricultural grains project	\$ —	\$ 77,440
Committees and projects	32,248	85,195
Membership expenses	66,318	77,995
Newsletter	13,637	15,565
Office and general	36,527	32,353
Rent and insurance	32,092	32,459
Salaries	121,159	141,814
	<u>\$ 301,981</u>	<u>\$ 462,821</u>
Fundraising		
Fundraising	\$ 10,991	\$ 6,183
Rent	4,747	4,655
Salaries	15,453	16,511
	<u>31,191</u>	<u>27,349</u>
Infrastructure		
Office and General	\$ 3,448	\$ 15,618
Rent and insurance	10,875	11,210
Salaries	15,453	16,986
	<u>29,776</u>	<u>\$ 43,814</u>
Professional fees		
Accounting Services	\$ —	\$ 500
Audit	16,500	15,776
Consulting	5,625	32,500
Legal	4,091	1,815
	<u>26,216</u>	<u>\$ 50,591</u>
Governance		
Amortization	\$ 7,136	\$ 10,112
Annual report	—	1,280
Committees and projects	9,831	17,818
Office and general	3,059	8,049
Rent and insurance	15,108	14,776
Salaries	15,453	14,877
	<u>\$ 50,587</u>	<u>\$ 66,912</u>

Nathalie Langlois
David Larter
Brian Lawrence
Eileen Leigh
Valerie Lindenber
Jim Litowski
Shirley Lloyd
Roberta Lowdon
Gail Lumber
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Stacey Maan
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Edward Miller
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Patricia Pembroke
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Danielle Perrault
Joseph Petratur
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Elizabeth Popham

Ross Powell
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Safia Qureshi
Mohsin Rashid
Leigh (Breanne) Redding
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Norma Reimer
Fernie Renner
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