



**HEALING
HEARTS**

**SAVING
LIVES**



UNIVERSITY OF OTTAWA
HEART INSTITUTE
INSTITUT DE CARDIOLOGIE
DE L'UNIVERSITÉ D'OTTAWA

FOUNDATION
FONDATION

REPORT OF THE CHAIR AND PRESIDENT & CEO

We are pleased to provide you, our generous donors and supporters, with this annual report which celebrates the success that we as a community enjoy as a result of your commitment, and that of our doctors, staff, employees, volunteers—and all those members of our community who participate in the continued support and achievement of the University of Ottawa Heart Institute.

The success of the Heart Institute and the Foundation is enhanced by our relationship with the University of Ottawa and the Ottawa Hospital. The diversity of this partnership, along with the inherent synergies, has allowed us to identify shared goals that ultimately benefit the community.

All of us at the Heart Institute, including the Foundation, Patient Alumni, Auxiliary and Heart Support group, are dedicated to ensuring that we provide to the residents of the Champlain District (Ottawa and the region) the best cardiovascular care.

As you know, we are in the middle of a capital campaign necessary for the \$200 million expansion of the Institute to secure it to world-class standards, and to meet the continuing and growing needs of our community. This year, we raised \$8.5M toward our capital campaign as a result of the generosity and support of this community. This campaign will provide a new wing, renovated older building, equipment, cardiac research and prevention programs. This campaign also includes the launch of the Canadian Women's Heart Health Centre, the first of its kind in Canada.

The Heart Institute is not simply a provider of clinical care but also a leading research organization creating new solutions, new technologies for the treatment and improvement of quality of life for those with heart disease. With the tremendous support of our donors and our community, we have been able to attract the best and the brightest in joining a dedicated team for the benefit of our community.

Under the leadership of Dr. Thierry Mesana, and a world-class group of doctors and researchers, the Institute has become a centre of excellence recognized worldwide for its achievements. All of that is possible because of the generosity and continued support of our community, and for that, we thank you.

Our fundraising challenges continue, but we remain convinced that this community will continue to invest in excellence and that we will, with your support, be able to report the completion of a successful capital campaign, which will result in the provision of a world-class facility for a world-class health centre of excellence, which belongs to this community, and of which it can be rightfully proud.

An emphasis on major gifts activity, foundation effectiveness and fundraising efficiency are key success factors of the highest performing healthcare foundations. The following are just a few of the highlights for the fiscal year which ended on March 31, 2015.

- Campaign activity (leadership, major and planned gifts) generated \$8.5M
- Direct Mail exceeded \$1.1M for the first time
- Cost-per-dollar raised at an industry low of 14 cents
- +15,000 donors gave at least one gift during the fiscal year
- The 24th annual Telethon raised a record amount with expenses reduced by 32%

On behalf of each and every one of us at the Foundation and at the Heart Institute, thank you for your support and please feel free to contact us with respect to questions that you might have about this annual report or the activities of the Heart Institute or the Foundation.



– Paul Labarge

Chair, Board of Directors
University of Ottawa Heart Institute Foundation



- Jim Orban

President and CEO
University of Ottawa Heart Institute Foundation

THEY SPEND EVERY SECOND OF THEIR LIVES SAVING YOURS

THE UNIVERSITY OF OTTAWA HEART INSTITUTE

- It revolutionizes the understanding and treatment of heart disease, and plays a leading role in eradicating it altogether.
- It develops effective, efficient, and lasting heart disease management strategies.
- It seeks to make a lasting contribution by developing new knowledge and, translating discoveries into advanced treatment, detection, and prevention of heart disease.
- It applies the latest insights, newest technology, and most advanced expertise to deliver outstanding patient care, train the best cardiac specialists, and pursue groundbreaking research.

THE FOUNDATION

Our mission is to connect communities to the work of the Heart Institute by developing channels for fundraising and philanthropic support. We are inspired, motivated and driven by the objectives of the Heart Institute.

This year, we celebrated remarkable achievements spanning all three sectors of care: clinical, research and prevention. We offered the Institute the tools it needed to make advancements in clinical care and realize exceptional discoveries in cardiovascular medicine.

Each achievement will help the Institute treat the many patients it sees every day and provide great insights in the future of cardiovascular care in the years to come.

WE ACCOMPLISHED THESE AMAZING FEATS WITH THE KIND SUPPORT OF OUR COMMUNITY AND DONORS.

- **1** A women's heart health centre
- **2** A cardiac MRI
- **3** The expansion of life support services
- **4** Raised \$3M for research which led to several groundbreaking discoveries
- **5** Got Ottawa Moving!

Thank you for your generous support this year!



THE FIRST CENTRE DEDICATED TO CARDIAC TREATMENT, PREVENTION AND CARE FOR WOMEN IN CANADA

→ NOVEMBER 7, 2014

THE CANADIAN WOMEN'S HEART HEALTH CENTRE IS OFFICIALLY LAUNCHED

The Heart Institute launched a comprehensive centre dedicated to women's heart health. It is a multi-level, women and health care provider-focused centre designed to improve the perceptions, understandings, care and outcomes related to cardiovascular health and disease in women.

We reached our fundraising goal of \$4M this year and the money raised served as seed funding for the launch of its programs.



"OUR ACTIVITIES SPAN THREE FRONTS: CARE, AWARENESS AND RESEARCH. OUR GOAL IS TO DEVELOP EXEMPLARY MODELS OF EXCELLENCE IN PREVENTION

AND MANAGEMENT STRATEGIES AND A STANDARD MODEL OF BEST PRACTICE SCALED OUT REGIONALLY AND PROVINCIALLY UNTIL WE REACH A NATIONAL SCOPE."

LISA MCDONNELL
PROGRAM MANAGER FOR THE CANADIAN WOMEN'S HEART HEALTH CENTRE

YOUR DONATIONS AT WORK

Since 2010 the Centre has reached over 4,000 women through care, awareness and research.

WOMEN@HEART PEER SUPPORT PROGRAM

The Women@Heart Program is offered to women diagnosed with cardiovascular disease who are searching for a peer support group.

16 peer leaders have graduated from the training workshop and are certified to offer guidance and support to the women in the Champlain region that have suffered from a cardiac event.

CARDIOPREVENT PROGRAM

"HeartKeeper Program"

For those at-risk of cardiovascular disease, patients undergo a full risk factor screening, receive tailored education and programming supported by behavioural counseling, frequent follow-ups, referral and community resource linkages when required.

To date, CardioPrevent has:

- Received 510 referrals
- Reduced overall cardiovascular risk by 28% for its participants
- Improved nutrition and physical activity behaviours

VIRTUAL CARE PROGRAM — IN PROGRESS

The centre is launching an online cardiovascular health management system to help women with or at risk of heart disease manage their heart health online with a certified e-health coach.

THE NEED

Within our own region, women-focused centres offer services targeted towards breast cancer, and obstetrics and gynecology. Canadian women needed a centre dedicated to women and cardiovascular health as it is the biggest health threat to women.

The centre was created to provide leadership in the development, implementation and evaluation of cardiovascular prevention and management strategies to improve women's cardiovascular health. Its goal is for women in the Champlain Region to be the most heart healthy in Canada; and to develop exemplary models of excellence in cardiovascular prevention and management for women across Canada.



"WHENEVER YOU FEEL SOMETHING, YOU NEED TO TRUST YOUR GUT. YOUR BODY IS WISE AND YOUR MUSCLES HAVE MEMORY OF HOW IT SHOULD FEEL. WE NEED TO LISTEN TO IT AND GIVE IT WHAT IT WANTS. THANK YOU TO THE HEART INSTITUTE FOR SAVING MY LIFE!"

CATHY MURPHY

CARDIAC MAGNETIC RESONANCE IMAGING

→ FEBRUARY 17, 2015

THE FIRST CARDIAC MRI IS INSTALLED

The cardiac MRI has the unique capability of providing structural, functional and metabolic information on a patient in a single scan. Through radio waves, magnets and computers, the equipment can produce pictures of all organs and differentiate its tissues.

Impact

- An accessible MRI for Heart Institute patients dedicated solely to cardiac care
- Diagnosis without the use of invasive procedures
- No radiation
- A single scan
- Concise visual interpretation of a patient's heart structure and valves
- Treatment and evaluation in one setting

This imaging capability is necessary for preventative care as it offers early detection for various types of heart disease.

It is used to diagnose various cardiac conditions which include: coronary heart disease, tissue damage stemming from a heart attack, heart failure, valvular problems, congenital heart defects and pericarditis.

Our patients will have access to the cardiac MRI avoiding additional wait-time for MRIs in other medical institutions.

The addition of the MRI and a brand new CT scanner will complete the suite of equipment for the imaging centre.

The cardiac MRI will also expand the Institute's research base.

- The Heart Institute performs over 70,500 diagnostic exams per year. It is the national PET Centre, a Canadian pioneer in imaging. Donations ensured that the centre remains a leader in imaging.



→ 3

EXPANDING LIFE SUPPORT SERVICES

→ JANUARY 15, 2015

THE HEART INSTITUTE BREAKS GROUND

The Heart Institute is expanding with a new five-storey state-of-the-art building for clinical and in-patient services.

This new facility will have a hybrid operating room, electrophysiology labs and more beds for surgical cases.

We continue to achieve important milestones as we raise the muchneeded funds to complete this vital capital project.

Impact

- Our physicians can treat and oversee more cases
- Our new hybrid operating room will allow our specialists to treat complex cases in one setting, with one multidisciplinary team
- Safer and less prolonged procedures

→ **1,582** Additional catheterization lab procedures a year to help diagnose and treat more patients.

→ **293** Additional electrophysiology procedures a year to help diagnose arrhythmia.

→ **305** Additional surgeries a year resulting from one additional operating room and six additional cardiac surgery intensive care unit beds.

+ Advanced technology for the catheterization labs, electrophysiology labs, operating room, cardiac surgery intensive care unit to provide better care for patients.

→ Construction of the new facility is underway and is expected to be complete early 2018.

"YOUR SUPPORT ALWAYS WAS AND WILL ALWAYS BE A CRITICAL COMPONENT TO OUR SUCCESS. OUR ABILITY TO EXPAND OUR INFRASTRUCTURE DETERMINES OUR FUTURE. WITH THE EXPANSION, WE WILL HAVE THE CAPACITY TO RETAIN AND RECRUIT THE BEST AND THE BRIGHTEST MINDS."

DR. THIERRY MESANA – PRESIDENT AND CEO, THE UNIVERSITY OF OTTAWA HEART INSTITUTE



→ 4

\$3 MILLION RAISED FOR RESEARCH WHICH PRODUCED SEVERAL GROUNDBREAKING DISCOVERIES

2014

March 11, 2014:

Researchers found a new heart-protective protein

September 3, 2014:

One protein was found to be linked to heart attacks

October 22, 2014:

New global ranking reaffirms Heart Institute's research excellence

April 24, 2014:

Researchers found a function for a mysterious heart disease gene

October 2, 2014:

Ottawa Heart Institute and the Maryland School of Medicine researchers identified a new pathway linking the brain to high blood pressure

→ MARCH 11, 2014

A NEW HEART-PROTECTIVE PROTEIN

Our researchers found a new heart failure-protective protein.

The protective role of a new protein called HACE1 was present at increased levels in the blood of patients with heart failure, prompting them to look further at its function in the heart.

Dr. Peter Liu and his colleagues had previously found that HACE1 is important in protecting against tumour growth and metastasis in many forms of cancer. Using human cells and mouse models, the investigators found that HACE1 is critical in regulating the removal of damaged proteins from cardiac cells after injury. Heart tissue rapidly accumulates damaged proteins which, in time, interfere with normal function.

HACE1 appears to be one of a new class of protein quality control "police" which only appears in times of cellular stress. The researchers are now looking for ways to facilitate or enhance HACE1 action and searching for other proteins which may play a similar role.

"THE HEART DISEASES WE ARE TREATING TODAY ARE NOT THE SAME DISEASE AS THEY WERE 10 YEARS AGO. NEW FORMS OF HEART FAILURE AND ELECTRICAL DISTURBANCES POSE ENTIRELY NEW CHALLENGES. THE HEART INSTITUTE IS IN A BETTER POSITION TO IDENTIFY THE PATIENTS EARLY, TO FIND THE CAUSES AND DEVISE NEW TREATMENTS"

DR. PETER LIU –
CHIEF SCIENTIFIC DIRECTOR
AND VICE-PRESIDENT OF
RESEARCH AT THE UNIVERSITY
OF OTTAWA HEART INSTITUTE



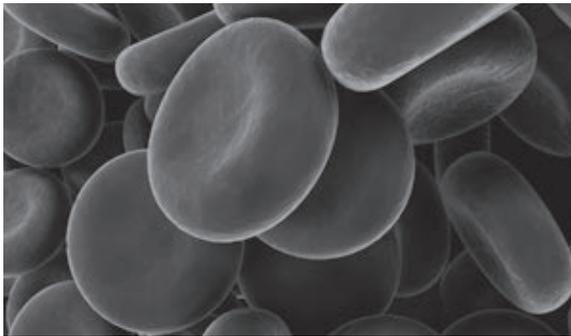
→ APRIL 24, 2014

FUNCTION FOR MYSTERIOUS HEART DISEASE GENE

This study shed light on a mysterious gene that likely influences cardiovascular health. Researchers at the Ruddy Canadian Cardiovascular Genetics Centre now know how one genetic variant works and suspect that it contributes to the development of heart disease through processes which promote chronic inflammation and cell division.

"We think this variant would definitely heighten the state of inflammation, and we know that inflammation affects diabetes and heart disease," said Dr. Alexandre Stewart, Principal Investigator in the Ruddy Canadian Cardiovascular Genetics Centre and senior author of the study.

"The idea of mitochondria contributing to inflammation isn't new," concluded Dr. Stewart. "But what is new is that we've found one of the switches which regulate this process. We're excited, because once you know where the switches are, you can start looking for ways to turn them on and off."



→ SEPTEMBER 3, 2014

COULD A PROTEIN BE LINKED TO HEART ATTACKS?

Researchers at the Heart Institute have uncovered an intriguing link between heart attacks and a protein which is of great interest to drug companies for its impact on cholesterol.

The team found that levels of the protein PCSK9 were elevated in the blood of patients having an acute heart attack, but not in those who never had a heart attack or who had recovered from one previously. The results were replicated in two separate groups of patients, all of whom have coronary artery disease but were not taking a cholesterol-lowering statin drug.

Our researchers first identified the PCSK9 link to heart attacks using blood samples from patients enrolled in the Ottawa Heart Genomics Study. They then confirmed these results in a group of patients from Emory University in Atlanta, Georgia. Again, they found elevated PCSK9 levels in samples taken from patients at the time of acute heart attack, but not in samples taken from patients with a history of heart attack or from those with coronary artery disease who never had a heart attack. The medical community and pharmaceutical companies are already highly interested in PCSK9 for its effects on LDL cholesterol.

The potential market is estimated to be in the billions of dollars because they lower cholesterol in a manner independent of the widely-prescribed statin drugs. In industry-sponsored clinical trials, these new drugs are looking to be effective in reducing LDL cholesterol levels.

IMPACT

Your contributions:

- **Attract more funds from public and private sources**
- **Attract world-class researchers to the Institute further expanding its research capabilities**
- **Unlock the heart's mysteries which will help people everywhere live long and fulfilling lives**

We are steps away from unlocking more mysteries of the heart.

→5

OUR FIRST VIRTUAL FUNDRAISER

→JUNE 1, 2014 - JUNE 30, 2014

OTTAWA GETS MOVING WITH OUR FIRST VIRTUAL 5 KM

We launched our first virtual 5 km event, which was both a fundraiser and an awareness campaign about the importance of physical activity.

Throughout the month of June, we encouraged Ottawans to do a 5 km walk, jog or run, setting their own time, place and pace.

We crossed the finish line together with 339 participants from all over the world.



VIRTUAL 5 KM STATISTICS ▼

0 1 6 9 5 KM COMPLETED

*Participants from 3 continents:
Africa, North America and Europe*



\$36,452.24 RAISED!



"I RAN FOR MY DAD (IN THE PHOTO I'M HOLDING). THREE YEARS AGO MY DAD HAD A HEART ATTACK AND THE CARE HE RECEIVED AT THE OTTAWA HEART INSTITUTE WAS AMAZING. HE HAD DOUBLE BYPASS SURGERY AND SPENT A FEW MONTHS RECOVERING. HE WAS TREATED WITH CARE, KINDNESS AND COMPASSION. HE HAD NOTHING BUT GOOD THINGS TO SAY, DESPITE WANTING TO GET HOME! THEY GAVE US 2^{1/2} MORE YEARS WITH DAD. THAT'S WHY I RAN! THANK YOU TO THE OTTAWA HEART INSTITUTE."

KIM LEGALLAIS

" I registered for the 5k shortly after it was announced. Just finished the 5k walk with my mom. We had shirts made with my grandma's name on them because the institute saved her life in March, giving us now many more years with her! Thank you."

" I did my Virtual 5 km! I hiked the Johnston Canyon trail in Banff National Park, to the Upper Falls (and back!), while here on vacation in Banff."

" This virtual 5k is an awesome idea and the cause hits close to home for us this year. One of our running friends will be undergoing open heart surgery next week. We know he will be in good hands!"



THE BLOSTEINS GIVE WITH HEART

The Blosteins remember that fateful morning when Alan suffered a cardiac arrest at the age of 48, ten years ago. Ten years prior to the incident, Dr. Louise Laramée and Dr. Michel Le May had been following his case as he had issues with his mitral valve. They knew they would have to operate but the operation came sooner than expected.

“My daughter who was 12 at the time, came into our room because she had a headache. I took care of her and went back to bed. That’s when it happened.”

Margo remembers hearing her husband make awful noises before he turned blue. Their 18-year-old son and his 15-year-old brother rushed to his needs upon hearing their mother’s cry for help. They lifted him out of bed and administered CPR until the ambulance arrived.

Alan was lucky to have his sons by his side and the University of Ottawa Heart Institute.

“I was taken to the Ottawa Heart Institute, put into an induced coma and stabilized for a day. I was sent home to recover and returned three months later for my mitral valve replacement surgery,” says Alan. “I didn’t go home right away. I spent a month at the Institute where I suffered from several complications and three additional operations. Now, I feel alive and well. After I was released, my wife and I agreed, we needed to give back.”

“The nurses were fantastic,” says Margo. “I can’t single out one person, they were all great. I decided that I wanted to volunteer.” The Blostein family made a gift to the anticoagulation clinic unit since Alan makes use of it. It’s been four years since their gift to the clinic and Alan who feels great, remains grateful for the care he received.

“We owe it all to the Ottawa Heart Institute, they were wonderful” says Alan. “I would not be here if it wasn’t for my wife, my children and the Institute.”

“We need a place like this in our hometown,” says Margo. “It is internationally recognized for its care and research. If you want to go above and beyond and ensure that a place like this keeps providing exceptional care, it needs to be supported through philanthropy. No gift is too small, every bit counts.”

FINANCIAL INFORMATION

Your Donations at Work

We are accountable for the way your donations are used. We treat every donated dollar as if it were our own, to invest every gift wisely and for the benefit of patients and research, and if specified, to use your donation as you directed.

SUMMARY STATEMENT OF FINANCIAL POSITION

(Fiscal year began on April 1, 2014 and ended on March 31, 2015)

	YEAR ENDED MARCH 31, 2015	YEAR ENDED MARCH 31, 2014	YEAR ENDED MARCH 31, 2013	YEAR ENDED MARCH 31, 2012
CURRENT ASSETS				
Cash	8,681,852	9,102,372	6,898,254	3,623,110
Accounts Rec'ble	207,101	379,625	208,496	254,331
Prepaid Expenses	7,543	1,619	10,276	29,883
INVESTMENTS				
Investments	71,062,017	63,935,865	57,741,884	54,033,161
Computer Equipment	–	–	7,503	22,508
	79,958,513	73,419,481	64,866,413	57,962,993
CURRENT LIABILITIES				
Accounts payable and accrued liabilities	459,832	526,164	436,988	368,660
Deferred Revenue	71,032	35,855	201,775	118,675
FUND BALANCES				
General fund	1,022,378	2,260,314	632,409	2,956,784
Restricted fund	16,878,870	13,411,298	10,352,321	5,244,597
Endowment fund	61,526,401	57,185,850	53,242,920	49,274,277
	79,958,513	73,419,481	64,866,413	57,962,993

FINANCIAL INFORMATION

(Fiscal year began on April 1, 2014 and ended on March 31, 2015)

	YEAR ENDED MARCH 31, 2015	YEAR ENDED MARCH 31, 2014	YEAR ENDED MARCH 31, 2013	YEAR ENDED MARCH 31, 2012
SUMMARY STATEMENT OF OPERATIONS				
Revenue				
Donations	13,409,615	11,520,020	10,614,112	9,522,237
Investment income	6,061,351	6,839,825	3,600,520	28,608
Total revenue	19,470,966	18,359,845	14,214,632	9,550,845
Expenses				
Administration	655,090	652,662	584,919	510,396
Fundraising	2,036,894	2,487,581	2,544,560	1,988,038
Net revenue before grants	16,778,983	15,219,602	11,085,153	7,052,411
Grants	10,208,796	6,589,790	4,333,161	3,512,234
Excess of revenue over expense & grants	6,570,187	8,629,812	6,751,992	3,540,177
Fund balances (beginning)	72,857,462	64,227,650	57,475,658	53,935,481
Fund balances (end)	79,427,649	72,857,462	64,227,650	57,475,658
Cost-per-dollar raised	\$0.14	\$0.17	\$0.22	\$0.26

Audited by PricewaterhouseCoopers

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Thank you



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40 Ruskin Street, Ottawa, Ontario, K1Y 4W7 • foundation.ottawaheart.ca