

2024 ANNUAL REPORT



Sjögren's Society of Canada
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Making Strides

In 2024, the Sjögren's Society of Canada continued to make significant progress through our Support Groups, Town Halls, Annual Walk and National Patient Conference. Our eNewsletters and Connections Newsletter kept members and supporters informed about the latest in Sjögren's research, upcoming events, and fundraising initiatives. Our website continued to be a valuable resource, providing updated disease information for our SjSC members.

We remained committed to raising awareness of Sjögren's disease through our walks, brochures, website, and the Canadian Sjögren's Awareness social media campaign, helping to educate the public about this often-misunderstood disease.

Our Board of Directors participated in a Strategic Planning exercise with an external firm to help us identify top priorities and build a strategic plan. Looking ahead to 2025, our top strategic priorities are to further increase public awareness, expand our membership, and enhance our fundraising efforts. We also plan to update our research grant program and strengthen our social media presence by engaging with influencers and broadening our reach across all platforms to amplify awareness of Sjögren's disease.

→ Mission

To provide support and education for diagnosed and undiagnosed Sjögren's patients, to increase professional and public awareness, and to promote and fund Sjögren's related research.

We provide regular educational programs for our members including newsletters, town halls, and a national patient conference. Patient and member support is provided through a network of 16 support groups across the country.

Awareness efforts are ongoing through our website, social media (Facebook, Instagram, Twitter), fundraising campaigns and events, and wide distribution of our What is Sjögren's brochures and posters to specialists and patients across the country. We celebrate Canadian Sjögren's Awareness month in July with a social media campaign.

We are always seeking ways to encourage and promote Sjögren's related research in Canada. Our goal is to award an annual research grant to a deserving Canadian researcher who will help to advance what we know about Sjögren's.

Impact Snapshot



186

- New members in 2024

553

- 2024 Town Hall & Conference attendees

5200+

- Followers on Social Media

51,849

- Visitors to our website in 2024

Reaching Goals

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PATIENT EDUCATION & SUPPORT

- Introduced new Support Group in Sudbury, ON and welcomed new Support Group Leader in Ottawa, ON
- Held 4 Town Halls and the National Patient Conference with record number of attendees
- Provided members with past Connections Newsletters & Town Hall Video Recordings housed on the website Member Portal

AWARENESS

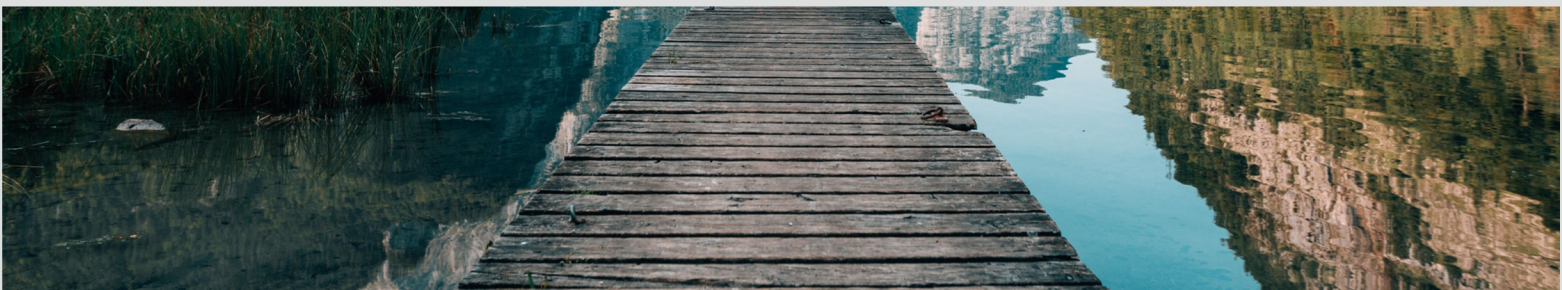
- Canadian Sjögren's Awareness Month in July featured daily social media posts including Patient Profiles
- Partnered with social media influencer to bring more attention to our social media pages and to promote SjSC

FUNDRAISING

- Raised over \$25,000 through our Great Canadian Giving Challenge & Year End fundraising campaigns
- Raised over \$17,000 at our second annual National Walk for Sjögren's

RESEARCH

- Allocated 9.8% of all donations into research fund (up from 5% in 2023)
- Awarded one Summership Research Grant in 2024 to a graduate student



Member Encouragement

"Sjogren's has taught me that the squeaky wheel does in fact get the grease. I fought hard for my diagnosis. We are our own best advocates.

"Also, I'd like people to always lead with patience and kindness because you simply don't know what someone else is going through."

LE

"Take advantage of online resources and support groups. It helps to know you are not alone.

"Read & educate yourself as much as possible."

CB

"Don't be discouraged that you can't do everything you used to do. But most importantly, don't stop doing things all together. It's best to stay as active as you can, because exercising will help you feel better in the long run.

"Give yourself lots of grace, and don't be afraid of taking a rest day or indulging in your favourite snack."

MG



Thank You

We extend our deepest gratitude to the donors, sponsors and volunteers who generously supported us in 2024. Your dedication and generosity have had a profound impact on our organization, allowing us to provide essential support, raise awareness, and advance important research. Your kindness and commitment inspire us to push forward in our mission to improve the lives of those living with Sjögren's. Together, we are making a meaningful difference and creating a brighter future for all. Thank you for your unwavering support.

Thank you to our Managing Director, Lauren Vording; our Board of Directors, President: Dr. Leslie Laing, Vice President: Mary McNeil, Treasurer: Marc Foisy, Christin McGinn, Lucy Pavao, Ellen Wang and Julie Yoshikuni; our Medical Advisory Board; and a special thank you to all of our incredible Support Group Leaders.