



ECZEMA SOCIETY OF CANADA

Programs and Services Report 2023

Mission

Eczema Society of Canada (ESC) is dedicated to meeting the needs of those suffering with eczema through **support, education**, raising **awareness, advocating** for patients, and ongoing **research** activities. As well, we have a strong commitment to the continuing support of the medical community.

By the numbers



Millions of website views and resource downloads



52,000 + subscribers



20,000 + social media followers



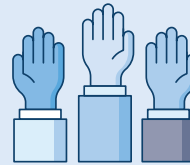
600,000 + YouTube video views



Hosted **90 +** in person and online events



Continuing Medical Education provided to **24,000 +** health care professionals



Team of **50 +** multilingual volunteers from across the country



40 + medical and expert contributors



54,000,000 + impressions of our recent awareness campaign



13 research grants awarded



3 Canadian Dermatology Association Public Education Awards



1 Goal: Improving the lives of Canadians suffering with eczema

Programs and services



Education

- Website at eczemahelp.ca
- Educational resources with content created by leading Canadian experts
- Distribution of electronic newsletters
- Virtual *Life with Eczema* event series and special topic webinars
- Seal of Acceptance program
- Educational video content featuring youth-focused topics as well as insights from Canadian medical experts

Support

- Support for eczema sufferers and caregivers via email and toll-free telephone line
- Multilingual volunteers from across the country
- Support resources for children, teens, and adults
- Caregiver support resources
- Social media channels and communities, including Facebook, Twitter, Instagram, YouTube, and LinkedIn
- Launch of new *Find a Doctor* online listing (formerly *Eczema Care Network*) to help Canadians with eczema find local specialists
- Promotion of ESC website and program offerings
- ESC proudly supports Camp Liberté, an organization providing a camp experience for Canadian children with chronic skin conditions, donating \$100,000 over the past years to support atopic dermatitis campers

“ Before I discovered [the Seal of Acceptance Program] it really was a trial-and-error approach, and it became costly. Now, I’m able to narrow my search by referring to this list of products. ”

Health care provider support

- Educational resources and content
- Supported certified and/or accredited online Continuing Medical Education (CME) programs for 24,000 + health care professionals across Canada
- Promotion of ESC website, resources, and educational offerings to health care providers, including Allergists, Dermatologists, Paediatricians, Family Physicians, and Pharmacists



Eczema awareness & advocacy

We raise awareness among:

Eczema sufferers

- Website eczemahelp.ca
- Quarterly and special topic electronic newsletters and e-blasts
- Direct mail campaigns
- Virtual webinar events and support sessions
- Ongoing media campaigns

Physicians & Health Care Providers

- Exhibitions and presentations at key conferences
- Digital and mail awareness campaigns

Government & key stakeholders

- Raising awareness about the impact of eczema on patients and caregivers
- Advocating for patients for better access to care and therapies
- Meeting with decision-makers across the country to discuss patient needs and gaps in care
- Eczema Action Weeks and *State of Eczema in Canada* Webinar Event

Media

- *Allergic Living Magazine*
- *Audio News Release*
- *Best Health Magazine*
- *Calgary Herald*
- *Calgary Metro*
- *Canadian Living*
- *Canadian Skin Magazine*
- *CBC News*
- *CBC Radio*
- CDA Awareness Campaign
- *Charles Adler Show*
- *Chatelaine Magazine*
- *Chatelaine Online*
- *Chronicle of Skin & Allergy*
- *Canadian Dermatology Nurses Association Newsletter*
- *Dermatology Times*
- *Edmonton's Child Magazine*
- *Edmonton Journal*
- *Edmonton Metro*
- *Flare Magazine*
- *Globe and Mail*
- *Global News*
- *My Skin Magazine*
- *National Post*
- *Ottawa Citizen*
- *Pharmacy Practice Magazine*
- *The Montréal Gazette*
- *The Province*
- *Today's Parent*
- *Star Phoenix, Saskatoon*
- *Vancouver Sun*
- *Video News Release*
- *Windsor Star*
- *Yahoo! Video News Article*
- *Yahoo! Health*



Research

ESC's competitive Research Grant Program has awarded more than \$325,000+ to researchers across Canada. The program supports programs aimed at improving quality of life and better understanding of this complex condition.

To learn more about the ESC Research Grant Program and how to apply, visit **eczema-help.ca**.

Social Media



facebook.com/EczemaSocietyofCanada



twitter.com/EczemaSocietyCA



instagram.com/EczemaSocietyofCanada



youtube.com/EczemaHelp



linkedin.com/company/Eczema-Society-of-Canada

ESC funding & expenditures

Funding

Eczema Society of Canada relies on corporate grants and sponsorship programs to carry out our charitable activities, supporting Canadians living with eczema. We are grateful to our funders for their support.

Donations

Private citizen donations help us put our mission into action. Donations are directed to our Research Grant Program to help fund research to advance eczema knowledge and care to improve the lives of Canadians impacted by eczema.

Secure credit card donations can be made online via Canada Helps. Visit: eczemahelp.ca/donate/.



To view our Financial Reports, visit cra-arc.gc.ca. Charity Registration #872216098RR001

Corporate funders

ESC sincerely thanks our donors, granting organizations, and corporate sponsors for their educational grants, all of which help ESC to fulfill our mission.

Platinum — \$100,000+

- Pfizer Canada
- Sanofi

Gold — \$50,000 to \$99,999

- AbbVie Corporation
- Galderma Canada Inc.
- Johnson & Johnson Canada Inc.
- Proctor & Gamble Canada

Silver — \$25,000 to \$49,999

- Arcutis Biotherapeutics
- Beiersdorf Canada Inc.

Bronze — \$10,000 to \$24,999

- Eli Lilly Canada
- LEO Pharma Inc.
- Wellspring Pharmaceutical Corporation
- Blistex Inc.
- Gorilla Glue Company
- Henkel Canada
- Naos Canada
- Pierre Fabre Dermo-Cosmétique Canada
- WaterWipes

“ Support itself can
be a form of care
for my eczema. ”



Board of Directors

Our Board of Directors exemplifies ESC's continued commitment to improving the lives of eczema sufferers.

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With the help of dedicated physicians and experts, we are able to deliver information to Canadians living with eczema.

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