



ECZEMA SOCIETY OF CANADA

# Programs and Services Report 2024

# 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.

# ESC numbers over the years



**Millions** of website views and resource downloads



**52,000 +** subscribers



**20,000 +** social media followers



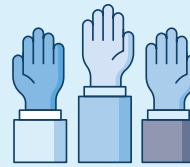
**600,000 +** YouTube video views



Hosted **100 +** 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



**50,000,000 +** 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](http://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

## 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 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 \$125,000+ over the past years to support atopic dermatitis campers

“ *I continue to learn from ESC and their incredible content. Eczema management is not one size fits all!* ”

## Health care provider support

- Educational resources and content
- 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](http://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 & decision-makers

- 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

**November is Eczema Awareness Month!** Each November, ESC raises awareness about eczema to share the burden of the condition and advocate for improved care and treatments.

### Past Media

- *Allergic Living Magazine*
- *Artic Radio*
- *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*
- *Star Phoenix, Saskatoon*
- *Radio Beauséjour*
- *Radio Canada*
- *The Montréal Gazette*
- *The Province*
- *Today's Parent*
- *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 eczema researchers across Canada. The program supports programs aimed at improving quality of life and better understanding this complex condition.

To learn more about the ESC Research Grant Program and how to apply, visit [eczema-help.ca/research](https://eczema-help.ca/research).

## Social Media

-  [facebook.com/EczemaSocietyofCanada](https://facebook.com/EczemaSocietyofCanada)
-  [x.com/EczemaSocietyCA](https://x.com/EczemaSocietyCA)
-  [instagram.com/EczemaSocietyofCanada](https://instagram.com/EczemaSocietyofCanada)
-  [youtube.com/EczemaHelp](https://youtube.com/EczemaHelp)
-  [linkedin.com/company/Eczema-Society-of-Canada](https://linkedin.com/company/Eczema-Society-of-Canada)

# ESC funding & expenditures

## Funding

Eczema Society of Canada relies on funding 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](https://eczemahelp.ca/donate).



To view our Financial Reports, visit [cra-arc.gc.ca](https://cra-arc.gc.ca). Charity Registration #872216098RR001



# Corporate funders

*ESC sincerely thanks our donors, granting organizations, and corporate sponsors for their funding, which helps ESC fulfill our charitable mission.*

## Platinum — \$100,000+

- AbbVie
- Sanofi

## Gold — \$50,000 to \$99,999

- Galderma Canada Inc.
- Kenvue Canada Inc.
- Pfizer Canada
- Procter & Gamble Inc.
- LEO Pharma Inc.

## Silver — \$25,000 to \$49,999

- Beiersdorf Canada Inc.
- Arcutis Biotherapeutics
- Eli Lilly Canada Inc.
- Incyte Biosciences Canada Corporation
- Sanofi Consumer Health Inc.

## Bronze — \$10,000 to \$24,999

- Wellspring Pharmaceutical Corporation
- Bausch Health Canada Inc.
- Blistex Inc.
- First Aid Beauty
- Gorilla Glue Company LLC
- Henkel Canada Corporation
- Naos Canada Inc.
- Pierre Fabre Dermo-Cosmetique Canada Inc.
- WaterWipes UC

“

*It feels great to  
have found  
our community!*

”



# Board of Directors

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

## **Mariam Abbas**

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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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**ECZEMA SOCIETY OF CANADA**

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