



**CENTRE FOR ADHD AWARENESS, CANADA**  
CSTC - Centre de sensibilisation au TDAH Canada

# 2021 Annual Report

THE CENTRE FOR ADHD AWARENESS CANADA



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## What is Attention Deficit Hyperactivity Disorder?

ADHD is a chronic neurodevelopmental disorder affecting 5%–9% of children and 4%–6% of adults in Canada or 1.8 million Canadians

- ADHD is the most common neurodevelopmental disorder in children
- ADHD impacts all ethnicities and socioeconomic status
- ADHD is Highly hereditary – comparable to heritability of height 75%
- There are three types of ADHD
  - Hyperactive – rare
  - Inattentive –
  - Combined (most common)

## Why is ADHD Important?

Left untreated ADHD can have devastating effects over the course of one's lifetime. ADHD is linked to an increased risk of mood and anxiety disorders, substance abuse disorders, transportation accidents, suicides, injuries, teenage pregnancies, unemployment, underemployment, and incarceration (Barbarese et al. 2013, Ramsey and Rostain, 2016). Studies have found that ADHD can shorten one's life expectancy by up to 22 years if persistent into adulthood and reduces their healthy life expectancy by 8.4 years (Barkley, Fischer, 2018). That is 2.5 times greater than the top four risk factors that we focus on as a society combined, such as obesity, alcohol use, smoking, and coronary heart disease, (Barkley and Fischer, 2018)



# About CADDAC

## MISSION

CADDAC improves the lives of Canadians affected by ADHD through awareness, education, and advocacy

## VISION

A Canada where people with ADHD are accepted, understood, and supported

## VALUES

**Empowerment** — Equipping people affected by ADHD with the tools and information needed to advocate for themselves to reach their potential is at the heart of all we do.

**Inclusion** — We strive to create a welcoming, non-judgmental environment where everyone is heard and valued.

**Impact** — Making a genuine difference in the lives of those affected by ADHD is what drives us.

**Leadership** — We are committed to leading the national ADHD conversation and improving lives through deep expertise and excellence in all that we do.

**Communication** — We believe that open, transparent communication is vital to delivering our mission most effectively and creating a positive internal culture.





## Our Work

CADDAC provides leadership and support in awareness, education and advocacy for individuals across. From a day-to-day perspective this means CADDAC organizes, builds and delivers research-based, educational programs, actively advocates all levels of government for changes that will benefit those with ADHD and their families, provides one on one support and information to parents and adults with ADHD, and strives to increase the awareness and understanding of ADHD on all levels.



# Message from the Executive Director and Board Chair

This past year continued to be a struggle for Canadians, it was particularly difficult for those living with ADHD. The COVID-19 pandemic has intensified the challenges of individuals affected by ADHD and their families. However, thanks to the support of donors, partners, supporters, and staff we were able to continue to make progress in our mission to improve the lives of individuals affected by ADHD. For this we are thankful.

With your commitment, together we

- Developed and delivered 19 educational programs to 2,400 people
- Provided individual support to 1,800 families affected by ADHD
- Delivered an ADHD Awareness Campaign that reached over 150,000 Canadians
- Launched a fully French ADHD website

Over the past year, the CADDAC Board of Directors focused on ensuring the organization continues to have the financial stability and resources to succeed throughout the pandemic to support individuals with ADHD in Canada. We developed a three-year strategic plan to provide a road map for innovation and growth, while ensuring focus remains on our vision of creating a world where individuals with ADHD feel accepted, and understood, and supported.

As life continues to evolve, I want to assure you that CADDAC is committed to supporting, educating, and advocating for individuals affected by ADHD and their families. We would like to take this moment to express our sincerest gratitude to our supporters, donors, board members, stakeholders, and staff for their passionate support and dedication.

Regards,

Juanita Beaudry  
Executive Director  
Centre for ADHD Awareness, Canada

Faelyne Templer  
Chair, Board of Directors  
Centre for ADHD Awareness, Canada

## Board of Directors

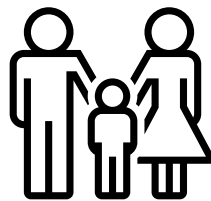
<b>Faelyne Templer – Chair</b>	<b>Andre Brisson</b>
<b>Joy Thurgood – Treasurer</b>	<b>Kimberlee Doel</b>
<b>Ekin Ober – Secretary</b>	<b>Renee Belhumer</b>
<b>Katherine Curry</b>	<b>Autumn Corvus</b>
<b>Karen MacMillan</b>	<b>Lisa Paluzzi</b>



# Impact Highlights 2021



**793,898**  
Webpage Views



**19** ADHD Programs  
Delivered to **2,400**  
Individuals and Families



**14,763**  
Facebook Followers



One on one support  
provided to **1,750**  
families and Individuals



**6320**  
Twitter Followers



**7,277**  
Newsletter Subscribers



**13,300**  
YouTube Subscribers



**986,562**  
YouTube Views

# Key Initiatives

## Educating People on ADHD

CADDAC delivers a variety of educational events each year to individuals and families affected by ADHD, allied health professionals, educators, and community organizations.

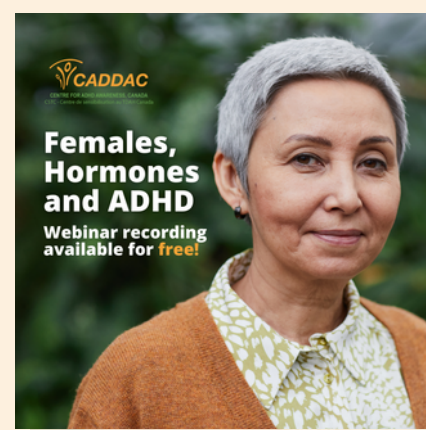
- Parenting Programs
- Webinars
- Annual Conference
- French ADHD Website



## Raising Awareness and Changing Attitudes

October is ADHD Awareness month! Every year CADDAC takes the opportunity to educate Canadians about ADHD through our social media platforms, weekly newsletters, community events and earned and paid media ads. In 2021 we raised awareness on ADHD and Females

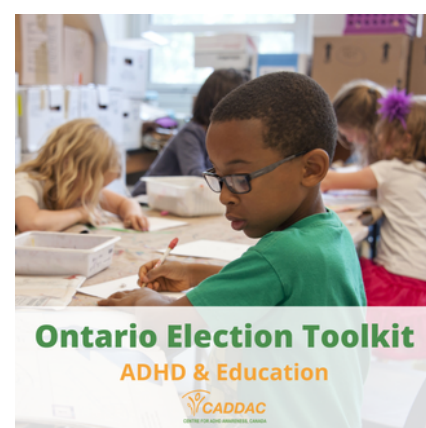
- Bus shelter ads
- Facebook, Twitter, Instagram ads
- Radio ads
- Media interviews
- Digital billboard ads
- YouTube ads



## Empowering Individuals and Championing Change

CADDAC continues to advocate for individuals and families affected by ADHD through a number of initiatives

- Meetings with MP and government officials
- Advocacy toolkits
- Policy papers
- Media interviews
- Letter writing campaigns
- Funding ADHD research





# Financial Snapshot 2021

## Assets

Cash	\$231,347
Guaranteed Investment Certificates	\$113,560
Accounts Receivable	\$3,818
Sales Tax Receivable	\$9,903
Prepaid Expenses	\$3,672
	<hr/>
	\$362,300

## Liabilities and Net Assets

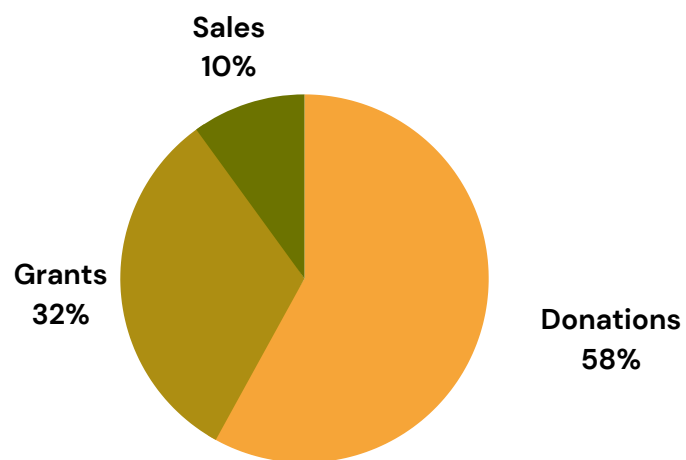
### Liabilities

Accounts payable and accrued liabilities	\$15,602
Deferred contributions	\$59,648
	<hr/>
	\$75,250

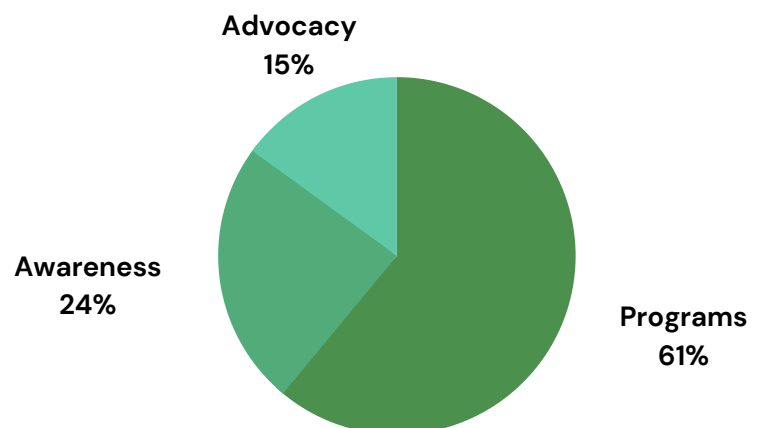
### Net Assets

Unrestricted	\$137,050
Internally Restricted	\$150,000
	<hr/>
	\$287,050
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	\$362,300

## 2021 CADDAC Revenue



## 2021 CADDAC Expenses





## Stay in Touch!

Phone: (416) 647-8584

Email: [info@CADDAC.ca](mailto:info@CADDAC.ca)

Website: [www.caddac.ca](http://www.caddac.ca)



@centreforadhd



@adhdvid

## Make a Donation!

[www.caddac.ca/adhd/donate-now](http://www.caddac.ca/adhd/donate-now)

Charitable Number: 828460329RR0001