



CENTRE FOR ADHD AWARENESS, CANADA

ANNUAL REPORT 2020



TABLE OF CONTENTS

WHAT IS ADHD?.....1

WHY IS ADHD IMPORTANT.....1

MISSION.....2

VISION.....2

VALUES.....2

OUR WORK.....3

MESSAGE FROM EXECUTIVE DIRECTOR.....4

STAFF AND BOARD OF DIRECTORS.....4

IMPACT HIGHLIGHTS.....5

KEY INITIATIVES.....6

 COVID-19 RESOURCES.....6

 ADVOCACY.....6

 EDUCATIONAL MATERIALS.....6

 EDUCATOINAL EVENTS.....7

 AWARENESS INITIATIVES.....8

FINANCIAL SNAPSHOT.....9

WHAT IS ADHD?

ADHD is a chronic neurodevelopmental disorder affecting 5% of children and 4% of adults in Canada or 1.5 million Canadians (Manos, 2010, Statistics Canada, 2017). Core symptoms include hyperactivity, impulsivity, and attention dysregulation. Approximately two-thirds of children will continue to experience symptoms into adulthood with prevalence rates unevenly distributed between the sexes (Lachaine et al. 2012). ADHD affects various parts of the brain such as working memory, planning, response inhibition, vigilance, emotional regulation, and Motivation (Hoogman et al, 2017, Lachaine et al., 2012). People with ADHD are often characterized as being disorganized with poor time management skills, unable to follow through on tasks, and unmotivated or lazy (Ramsey and Rostain, 2016). ADHD remains under-recognized and underdiagnosed even though it's the most treatable psychiatric disorder in Canada.

WHY IS IT 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 (Barbaresi 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).

OUR MISSION

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

OUR VISION

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



OUR 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 ADHD organizations and individuals across Canada. From a day-to-day perspective this means CADDAC organizes, builds and presents up-to-date research-based, educational programs, actively advocates to 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; provides networking between ADHD groups across Canada, and strives to increase the awareness and understanding of ADHD on all levels

There are many small, local ADHD organizations that offer excellent support in small pockets throughout Canada. Unfortunately, this still leaves many areas unserved. It is our hope that by creating a website dedicated to ADHD resources for Canadians we will provide an excellent source of information and support to individuals affected by ADHD in Canada.



Message from the Executive Director

I can honestly say that my first year as Executive Director of CADDAC was not what I anticipated. Eager to make my mark; only to be halted by a global pandemic. To say this past year was challenging would be an understatement; COVID-19 has changed our lives forever! As a parent of a child with ADHD I have witnessed first-hand the impact COVID-19 has had on individuals with ADHD. Despite the pandemic, CADDAC has continued to advance its important work. With your support, we have continued to improve the lives of individuals affected by ADHD in a number of ways

- We launched an awareness campaign highlighting the seriousness of untreated ADHD
- We provided one on one phone support to 1,395 families and individuals
- For the first time ever, CADDAC delivered a series of educational programs in French
- We launched an advocacy campaign #Righttolearn
- We delivered 14 educational programs to 2000 people

In addition to our work, CADDAC has welcomed the addition of 7 new board members to our team, bringing the total to 11. Each board member brings a valuable skill, critical to the success of the organization. With each passing year I want to assure you that CADDAC is committed to advocating for individuals impacted by ADHD and their families, while ensuring our programs remain flexible, and continue to meet the needs of Canadians. I want to take this moment to express my gratitude to our supporters, donors, board members, stakeholders, and staff for their passionate support.

Regards,

Juanita Beaudry

BOARD OF DIRECTORS AND STAFF

Founder

Heidi Bernhardt

Staff

Juanita Beaudry
Executive Director

Annie Desrochers
ADHD Resource Navigator

Penny Mungal
Administrative Coordinator

Board of Directors

Katherine Curry
Chair of the Board

Whitney Goulstone
Vice Chair

Faelyne Templer
Secretary

Joy Thurgood
Treasurer

Kimberlee Doel

Renee Belhumer

Ekin Ober

Lisa Paluzzi

Karen MacMillan

Andre Brisson

Autumn Corvus

Impact Highlights 2020

1395

Individuals and families helped

9

COVID-19 Resources developed

50

Newsletters sent to 313,000 individuals and organizations

11,472

Facebook followers

10,224

Blog users

11,000

YouTube subscribers

213,174

Website Users

14

Events delivered to 1,998 people

1,436

Instagram followers

5,622

Twitter followers

KEY INITIATIVES

COVID-19 Resources

- Ask the Expert- Q&A with an ADHD Expert
- Online Learning for children and Adolescents with ADHD
- Working from Home with ADHD: Tips and Strategies
- Resource Guide: Tips for Parents of Students with
- Returning to School During COVID-19 resource guide
- Webinar: Mission Impossible, Remote learning for Children with ADHD



Advocacy

CADDAC continued to advocate for individuals and families affected by ADHD by launching an online advocacy campaign called "ADHD Right to Learn". The campaign generated over 600 letters sent to MPP/MLA's and Ministers of Education in every province and territory in Canada.

Educational Material

CADDAC is constantly developing educational material for individuals and families affected by ADHD as well as health care professionals and educators.



KEY INITIATIVES

Educational Events

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

Annual conference goes virtual!

CADDAC delivered its first ever virtual conference in both official languages. People from every province and territory participated.

Webinars

CADDAC delivered a record number of educational webinars in 2020 as well as offered webinars in both official languages



KEY INITIATIVES

Awareness Initiatives

Awareness Month

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 media ads. Our focus this year was the seriousness of ADHD.



***ADHD affects 5% of children
and 4% of adults in Canada,
that is approximately 1.5 million Canadians.***

October is ADHD Awareness Month.
Know the facts.

Visit www.caddac.ca

Bus Shelter and Radio Advertising

CADDAC launched a paid media campaign to raise awareness around the seriousness of ADHD as a mental health disorder. The campaign was a success



CAreer
AcaDemics
RelationsHips
FrienDs

*ADHD is a serious mental health
disorder that affects every aspects
of a person's life.*

Know the facts.

Visit www.caddac.ca



FINANCIAL SNAPSHOT

Statement of Financial Position (From Audited Financial Statement 2020)

	2020	2019
ASSETS		(unaudited)
Cash	\$ 222,036	\$ 55,105
Guaranteed investment Certificates	\$ 150,292	\$ 110,476
Accounts receivable	\$ 2,891	\$ -
Sales tax receivable	\$ 7,656	\$ 20,532
Prepaid expenses	\$ 9,078	\$ 3,317
	\$ 391,953	\$ 189,430
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts payable and accrued liabilities	\$ 14,583	\$ 15,023
Deferred contributions	\$ 145,600	\$ -
	\$ 160,183	\$ 15,023
Net assets		
Unrestricted	\$ 81,770	\$ 24,407
Internally restricted	\$ 150,000	\$ 150,000
	\$ 231,770	\$ 174,407
	\$ 391,953	\$ 189,430

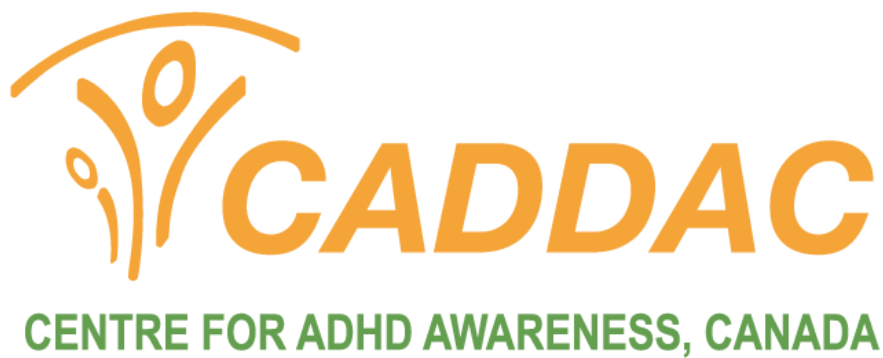


REVENUE



EXPENSES





STAY IN TOUCH

Phone: (416) 637-8584

E-mail: info@CADDAC.ca

Website: www.caddac.ca



@centreforadhd



@adhdvid

MAKE A DONATION

www.caddac.ca/adhd/donate-now

Charitable Number: 828460329RR0001