



ANNUAL REPORT

2024

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A Message from Our Leadership

As we reflect on 2024, we take great pride in Liver Canada's (LC) achievements over the past year. This year has been a testament to our shared commitment to pursuing new initiatives and strategies designed to positively impact and improve liver health in Canada.

Through innovative support programs and strong partnerships, LC continued to address gaps in liver care and education, proving that our work has a very meaningful and essential place in reducing incidence and impact of liver diseases.

Last year saw the launch of the LIVERight School Program – a new liver health education program aimed at students in grades 4-12. This fun and interactive workshop teaches students about the importance of liver health and how they can keep their liver (and their body) healthy and strong, helping to combat the fatty liver disease epidemic in Canada. We also saw the return of our popular LIVERight Forums in three Canadian cities. These sessions aim to increase awareness around liver diseases and foster better dialogue between liver experts, healthcare professions, and patients and their caregivers.

We also completed a research audit, to identify funding gaps, diseases that need more attention, and future areas of interest, all helping to guide funding priorities for 2025 and beyond.

None of this would be possible without the dedication of our donors, volunteers, community champions, health professionals, funding partners, and staff – thank you! Your continued generosity makes a tangible difference in the lives of those affected by liver diseases.

As we look ahead, we remain steadfast in our vision of liver health for all. With the support of our donors and partners and the dedication of our team, we are confident that Liver Canada will continue making a lasting impact in the years to come.

Thank you for your commitment to liver health, for your passion, and for your trust in us. Together, we are reducing the incidence and impact of liver diseases in Canada.

Sincerely,



Jennifer Nebesky
President & CEO



Elliott Jacobson
Chair, National Board of Directors



Snapshot of Your 2024 Impact

At Liver Canada, we aim to create lasting impact for those affected by liver disease. Daily, we rally as an organization and a community to reduce the incidence and impact of liver disease. Here’s a snapshot of how we made a difference in 2024, thanks to the generosity of our donors.

EDUCATION

- Responded to **4,000** liver disease enquiries through our national helpline.
- Presented the LIVERight Forum in 3 cities – Calgary, Ottawa and Vancouver – hosting **210 attendees**.
- Developed **14** liver-friendly and dietitian-approved recipes.
- Hosted **10 webinars** in partnership with Canadian healthcare associations, reaching **2,960 online attendees**.

AWARENESS

- Created a Liver Health Quiz to help identify those at risk of viral hepatitis and liver cancer that was accessed **8,640 times**.
- Launched a LIVERight School Program for kids in grades 4-10, reaching **745 students**.
- Secured **26 earned media opportunities** across television, radio, and digital publications.

RESEARCH

- Completed a research audit, identifying gaps in liver disease research and areas of greatest need to help guide future funding priorities.
- Continued the Liver Beware Project Pilot Project in Vancouver, screening nearly **2,500 people** for Metabolic dysfunction-associated steatotic liver disease (MASLD).

ABOUT LIVER CANADA

Liver Canada, formerly known as the Canadian Liver Foundation, was first established in 1969 out of the passion and concern of a group of business leaders and doctors who believed that liver disease needed a champion. Since then, LC has relentlessly driven advancements in research, treatment, and support.

We remain the only non-governmental organization in Canada focused on liver health, and we’re the main source of non-profit funding for all forms of liver diseases.

With the help of donors, volunteers, researchers, health professionals, corporate supporters, and community members, we are changing the future of liver health for those living in Canada.

We will continue to support Canada’s top liver experts. We will educate Canadians on ways to protect their liver health. We will be there for people coping with liver diseases so that no one has to face it alone. We won’t stop until we realize a world where there’s liver health for all.

We exist to promote liver health, increase public understanding and awareness of liver diseases, and provide support to those affected.



OUR MISSION

Transforming the future of liver health – one person, one breakthrough, one liver disease at a time.



OUR VISION

Liver health for all.

CORE VALUES

These values guide our work as staff, members of the board, and volunteers of Liver Canada.



ALL-EMBRACING: We foster an inclusive and diverse environment where everyone feels seen, heard, valued, and respected.

AUTHENTIC: We bring you trustworthy and timely information for all forms of liver diseases.

COMPASSIONATE: We exist to provide compassionate and stigma-free support for all people living in Canada.

TRANSFORMATIVE: We embrace an innovative and evolving lens to create the best outcomes for liver health.

2024 Highlights

Support & Programs

WE ARE HERE TO HELP CANADIANS MANAGE LIFE WITH LIVER DISEASE

Support is at the heart of everything we do at Liver Canada. In 2024, our team responded to thousands of inquiries from individuals and families —offering trusted guidance in both English and French. Whether facing a new diagnosis, exploring what resources are available, or simply needing someone to talk to, people turned to us for clarity, compassion, and support. Our education team was there to listen, inform, and provide the reassurance they needed most.

MAKING LIVER DISEASE APPROACHABLE WITH 'JUST ASK'

Over 200 questions were asked and answered through our digital 'Just Ask' campaign for March's Liver Health Month. This campaign invited Canadians to ask our diverse panel of doctors, hepatologists, dietitians, researchers, and support staff, any questions they may have related to liver health and liver diseases.

TOP QUESTIONS INCLUDED

"What is advanced liver disease?"

"If I'm pregnant and have hepatitis, will I pass it on to my baby?"

"I had Hepatitis C twenty years ago and took medication to cure it. What are my chances of getting it again?"

"If I have liver cancer, can I get a liver transplant?"

LEARNING TOGETHER AT THE LIVERIGHT FORUMS

Our LIVERight Forums went back to in-person events in 2024, spanning the country in three major cities: Calgary, Ottawa, and Vancouver. These events and sessions aimed to educate and empower patients and their caregivers by fostering improved dialogue amongst liver experts, healthcare professionals, and those affected by liver disease. Some topics included transplantation, hepatitis, cirrhosis, cancer, metabolic dysfunction-associated steatotic liver disease, mental health, exercise, and nutrition.

CONNECTING WITH OTHERS THROUGH PEER SUPPORT PROGRAMS

43 participants attended 12 different support group meetings spanning between Calgary and Edmonton. This regional initiative provides participants with emotional support and guidance and helps them to know that they are not alone.

REACHING NEW HEIGHTS WITH OUR WEBINAR SERIES

We joined forces with partner organizations to deliver a series of webinars throughout the year, reaching nearly 3,000 people. Partners included Obesity Canada, American Liver Foundation, University Health Network, and Crohn's and Colitis Canada.

INTRODUCING THE LIVERIGHT SCHOOL PROGRAM

We saw the launch of the LIVERight School Program – a new liver health education program for students in grades 4-12. With liver disease on the rise across Canada, education and prevention are vital – especially amongst our youth. This fun, interactive workshop teaches students the importance of liver health and how they can keep their body (and their liver!) healthy and strong. During this pilot year, we partnered with 8 schools, 5 school boards, 24 classrooms, and over 715 students across Canada.

In the Community

Being a part of the liver community – and serving our community – is the heart of who we are. From the people we meet and the stories they share, initiatives they pour into, and the way they speak up for liver health – we are in awe. Last year, more than 1,060 participants, donors, and volunteers helped raise over \$719,000 in fundraising events to accelerate our mission.

SOME EVENT HIGHLIGHTS INCLUDED:

STROLL FOR LIVER
395 people
participated raising
\$81,933

DIY FUNDRAISING
88 people
across 5 events
helped raise
\$35,599

LIVERIGHT GALAS
581 people
attended and raised
\$601,516



Future Research

A RESEARCH AUDIT TO GUIDE FUTURE INVESTMENTS

In 2024, we conducted a Research Audit to better assess the distribution of future Liver Canada funded research projects. The goals were to strengthen funding oversight, enhance strategic allocations of grants, and advocate for liver health through impactful research and improved policy alignment.

Outcome & Findings

We developed a clear and focused research funding strategy to support up to date medical research and improve resources for patients that support early detection and prevention of liver disease.

Strategic Grant Allocation

We're increasing support for liver diseases in Canadian regions that haven't received enough attention. We're also focusing more on projects that invest in community support, influence public policy, and improve overall public health.

Strong Funding Oversight

We're putting better systems in place to monitor how research money is invested, making sure it supports our mission and delivers real results.

Building Partnerships

We're working with research teams in provinces that have received less funding—especially in British Columbia and the Atlantic region—to grow local research and share the distribution of grants.

Focusing on What's Next

We're investing in research that has long-term benefits, especially in fast-growing diseases with ever-growing needs, like MASLD, viral hepatitis, and rare liver diseases.

Our expanding focus includes emerging research areas such as primary biliary cholangitis (PBC), primary sclerosing cholangitis (PSC), MASLD, viral hepatitis (HBV, HCV, HDV), and hepatocellular carcinoma (HCC).

We're committed to ensuring equity in funding distribution, with a more geographically inclusive approach. This includes dedicated support for genetic and rare liver diseases through targeted grants and increased investment in public health and policy research that addresses immediate community health impacts.

To drive lasting change, we're prioritizing long-term, high-impact projects aimed at advancing liver disease prevention and management.



Building Momentum for Liver Health

Increasing awareness and propelling understanding of liver diseases are key to reducing the incidence and impact of liver disease in Canada. We do this through media efforts, advocacy initiatives, and digital awareness campaigns.



KEEPING LIVER HEALTH IN THE HEADLINES

We kept the conversation going strong throughout 2024 by securing 26 earned media segments. We chatted on national television shows, including Breakfast Television, CP24, and CTV Morning Live and shared advocacy initiatives, and lifestyle and nutrition tips, bringing important liver health topics to the spotlight.

ANDY'S EAST COAST KITCHEN SHOWCASING LIVER-FRIENDLY RECIPES

After forming an exciting partnership with renowned Canadian social media chef Andy Hay of Andy's East Coast Kitchen, we secured a high-impact media opportunity on CTV Morning Live Halifax.



This collaboration focused on media opportunities to showcase Andy preparing liver-friendly recipes on-air, which highlighted how easy, delicious, and accessible healthy cooking can be. The segment also supported the launch of Andy's upcoming cookbook, expanding our shared reach and engaging Canadians in practical steps toward better liver health.



CONTINUING OUR ADVOCACY EFFORTS: LET'S END HEP B FOREVER

Through our End Hep B Forever digital campaign, we urged Canadians to sign a petition calling for standardized hepatitis B birth-dose vaccinations. Our campaign emphasized that infants infected with hepatitis B have a 90–95% chance of developing a chronic infection, but timely vaccination at birth can prevent this outcome. By pushing for universal birth vaccination, we're working to protect future generations and move closer to a future free from hepatitis B.



LIGHTING UP LANDMARKS FOR LIVER HEALTH MONTH

To recognize Liver Health Month in March, we launched our first-ever "Lighting Up for Liver Health Month" campaign, illuminating 14 major landmarks across the country in red. This visual initiative aimed to raise awareness of liver disease and recognize the 1 in 4 Canadians who are affected. By lighting up famous landmarks from coast to coast, we sparked national conversations about the importance of liver health, early detection, and prevention.

NUTRITION AND LIVER-FRIENDLY RECIPES

As MASLD (commonly known as fatty liver disease) continues to rise across Canada, we remain committed to developing and releasing new liver-friendly recipes each month, created by our in-house nutritionist. Building on the success of the previous year, we relaunched our Healthy Liver Pantry with a 2.0 version, which saw a remarkable increase in impact—garnering over 7,000 downloads, up from 3,000 the year before. We are proud to expand this program and continue advocating for the critical role that lifestyle and nutrition changes play in the prevention of liver disease.



TREASURER REPORT

As Treasurer, I am pleased to provide the financial highlights for the year ended December 31, 2024.

As with all Canadian charities we continue to face lingering economic uncertainties that have an impact on Canadians. These ongoing uncertainties have and continue to significantly impact Liver Canada’s operating and financial affairs.

We have honed our strategic fundraising decisions and investments over the last few years to improve the sustainability of Liver Canada. These initiatives are beginning to reflect in the marketplace as our profile as the leading national liver health charity is rising.

Liver Canada’s overall Donations and Chapter revenue declined from \$3.9 million in 2023 to \$2.8 million in 2024.

General or unrestricted fund revenues declined from \$3.1 million in 2023 to approximately \$2.7 million in 2024.

Research Trust Funds externally restricted receipts decreased by approximately 82% from \$766,000 in 2023 to \$139,000 in 2024. In 2024 we paid out \$870,000 from the Research Trust Funds for research programs (\$4.0 million in 2023) and \$135,000 in research grants from the Medical Research Fund (\$128,000 in 2023). The reason for the decline in Research Trust Funds activity is associated with our decision to focus on liver patient support and programs, community engagement and public awareness of liver diseases.



These funded research projects directly relate to non-alcoholic MASLD, liver cancer, hepatitis B, hepatitis C, organ donation and transplantation, alcohol-associated liver disease and cirrhosis.

Operating costs of Liver Canada declined from \$2.2 million in 2023 to \$2.1 million in 2024, representing strict cost control measures and delayed plans while macroeconomic headwinds continued to have an impact on our affairs.

Our General fund program costs marginally increased by 7% from approximately \$1.2 million in 2023 to \$1.3 million in 2024 as we closely monitored our investment in new initiatives.

Our support for current research and education and our commitments for future research continues. At the end of 2024, \$2.7 million was committed in our Research Trust Funds, down from \$2.9 million in 2023. There is also \$11,000 committed to future research from the Medical Research Fund. As is our policy and in order to be fiscally responsible, we only commit for research from resources available at the time of the commitment.

In summary, we have \$2.7 million in our various Research Trusts for future deployment and \$2.3 million in funds available to provide support for our own program needs and operational support.

Our portfolio of investments held for committed future research programs and future operations of the Liver Canada experienced an overall gain of 20% in 2024. The North American stock markets had a very strong year and our investment gains reflect that fact. Unrealized losses on investments were approximately \$175,000 in 2024, interest, dividends and realized gains during 2024 were approximately \$944,857 of which approximately \$594,000 were on account of investments held on behalf of our research partners but managed by us.

Our overall financial position, although reduced, continues to remain sound. At the end of 2024 we had current assets of \$1.6 million (\$1.8 million for 2023).

Our investments were over \$3.5 million in 2024 compared to \$5.1 million in 2023. Our total fund balances have decreased in 2024 by \$870,000 (15%). The General Fund has decreased from \$2.8 million in 2023 to \$2.3 million in 2024. The Research Trust Funds decreased by \$250,000 (9%) to \$2.7 million at year end reflecting our ability to continue to fund previously approved research grants as we maintain our policy (mentioned above) of granting funding for research only to the extent that we have realized and retained earnings to do so. As a result, Liver Canada continues to have the ability to meet the commitments it has made despite the difficult general market conditions in Canada over the last few years. The Medical Research Fund had a \$11,000 balance at year end.

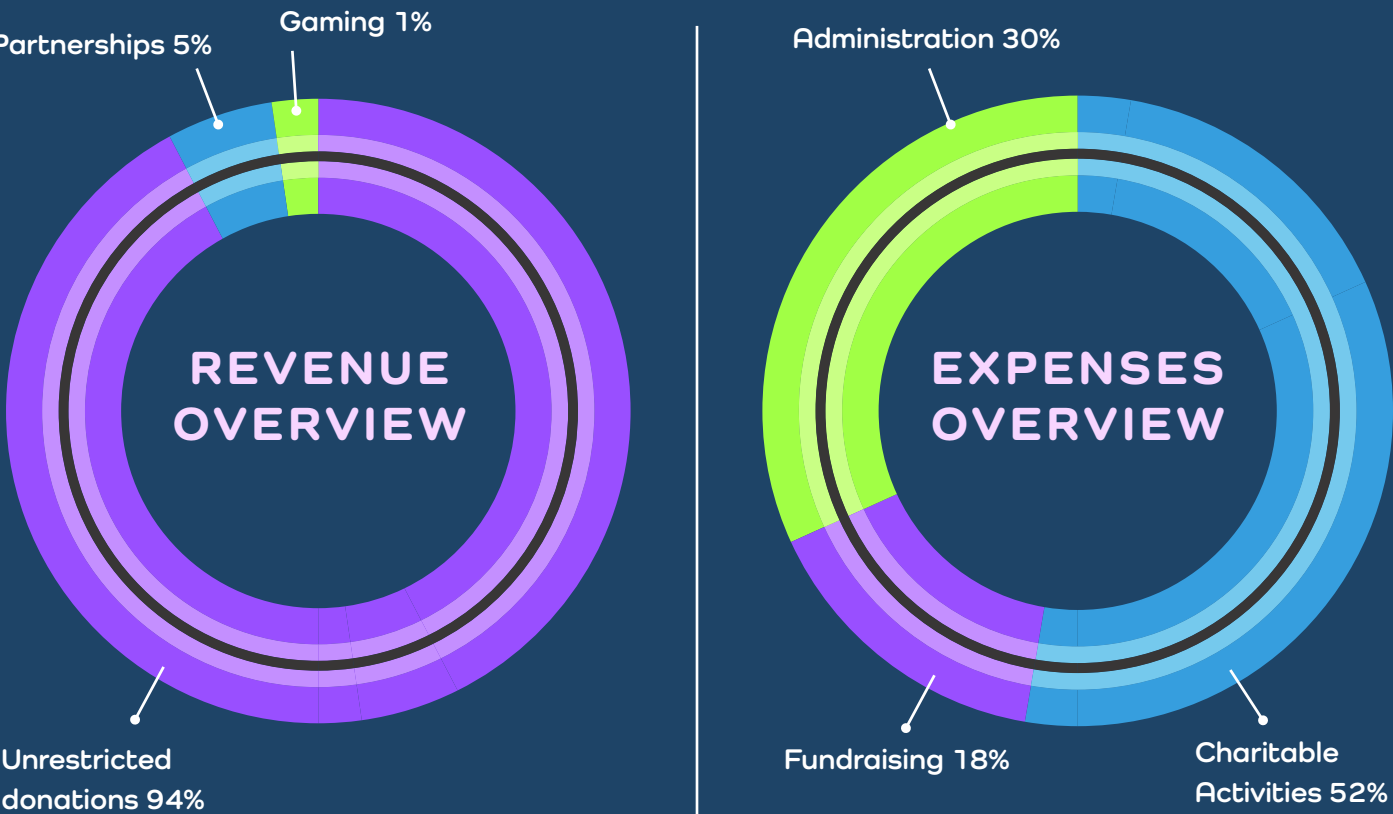
On behalf of the Finance and Audit Committee, I would like to acknowledge the dedication and support of our loyal donors, our energetic volunteers, our valuable program partners, and our hard-working staff.

I would also like to thank Cheryl Ahong, our Director of Finance, Baskin Wealth Management Services, our investment advisors, and RSM Canada, our financial Auditors for their continued support in 2024.

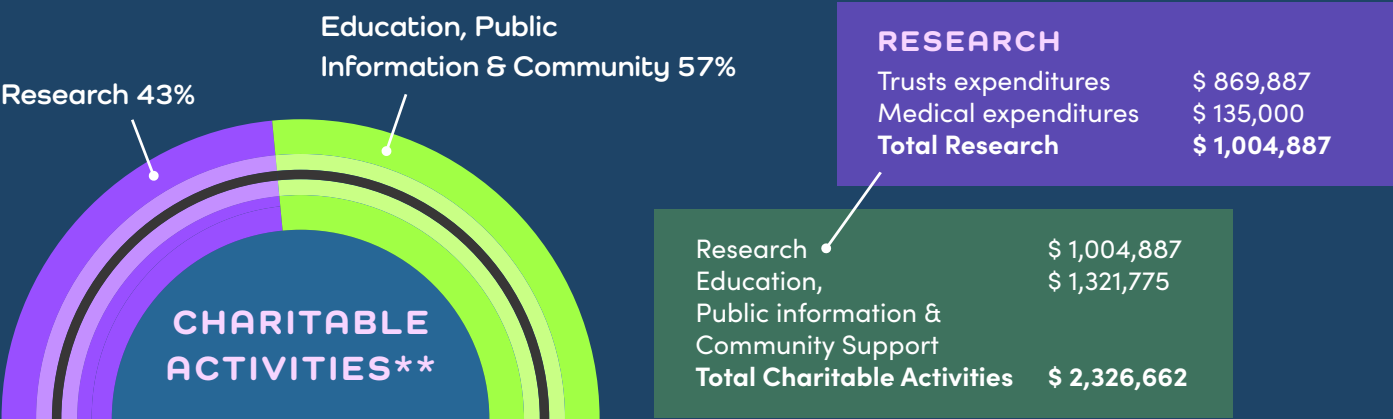
Respectfully submitted,

Gary N. Hokkanen, CPA, Treasurer

Revenues & Expenses



Unrestricted donations	\$ 2,621,700	Charitable Activities**	\$ 2,326,662
Gaming	\$ 40,757	Fundraising	\$ 787,515
Partnerships	\$ 138,648	Administration	\$ 1,325,890
Total Revenue	\$ 2,801,105	Total Expenses	\$ 4,440,067



Operations Summary

FOR THE YEAR ENDED DECEMBER 31, 2024 AND 2023

	General Fund		Research Trust Funds		Medical Research Funds		Total	
	2024	2023	2024	2023	2024	2023	2024	2023
REVENUES								
Donations and Chapter Revenues	\$2,662,457	\$3,103,892	\$138,648	\$766,444	-	-	\$2,801,105	\$3,870,336
Total Revenues	\$2,662,457	\$3,103,892	\$138,648	\$766,444	-	-	\$2,801,105	\$3,870,336
EXPENSES								
Programs	\$1,321,775	\$1,235,178	\$869,887	\$4,009,536	\$135,000	\$127,982	\$2,326,662	\$5,372,696
Operating	\$2,113,405	\$2,193,432	-	-	-	-	\$2,113,405	\$2,193,432
Total Expenses	\$3,435,180	\$3,428,610	\$869,887	\$4,009,536	\$135,000	\$127,982	\$4,440,067	\$7,566,128
Deficiency of revenues over expenses from operations	(\$772,723)	(\$324,718)	(\$731,239)	(\$3,243,092)	(\$135,000)	(\$127,982)	(\$1,638,962)	(\$3,695,792)
INVESTMENT REVENUES (EXPENSES)								
Unrealized gains (losses) on investments	(\$63,298)	\$71,375	(\$111,137)	\$125,325	(\$236)	\$12,002	(\$174,671)	\$208,702
Interest, dividends and realized capital gains	\$350,507	\$296,844	\$593,190	\$558,540	\$1,160	\$41,830	\$944,857	\$897,214
Excess (deficiency) of revenues over expenses after investment income	(\$485,514)	\$43,501	(\$249,186)	(\$2,559,227)	(\$134,076)	(\$74,150)	(\$868,776)	(\$2,589,876)
Interfund transfers to Support Activities of the Medical Research Fund	\$1,067	\$243,077	(\$143)	(\$189,199)	(\$924)	(\$53,878)	-	-
Fund Balance - Beginning of Year	\$2,785,888	\$2,499,310	\$2,909,502	\$5,657,928	\$145,972	\$274,000	\$5,841,362	\$8,431,238
Fund Balance - End of Year	\$2,301,441	\$2,785,888	\$2,660,173	\$2,909,502	\$10,972	\$145,972	\$4,972,586	\$5,841,362

Financial Position

AS AT DECEMBER 31, 2024 AND DECEMBER 31, 2023

	General Fund		Research Trust Funds		Medical Research Funds		Total	
	2024	2023	2024	2023	2024	2023	2024	2023
ASSETS								
Current	\$1,185,295	\$1,150,892	\$421,825	\$501,377	-	\$ 125,000	\$1,607,120	\$1,777,269
Investments	\$1,275,079	\$1,883,670	\$2,238,348	\$3,182,089	\$10,972	\$20,972	\$3,524,399	\$5,086,731
Tangible Capital Assets	\$130,364	\$138,808	-	-	-	-	\$130,364	\$138,808
Total Assets	\$2,590,738	\$3,173,370	\$2,660,173	\$3,683,466	\$10,972	\$145,972	\$5,261,883	\$7,002,808
LIABILITIES								
	\$289,297	\$387,482	-	\$773,964	-	-	\$289,297	\$1,161,446
FUND BALANCES	\$2,301,441	\$2,785,888	\$2,660,173	\$2,909,502	\$10,972	\$145,972	\$4,972,586	\$5,841,362
Total Liabilities and Fund Balances	\$2,590,738	\$3,173,370	\$2,660,173	\$3,683,466	\$10,972	\$145,972	\$5,261,883	\$7,002,808

Complete financial statements including explanatory notes as audited by RSM Canada LLP are available from the Liver Canada National office. E-mail us at clf@liver.ca or visit our website: liver.ca/about-us/



Board Members

BOARD OF DIRECTORS

Elliott Jacobson, Chair
Gary Hokkanen, Treasurer, Vice-Chair, Secretary
Mohit Arora, Vice Chair
Bryna Dilman, Director
Kim Ewasechko, Director
Marco Galego, Director
Rick Jeysman, Director
Dr. Sam Lee, Director
Renee Morin, Director
Maria Rodmell, Director
Akif Siddiqui, Director
Tim Tutsch, Director
Dr. Eric Yoshida, Director

2024 Supporters

With heartfelt thanks to our 2024 supporters* in programming, education, events, and research. Your generosity is essential to advancing liver health and improving the lives of Canadians affected by liver disease.

- AbbVie Corporation

American Collegiate Educational Services

Ambleside Tiddlycove Lions Club

Ariel Qute

Advanz

Bayer

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Lohn Foundation

LIVERight Heroes

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The Lions Club of Richmond Lahoo

The Victor & Anna Kern Foundation

Tsunami Solutions LTD.

Vancouver Bullion and Currency Exchange

Vancouver Chinatown Lions Club

Walmart Canada

Wingtat Game Bird Packers

*Liver Canada has only listed supporters who have agreed to be recognized publicly.

