The
Endometriosis
Network
Canada

2024
IMPACT REPORT

Promoting awareness, and providing inclusive education, support and resources for people living with and affected by endometriosis.

Decreasing the delay to diagnosis

Letter from the Executive Director

2024: A Year of Growth, Impact, and Connection

We kicked off 2024 with the exciting launch of our new logo—designed to reflect our renewed vision, and unveiled our refreshed website featuring updated endometriosis guides and educational tools. This coincided with the launch of our first-ever pan-Canadian Know Endo digital awareness campaign in March, which amplified our message across the country.

The Know Endo campaign was one of the most powerful highlights of the year. We were proud to shine a national spotlight on endometriosis and the precious life moments people with endo are forced to miss, from school and sports to careers, celebrations, and everyday joys. Through bold messaging, we challenged the notion that debilitating pain is normal. Our message was clear: This is not normal, this is endometriosis. Whether you know it or not, someone you care about is impacted by endometriosis.

These efforts are part of our Health Canada-funded project, Decreasing the Delay to Diagnosis: Endometriosis Awareness and Education. Since the project began in April 2023, our team has grown from two part-time employees to 3 full-time employees and 1 part-time employee. Together, we've been creating plain-language patient resources, a youth curriculum on menstrual health and endometriosis, and a national campaign to raise awareness.

In late 2023, we were thrilled to receive an opportunity to apply for an extension grant from the SRH fund, which we are grateful to have successfully received. This grant will allow us to continue this work through March 2025, including a Year 2 Know Endo campaign, which we're already excited to plan. This next phase will focus on sharing our resources widely, focusing on underserved communities and including at national conferences like the Annual Clinical and Scientific Conference by the Society of Obstetricians and Gynaecologists Canada (SOGC), the Family Medicine Forum (FMF) and the annual conference at The Canadian Society for the Advancement of Gynecologic Excellence (CanSAGE).

There were so many moments to celebrate this year. Our Run to End Endo, one of our favourite annual events, expanded to five cities, with in-person events held in Toronto, Ottawa, Winnipeg, Charlottetown, and St. John's, and a virtual run connecting participants across the country from June 1–10. In March, landmarks lit up yellow for our Endometriosis Illuminations initiative during Awareness Month.

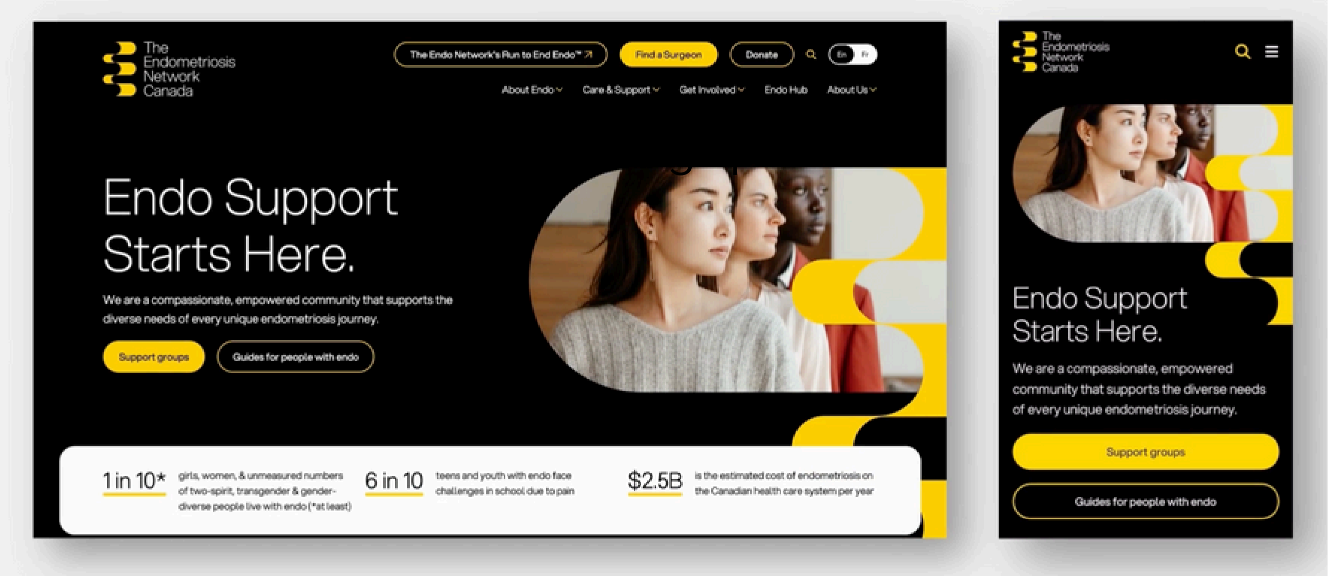
In September, we were honoured to present alongside Dr. Jamie Kroft at the CanSAGE conference and to exhibit at the FMF conference, where we had vital conversations with family medicine practitioners and built meaningful connections to help ensure endometriosis is recognized earlier and taken seriously across the healthcare system.

To our inspiring community and supporters, thank you for being such an essential part of this journey and for celebrating such an incredible year for endometriosis awareness and education! Your support makes every step forward possible. Because of you, we're raising awareness, building community, and pushing for the recognition and care people with endometriosis deserve. Together, we're not only changing the conversation—we're changing lives. And we're just getting started.

With heartfelt gratitude,

Katie Luciani (She/Her)

Charity overview



Endo Support Starts Here.

We are a compassionate, empowered community that supports the diverse needs of every unique endometriosis journey.

1 in 10*	girls, women, & unmeasured numbers of two-spirit, transgender & gender-diverse people live with endo (*at least)
6 in 10	teens and youth with endo face challenges in school due to pain
$2.5B	is the estimated cost of endometriosis on the Canadian health care system per year

Endo Support Starts Here.

We are a compassionate, empowered community that supports the diverse needs of every unique endometriosis journey.

The Endometriosis Network Canada is dedicated to enhancing the lives of individuals living with endometriosis across Canada. As a patient-centered registered charity in Canada founded in 2012, our measurable impact includes providing support and education to thousands of Canadians, developing dedicated programs for underserved communities, raising awareness, and impacting policy across Canada.

Our mission

To promote awareness, and provide inclusive education, support and resources for people living with and affected by endometriosis.

Our values

- To cultivate an inclusive community
- To facilitate compassionate support
- To enhance and encourage knowledge
- To honour the individual journey

Support

Providing essential support for people with endometriosis in Canada

Our core support programs are a Facebook support group and a real-time virtual support group. In 2024, our Facebook group continued to grow, providing thousands of people with an endo community. No matter where someone is in their journey, or where they live, they can connect with others who truly understand. This space is made possible by our volunteer moderators, who promote a culture of empathy, inclusion, and evidence-based information sharing.

We know that real-time connection can make a big difference. That's why we continued to host free, bi-monthly virtual support groups, facilitated by experienced social service workers. These sessions provide a welcoming space for people who may not be able to attend in-person gatherings, whether due to geography, health, or energy levels. In addition to these groups, we offered free, virtual wellness events, including restorative yoga sessions and expressive arts workshops.

> “
>
> I had a safe space to share my feelings and feel validated for the first time. Thank you for this support network.
>
> -virtual support group participant

Saturday, April 27th from
1 pm - 2:30 pm

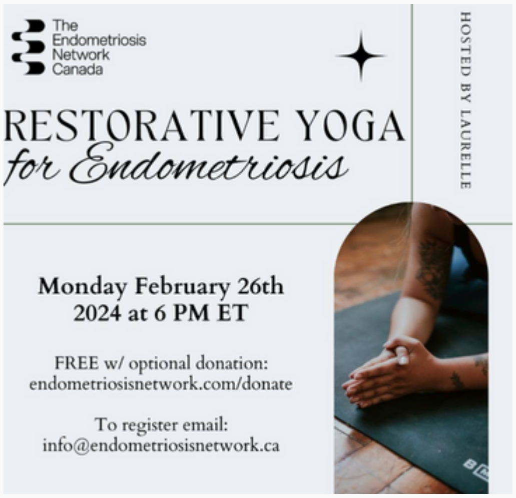
Virtual Expressive Arts Workshop

Hosted by: Savannah Dasilva - Artist and ExAT in Training

Join us for an exciting virtual workshop to learn about expressive arts and learn how the arts can support those with Endometriosis.

Please have paper, tape and drawing materials for the workshop!

The Endometriosis Network Canada



The Endometriosis Network Canada

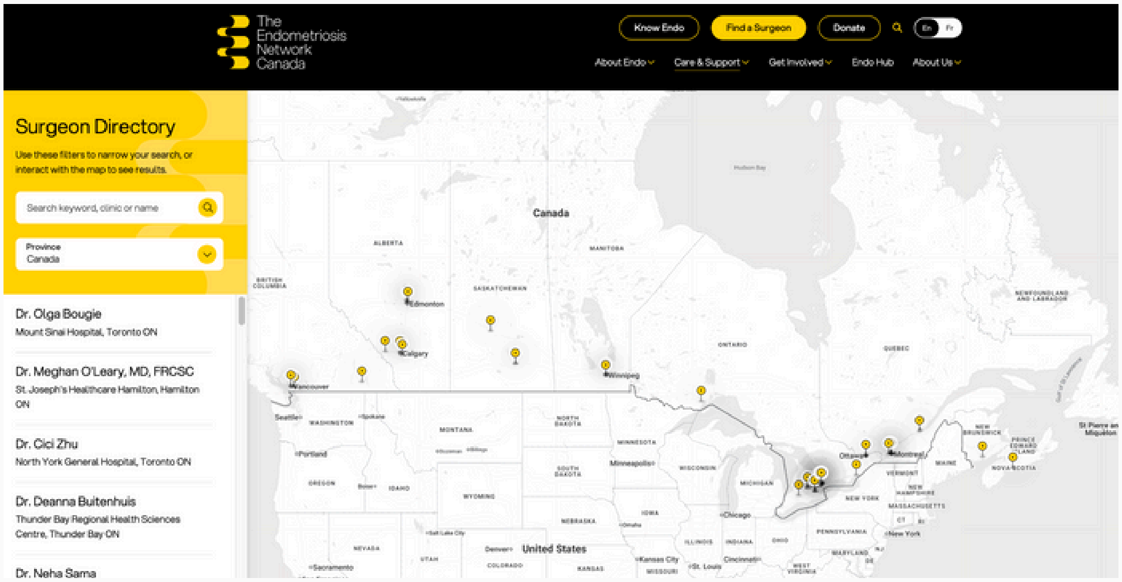
RESTORATIVE YOGA
for Endometriosis

HOSTED BY LAURELLE

Monday February 26th 2024 at 6 PM ET

FREE w/ optional donation:
endometriosisnetwork.com/donate

To register email:
info@endometriosisnetwork.ca



Surgeon Directory

Use these filters to narrow your search, or interact with the map to see results.

Dr. Olga Bougie
Mount Sinai Hospital, Toronto ON

Dr. Meghan O'Leary, MD, FRCSC
St. Joseph's Healthcare Hamilton, Hamilton ON

Dr. Cici Zhu
North York General Hospital, Toronto ON

Dr. Deanna Buitenhuis
Thunder Bay Regional Health Sciences Centre, Thunder Bay ON

Dr. Neha Sama

One of the most important questions people have about endometriosis is how to access the care they need. This year, we launched our updated Endometriosis Surgeon Directory, developed in partnership with CanSAGE. The directory includes detailed surgeon profiles and an interactive map.

In addition to formal programs and resources, our team continues to provide personalized support to members of the community who reach out by email or on social media. The volume and urgency of these questions speak to how hard it can be to get support, and the need for additional services.

9000+	29	18,700+
Facebook support group members	Real-time, virtual events	Visits to the *Surgeon Directory*

Education

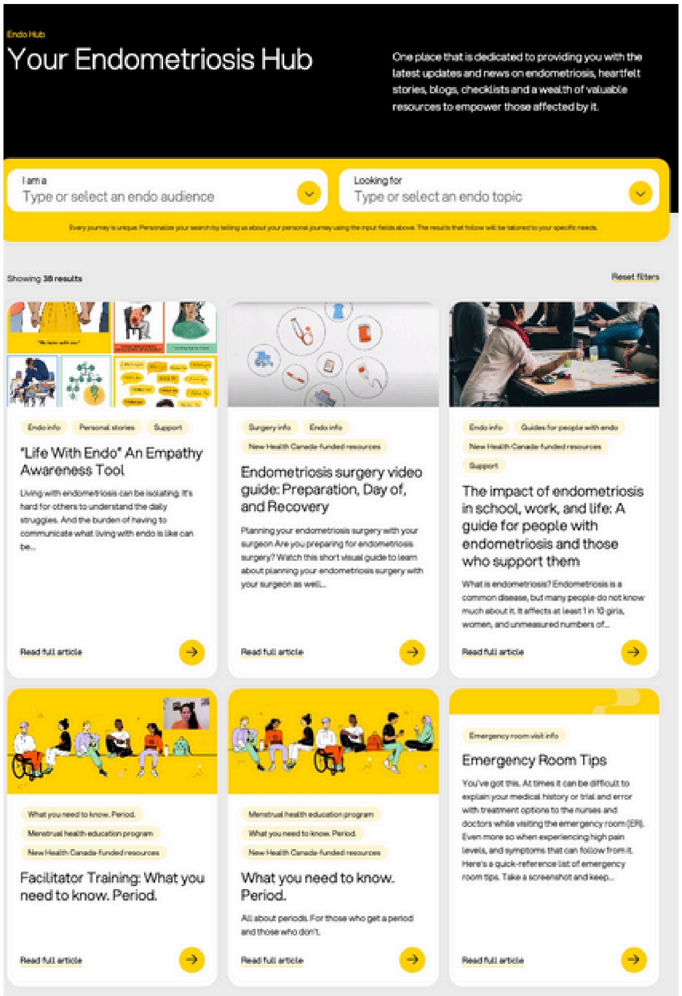
For people with endo

In 2024, education remained at the heart of our mission, ensuring that people across Canada have access to clear, inclusive, and evidence-informed resources about endometriosis.

Our goal is to provide high-quality educational content that addresses unmet needs. This year, we worked with our Endo Ambassadors, who represent under-served communities, to develop seven bilingual resources on the following topics:

- The Impact of Endometriosis in School, Work, and Life
- Complementary and Alternative Medicine
- Menopause
- Pelvic Health Physiotherapy
- Surgery
- Extrapelvic Endometriosis
- Mental Health, Well-Being, and Quality of Life

Each guide is written in plain language and designed to empower people with the knowledge they need to make informed decisions.



Your Endometriosis Hub

One place that is dedicated to providing you with the latest updates and news on endometriosis, heartfelt stories, blogs, checklists and a wealth of valuable resources to empower those affected by it.

Every journey is unique. Personalize your search by telling us about your personal journey using the input fields above. The results that follow will be tailored to your specific needs.

"Life With Endo" An Empathy Awareness Tool

Living with endometriosis can be isolating. It's hard for others to understand the daily struggles. And the burden of having to communicate what living with endo is like can be...

Endometriosis surgery video guide: Preparation, Day of, and Recovery

Planning your endometriosis surgery with your surgeon Are you preparing for endometriosis surgery? Watch this short visual guide to learn about planning your endometriosis surgery with your surgeon as well...

The impact of endometriosis in school, work, and life: A guide for people with endometriosis and those who support them

What is endometriosis? Endometriosis is a common disease, but many people do not know much about it. It affects at least 1 in 10 girls, women, and unmeasured numbers of...

Facilitator Training: What you need to know. Period.

What you need to know. Period.

All about periods. For those who get a period and those who don't.

Emergency Room Tips

You've got this. At times it can be difficult to explain your medical history or trial and error with treatment options to the nurses and doctors while visiting the emergency room (ER). Even more so when experiencing high pain levels, and symptoms that can follow from it. Here's a quick-reference list of emergency room tips. Take a screenshot and keep...

31,000 +
downloads of our resources

95,000 +
web visitors

For teens and youth

> “Love this. Wish I had it growing up. As a teacher, I would be so excited to teach this to my students!”
>
> - community member feedback

The Endometriosis Network Canada

What you need to know. Period.

All about periods.
For those who get a period and those who don’t.

In March, we launched “What You Need to Know. Period.” a free, bilingual menstrual health and endometriosis curriculum enrichment program designed for youth in Canada. The goal of the program is to help raise awareness and break down taboos about periods and related health issues like endometriosis. This information is for everybody, not just for people who get a period.

“What You Need to Know. Period.” includes a downloadable workbook and facilitator training video and tools. We also hosted training workshops that equiped 32 educators (in both French and English) to deliver the program. We shared the program with 400 organizations through our outreach initatives.

We created a video series about this initiative in partnership with researchers from the University of British Columbia, which won a Special Commendation in the Institute of Human Development, Child and Youth Health Talks Competition Award! The national competition aims to help demonstrate the impact that evidence can and does have on human development, child, and youth health in Canada.

Together, these initiatives reflect our deep commitment to equipping people with knowledge, building stronger networks of support, and driving meaningful conversations about endometriosis across Canada.

Awareness

Low awareness of endometriosis prevents people from accessing the care and support they need. Our goal is to change that by ensuring healthcare providers, educators, employers, and the public understand the impact of endometriosis and are equipped to respond with knowledge and compassion.

This year, we launched the #KnowEndo campaign in March to improve awareness of endometriosis. The month-long campaign included social media, display ads, sponsored content, influencer partnerships and an op-ed article calling for a national action plan. As of May 2024, the campaign exceeded our target by over 5000%, reaching 250,000 impressions.

We reached 13 million people across Canada with the #KnowEndo campaign, and 30,000 people clicked to learn more about endometriosis.

We also provided expert insight in a number of in-person and virtual television, radio and social media interviews this year. We are especially proud that Denise Campbell, a board member, was invited to speak on a panel for a Globe and Mail discussion on "Women's Health at Work - Closing the Gender Gap," with an audience of several hundred HR managers and executives.

Press Activities

100+ distributions
via CISION/CNW to Canadian news outlets

4 pitches
to Globe and Mail, Hill Times, PostMedia, National Newswatch

7 media interviews
CHUO 89.1FM, CTV, CBC, CBC.ca, CTV Winnipeg, Rogers 22 TV Ottawa, Breakfast TV Toronto

For health care providers

The Society of Obstetricians and Gynaecologists of Canada's Annual Clinical and Scientific Conference (ACSC) is Canada's premier continuing medical education event for obstetrics and gynecology. We were excited to participate as an exhibitor to help break the stigma and silence surrounding endometriosis. We had the opportunity to share our newly developed educational resources with attendees and engage in meaningful dialogue about the importance of patient perspectives and increased awareness.

We were proud to serve as the Advocacy Partner at this year's Annual Canadian Society for the Advancement of Gynecologic Excellence (CanSAGE) Conference in Victoria. There, we showcased our newly developed educational resources and continued to expand our surgeon directory. We also had the opportunity to present an abstract in collaboration with Dr. Jamie Kroft highlighting the development and uptake of endometriosis resources for patients.

We were thrilled to be exhibitors at the Family Medicine Forum, Canada's largest and most comprehensive annual conference for family physicians, this year held in Vancouver. We had the valuable opportunity to put our resources directly into the hands of family physicians. Equipping frontline healthcare providers with accessible, patient-centered materials is a critical step toward breaking down barriers to care for people living with endometriosis.

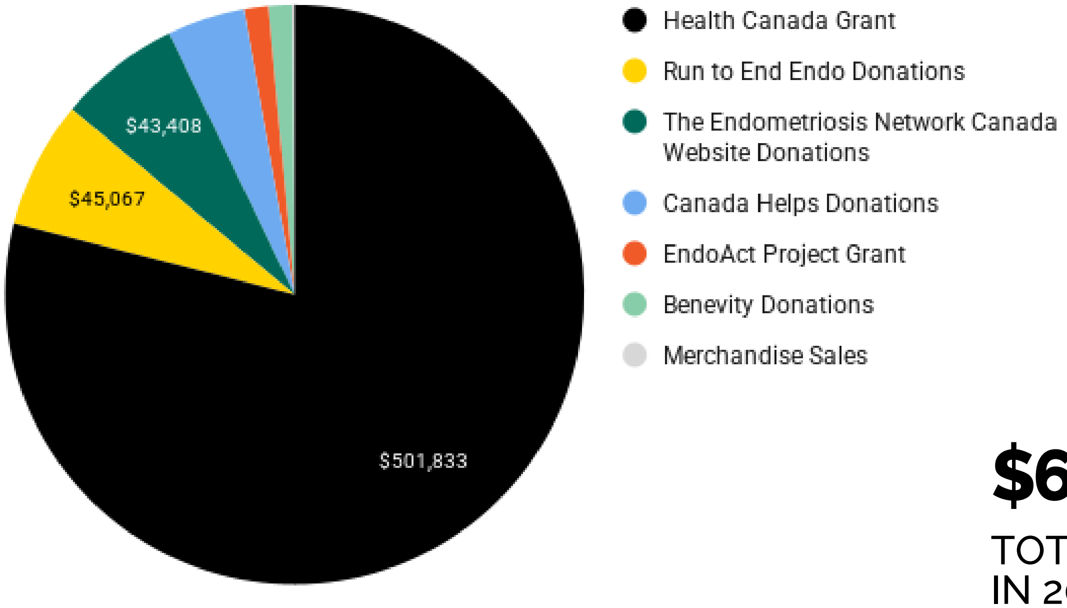
Financial update

At The Endometriosis Network Canada, we're proud to do work that reflects the values of the endometriosis community in Canada. We do not accept funding or sponsorship from pharmaceutical companies, ensuring our advocacy, education, and support efforts remain community-driven and independent.

Our largest fundraising event, *The Endo Network's Run to End Endo*, is held every year in June. We were excited to expand the event to new locations, and we had in-person events in Toronto, Ottawa, Charlottetown, Winnipeg, St. John's, as well as a virtual run, raising $45,067.00

In March 2024, we were awarded a one-year extension of $434,954 through Health Canada's Sexual and Reproductive Health Fund for our project **Decreasing the Delay to Diagnosis: Endometriosis Education and Awareness.** This follows initial funding of $874,988 received in 2023.

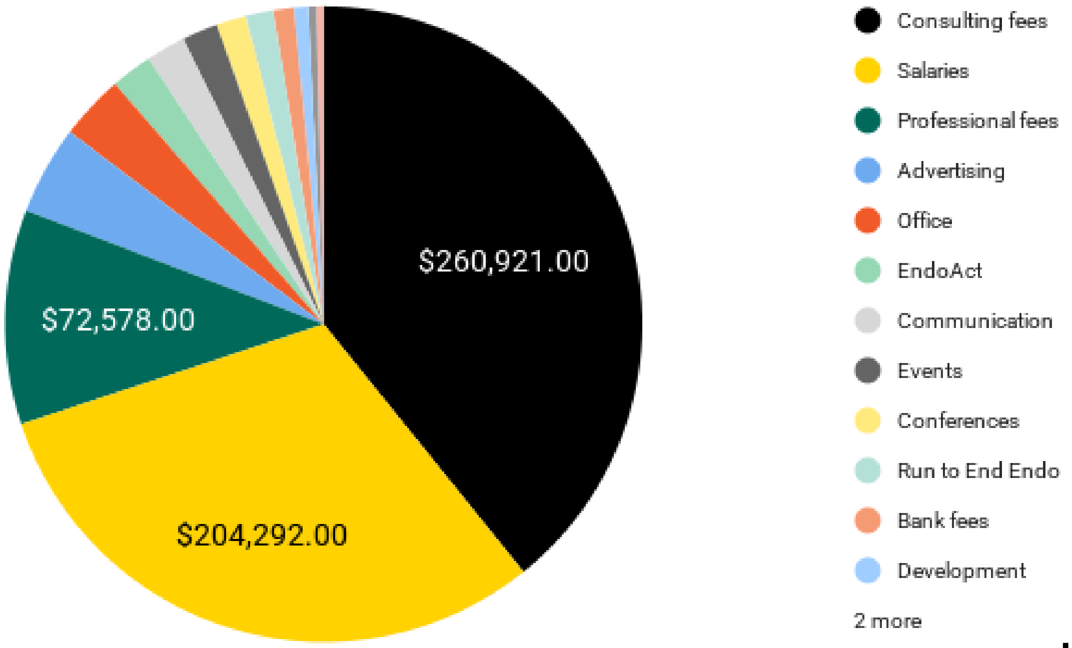
2024 Income



$647,403

TOTAL INCOME
IN 2024

2024 Expenses



$665,437

TOTAL EXPENSES
IN 2024

***Audited financial statements are available on request.**

The majority of the consulting fees were for the Health Canada-funded project and included development of the digital media awareness campaign, curriculum facilitator training, outreach, and project management. These costs were defined within the scope of the approved Health Canada grant..

Future outlook

Our Vision for 2025 and Beyond

We envision a Canada in which every person with endometriosis has the opportunity to live, work, and thrive.

As we look to 2025 and beyond, we're deepening our commitment to this vision through bold advocacy, impactful education, and compassionate support.

In the years ahead, we will:

- Lead national conversations that break menstrual health taboos, so no one feels ashamed to seek help.
- Expand education initiatives that empower young people to understand endometriosis, recognize symptoms early, and access care sooner.
- Strengthen support services to meet people with endometriosis wherever they are in their journey, with wrap-around, trauma-informed, and inclusive care.
- Work with decision-makers to challenge the systemic gaps and gender-based disparities that have held back progress for far too long.

We remain proudly community-driven, and focused on solutions that centre the lived experiences of people with endometriosis.

With your continued support, we're building a future where endometriosis is recognized, understood, and treated with the urgency it deserves, so every person can truly thrive.

Thank you

Rooted in Community, Growing Together

The Endometriosis Network Canada wouldn't exist without the unwavering support of our community. Twelve years ago, we began as a grassroots, entirely volunteer-led organization. While we've grown since then, that spirit remains at the heart of everything we do. Today, we continue to rely on the dedication of more than 70 incredible volunteers—support group moderators, event helpers, French translation team members, Endo Ambassadors, and so many others who give their time, energy, and care to this work.

Thanks to funding from Health Canada, we've been able to expand our reach in exciting ways. But our core programs of support, education, awareness, and advocacy are sustained by the generosity of the endometriosis community.

This year, we're especially grateful to everyone who gave to support this mission. From those who fundraised through our Run to End Endo, to our year-round donors, and all who contributed to our end-of-year campaign to shine a light on endometriosis—your support means everything. We are continually inspired by longtime donors Tracy Cooper and John Friedrichsen, whose generosity since 2021 has helped us grow sustainably and deepen our impact across Canada.

Most of all, thank you to the endometriosis community for continuing to walk this path with us. Your stories, your advocacy, and your belief in this work fuel our mission every day. Together, we are building a future where everyone with endometriosis is seen, heard, and supported! **Together, we are making a difference.**

Get involved

Get Involved

Every contribution makes a big difference

Your contribution offers hope and improves the quality of life for individuals living with endometriosis. With your help, we can continue to cultivate a safer and more inclusive community, and improve the quality of life for everyone affected by endometriosis in Canada.

Make a donation →

We do not accept funding from pharmaceutical companies.
United by our vision and values, we are grateful for your support.
It truly changes lives.

The
Endometriosis
Network
Canada

The Endometriosis Network Canada acknowledges the many traditional, ancestral and unceded territories of First Nations, Inuit and Métis Peoples whose land we live, work and gather on.

Charitable Registration Number: 83997 6131 RR0001