



A brief history of the Foundation

A group of doctors met in February, 1957, and by May 29, The Manitoba Heart Foundation was incorporated.

The first public campaign was held in February 1958, as five research grants were approved at a total cost of \$58,988. The Foundation has increased commitments to research through the years, and in 2011-2012, will provide grants to 15 Manitoba based researchers to a total of almost \$700,000. Over the last ten years, cardiovascular researchers have received over \$1 million annually in research funding from the Foundation.

Revenues for the Foundation climbed from \$150,821 in 1965 to the \$1 million mark in 1979. In 1983, for the first time ever, total revenues exceeded \$2 million, and by 1986, total revenues reached another all-time high of \$3 million. In 1994, over \$4 million was raised. Despite the competition for donor dollars, the Foundation achieved the \$6 million milestone in 2007.

During the 1990s the focus of the Foundation changed from talking about preventing disease and enhancing recovery to wellness and health promotion. In 1991, the Foundation undertook an in-depth analysis encompassing all areas of the organization, which resulted in a Strategic Planning Document. This enabled the Foundation to develop annual and long-term plans to ensure continued success in the challenging years ahead. An emphasis on heart health, as opposed to heart disease, describes our educational efforts at the end of the 20th century.

In 2007, the Heart and Stroke Foundation of Manitoba celebrated 50 years of supporting heart disease and stroke prevention and research in the province.

In 2008, the Foundation hired a Northern Outreach Manager to better provide direct health promotion support to northern areas of the province.

On September 1, 2011, the Heart and Stroke Foundation of Manitoba joined forces with other provincial Foundations to become a united Heart and Stroke Foundation of Canada. The new, united Foundation will be stronger and more efficient for our Canadian communities, and will be able to raise more money towards our mission and to lead in eliminating heart disease and stroke.

Moving forward, the Foundation will focus on primary prevention of heart disease and stroke. Prevention is the key to saving lives, which is why HSF continues to focus on the development of a primary prevention strategy in Manitoba, working with partners and stakeholders to achieve a sustained commitment to healthy living and chronic disease prevention based on research and practice-based evidence.