

2021 ANNUAL REPORT



Dear members and colleagues

It has been an exceptional year and a privilege to serve as your president.

In 2021, COVID-19 continued to remain CNA's top priority. We focused our attention on how to support a profession that is increasingly burned out and demoralized. We applaud nurses for their perseverance, but we know it's come at a significant cost to their mental health. We held meeting after meeting with elected officials, and issued numerous statements to the public, to make sure that the federal government and Canadians knew that health care needs healthy nurses. We also released the milestone report, *Regulated Nursing in Canada: The Landscape in 2021*, which will be an invaluable resource as Canada moves to deploy its nursing workforce effectively to tackle the backlog of delayed medical care.

At last year's annual meeting, you voted in favour of changing CNA's membership and governance structures. We spent the remainder of 2021 putting those changes into place. Nurses can now choose the level of membership they want, and each member gets an equal vote at our annual meetings. We revamped the CNA and *Canadian Nurse* websites so they work seamlessly with our new membership options. If you haven't already, check out the CNA website's new communities of practice, where members can share ideas and resources, ask questions, host discussions, and make connections. The revamped board of directors, meanwhile, will be smaller and nimbler. Members will vote on this new board this year.

To reflect these historic changes, CNA underwent a re-branding to ensure it continues to capture the enthusiasm and authority of the nursing profession. We hope you like the new "look"!

In addition to continuing the successful Fellowship program, the Canadian Academy of Nursing launched the Global Changemakers Speakers Series to complement the Indigenous Leaders Series. Both of these series host virtual events that feature fascinating and engaging speakers. Perhaps the most

monumental of these events was the First National Summit on Racism in Nursing and Health Care. Over 500 participants attended the event, which explored the pervasiveness of racism in Canada and discussed strategies on how to combat it. It was an excellent session, but much more work needs to be done. The second summit is planned for November 2022 and I hope you'll be able to join us for the continuation of this difficult — but necessary — conversation.

It was an honour to serve as your president and I am excited to have recently become your chief executive officer. Much work lies ahead as we navigate the changes at CNA and tackle some of the serious issues facing health care. We have the right team in place to get the job done. I am confident that CNA has a bright future ahead.



Tim Guest, RN, BScN, MBA
CEO; President (June 2020 – March 2022)

POLICY AND ADVOCACY

We speak out against inequity and inequality, participate in political processes, and advocate for nursing-focused policy options that are informed by evidence.

Release of *CNA 2021 Federal Election Platform: Charting a Course for a Healthier Nation*: many of the federal parties' election platforms included CNA's priorities, such as supporting health workers, expanding access to virtual care, meeting the needs of Canada's older adults, and fighting racism and discrimination.



CNA 2021
FEDERAL ELECTION PLATFORM
CHARTING A COURSE FOR A HEALTHIER NATION



#CNAONTHEHILL: INFLUENCING FEDERAL LEADERS & PARTIES

105

meetings held with public officials

4

appearances before parliamentary committees

153

public officials met

2

virtual events

1,948

letters sent to public officials

173

attendees

CNA AMONG CANADA'S BEST LOBBYISTS

Hill Times: top 100 overall, top 35 most active, second most active in health sector

Lobby Monitor: top 40 list

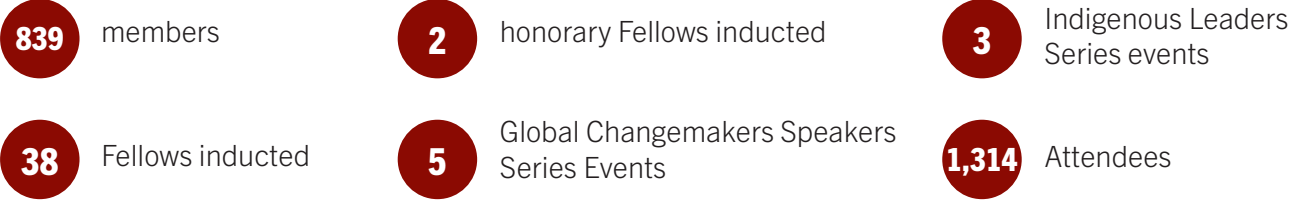
CANADIAN ACADEMY OF NURSING

The Academy is dedicated to identifying, educating, supporting, and celebrating nursing leaders across all the regulated categories and all domains of practice.

Speakers included

The Honourable Murray Sinclair, Sandy Hudson, André Picard, Karen Furneaux, Kerri Nuku, Laurie Gottlieb, Elder Aline LaFlamme, Richard Booth

In November, CNA held the **First National Summit on Racism in Nursing and Health Care**. The virtual event, which drew almost 600 attendees, reflected CNA's strong commitment to dismantling oppressive systems and working with our partners to create a safe, culturally competent workforce and health-care system.



MEMBERSHIP AND GOVERNANCE

- new rebrand and release of our mantra video
- new governance model
- new membership model
- new CNA and *Canadian Nurse* websites



PUBLIC COMMUNICATIONS



ONLINE FORUMS





CANADIAN NURSE ONLINE JOURNAL

CNA's flagship resource posts bilingual content weekly, focusing on expert advice, analysis, best practices, opinions and profiles. Our social media presence continued to grow and drive traffic to the website, which was relaunched at the end of the year.



3065 FOLLOWERS
ON SOCIAL MEDIA

57

articles
published

3

videos
produced

1.14

million impressions

4,280

comments

30,377

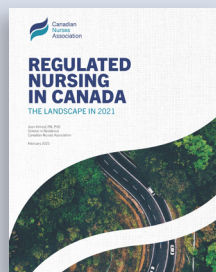
engagements (likes & shares)

46,345

video views

NURSING

We're committed to supporting nurses in all roles and settings by collaboratively developing innovative resources to advance the profession.



Release of
*Regulated Nursing
in Canada: The
Landscape in 2021*

9

virtual events

1,054

attendees

2 declarations released

- *Nursing Declaration Against Anti-Black Racism in Nursing and Health Care*
- *Nursing Declaration Against Anti-Indigenous Racism in Nursing and Health Care*

2 cannabis resources

- Understanding Cannabis in Clinical Practice e-learning modules
- *Non-Medical Cannabis: A Nursing Framework* finalized

Health human resources crisis

- 3 news releases
- 3 recommendations from joint summit with the Canadian Medical Association
- New web page launched
- Letter writing campaign launched

ACCREDITATION

8 not-for-profit

4 for-profit

12
programs
granted
accreditation

CANADIAN NETWORK OF NURSING SPECIALTIES

42 national
nursing groups

23 speciality
interest groups

18 speciality
practice groups

1 partner

CNA CERTIFICATION: NURSING SPECIALTY CREDENTIAL



To better serve nurses, the CNA Certification Program continued offering the option of writing the exam at home through ProctorU or Pearson VUE, which are secure, online proctoring services.

4 academic partnerships

- British Columbia Institute of Technology (BCIT)
- Douglas College
- Humber College
- MacEwan University

1,214

initial certification
exams written

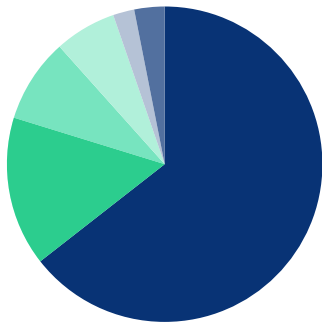
1,440

certification
renewals

Reduction in hours required to apply for certification to increase accessibility and align with changes in nursing curriculums and practice.

Statement of Revenue and Expenses YEAR ENDED DECEMBER 31, 2021

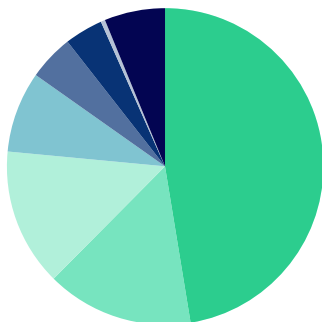
The charts below are derived from the 2021 financial statements, which were audited by Baker Tilly Ottawa LLP.



REVENUE

Membership fees.....	\$5,463,906
Certification/Registration	1,299,349
Grants/Affinity/Sponsorship	732,208
Project funding.....	535,977
Investment.....	186,111
Other income	262,427

Total	\$8,479,978
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EXPENSES

Salaries and benefits	\$3,621,277
Services/Printing/Publicity	1,148,102
Equipment/Computer services.....	1,073,498
Exam development/administration.....	632,448
Postage/Building/Sundry	355,552
Affiliation fees.....	299,478
Committees/Travel.....	34,120
Amortization/Other.....	473,157

Total	\$7,637,632
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Statement of Net Assets

As at December 31, 2021

Invested in capital assets	\$4,500,827
Designated for future pension obligations.....	116,000
Designated for other obligations	2,853,550
Unrestricted	10,320,724

Total	\$17,791,101
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The complete financial statements are available on our website.



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