



# Lyme Disease

Misunderstood.

Controversial.

Underfunded.

Your philanthropic gift will  
accelerate breakthroughs that  
will benefit all Canadians.

Charitable number: 81042 2485 RR0001

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**G. MAGNOTTA FOUNDATION**  
FOR VECTOR-BORNE DISEASES

# Lyme Disease is Here.

Canada  
Needs to  
Listen.



Lyme is not just in remote Canadian areas. Never has been. Ticks infected with the Lyme bacteria can be everywhere in your everyday life—in cities, parks, your backyard.

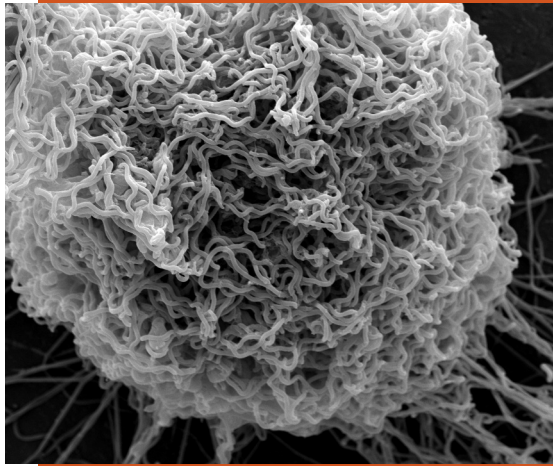
Since 2009, confirmed Canadian Lyme cases have increased 14-fold. And it's expected that 80 per cent of the Canadian population in eastern and central Canada will be living in tick habitat regions by 2020.

We have a quiet epidemic on our hands. And it's only a matter of time before Lyme Disease touches your family, your friends, your neighbours, your colleagues.

**Canada is not ready.**

# Lyme Disease is Here.

## Reliable Testing Isn't.



Electron microscope image of a cluster of Lyme bacteria, captured by the G. Magnotta lab.

Canada's test for Lyme Disease is outdated and inadequate. It does not detect all strains of the pathogen that exist today, nor can it reliably capture all stages of the disease, leading to an unacceptably high number of false negative results.

The test tries to determine if you've been exposed to Lyme bacteria but cannot tell whether the infection is active or ancient history.

Without a reliable diagnostic tool, how will you and your doctor know whether you would benefit from antibiotic therapy?

With inconclusive laboratory results, clinical doors close. Chances are you will be misdiagnosed with something else. Yet you continue to suffer for months, maybe years, and have no real answers.

# Lyme Disease is Here.

## Adequate Treatment Isn't.



The lack of effective diagnostic tools means Lyme Disease can go undetected in the body for weeks, months or even years. As the illness progresses, it becomes more difficult to treat. Left undiagnosed, it can attack any part of the body including the heart, joints, skin, muscles, eyes, digestive system and brain.

Lyme Disease has been called 'the great imitator' because it can mimic other serious conditions like multiple sclerosis, dementia, musculoskeletal and movement disorders.

Untreated or unresolved Lyme is recognized as a cause of disability, mortality and economic burden. Yet, the treatment of acute disease remains controversial and there is no consensus around therapeutic intervention for longstanding illness. Frustrated and debilitated patients are paying out of pocket and travelling the globe seeking experimental protocols in the hopes of regaining their health.

# Our Fundraising Initiatives

## Annual Gabe Magnotta Memorial Golf Classic

Held in September at a prestigious golf course north of Toronto, this is a great day of golf, food, wine and exciting awards and prizes. All net proceeds go to the G. Magnotta Foundation.



## Annual Vaughan Walk for Lyme

Held in early fall, this 5 km leisure walk is perfect for families and their pets. Route starts and ends at Magnotta Winery in Vaughan. All net proceeds go to the G. Magnotta Foundation.



## Annual Ride for Lyme

Held in June, participants choose one of three cycling courses (55 km, 87 km, 100 km) that starts and ends at Magnotta Winery in Vaughan. All net proceeds go to the G. Magnotta Foundation.



## Canada's First Tick Removal Kit

Essential for your first aid cabinet, this kit contains all the tools you need to remove, record and submit a tick for identification. Available at Magnotta Winery's 13 retail locations or online at [magnotta.com](http://magnotta.com) with curbside pick-up. 100% of sales goes to the G. Magnotta Foundation.







## Canada's Largest Collection of Philanthropic Wines

Produced by Magnotta Winery, Venture Series is a collection of over 15 award-winning wines that supports Lyme Disease research; 50¢ from every bottle sold goes to the G. Magnotta Foundation. Available at Magnotta Winery's 13 retail locations and online at [magnotta.com](http://magnotta.com). Select wines are available at the LCBO.



## Large Format

### Hand Sanitizer (750ml)

Produced by Magnotta Distillery, 80% alcohol. Receive one bottle with a minimum \$10 donation per bottle to the G. Magnotta Foundation. 100% of sales goes to the G. Magnotta Foundation.

## Toonies for Lyme

At select times of the year, Magnotta Winery runs a Toonies for Lyme drive at its 13 retail locations and on social media. 100% of donations raised goes to the G. Magnotta Foundation.

# GIVE TOONIES

# Science is Our Weapon.

Support  
Our  
Research.



The primary goal of the **G. Magnotta Foundation** is to fuel biomedical research that will generate answers to the most challenging questions that doctors and patients currently face. How can we fix diagnostic testing? What causes chronic complications? And how do we improve outcomes? It is critical that the controversy around testing, diagnosis and treatment is resolved urgently.

The G. Magnotta Foundation is the only non-profit organization in Canada with an exclusive focus on generating new knowledge about Lyme Disease through scientific investigation. We need to uncover the truth about Lyme Disease and its longstanding consequences, why it affects people differently and why some patients aren't getting better.

## Integrating Research and Care

Our ultimate goal is to foster the development of a comprehensive centre for clinical care and research. The tight alignment of biomedical investigation and medical application will position the centre to evolve into a world-class facility for patient care, research and medical education.

**The G. Magnotta Lyme Disease Research Lab at the University of Guelph** is studying Lyme bacteria and the mechanisms of the disease in the human body. It is Canada's first dedicated translational Lyme Disease research lab, producing results that will lead to better testing, diagnosis and treatment.

# Your Donation in Action.

## Money Fueling Innovation.



The engine of the G. Magnotta Lyme Disease Research Lab runs on ideas, intellects and infrastructure. Your philanthropic gift contributes to our capital fund to equip a cutting edge lab, support the brilliant minds behind this groundbreaking science and ensure that young researchers have access to top-notch training.

### Highly Qualified Personnel

Technology alone does not solve problems — people do. Our program is driven by experts and also trains the next generation of scientists in critical thinking and technical skills to confront multidimensional problems like Lyme. From students and technicians to experienced post-doctoral research associates and renowned affiliates, the lab is a dynamic incubator and a catalyst for change. **Your donation will help us retain and recruit top talent to tackle Lyme.**

### High-End Equipment

The cost of research is high. Your dollars help fund our scientists including the large equipment needed to do their critical work:

Biocontainment cabinet: \$10,000  
Growth incubator: \$15,000

Biobank freezer: \$20,000  
Plate reader: \$40,000

Microbial imaging system:  
\$300,000

### Daily Operations

Science is a creative endeavour built on a foundation of precision and reproducibility. High procedural standards coupled with the inherent complexity of studying living systems translates into substantial operating costs to keep the lab running. Chemicals, biologicals and other specialty consumables are needed continuously to fuel the research engine.



# A Foundation of Integrity.

Transparent. Accountable.  
Compassionate.

The G. Magnotta Foundation is a symbol of hope, compassion and change to thousands of Canadian Lyme Disease patients. You are partnering with a truly different, ground-breaking group where the end goal is to improve life.

## **Difference #1: We Put Our Money Into Science**

Unlike other charitable organizations, we are virtually an expense-free Foundation. No funds are used for executive board member salaries, advertising, PR, speaking engagements or staffing at fundraising events. These activities are all volunteer-driven. The Foundation only incurs essential costs for insurance fees, utilities and accounting services which comprise just 2% of our revenue. That means 98% of donations received and dollars raised go directly to the G. Magnotta Lyme Disease Research Lab to fund our research programs, our scientists and the high-end equipment and specialty consumables that are critical for delivering results.



## **Difference #2: We Are Innovators.**

Through its unique philanthropic paradigm, the G. Magnotta Foundation works closely with the Lyme patient community to identify gaps and needs that our research team can translate into a scientific framework. The result is a powerful partnership that combines the best of grassroots philanthropy and community-engaged scholarship to fuel world-class biomedical research.

## **Difference #3: We Are Strategists.**

Healthcare, science and biomedical technology are rapidly evolving fields. We keep our finger on the pulse of many sectors to invest wisely in research programs with impact.

# A Message from Rossana Magnotta.



When I first started my Lyme mission over 10 years ago, the real worry was, would we earn the will of those who were difficult to convince. I can now clearly see that the will is there. From the health community. From government agencies. And now from concerned, forward-thinking people like you.

But health professionals across our country cannot prescribe antibiotics and appropriate treatments to Lyme patients unless they have solid evidence to support their decisions. Your dollars will help us bridge the research gap and uncover the truth they need.

Like all charitable donations, you will receive a full tax receipt for your gift and recognition for your support as we make major announcements regarding breakthroughs in our research. But the benefits to you are far greater.

Ultimately, philanthropy is about the love of humanity. You will be part of the solution that addresses the root problem of Lyme Disease in Canada that's affecting countless Canadians. You will make an impact on people's lives in your local and national community because better Lyme testing, diagnosis and treatment will benefit everyone. Most of all, you will help change, once and for all, the way Lyme patients are treated in Canada by helping to ensure their voices are heard.

Our fundraising goal is ambitious – \$10 million over the next five years to deliver our research and patient care vision. But the cost of human suffering is much higher.

Be an agent for change and help us change the Lyme landscape in Canada.

*Rossana Magnotta*