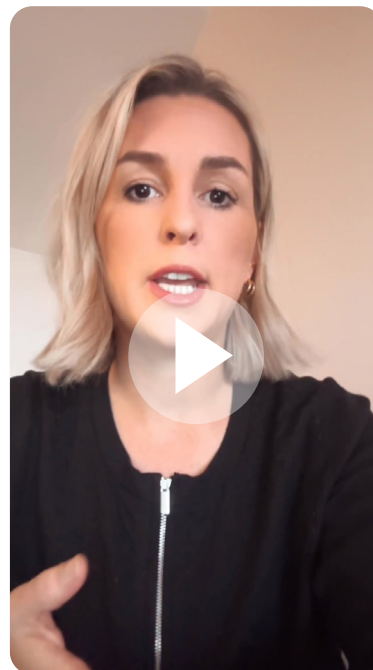


CASE FOR SUPPORT 2025



Includes 2024 Annual Report



Join Us on Second Street

2024 was a breakthrough year for SecondStreet.org on many fronts: our first year raising over \$1 million in donations, our first year with a single video over 1 million views, our first year hosting a conference, our first banner story in a major national daily newspaper and our first year where a political party adopted many of our policy prescriptions directly into their election platform.

Thank you to our donors and supporters that made 2024 such a success. We look forward to building on these accomplishments in 2025.

SecondStreet.org's unique proposition as a think tank is to use storytelling as a vehicle to communicate public policy ideas. One could explain the absurd law in Canada that prohibits residents (outside Quebec) from being able to spend their own money on health care in their home province or, much more powerfully, one could share the story of Jeff Krushell.

A patient who lives just outside of Edmonton, Jeff had a debilitating back condition that had him in extreme pain and limited his mobility. Not prepared to wait in the government queue for two years, Jeff sought to pay out of pocket for timely care. Luckily, the only private facility in Canada that offered the surgery he needed was a short drive down the road in Calgary. But wait! It is against the law for Jeff to receive the necessary surgery in his home province! In the end, Jeff went to Atlanta, Georgia for surgery at greater cost, not to mention the absence of nearby loved ones to support

his recovery. This is what governments in Canada do: they enforce laws that prevent patients from getting access to the care they need.

It's not enough to simply identify problems. In all cases, SecondStreet.org videos connect personal stories to practical and proven public policy solutions – often from other countries – aimed at improving outcomes. Aside from tearing down barriers that prevent patients from accessing health care outside of the public system, Jeff, for example, could have benefited if his government copied a European practice called the Cross Border Directive. This policy allows patients to pay for treatment in other European countries and be reimbursed by their home country.

There is much to learn from other countries with universal health care systems that produce better results at equal or less cost. In 2024, we posted videos from Sweden and Ireland and have videos planned for release in 2025 featuring France, Lithuania and Japan.

Many international examples made their way into our biggest undertaking of 2024 – a 40-minute documentary outlining five policy proposals to improve health care. *Health Reform Now* topped 1.4 million social media views in 2024 (and still going!) in addition to being featured as a special on cable television – it even won a public policy award for “Best Online Influence” presented in New York.

The end goal of public policy ideas is to see them implemented. We were pleased this year when the Conservative Party of BC included in their platform four of SecondStreet.org's five policy recommendations.

Overall, SecondStreet.org videos topped five million views in 2024 – a huge increase over 1.2 million views in 2023. And these figures do not include our cable TV program, *On Second Street*, which earned hundreds of thousands more views.

On December 12, 2024, SecondStreet.org earned, for the first time ever, a headline on the front page of a major daily newspaper – the National Post reporting on our research into two government-run Tim Hortons franchises at the Windsor Regional Hospital that have lost \$3 million – millions of dollars that should have been used to help patients!

A month later, SecondStreet.org earned another front page story about our annual *Died on a Waiting List* report. The report revealed 15,474 patients died while on government waitlists in 2023-24. Worse, since multiple health bodies don't track the data, the true number is likely double!

This annual report, now in its sixth year, earns significant news coverage across the country. It is a powerful indictment of the status quo and reminder of why serious discussion around health reform is so vitally important. To that end, SecondStreet.org undertook another first in 2024. In partnership with our friends at the Canadian Constitution Foundation and the Montreal Economic Institute, we hosted our first ever conference. *Prescriptions for Health Reform* took place September 10th in Vancouver featuring both international and domestic speakers engaged in deep, meaningful conversations on health reform.

While health care reform will remain our top issue in 2025, we will continue to build on our *Survivors of Socialism* series that features interviews with Canadians who came from communist and socialist countries. We are also spending more time on education policy reform.

Finally, we realize that patients in pain and suffering can't afford to wait years for policy changes. The same goes for parents who may not choose the government's "one size fits all" approach to schooling. In the second half of 2024, SecondStreet.org launched PatientOptions.ca as a tangible resource that helps patients who need help right now. The site includes info on where patients can access private care in Canada, the tax treatment of private health expenses, companies that provide financing, and significant info on navigating the public system. In 2025, we plan to improve the site and add a similar site encompassing school options.

Thank you to our volunteer board of directors led by Kip Woodward and to our outstanding staff team led by President Colin Craig. On behalf of all of us at SecondStreet.org, we welcome the moral and financial support of Canadians from coast-to-coast to bring stories, content and public policy changes aimed at improving the lives and prosperity of Canadians.



Troy Lanigan
Founder &
Managing Director



BACKGROUND

Named after Canada's most common street name, SecondStreet.org is a free market think tank that conducts original research, but is unique in that it tells the stories behind the numbers.

Troy Lanigan and Mark Milke founded SecondStreet.org in 2019 to complement the work of peer organizations. While macro research and statistics are important, large figures are often hard to conceptualize and are easily forgotten.

By using storytelling as a vehicle to discuss public policy issues, SecondStreet.org's content demonstrates – for better or worse – how government policies affect everyday people. Most importantly, the stories told by the think tank are easy for the public to remember.



VISION

A prosperous, free Canada where all can pursue happiness. We see opportunity, choice and responsibility as three pillars for the successful, self-governing nation envisioned by Canada's founders.

MISSION

To tell the stories of ordinary Canadians and their families, and show how public policy choices harm or help their prosperity, freedom and lives.

2024 AT A GLANCE

5

5 policy briefs

produced from original research. This year SecondStreet.org released considerable research on health care reform as well as content related to K-12 education, and the troubles with socialism.

60

60 original videos

on a wide range of topics, including our hit documentary *Health Reform Now*, various short health care stories, education reform clips and content related to our *Survivors of Socialism* project.

6.6

6.6 million impressions

– Canadians saw our think tank's work millions of times through social media – Facebook, Twitter, YouTube, LinkedIn and Instagram.

6.7

6.7 million views

online and through our national television show

25

25 columns

published by major media outlets more than 45 times.

54

54 television and radio interviews

across Canada to discuss SecondStreet.org research.



Dom Lucyk traveled to Ireland to show how one of their health care policies could reduce wait times for Canadian patients.

SAMPLE OF NEWS HIGHLIGHTS 2024



See more of SecondStreet.org's media coverage at

secondstreet.org/in-the-news

FINANCIALS

Revenues	2025*	2024**	2023
• Donations	\$1,195,000	\$1,143,382	\$720,929
• Other	\$5,000	\$19,537	\$4,645
Total	\$1,200,000	\$1,162,918	\$725,574

Expenses	2025*	2024**	2023
• Salaries, benefits, and subcontractors	\$710,686	\$663,811	\$483,298
• Research, videos, and equipment	\$180,200	\$206,285	\$85,882
• Advertising	\$79,564	\$43,056	\$49,318
• Bank charges	\$4,800	\$4,486	\$3,899
• Other	\$199,750	\$205,878	\$96,334
Total	\$1,175,000	\$1,123,516	\$718,731
Surplus / deficit	\$25,000	\$39,402	\$6,842

Note: Numbers may not add due to rounding.

*2025 Budget, ** 2024 Unaudited.



Paula Iturri cites four Canadians' stories to show a commonality among socialist and communist countries – a shortage of food.

ISSUE PROFILE: HEALTH REFORM

Canada's health care system is in crisis.

Too many patients are dying on waiting lists or suffering for long periods of time while they wait for treatment. Millions can't even find a family doctor.

That is why health reform is SecondStreet.org's top priority.

Without a doubt, there are lots of good people working hard to help patients every day and there are some bright spots in the system. We try to shine a light on what's working well so that other provinces can copy positive reforms. But overall, too many patients are falling between the cracks.

For instance, SecondStreet.org calculated that over 15,000 patients died on a waiting list last year. As damning as this number is, it's just a cold statistic. To demonstrate this problem in a meaningful way, we brought to light Manitoba patient Debbie Fewster's tragic story. The mother of three and grandmother to ten was told she needed heart surgery within three weeks. Debbie lasted over two months on a waiting list, but never received a date for surgery. Before passing away, she was told the system was backed up as people were on vacation.

While Canadians' stories about suffering on waiting lists are often tragic, the good news is that it doesn't have to be this way.

Canada could copy proven policies that work well in better-performing universal systems in Europe – we don't have to reinvent the wheel. We could improve our public system and give patients choice outside of government-run health care – just like Sweden, France, Australia and many other developed nations do.

Canada could also change how hospitals are funded to incentivize output (activity-based funding). And if patients still face long wait times, we could provide reimbursements for surgery in other provinces (or other countries) just as the European Union does. Such a change could open up thousands of health options to Canadians. Instead of receiving surgery next year, patients could receive it next week.

SecondStreet.org's videos, columns, policy briefs and media interviews focus on constructive ideas like these. We've also been exploring something not talked about enough: prevention – reducing demand in the first place.

Overall, what's important to note is that Canada spends a lot on health care. We just need better bang for our buck. Thankfully, polling shows Canadians are very warm to reform. We just need the elected class to take action.



Daniel Fewster explains how his mother passed away after being forced to wait too long for heart surgery in Manitoba.



B.C. cancer patient Allison Ducluzeau was told she had less than two years to live and was offered assisted suicide. Thankfully, she instead chose to pay for surgery abroad and is once again thriving.

ISSUE PROFILE: SURVIVORS OF SOCIALISM

Some politicians, university professors and activists praise socialism and communism as utopian systems that should be embraced in Canada. In 2013, now-Prime Minister Justin Trudeau infamously expressed his admiration for China, saying, “their basic dictatorship is actually allowing them to turn their economy around on a dime.”

Advocates of such regimes might benefit from watching SecondStreet.org’s *Survivors of Socialism* project, which emphasizes the trail of devastation these systems have left in their wake. *Survivors of Socialism* shines a light on communist and socialist ideologies by speaking with Canadians who previously lived under such regimes.

SecondStreet.org has spoken with expatriates from a wide array of countries, including Cuba, Venezuela, Bolivia, China, North Korea, the former Soviet Union and more. Boris Rassin, who grew up in Latvia while it was controlled by the Soviet Union, told us a shocking story that highlighted censorship and food supply problems under its former regime. Boris explained how the Soviet government destroyed old cookbooks because it didn’t want citizens wondering why so many ingredients and foods no longer existed under communism.

This past year, SecondStreet.org created a video called “I’m Hungry” that featured Canadians from Cuba, Romania, China and Nicaragua all discussing something they shared in common – how they were often hungry (due to a lack of food) in the country they fled. With your support, we can shine a light on more real-life consequences from these troubling ideologies.

ISSUE PROFILE: K-12 EDUCATION

Our May 2024 poll on K-12 education found that 55% of Canadians believe the public system has gone in the wrong direction. What’s particularly striking is that this dissatisfaction rate is up from 32% in late 2020.

While past polling conducted by SecondStreet.org identified this growing problem, our most recent poll investigated what concerns Canadians the most.

Discipline and accountability were the top concern – 63% indicated “wrong direction” while only 17% said “right direction.” Canadians also had serious concerns about schools’ priorities in terms of lessons and skills that are being taught, and content related to sexual education and gender.

Overall, Canadians were more likely to say “wrong direction” than “right direction” in six of the seven aspects of the education system that we surveyed.

Fixing the public system is something that needs attention, but so is the idea of giving parents more choice outside the public system – we shined a light on Alberta’s “charter schools”. These are non-profit schools that teach the provincial curriculum and are funded by government using tax dollars.

Charter schools differ from public schools in that they often use a different teaching philosophy or spend more time on certain areas. For instance, we profiled STEM Innovation Academy, a high school in Calgary that delivers exceptional results while focussing on science, technology, engineering and mathematics (STEM). The school takes a firm stance when it comes to discipline and keeping politics outside of the school.

In 2025, we’ll be continuing to explore how to improve the public system and support parents who choose options outside of it.



Lisa Davis, founder of STEM Innovation Academy, talks with a student in the school’s 3D printer lab.

ON SECOND STREET: OUR NEW NATIONAL CABLE TV SHOW

In 2023, SecondStreet.org launched a new public affairs cable TV show – *On Second Street* – on The News Forum channel. The News Forum is the latest official national news broadcaster to join CTV, CBC and RDI across Canada.

We use the TV show to not only discuss our own research, but also the important work that peer organizations are working on as well as other emerging public policy issues. In 2024, we covered everything from health care reform and the nation's housing crisis to government spending and education reform.



Paige MacPherson from the Fraser Institute and Catharine Kavanagh from Cardus join Colin to discuss education reform.



Alberta Premier Danielle Smith joins Colin to discuss health reform.



SecondStreet.org's Harrison Fleming and Emmanuelle Faubert from MEI discuss patients dying on waiting list.

SPECIAL PROJECTS

PatientOptions.ca A new site to help patients

Many Canadians cannot afford to wait years for surgery while governments get around to improve the system with health reform. They need care now.

That's why SecondStreet.org created PatientOptions.ca – a new site that helps provide patients with two things:

1. Helpful tips on accessing health care in Canada's public system
2. Helpful information on how to access private health care in Canada and abroad

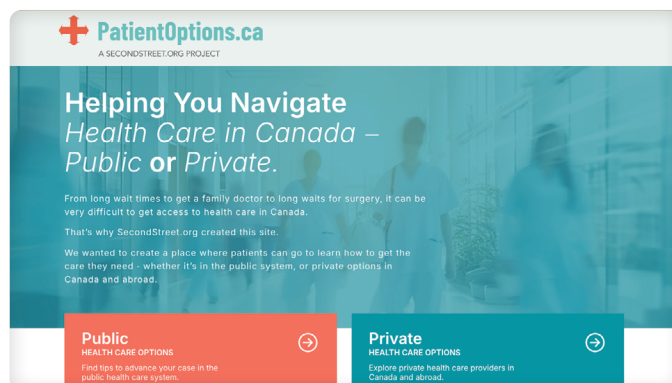
On the public side, patients can learn about important questions to ask if they find themselves on long waiting lists to see a specialist or to receive surgery. For example, are there specialists in the province – located in other cities – that can see you sooner? Can you be put on a cancellation waiting list? And more.

On the private side, PatientOptions.ca has put together a directory of private health providers in Canada – from MRI clinics to somewhere you could pay for knee surgery and everything in between.

The private side also helps Canadians answer questions about seeking private health care – which expenses can you write off on your taxes? Are there institutions that provide financial loans for surgery? Can anyone help you if you decide to go abroad for surgery? And more!

After using the site, 79-year-old Alberta patient Marcel Latouche noted:

"As I needed a hip replacement, I heard about PatientOptions.ca, looked at the site and found it to be incredibly helpful when I decided to explore private surgery. The site even had useful information like details on the tax treatment for such medical expenses. I've sent it around to lots of my friends who are facing similar health challenges."



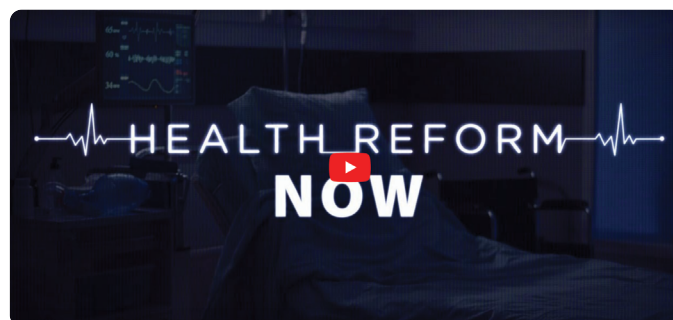
Health Reform Now Short Documentary

What are the major changes that are needed to improve Canada's health care system? SecondStreet.org released *Health Reform Now* in 2024 to help Canadians answer that question.

The 40-minute documentary looks at several patient stories and pairs with them five proven solutions from Europe that could help our universal health care system deliver better results – like the shorter wait times we see so often overseas.

From changing the way hospitals are funded to incentivize output (activity-based funding) to allowing patients to pay for treatment at private clinics in their own province, there are many policies widely embraced in Europe that our nation could benefit from replicating.

With your help, SecondStreet.org can continue to create and advertise important content like the two special projects noted above!



Our Team

Our Staff & Contributors



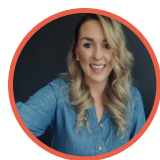
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Scott Hennig
Director



Tracy Johnson
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Moving Our Work Forward

SecondStreet.org is a unique think tank in Canada.

We conduct public policy research just as our peers do, but what sets us apart is that we tell the stories behind the numbers.

We use storytelling as a way to discuss public policy issues – strong narratives connect with people in ways that numbers cannot. Stories are memorable and “stick” with the public long after a statistic is forgotten.

We complement the stories we share by providing solid, ground-breaking research, offering proven policy solutions, working collaboratively with others and utilizing new strategies to reach broader audiences.

SecondStreet.org is focused on three core public policy areas: **improving health care** for patients, in terms of both access and outcomes; **education reform**, in particular, reforms that give parents more choice when it

comes to the education offerings available for their children; and **examining the consequences of socialism**, using real-world examples to show Canadians – and especially our young people – what dangerous but fashionable ideologies including communism look like in practice.

SecondStreet.org is sharing the stories and information many politicians and legacy media either don't bother with or don't want you to see.

Now, in our fifth year, we are finding our voice as a key player in Canada's public policy landscape – particularly on the important issue of health care reform.

Will you join us? SecondStreet.org is a registered Canadian charity.

We welcome the opportunity to work with you in moving our work forward.



**For donation inquiries, please contact
Troy Lanigan at: troy@secondstreet.org**

**Or donate online at:
www.secondstreet.org/donate**



SecondStreet.org contributor Heidi McKillop discusses how Sweden's government partners with private health care providers to reduce costs and provide more services

