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2012 SLI Year In Pictures
“Solving the Concussion Crisis”

2012 was a banner year for the Sports Legacy Institute (SLI). Our expanded staff has allowed us to deliver grassroots educational programming throughout the country, especially where we lead our Concussion Coalitions in California and Chicago, as well as through our SLICE program now at Boston University, Harvard University, DePaul University, University of Miami, University of Southern California, University of California Berkeley and Brown University. The critically acclaimed film documentary “Head Games” debuted in 2012 providing national exposure to our work. In 2012 SLI also launched Hit Count™ - a pioneering initiative targeted at developing numeric guidelines to regulate head trauma, particularly among young people participating in contact sports. Lastly, in conjunction with the Center for the Study of Traumatic Encephalopathy at Boston University, SLI published a brain bank case series that doubled the known cases of the disease worldwide.

We remain committed to being at the forefront in brain trauma awareness, policy, and research. With your steadfast support, and in conjunction with our network of sponsors and affiliates, we will move even closer to “solving the concussion crisis.”

Our Mission
The mission of the Sports Legacy Institute is to advance the study, treatment and prevention of the effects of brain trauma in athletes and other at-risk groups.

Our Story
SLI was founded on June 14, 2007, in Boston, Massachusetts, by Christopher Nowinski and Dr. Robert Cantu in reaction to new medical research indicating that brain trauma in sports had become a public health crisis. SLI partnered with Boston University School of Medicine to found the Center for the Study of Traumatic Encephalopathy (BU CSTE) in 2008, to advance research. While continuing to support the BU CSTE, SLI translates our new knowledge of the effects of brain trauma into educational programs, advocacy, awareness, and policy.
Sports Legacy Institute Community Educators (SLICE)

SLICE follows the “train the trainer” chapter model, allowing college students to provide a 30 minute curriculum to students in grades 4-12 covering:

- What is a concussion?
- Why should you care about concussion?
- What can you do about it?

2012 SLICE Chapters

SLICE Chapters Launching in 2013

The Advanced Concussion Training (ACT)

The gold standard in concussion education, SLI trained 6,141 coaches, parents, administrators and medical professionals in 10 states in 2012. The program was mandatory for Chicago Public Schools coaches, nurses and physical education teachers, Arlington (VA) Public Schools coaches and Los Angeles Unified School District football coaches.

SLI Concussion Coalitions

Launched by SLI in Chicago in 2011 and California in 2012, the mission of each Coalition is to work in partnership to provide student athletes in the community with the best-in-class resources available to protect them from concussions in sports. The Coalitions accomplish this mission through leveraging the existing programs of Coalition members (50+ in Chicago, 30+ in California) focused on prevention, education, assessment, management, and research. These partnerships allow us to create rapid change in areas of great need. Visit www.ConcussionCoalition.org to learn more.
SLI launched the Hit CountTM Initiative in 2012. Based on the “Pitch Count” in baseball, SLI is working with leading researchers, technology companies, and sports governing bodies to develop and promote recommendations to limit the amount of brain trauma that a child is allowed to incur in sports.

The 2012 Hit Count Symposium brought together leaders in the field and was filmed by HBO Real Sports, airing in November.

Dr. Cantu with Hit Count advisors Kevin Guskiewicz, Ph.D., and Gerry Gioia, Ph.D.

Hit Count Sponsors: Battle Sports Science, gForce Tracker, i1biometrics, Impakt Protective, MC10, Triax Technologies

Concussion Checklist
Inspired by the overwhelming number of inquires from youth sports organizations, coaches and parents seeking advice on how to better protect their athletes, SLI developed an interactive web-based tool to guide users to policies and programs to improve the safety of their organization. Evaluate your program at www.ConcussionChecklist.org.

Call to Action
SLI regularly issues calls to action to raise issues in the public consciousness. In 2012, we urged the NCAA to require discussion of Chronic Traumatic Encephalopathy in their mandated concussion education. They refused, but the battle is not over.

Read more here.
http://sportslegacy.org/policy-2/calls-to-action
At its creation, the Center for the Study of Traumatic Encephalopathy (CSTE) embraced aggressive goals. We have made huge strides in understanding this disease, but we can do much more.

The BU CSTE is now established as the worldwide leader in the study of CTE. 2012 marked the beginning of a transition. At our Brain Bank we have now studied more cases of Chronic Traumatic Encephalopathy than the rest of the world, combined, in all of human history. Dr. Ann McKee’s seminal case series analysis of the first 85 brains donated to the center helped us understand the disease better than ever before. It also set a game plan for the next decade: we will develop tools to diagnose the disease in living people, identifying risk factors and specific ways to prevent the disease, and explore ways to treat it—all while preserving the integrity of the sports and activities affected by our research.

The Spectrum of Disease in Chronic Traumatic Encephalopathy What we’ve learned from athletes and veterans
Ann McKee, MD, Christopher Nowinski, Robert Cantu, MD, Robert Stern, PhD et. al.
Published in Brain. 2013 Jan; 136:43-64

In 2012, Dr. Ann McKee devised and published the first ever pathological staging system for CTE, dividing the disease into four distinct stages based on location and density of abnormal proteins that indicate brain damage and disease.

Stage one disease tended to be confined to younger athletes, while stage 4 disease was only found in athletes over 50 years old, with over 90% diagnosed with dementia. This provides some of the strongest evidence yet that the disease is progressive, advancing in the absence of additional brain trauma, and worsening with age.
FINANCIALS AND STAFF

Revenue/Income: $761,000.00

- Fundraising 63%
- Education/Policy Programming 33%
- Grants 4%

Expenses $632,000.00

- Fundraising 13%
- Program Costs 79%
- Operations 8%

SPORTS LEGACY INSTITUTE STAFF

Christopher Nowinski  
Co-Founder, Executive Director

Robert Cantu, MD  
Co-Founder, Medical Director

R. Evan Davis  
Director of Operations

Lisa McHale  
Director of Family Relations

Katherine Schock  
Program Manager

Christine Perocchi  
Development Manager

Caitlin McElroy  
Field Associate - Chicago

Chelsea McLeod  
Program Associate

Susan Griffin  
Administrative Manager

Dan Daneshvar  
SLI Community Educators  
Co-Founder & Project Leader

(781) 819-5706 - info@sportslegacy.org - www.sportslegacy.org - visit us on facebook and twitter
DONORS AND BOARD OF DIRECTORS

THANK YOU!

We deeply appreciate our members and other supporters who believe in our mission to help “Solve the Concussion Crisis.” Thank you to those listed here who donated between Jan. 1, 2012 – Dec. 31, 2012.

$50,000 or greater
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Sports Legacy Institute
P.O. Box 181225
Boston, MA 02118
http://sportslegacy.org

Physical Address
230 3rd Avenue
Waltham, MA 02145
(T) 781.819.5706
(F) 781.819.5710
info@sportslegacy.org

http://facebook.com/sportslegacy
http://twitter.com/sportslegacy

Due to space constraints, we have listed only donors of $1,000 or more. We thank these donors and everyone who made gifts of under $1,000 to SLI in 2012. If your name or organization has been listed incorrectly or omitted, please notify us at (781)819-5707 or cperocchi@sportslegacy.org.
Isaiah Kacyvenski, SLI Board Member, presenting 2012 Impact Award to The Ivy League, accepted by Executive Director Robin Harris.

Taylor Twellman, Chris Nowinski, Sylvia Mackey, Jim Braude and other distinguished guests.

Head Games documentary based on Chris Nowinski’s book and featuring SLI, was released in September to critical acclaim.

Ollie Matson Jr. and NFL Legend Calvin Hill
Lisa McHale with Tom McHale’s former coach and NFL Star Maxie Baughan and wife Diane

Jeanne Andlinger and SLI Medical Advisor Dr. Robert Stern

2012 TOM MCHALE MEMORIAL FUNDRAISER

Lisa McHale, SLI Director of Family Relations and Dr. Robert Cantu with 2012 Legacy Award winners Sylvia Mackey and Dr. Eleanor Perfetto, SLI Board Member

Carol Quimby-Bonan, SLI Board Member with Joyce Critelli and Karyn Calc ano