<table>
<thead>
<tr>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 - LETTER FROM LEADERSHIP</td>
</tr>
<tr>
<td>4 - OUR MISSION &amp; VISION</td>
</tr>
<tr>
<td>5 - EDUCATION</td>
</tr>
<tr>
<td>6 - POLICY</td>
</tr>
<tr>
<td>7 - RESEARCH</td>
</tr>
<tr>
<td>8 - SLI IN THE NEWS</td>
</tr>
<tr>
<td>9 - FINANCIAL SNAPSHOT</td>
</tr>
<tr>
<td>10 - DONORS &amp; BOARD OF DIRECTORS</td>
</tr>
<tr>
<td>11 - 2013 SLI YEAR IN PICTURES</td>
</tr>
</tbody>
</table>
SLI is proud of what we accomplished in 2013. Because of our relentless advocacy on behalf of athletes past, present, and future, the concussion landscape is rapidly changing, and SLI continues to play a growing role in shaping the future. The newly renamed VA-BU-SLI Brain Bank continues to teach us about the long-term effects of brain trauma under the leadership of Dr. Ann McKee, and recently received a significant grant that will keep it growing and continually informing our education, advocacy, and policy efforts for at least another four years. Some advocacy goals, like reducing full-contact practice in football, are quickly becoming a reality. Our respected medical leadership, led by Dr. Robert Cantu, continues to gain influence as advisors to sports organizations of all levels that are ready for change. We are excited about the gains we have made in solving the concussion crisis, but we still have so far to go. We will not rest until sports are safe and we can treat concussions and Chronic Traumatic Encephalopathy, and we appreciate your support as we prepare ourselves for another big year.

THE SLI STORY

The Sports Legacy Institute (SLI) was founded on June 14, 2007, 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. Post-mortem analysis of the brain tissue of former contact sports athletes revealed that repeated brain injuries, from both concussive and subconcussive blows, could lead to a neurodegenerative disease known as Chronic Traumatic Encephalopathy (CTE). The absence of awareness, education, and poor concussion diagnosis and management allowed the disease to proliferate. In 2008, SLI collaborated with Boston University School of Medicine and the US Department of Veterans Affairs to found the VA-BU-SLI Brain Bank, now the world's largest CTE tissue repository, and it has changed our understanding of brain injury.

SLI now translates this new knowledge into awareness and programs dedicated to reforming sports so they are played smarter and safer. SLI is dedicated to solving the concussion crisis through advocacy, education, policy development, and medical research.
Our **MISSION** is to advance the study, treatment, and prevention of the effects of brain trauma in athletes and other at-risk groups.

Our **VISION** is a world without CTE, and concussion safety without compromise.
SLICE follows the “train the trainer” chapter model, teaching volunteer college students to provide a 30 minute educational curriculum on concussions to students in grades 4-12.

THE ADVANCED CONCUSSION TRAINING [ACT]

The gold standard in concussion education, SLI has trained over 10,000 coaches, parents, administrators and medical professionals in 12 states since 2012.
60 ACT TRAININGS TO OVER
10,000 COACHES + ATHLETIC TRAINERS IN 12 STATES IN 2012 - 2013

60 SLICE TRAININGS TO OVER 8,500 YOUTH ATHLETES IN 2012 - 2013

10,599 COACHES + PARENTS USED CONCUSSIONCHECKLIST.ORG IN 2013
ADVISORY ROLES

Dr. Cantu and Chris Nowinski are proud to serve as volunteer advisors to a growing number of professional and collegiate sports organizations. Helping professionals set the right example is often the fastest way to create change at the youth level.

HIT COUNT PROGRAM

After over a year of research and preparation, the Hit Count® Program will launch in early 2014. Learn more about how Hit Count® can help keep athletes safe at HitCount.org

HIT COUNT LOGO & CERTIFICATION MARK
The core of our research is the SLI-BU-VA Brain Bank, led by Dr. Ann McKee, which now houses the brains of over 200 former athletes and military veterans. In 2013, Dr. McKee received a four-year, $6 million cooperative grant from the National Institutes of Health (NIH) to lead a team of researchers from multiple institutions around the United States to develop formal NIH guidelines for the pathological diagnosis of CTE. This criteria will define the disease and be used by doctors around the world to help them better independently diagnose CTE.

We also support multiple ongoing clinical studies, including the LEGEND, DETECT, and VICTORS studies, which are aimed at learning to diagnose and treat CTE. We hope to share preliminary results in our next annual report.
SLI strives to educate the public about concussions and CTE and to inspire culture change around the world through strategic media campaigns. SLI is proud to have reached millions of homes around the globe in 2013 through local, national, and international media appearances.

**SLI HIGHLIGHTS**

BU CSTE leaders featured in PBS/Frontline’s documentary “League of Denial: the NFL’s Concussion Crisis”

Chris Nowinski shares some safe tackling tips for young football players on Fox & Friends with Elisabeth Hasselbeck

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**Rolling Stone**

January 31st - SLI and the BU CSTE featured on Rolling Stone cover story: “This is Your Brain on Football”

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**CNN Health**

February 2nd - Former NFL player Thomas Jones donates brain to BU CSTE and SLI research

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**Forbes**

June 20th - “Finally, a light at the end of the concussion tunnel”

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**BusinessWeek**

July 11th - “Brain trauma surge in youth athletes spurs call of action”

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**Los Angeles Times**

August 30th - “Parents’ worries about school and how to handle them”

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**Chicago Tribune**

September 29th - “Gary Fencik ready to tackle concussion issue”

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**The Washington Post**

October 2nd - Article highlights risks of concussions in youth football

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**TIME**

October 10th - Dr. Robert Cantu’s article: “We’re still in the dark about kids and concussions”

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**Katie**

November 26th - Chris Nowinski discusses importance of the SLI Concussion Checklist and youth concussion safety with Katie Couric

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**International Press**

**United Kingdom:**
- The Daily Mail
- The Guardian
- BBC Radio
- Belfast Telegraph
- The Scotsman
- The Independent

**Australian:**
- ABC News and Current Affairs
- The Australian
- Brisbane Times
- Hudson Hub-Times
- Radio 2UE

**TOTAL MEDIA APPEARANCES**

- Print: 83 original articles
- TV: 30
- Radio: 20
- Total: 131
The figures on this page depict the financial activities of the Sports Legacy Institute for the fiscal year ended December 31, 2013.

### Statement of Activities

<table>
<thead>
<tr>
<th>PUBLIC SUPPORT AND OTHER REVENUE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$1,236,834</td>
</tr>
<tr>
<td>Program Services Revenue</td>
<td>$132,283</td>
</tr>
<tr>
<td>Investment Revenue</td>
<td>$0</td>
</tr>
<tr>
<td>Other Revenue</td>
<td>$317,999</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$1,687,116</strong></td>
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### EXPENSES

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants</td>
<td>$300,000</td>
</tr>
<tr>
<td>Program Service Expenses</td>
<td>$443,376</td>
</tr>
<tr>
<td>Management and General</td>
<td>$305,032</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$128,506</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$1,176,914</strong></td>
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### Statement of Financial Position

<table>
<thead>
<tr>
<th>ASSETS</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Cash, Cash Equivalents &amp; Investments</td>
<td>$601,043</td>
</tr>
<tr>
<td>Property &amp; Equipment</td>
<td>$3,858</td>
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<tr>
<td>Other Assets</td>
<td>$8,991</td>
</tr>
<tr>
<td>Pledges &amp; Accounts Receivable</td>
<td>$173,352</td>
</tr>
</tbody>
</table>

| **Total Assets**                     | **$787,244** |

<table>
<thead>
<tr>
<th>Accounts Payable and Accrued Expense:</th>
<th>$164,078</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted Net Assets</td>
<td>$73,166</td>
</tr>
<tr>
<td>Temporarily Restricted Net Assets</td>
<td>$550,000</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>$623,166</strong></td>
</tr>
</tbody>
</table>

| Total Liabilities and Net Assets      | **$787,244** |

---

**SPORTS LEGACY INSTITUTE TEAM**

Christopher Nowinski  
Co-Founder, Executive Director

Liz Cahn  
Director of Development

Robert Cantu, MD  
Co-Founder, Medical Director

Lisa McHale  
Director of Family Relations

Cliff Robbins  
Programs Manager- Education & Research

Chelsea McLeod  
Communications Manager

Christine Perocchi  
Development Manager

Susan Griffin  
Administrative Manager
We greatly 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, 2013 – Dec. 31, 2013.

$50,000 or Greater
Gerhard & Jeanne Andlinger
Ivivi Health Sciences
Carol Quimby-Bonan
Under Armour
WWE

$20,000 - $49,999
Brock USA, Inc.
George & Lauren Doherty
Hollingsworth Family Foundation
Jacobson Family Foundation
The Pritzker Traubert Family Foundation
Trinity Partners, LLC

$10,000 - $19,999
Boston Bruins Charitable Foundation, Inc.
The Daniel Brett Foundation
Kaiser Permanente
Richard & Nancy Kelleher
Paul Levesque & Stephanie McMahon
Martin & Tristin Mannion
John McLeod & Eleanor Perfetto
Miami Marlins Community Foundation
Oristaglio Family Foundation
Pfizer, Inc.
Rio Grande Neurosciences, Inc.
StopConcussions.com

$5,000 - $9,999
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Michael & Mary Anne Cola
Eric Pelly Sports Education Fund
Greg & Lynn Feasel
Gary & Sandy Fenick
Greenberg Traurig, LLP
Barbara Jones

$2,500 - $4,999
Alan & Amy Meltzer Family Foundation
Baltimore Football Club, Inc.
Matt DiRoberto
Philip Forse
Cindy Daniel
Lisa Drew
Bob & Karen Forlenza
Gary & Pennie Abramson Charitable Foundation
HeadFirst Sports Injury & Concussion Care
Patricia King
Peter & Yvette Mulder
Allison Mazer
Gordon & Janice Nuber
Jim Pallotta
Stachon Family Charitable Fund
The Walter & Connie Payton Foundation
Kat Willis

$1,000 - $2,499
Vincent Allen
American Century Investments Foundation
Beatrice Mayer
Chicagoland Speedway
Scott Clementoni
Consigli Construction Co., Inc.
Cornell University Football
Kevin & Jessica Ekaian
Margarita & W. Taylor Fithian
Peter Foss
David & Amanda Gardstrom

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 2013. If your name or organization has been listed incorrectly or omitted, please notify us at (781) 819-5707 or cperocchi@sportslegacy.org.

2013 BOARD OF DIRECTORS

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VICE PRESIDENT
Barbara A. Jones

SECRETARY
Tina Cantu

TREASURER
Dave Fitzhenry

DIRECTORS
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John Corcoran
Greg Feasel
Kevin Haley
Isaiah Kacyvenski
Rick Kelleher
Tony Lyons
Carol Quimby-Bonan
SLI 2013 YEAR IN PICTURES

Current and former NFL players with Chris Nowinski at the Tom McHale Memorial in Washington, DC

Tom McHale Memorial co-chairs Marnie Abramson and Margy McHale with Washington Wide Receiver Pierre Garcon

Impact Awards Honorees Paul Levesque (HHH) and Stephanie McMahon of WWE with Dr. Robert Cantu in Boston

Current and former NFL players Hunter Hillenmeyer, Kyle Turley, Isaiah Kacyvenski, Ted Johnson, Kevin Turner, and Matt Hasselbeck with Chris Nowinski at Super Bowl press conference in New Orleans

SLI board members Tina Cantu and Dr. Eleanor Perfetto with US Senator Tom Udall of New Mexico at the Tom McHale Memorial

SLI board member Carol Quimby-Bonan and Janet Seidl at the Impact Awards