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A N N U A L

R E P O R T



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# LETTER FROM THE LEADERSHIP

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.



A handwritten signature in black ink that reads "Eleanor M. Perfetto".

**ELEANOR PERFETTO**  
Chairman, Board of Directors



A handwritten signature in black ink that reads "Chris Nowinski".

**CHRISTOPHER NOWINSKI**  
Founding Executive Director

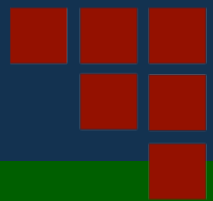
## THE SLI STORY

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.



## SPORTS LEGACY INSTITUTE COMMUNITY EDUCATORS [SLICE]

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.

## 2013 SLICE CHAPTERS



## 2014 PLANNED CHAPTERS



## 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

IN  
2013

10,599

COACHES + PARENTS  
USED

CONCUSSIONCHECKLIST.ORG



## 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](http://HitCount.org)

## HIT COUNT LOGO & CERTIFICATION MARK



SLI continues to support a growing portfolio of cutting-edge research studies at leading institutions:



## SLI-BU-VA BRAIN BANK



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.



# RESEARCH

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



ROBERT CANTU, M.D.  
Neurosurgeon, Boston University



CHRIS NOWINSKI  
Author, book/film 'Head Games'

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



January 31<sup>st</sup> -SLI and the BU CSTE featured on Rolling Stone cover story: "This is Your Brain on Football"



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



June 20<sup>th</sup> -"Finally, a light at the end of the concussion tunnel"



July 11<sup>th</sup> -"Brain trauma surge in youth athletes spurs call of action"



August 30<sup>th</sup> -"Parents' worries about school and how to handle them"



September 29<sup>th</sup> -"Gary Fencik ready to tackle concussion issue"



October 2<sup>nd</sup> - Article highlights risks of concussions in youth football



October 10<sup>th</sup> -Dr. Robert Cantu's article: "We're still in the dark about kids and concussions"



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

### International Press

#### United Kingdom:

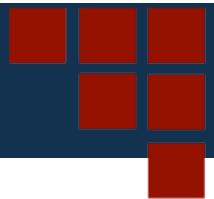
- The Daily Mail
- The Guardian
- BBC Radio
- Belfast Telegraph
- The Scotsman
- The Independent

#### 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

### PUBLIC SUPPORT AND OTHER REVENUE

Contributions	\$1,236,834
Program Services Revenue	\$132,283
Investment Revenue	\$0
Other Revenue	\$317,999

Total Revenue	<u>\$1,687,116</u>
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### EXPENSES

Grants	\$300,000
Program Service Expenses	\$443,376
Management and General	\$305,032
Fundraising	\$128,506

Total Expenses	<u>\$1,176,914</u>
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## Statement of Financial Position

### ASSETS

Cash, Cash Equivalents & Investments	\$601,043
Property & Equipment	\$3,858
Other Assets	\$8,991
Pledges & Accounts Receivable	\$173,352

Total Assets	<u>\$787,244</u>
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Accounts Payable and Accrued Expense:	\$164,078
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Unrestricted Net Assets	\$73,166
Temporarily Restricted Net Assets	\$550,000

Total Net Assets	<u>\$623,166</u>
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Total Liabilities and Net Assets	<u>\$787,244</u>
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## SPORTS LEGACY INSTITUTE TEAM

Christopher Nowinski  
Co-Founder, Executive Director

Liz Cahn  
Director of Development

Chelsea McLeod  
Communications Manager

Robert Cantu, MD  
Co-Founder, Medical Director

Lisa McHale  
Director of Family Relations

Christine Perocchi  
Development Manager

Cliff Robbins  
Programs Manager- Education  
& Research

Susan Griffin  
Administrative Manager



# DONORS & BOARD OF DIRECTORS

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

Andrew Filipowski  
Kevin Turner Foundation  
LA84 Foundation  
Mintz Levin  
New Balance Athletic Shoe, Inc.  
William & Nanci Perocchi

Tom Geraghty  
Paul Grant  
Bruce Hagen  
Kevin Haley  
HeadsUp! CTE Inc.  
George Hughes  
David Icke  
JEM LuxuryLLC  
Rob & Stacy Johnson  
Amy Knappen  
Craig & Kim Kolloff  
Scott Kozak  
David Lynch  
Jay Markson  
MB Sports Training LLC  
N.S.N.A.  
National Football League Players Association  
NEFILIM Associates  
Nuveen Investments  
Amy Perryman  
Joseph Pont  
David Reiss  
Mike Ripp  
Ian Roffman  
Nitto Rotta  
Herman Sanchez  
Lisa Scott  
Janet & Randy Seidl  
Steven & Melanie Skaroski  
Dan Stern  
Strategic Campaign Group, Inc.  
Julian Swearengin  
Trade LIFTS, LLC  
Mark Vanecko  
Arthur Winn

## \$20,000 - \$49,999

Brock USA, Inc.  
George & Lauren Doherty  
Hollingsworth Family Foundation  
Jacobson Family Foundation  
The Pritzker Traubert Family Foundation  
Trinity Partners, LLC

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

## \$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

## \$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 Eknaian  
Margarita & W. Taylor Fithian  
Peter Foss  
David & Amanda Gardstrom

## \$5,000 - \$9,999

Peter & Rita Carfagna  
Michael & Mary Anne Cola  
Eric Pelly Sports Education Fund  
Greg & Lynn Feasel  
Gary & Sandy Fencik  
Greenberg Traurig, LLP  
Barbara Jones

*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

### PRESIDENT

Eleanor Perfetto, PhD

### VICE PRESIDENT

Barbara A. Jones

### SECRETARY

Tina Cantu

### TREASURER

Dave Fitzhenry

### DIRECTORS

Peter Carfagna  
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

