

2022

ANNUAL REPORT



CONCUSSION
↑ LegacyFoundation
Canada



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LETTER FROM LEADERSHIP

The Concussion Legacy Foundation Canada team and our community of dedicated and generous supporters inspired me in 2022. After a decade of hard work, the energy, dedication and optimism of the CLFC staff makes me believe that solutions to the concussion crisis are finally within reach.

This last year, we pushed through the awkwardness of our foundation's adolescence. I am pleased to report that we stand on the verge of maturity as an organization. Thanks to our grueling, iterative efforts working with the populations we serve, we have built a strong foundation regarding the most effective ways of engaging children, athletes, military personnel and other at-risk populations.

Our partnership with the **Centre for Addiction and Mental Health Brain Health Imaging Centre** has been very productive. Dr. Neil Vasdev and his colleagues' work continues to give us hope of being able to diagnose CTE in vivo sooner rather than later. He was quoted in the New York Times as saying:

"We are getting very close to advancing new radio tracers in humans to image the tau that is more prevalent in C.T.E.. I like to think that we're within two to five years, not 10 years of developing a test for C.T.E. in the living."

We are doing anything and everything we can to help make this a reality.

Project Enlist Canada has exploded into the public's consciousness. We were featured in dozens of media articles across the country, in both French and English, in 2022. With more than 350 brain pledges from Canadian military personnel, it is clear that our message is resonating. We are even outpacing our counterparts in the US on this important metric.

As sports are fully back following the pandemic, our prevention work with children has become even more important. We operated 184 Team Up events through Chapters at 19 different Universities. Our **Design Challenge** program has produced hundreds of prototypes, built by children with big ideas about how to make sports safer, with some students playing for over 10 hours on a weekend!

Our Patient Services continue to rapidly expand having supported more than 1,000 Canadians and their families.

In 2023, we will continue to push Federal & Provincial governments and sports organizations to step up and **Stop Hitting Kids in the Head** by introducing legislation prohibiting body-checking in hockey, tackling in rugby and football and, especially, headers in soccer until the age of 14 when children are more physically developed. We will expand **Operation Brain Health** to assist those afflicted with early interventions to improve outcomes. We will continue to help people suffering from brain injuries and their caregivers navigate the healthcare system and pair them with the best available resources and support systems.

Finally, a huge heartfelt "Thank You!" to our many supporters. Without you and your belief in our young, upstart organization with big dreams of making the world a better place, we would not be standing on the verge of helping Canada lead the world in the prevention, study and treatment of brain injuries and the associated consequences.

Sincerely,

Tim Fleischer

Executive Director,
Concussion Legacy Foundation Canada

OUR MISSION

The Concussion Legacy Foundation Canada's mission is to advance the study, treatment and prevention of the effects of brain trauma in Canadian athletes, military personnel, and other at-risk groups.

OUR VISION

Our vision is a world without CTE, and concussion safety without compromise.

EDUCATION & ADVOCACY

TEAM UP CHAPTERS



Our Team Up Against Concussions University Chapters expanded to a total of 19 universities from coast to coast. Together, the dedicated student volunteers at these universities delivered our concussion education programming to over 5500 Canadians in 184 separate events at schools, youth organizations, sports teams, and more. The chapters also continued to promote concussion awareness through podcasts like those released by the Dalhousie and Queen's Chapters, which featured high profile guests from the concussion field. Events like Concussion Yoga at McMaster, 'Chuck a Puck' at Acadia, and Concussion Speaker Series at McGill helped people connect with concussions in unique and novel ways across the country.

DESIGN CHALLENGE

CLFC hosted an online and offline Design Challenge with high schoolers across Canada over the course of three days in November.

Students were tasked with redesigning a concussion-free future of sports and given design thinking training and resources to support their creation process.

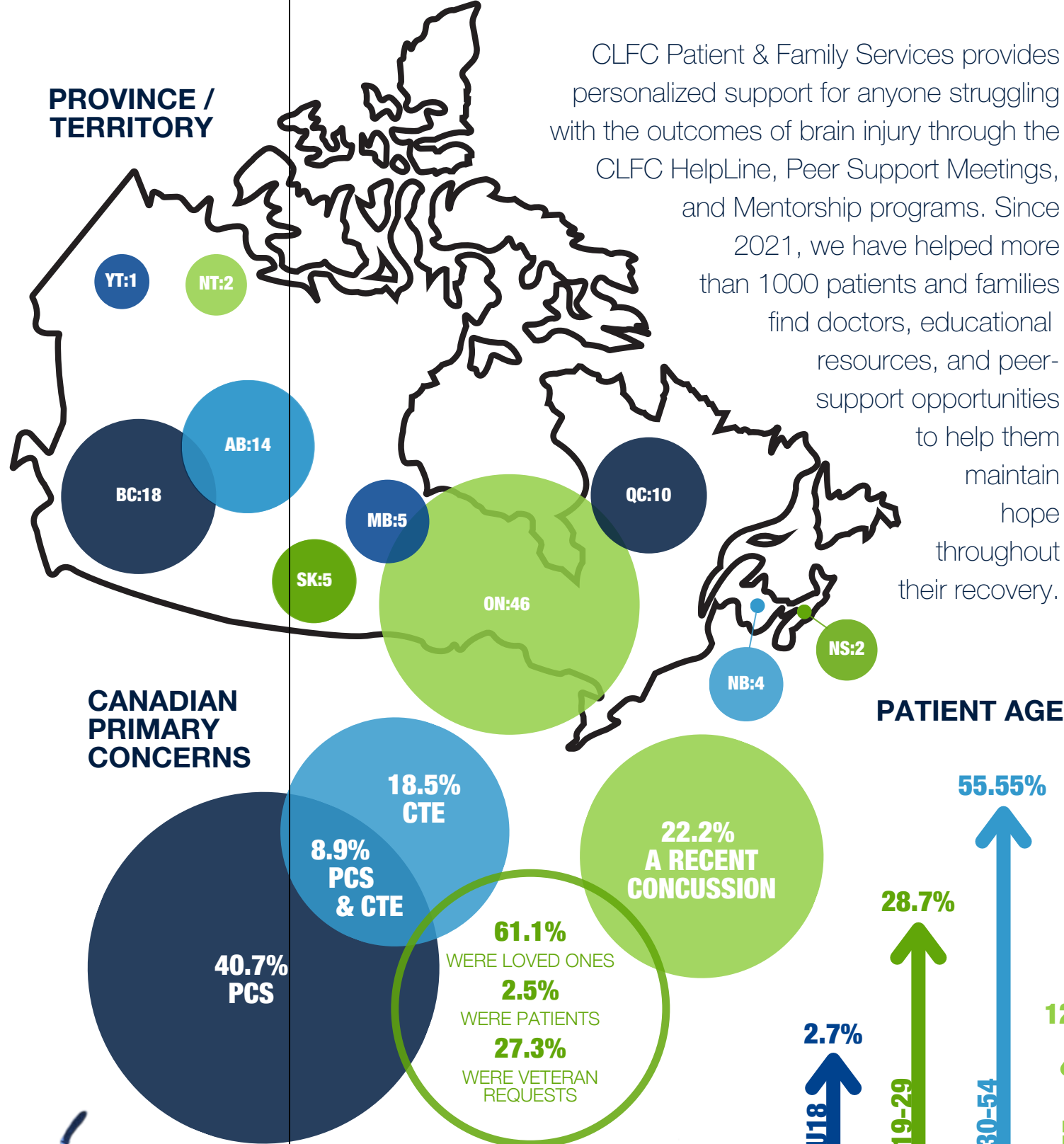
A total of 67 final prototypes were submitted, with over 400 students engaged and top students playing for over 10 hours on a weekend!



INDIGENOUS CAMPS

CLFC hosted a Brains & Brawn camp in partnership with Armstrong Hockey, which aims to build relationships between Indigenous and non-Indigenous athletes. This week-long hockey camp hosted over 60 female hockey players between the ages of 6-14. In an effort to address the importance of concussion awareness and education in sport, the athletes participated in our Team Up Against Concussions programming. The camp was a complete success - the young hockey players developed their skills, concussion awareness was raised, lasting relationships were built and over \$450 was donated towards reconciliation programs for residential school survivors.

PATIENT & FAMILY SERVICES



CLFC Patient & Family Services provides personalized support for anyone struggling with the outcomes of brain injury through the CLFC HelpLine, Peer Support Meetings, and Mentorship programs. Since 2021, we have helped more than 1000 patients and families find doctors, educational resources, and peer-support opportunities to help them maintain hope throughout their recovery.

2022 HIGHLIGHTS

- 128 Peer Support Meetings attended by people from not only North America but across the globe
- 657 people interacted with via Support Group Meetings
- Expanded support group, hired staff and facilitators
- Introduced HelpLine appointments via phone call and supported over 30 clients via phone
- Vetted 500+ new healthcare providers
- Served 108 CLFC HelpLine clients by email, SMS, and phone.
- Connected 87 clients with peer support volunteers in CLF Mentorship Program



PROJECT ENLIST

The mission of Project Enlist is to serve as a catalyst for research on military Veterans with TBI, PTSD and CTE by rapidly increasing the number of Veteran brains donated to brain banks for study.

Brain Bank research is an essential step in developing treatments to help protect and support the heroes who courageously protect our nation. Thanks to our Partners, we are creating a culture of brain donation among Veterans that will lead to greater support for Veterans fighting CTE and a greater investment in research focused on a cure.

PARTNERS



camh | Brain Health Imaging Centre



GALVION



STATS

339

MILITARY BRAIN PLEDGES

772

CIVILIAN BRAIN PLEDGES

13

PEOPLE HELPED THROUGH HELPLINE

OPERATION BRAIN HEALTH

In March 2022, CLFC launched Operation Brain Health, a video resource library aimed to educate and support Veterans and caregivers experiencing TBI, PTSD, or suspected CTE. The program works in tandem with Project Enlist and our Patient Services Division to provide simple and tangible advice to those struggling with symptoms. With the help of staff members, Veterans, and advisory board members, we created six original clips aimed at helping Veterans manage the symptoms of TBI, PTSD, or suspected CTE.

These videos, which were made available on CLFC's Facebook page and Youtube channel, encompass the pillars of Operation Brain Health including nutrition, exercise, sleep, and cognitive reserve. After their launch, these videos compiled 11,000+ views, 29,000+ impressions, and over 260 hours of watch time. Considering the positive feedback we received, we are continuing to build out our inventory of content by working with leaders in the field of vision therapy, sleep medicine, dietetics, exercise, and Veteran's health to bring more information to Veterans and caregivers across the country.

REACH

11,000+
VIEWS

29,000+
IMPRESSIONS

OVER 260
HOURS WATCHED



FILM IT FACE-OFF

Film It Face-Off was launched by the Concussion Legacy Foundation Canada to increase engagement with concussions and brain health through multimedia, the arts, and technology. After receiving **60** responses from **14** countries, the 27 finalists were posted to the [CLFC YouTube channel](#). In just 40 days, the contest brought more than **14,600** unique viewers to our channel and over **53,000** impressions.

RACE TO END CTE

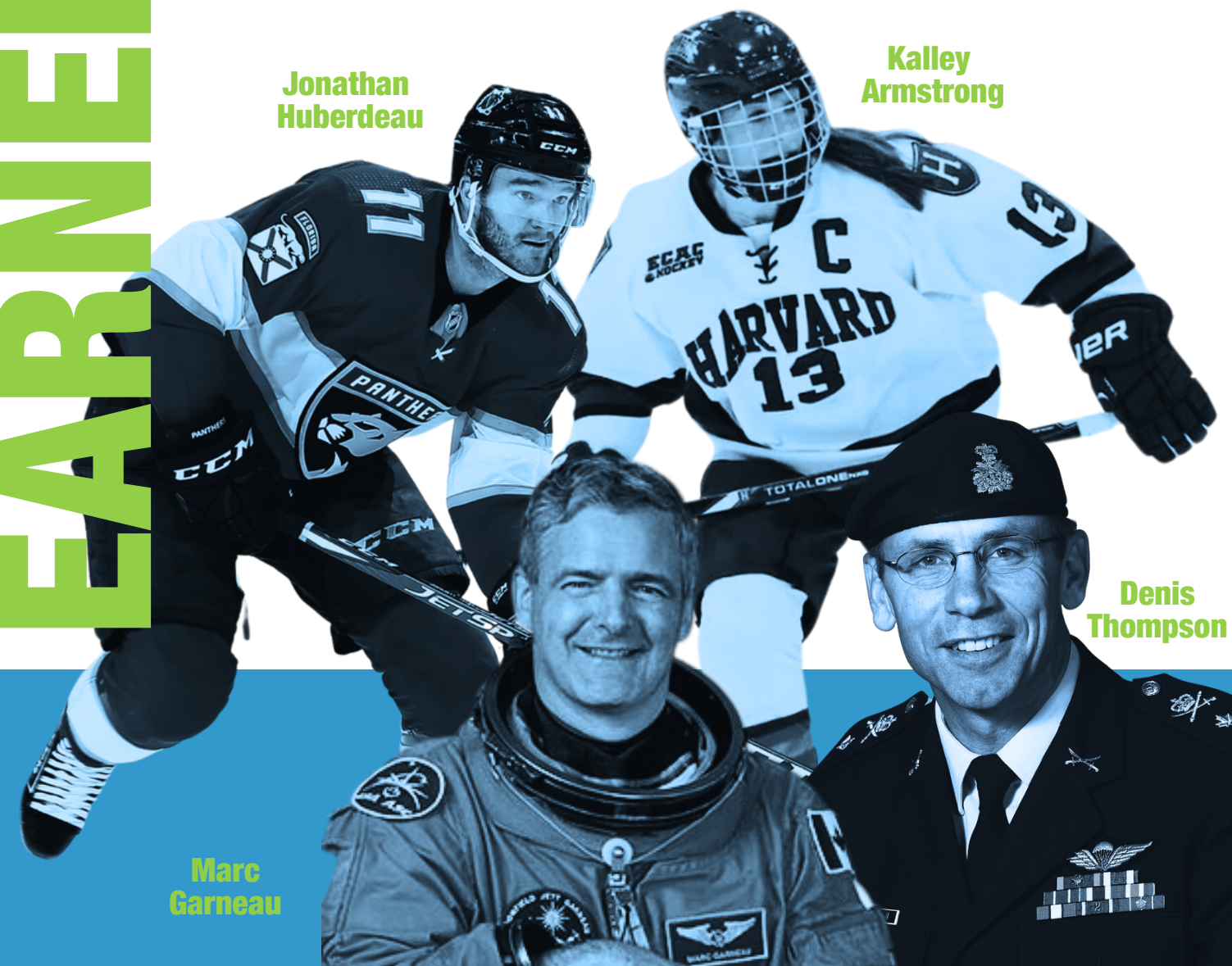
On May 28th and 29th we had 9 runners participate across 3 events (5km, 10km, and Half-Marathon) at the Ottawa Race Weekend in support of the Race to End CTE Canada. Combined, our runners raised over \$5700 for CLFC to support initiatives like Project Enlist Canada, CLF HelpLine, and research. Thank you to everyone who donated, shared posts, and supported our runners!



EARNED MEDIA

JONATHAN HUBERDEAU

The NHL's second leading scorer, Jonathan Huberdeau, former astronaut Marc Garneau, All-Ivy Hockey player and CLFC Director of Partnerships Kalley Armstrong, and Major General (retired) Denis Thompson pledged to donate their brains to Project Enlist Canada in solidarity with Canadian military Veterans. This news generated an estimated total reach of 1.25 billion and average reach of 173 million people. You can read the story on ESPN [here](#).



OUR STAFF



Kalley Armstrong
Director of Partnerships

Edina Bijvoet
National Team Up Coordinator

Jeff Brooks, PhD
Senior Director of Youth
Programming and Research

Samantha Bureau, PhD
Assistant Executive Director

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Executive Director

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HelpLine Coordinator

Simon Poulin
Director of
Francophone Operations

Grant Sheppard
Director of HelpLine

Mike Terry
Project Enlist
Outreach Coordinator

BOARD OF DIRECTORS

**Caroline
Desmarais**

**Dr. David
Fleiszer**

**Tim
Fleiszer**

**John
Macfarlane**

**Dr. Chris
Nowinski**

**Patrick
McEntyre**

**James
Moore**

**Dr. David
Mulder**

**Gil
Scott**

**Gordon
Stringer**

**Samantha
Sykes**

FINANCIALS

PUBLIC SUPPORT & OTHER REVENUE

| | |
|-----------------------------------|------------------|
| CONTRIBUTIONS | \$232,646 |
| PROGRAM REVENUE | \$205,315 |
| GRANTS FROM PRIVATE ORGANIZATIONS | \$262,944 |
| PROVINCIAL GOVERNMENT FUNDING | \$196,438 |
| TOTAL REVENUE | \$897,343 |

EXPENSES

| | |
|--------------------------------|------------------|
| ADMINISTRATION | \$7,706 |
| ADVERTISING AND PROMOTION | \$63,712 |
| DOCUMENTARY PRODUCTION | \$88,088 |
| INSURANCE | \$7,848 |
| INTERNATIONAL RESEARCH LIAISON | \$151,580 |
| PROFESSIONAL FEES | \$41,904 |
| RESEARCH DONATION | \$28,266 |
| SALARIES AND BENEFITS | \$221,783 |
| SUBCONTRACTORS | \$159,240 |
| TELECOMMUNICATIONS | \$16,851 |
| TRAINING | \$47,085 |
| TRAVEL | \$9,806 |
| VIRTUAL PLATFORMS | \$55,148 |
| TOTAL EXPENSES | \$899,017 |

STATEMENT OF FINANCIAL POSITION

| | |
|-------------------------|------------------|
| CASH & CASH EQUIVALENTS | \$65,955 |
| GRANTS RECEIVABLE | \$161,136 |
| PREPAID EXPENSES | \$37,542 |
| TOTAL ASSETS | \$264,633 |