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Our mission

The mission of Brain Injury Canada is to enhance the quality of life of individuals and families/caregivers living with brain injury in Canada.

Our Vision

All individuals and families/caregivers living with the effects of brain injury are supported, valued and engaged in their communities.

Our Values

- Be accountable, transparent, equitable and responsible as financial stewards, charitable recipients and to preserve our charitable status.
- Demonstrate leadership through collaboration.
- Provide solutions through service, education, advocacy and research, which promote equal opportunity for brain injury stakeholders

BOARD OF DIRECTORS

Suzanne McKenna - President
Dennis Radman - Vice-President
Kareen Rekowski - Treasurer
Heather Watkins - Secretary
Kristen Bailey
Barb Butler - Ex-Officio

James Cohen
Mario Longo
Jason Lye
Dr. Cameron Marshall
John McGowan
Graham Todd
GREETINGS FROM THE BOARD

This year marks Brain Injury Canada’s 18th Annual General Meeting and I am pleased to be part of Brain Injury Canada (BIC) as Chairperson of the Board of Directors. Every year at the AGM we look back and say that during this past year BIC has had an unprecedented amount of activities and achievements on behalf of brain injury in Canada. The committees, both board directed and ED working groups continue to work diligently toward the common goals of our Strategic Plan. Thank you to all board members, staff and volunteers. It has been a privilege to work as a team towards our mission to enhance the quality of life of individuals and families/caregivers living with brain injury in Canada.

The past year has been a busy time for BIC with the most exciting accomplishment being awarded a federal grant. I am equally thrilled to welcome new staff and board members. Needless to say, we were very thrilled to be awarded a federal grant to establish a comprehensive online national Acquired Brain Injury (ABI) Resource site for everyone to access credible evidence based ABI information. We subsequently hired two additional staff members. Welcome Rachel and Karissa! Content is being continually developed and we are happy to say that we are set to launch in September of this year.

I would like to acknowledge the contributions of the BIC Board. As many of you know, BIC has a small staff contingency and we rely on the Board to carry out many activities. A shout out to our Board members for your wealth of support. I also want to acknowledge our out-going board members, Barb Butler who is the longest serving, Jason Lye, Kareen Rekowski, Dennis Radman, and Cameron Marshall.

As the situation surrounding COVID-19 continues to unfold, the BIC website engaged followers with “30 Things to Do” and a weekly new challenge. It was a huge success providing support to reduce the inevitable isolation of ABI survivors. The BIC Conference was also moved to next June (Brain Injury Awareness month) due to the changing state of affairs. We hope everyone is keeping well and staying safe during these times.

In closing, we of course, could not succeed without your generous donations, corporate partners and our diligent team. Thank you to each and every one of our supporters for your contributions this past year. I urge you all to be a part of another milestone year and engage with us. Challenge us to better serve you when you see areas where we might improve. And celebrate with us as we reach milestones. I invite all of you to check out our website and newsletter, register for some of our very informative webinars, join us on social media, and make a donation before the year ends. Thank you once again for your support and for being such an important part of this journey going forward.

Merci et a l’année prochaine!

Suzanne McKenna, Chair
Brain Injury Canada Board of Directors

A brain injury can happen to Anyone, Anywhere, Anytime.
This has been a very transformative year for Brain Injury Canada. We started the year off with a flurry of kickoff work on our comprehensive brain injury resource website and the hiring of two new staff and then finished the year in social and physical distancing.

After two competitive search processes, I was thrilled to welcome both Karissa Fletcher and Rachel Newcombe to the Brain Injury Canada team. It has been wonderful to see their passion for the mission of our organization grow and to see them bloom into advocates for those living with acquired brain injury.

Karissa has been busy building the content management system and working with our partners and Scientific Advisory Committee to build a site that is accessible, informative and easily navigable. Rachel has been diligently developing content for the site and also creating engaging posts, videos and stories for our current website, newsletter and social media. We are a small but mighty team.

Over the last year, our partnership with Elections Canada enabled us to bring the voices of those living with brain injury to the electoral process. This is one of the most valued components of a democracy, but barriers exist that make it difficult for those with disabilities to participate in campaigns and in voting. This will be something we continue to build on, and work to ensure accessibility is a priority going forward.

Brain Injury Canada was also an Official Charity for the Ottawa Race Weekend. Participating runners raised almost $5000 for BIC! I was proud to run the half-marathon and James Cohen from our Board of Directors completed the Lumberjack Challenge, which is the Ottawa 2K, Ottawa 5K, and Ottawa 10K, capped off with the Scotiabank Ottawa Marathon. Congratulations to all the runners! We look forward to participating again when the event returns in May 2021.

We continue our partnership with MedicAlert Canada to make brain injury more visible to police and other first responders. Their Connect Protect program, which gives emergency responders and healthcare providers quick and secure, 24/7 access to a MedicAlert subscriber’s electronic medical profile, has expanded and is now available in a growing number of communities across Canada. It has been our pleasure to connect MedicAlert with provincial and local associations in those communities as they expand.

I would like to sincerely thank our Board of Directors. This team of diverse backgrounds and skills has been instrumental in helping to grow the organization and a pleasure to work with.

I would also like to recognize the brain injury associations across Canada for all their tireless efforts to provide programs and services to those in their community. This past year has seen a monumental shift in collaboration and working together and I am so excited to see this network continue to grow and evolve. I also look forward to continued collaboration with our sponsors and other stakeholders and partners in the coming year.

The end of our fiscal year in March 2020, brought a very new reality that we had not been expecting. Covid-19 brought the world to a standstill, but there is so much to learn from this. Social isolation is common for those living with brain injury, and not just during a pandemic. Going forward, inclusion needs to be a priority for everyone to make sure no one is left behind.

Let’s keep working together.

Michelle McDonald
Brain Injury Canada was thrilled to bring on a few new staff members to help carry out our mission. We are thrilled to welcome Karissa and Rachel to the team.

Karissa Fletcher, CAPM, joined Brain Injury Canada as Project Manager in July 2019. Her role will be to oversee the development and implementation of the new comprehensive resource website. She is delighted to be part of the Brain Injury Canada team and working towards building a resource for all Canadians living with brain injury. She is always looking for new ways to improve existing workflows and building a great team culture. Karissa lives in Ottawa with her husband and two children.

Rachel Newcombe is our Content Coordinator in charge of developing website content, and joined the team in September 2019. She manages our social media, e-newsletters and additional marketing. She has several years of writing experience in journalism, marketing, and for non-profit organizations. She graduated with honours from Bishop’s University with a degree in culture and media studies and journalism. Multiple members of her family have experienced a brain injury, and she is excited to be actively contributing to furthering education and advocacy for our organization. Rachel lives with her fiancé, and in her spare time entertains their dog, watches a lot of TV and movies, and enjoys any type of crafting.
Brain Injury Canada Resource Website

Brain Injury Canada is thrilled to be the recipient of a three-year grant for the project ‘Brain Injury Resource Website’ funded in part by the Government of Canada’s Social Development Partnerships Program–Disability Component.

The Social Development Partnerships Program helps children and families, persons with disabilities and other vulnerable Canadians improve their lives. The Disability Component of this program funds projects that promote the social inclusion of persons with disabilities. On April 5, 2019, the Minister of Public Services and Procurement and Accessibility, the Honourable Carla Qualtrough, announced financial support for 28 organizations across Canada through the Social Development Partnerships Program–Disability Component (SDPP-D) for a total amount of $18 million over three years.

Brain Injury Canada is committed to helping improve the lives of the millions of Canadians living with acquired brain injury through the development of a comprehensive and centralized information website of credible and evidence-based information on acquired brain injury. This site will be universally designed for individuals with brain injury, as well as their family members/caregivers, health service providers and clinicians.

Some of the goals of this initiative include:

- Increased the capacity of Brain Injury Canada to be a reliable and credible source of information related to brain injury;
- Centralized and consolidate evidence-based information from across Canada;
- Improve leadership role in building collaborative relationships with partners and stakeholders from cross industries;
- Address regional disparities in access to information ensuring Canadians have equal access to resources and information regardless of geographic location in Canada;
- Gap bridge between individuals and families in locating relevant services in their communities; and
- Improve social inclusion of people with acquired brain injury’s through enhance access to supports and services.

This initiative will enable Brain Injury Canada to help build bridges in the brain injury community by sharing knowledge and resources. This resource will provide a sense of community and a place where anyone can go 24 hours a day for information, support, and ideas.
In May 2019, Brain Injury Canada registered to become an official Charity for the Tamarack Ottawa Race Weekend. Participating runners raised almost $5000. Thank you to all those who laced up their running shoes and to donors for their generosity.

National Day of Collaboration for Brain Injury Services and Supports

Barb Butler, past Chair of Brain Injury Canada and current board member attended the National Day of Collaboration in Victoria BC.

Started by the Constable Gerald Breese Centre for Traumatic Life Losses, the purpose of this day is to mobilize government, influencers, funders, key stakeholders, and service providers to come together with the brain injury communities to develop a plan and to provide funding across Canada for integrated Brain Injury Services and Supports so individuals receive help in the way they need it, where they need it, and for however long they need it.

For more information, please visit: www.traumaticlifelosses.com/national-day-of-collaboration
Brain Injury Canada continues to partner with MedicAlert to bring support and visibility to individuals living with acquired brain injury (ABI). Brain Injury Canada is proud to partner with MedicAlert, the largest membership-based charity in Canada and the leading provider of emergency medical information services. The partnership will support Brain Injury Canada’s mission to enhance the quality of life of individuals and families/caregivers living with brain injury.

Due to the invisible nature of brain injury, symptoms such as slowness to act, lack of impulse control, failure to respond to directions or communication challenges are often behavior that is misinterpreted as defiance. With MedicAlert protection, there’s an effective way to more easily identify brain injury survivors and ensure that they receive an appropriate response and support and raise awareness about brain injury throughout the police services, emergency response and criminal justice system. If you or your loved one is in an emergency situation, it may not be possible to communicate effectively with emergency responders.

The MedicAlert and Brain Injury Canada partnership is designed to empower emergency responders and police to provide you or your loved one with timely and customized care.

For more information, please visit www.braininjurycanada.ca/medicalert

Visit www.braininjurycanada.ca/medicalert
Brain Injury Awareness Month

Brain Injury Awareness Month was a success across Canada! We were thrilled to see so many events, initiatives and online campaigns, as well as all the collaboration and sharing amongst associations and partners.

The hashtag #BrainInjuryAcrossCanada reached social media accounts across Canada and we continue to build on the campaign every year.
Return to Work Guidebook

Brain Injury Canada is aware of the challenges faced by individuals who are attempting to return to work. To help navigate that transition, we developed a return to work guidebook.

This guidebook will help you through the various stages of returning to work after an acquired brain injury, including:

- What to be aware of and prepare for when considering a return to work
- Practical self-assessment and planning tools for return-to-work readiness
- Collaborative planning with your employer for a successful re-entry outcome
- Possible challenges and solutions when on the job

This guidebook is supplemented with a range of resources, including:

- Tip sheets
- Developing SMART goals
- Initiating conversations with your employer

It also includes key lessons learned from others who have been through the return to work process.

The guidebook is also available in French.

We'd like to thank the Vocational Rehabilitation Association of Canada for their generous sponsorship which helped make this work book possible.

The guidebook is available for download at:
www.braininjurycanada.ca/returning-to-work-guidebook
Advocacy

Neurological Health Charities Canada (NHCC)
Brain Injury Canada is a proud member of NHCC. Neurological Health Charities Canada (NHCC) is a coalition of organizations that represent people with brain diseases, disorders and injuries in Canada. We work collaboratively to increase awareness, education and research and improve diagnosis, treatment and supports to benefit people affected by brain conditions. Michelle McDonald, ED of Brain Injury Canada is the new Chair of the Governing Council.

Every Canadian Counts (ECC)
Brain Injury Canada is a partner with Every Canadian Counts, a coalition committed to improving services for the over 1.9 million Canadians living with long-term, chronic disabilities. ECC recognizes the urgent need to provide for these Canadians, and their families, as many do not have access to even the most basic supports and services.

Disability Tax Fairness Alliance
The purpose of this alliance is to obtain change by raising awareness among elected officials and policy-makers of the urgent need to ensure that the administration of the Disability Tax Credit (DTC) and other disability/infirmity measures reflects the intent of Parliament, the interpretation of the Income Tax Act by the Tax Court of Canada and the values of our society.

Other Memberships:
BC Concussion Advisory Network (BC CAN)
Canadian Concussion Network
Champlain ABI Coalition

Advocacy Participation

- Accessible Canada Act – Stakeholder Consultation Group
- Minister of Health (Alberta) in partnership with BrainCare Centre
- Meeting with Policy Advisor to the Minister of Justice and Attorney-General of Canada, David Lametti on the overrepresentation of TBI in the corrections system.
- Meeting with Justice Perkins McVey – Mental health and ABI in the courts
- End of Life, Equality, and Disability: A national forum on medical assistance in dying (MAiD). - Ottawa, ON
- 2020 Point-In-Time Count on Homelessness. Successful in advocating to have an “optional’ question on ABI on the Ottawa PiT count survey
- Meeting with Minister Carmel Sepuloni Minister of Social Development and Minister of Disability Issues in New Zealand June 2019
- Elections Canada – Inspire Democracy Workshop May 2019
- Building an Inclusive Canada: National Disability Summit, May 9 to 10, 2019
- Letter to Standing Committee on Justice and Human Rights - Over-representation of Individuals with Fetal Alcohol Spectrum Disorder and Permanent Brain Injuries in the Criminal Justice System with Citizen Advocacy
- Letter to standing Committee - Human Resources, Skills and Social Development Status of Persons with Disabilities Re: Disability Tax Credit Eligibility for People with Permanent Neurodevelopmental and Episodic Disabilities
Advocacy

To ensure the voices of Canadians living with acquired brain injury (ABI) were heard in the Fall 2019 Federal Election in, Brain Injury Canada (BIC) collaborated with Elections Canada to engage Canadians living with brain injury in the electoral process. BIC leveraged its contacts throughout Canada to ensure feedback on accessibility in the electoral process was sought and ensured education and communications of voting options was delivered to the right people in order to reduce barriers to voting faced by Canadians living with brain injury.

By creating awareness of their accessibility needs, we can ensure all individuals have the tools to participate fully in the democratic process. The use of the surveys completed in February 2019, enabled BIC to gain insight into the experience of Canadians across the country and the barriers they face in past elections. The use of social media in our campaigned allowed us to engage with people all over Canada and provide info to be shared. We were also able to support the provincial and local brain injury associations across Canada by providing information and election awareness they could share with their members.

Our participation in Inspire Democracy workshops enabled us to expand our network with like-minded organizations we can continue to work with on other initiatives. This will be an area we continue to build on and ensure that the brain injury community is included in the electoral process. We will continue to advocate for inclusion to be part of the universal design, rather than an add-on.
Communications

Impact Newsletter

Brain Injury Canada continues to offer our quarterly Impact Newsletter. Each edition contains informative articles from the organization, individuals across Canada and updates about initiatives and events happening that might be of interest to our readers.

We welcome contributions at any time. Please send your article to info@braininjurycanada.ca

Social Media

Social media continues to be an engaging way to interact with the ABI community across Canada. Across all platforms we have over 11,000 followers and strive to bring engaging and educational content to them with every post. We also share the posts and activities and other brain injury associations and partners.

Facebook.com/braininjurycanada @braininjury_CAN Linkedin.com/company/braininjurycanada
## Financial Statements

**BRAIN INJURY CANADA**  
**Statement of Financial Position**  
**March 31, 2020**

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CURRENT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$89,708</td>
<td>$53,057</td>
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<tr>
<td>Accounts receivable</td>
<td>44,366</td>
<td>30,382</td>
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<tr>
<td>Prepaid expenses</td>
<td>5,655</td>
<td>5,880</td>
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<tr>
<td><strong>Total</strong></td>
<td>$139,729</td>
<td>$89,319</td>
</tr>
</tbody>
</table>

|                      |         |         |
| **LIABILITIES AND NET ASSETS** |         |         |
| CURRENT              |         |         |
| Accounts payable     | $19,245 | $153    |
| Short term debt      | 88      | 366     |
| Employee deductions payable | 3,152 | -       |
| **Total**            | 22,485  | 519     |

|                      |         |         |
| **NET ASSETS**       | 117,243 | 88,800  |

|                      | $139,729| $89,319 |
### Financial Statements

**BRAIN INJURY CANADA**

**Statement of Receipts and Disbursements**

**March 31, 2020**

<table>
<thead>
<tr>
<th>RECEIPTS</th>
<th>2020</th>
<th>2019</th>
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</thead>
<tbody>
<tr>
<td>Donations</td>
<td>$26,977</td>
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<td>Conference receipts and sponsorships</td>
<td>48,840</td>
<td>65,454</td>
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<tr>
<td>Grants</td>
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<td>19,513</td>
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<td>Sundry</td>
<td>1,442</td>
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<td><strong>Total Receipts</strong></td>
<td><strong>272,397</strong></td>
<td><strong>122,984</strong></td>
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<table>
<thead>
<tr>
<th>DISBURSEMENTS</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising and promotions</td>
<td>$4,034</td>
<td>$2,808</td>
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<tr>
<td>Bank charges</td>
<td>256</td>
<td>570</td>
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<tr>
<td>Business taxes, license and memberships</td>
<td>1,620</td>
<td>1,703</td>
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<tr>
<td>Delivery, freight and express</td>
<td>997</td>
<td>1,535</td>
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<tr>
<td>Employee benefits</td>
<td>5,944</td>
<td>-</td>
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<tr>
<td>Grant expenses</td>
<td>42,026</td>
<td>-</td>
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<tr>
<td>Insurance</td>
<td>1,269</td>
<td>1,269</td>
</tr>
<tr>
<td>Meals and entertainment</td>
<td>202</td>
<td>-</td>
</tr>
<tr>
<td>Meetings and conventions</td>
<td>2,115</td>
<td>26,025</td>
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<tr>
<td>Office</td>
<td>6,320</td>
<td>183</td>
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<tr>
<td>Professional fees</td>
<td>1,630</td>
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<tr>
<td>Rental</td>
<td>9,168</td>
<td>1,086</td>
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<tr>
<td>Salaries and wages</td>
<td>83,346</td>
<td>-</td>
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<tr>
<td>Sub-contracts</td>
<td>79,084</td>
<td>66,065</td>
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<tr>
<td>Telephone</td>
<td>2,534</td>
<td>2,256</td>
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<tr>
<td>Training</td>
<td>1,206</td>
<td>1,061</td>
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<tr>
<td>Travel</td>
<td>2,203</td>
<td>1,867</td>
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<tr>
<td><strong>Total Disbursements</strong></td>
<td><strong>243,954</strong></td>
<td><strong>106,788</strong></td>
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<table>
<thead>
<tr>
<th>EXCESS OF RECEIPTS OVER DISBURSEMENTS</th>
<th>2020</th>
<th>2019</th>
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</thead>
<tbody>
<tr>
<td>$28,443</td>
<td>$16,196</td>
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</tbody>
</table>


Since the beginning of 2016, markets have been quite volatile and the future evolution of the world economy quite uncertain. Even in these challenging times, we must remain focused on our core principles and priorities.

A responsible approach to business is essential to operate successfully and to create long-term value for our clients, employees, shareholders and other stakeholders. We believe that for corporate responsibility to be more than just a declaration of intent, it must be embedded.

Dan Andreae continues to be a champion for those living with acquired brain injury. Dan is an award-winning and distinguished professor at both the University of Guelph Humber and the University of Waterloo. Born in Toronto, Dr. Andreae holds a PhD in Adult Education and another in Science (specializing in neurosciences). He also holds an advanced diploma in stress management and a post graduate certificate in neuropsychophysiology. He has a passion for education and a dedication to lifelong learning.

Dr. Andreae is a distinguished community leader and has served as the first Executive Director of the Alzheimer Society of Toronto building it up and later as Chair of its Patrons Council. He was given the prestigious Trailblazer Award from the Society in essence a lifetime Achievement Award. This followed a Champion of Change Award presented by Yasmin Khan. Among many honours and awards,

Dr. Andreae received the prestigious Distinguished Teaching Award from the University of Waterloo and is a two-time recipient of the Faculty of the Year Award from the University of Guelph Humber.

Dr. Andreae’s community involvement includes being the first Executive Director of the Alzheimer Society of Toronto and chair of the Patrons Council of the Society. He was the longest-serving president of the Ontario Association of Social Workers and leader of a successful 10 year campaign to secure statutory legislation recognizing social work as a profession.

His dynamic leadership through three governments and seven ministers resulted in the regulation of this profession. He is the inaugural recipient of the Lifetime Achievement Award in social work from the Ontario Association of Social Workers (OASW).

He has received the Governor General of Canada – Caring Canada Award and is a recent recipient of the University Hospital Network – Medal for Leadership in Community Health. He is the Honourary Patron of Brain Injury Canada and was presented with the Lifetime Achievement Award from BIC in 2016. Dr. Dan is a co-founder and sponsor of NEDIC.
Proud Supporters

McColl-Early Foundation

Daniel C. Andreae

Niagara Falls ComicCon

Shakespeare Brewing Company

Raymond James Foundation

Corporate Sponsors

Platinum

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ZEHR

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Ex N’ Flex

www.exnflex.com

Bronze

Opticalm

www.opticalm.ca
A BRAIN INJURY CAN HAPPEN TO ANYONE

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