

BRAIN INJURY ASSOCIATION OF CANADA

ANNUAL REPORT
2010 - 2011



Brain Injury Association of Canada
Association canadienne des lésés cérébraux



BUILDING BRIDGES TOGETHER

Table of Contents

www.biac-aclc.ca



Our Cause and Mission	2
2010-2011 Board of Directors.....	3
Message from the President & Executive Director	4
2010-2011 Highlights.....	5-9
2010-2011 Awards	10
Financial Statements.....	11 - 13

Brain Injury Association of Canada
Association canadienne des lésés cérébraux



BUILDING BRIDGES TOGETHER



Our Cause and Mission

About Our Cause: Acquired Brain Injury

In an instant a life is changed, forever. Everyday we participate in activities that produce endless risks for sustaining a brain injury: car accidents, a fall from a bike, or a blow to the head. It is estimated that thousands of Canadians incur a traumatic brain injury (TBI) and mild traumatic brain injury (mTBI), also known as a concussion, each year, the majority being young adults. Statistics indicate that the incidence of brain injury is two times greater in men. The Brain Injury Association of Canada (BIAC) strives to raise awareness of the incidence of acquired brain injury (ABI) in Canada.

A brain injury may make it necessary for the injured person to require full time assistance. Families often become the primary caregiver and support person. Many families are left to cope on their own. They sometimes have little understanding of the effects of the injury and the demands that will be made of them by an injured family member. Families need support from others who understand the effects of acquired brain injury. (BIAC) provides a shared forum for the support of both families and survivors. BIAC also advocates for the enhancement of support services.

Prevention through public education, and safety legislation is the key to the reducing the occurrence of ABI amongst Canadians. The Brain Injury Association of Canada engages in extensive public education initiatives through its many local community associations across Canada. Neuroscience and injury prevention research is another key to addressing ABI. BIAC endeavours to support and promote research in Canada and internationally.

About BIAC and its Mission

At the founding meeting in July 2003 in Montreal, members from brain injury associations from across Canada, representing survivors, families, medical and research professionals identified the need to create the Brain Injury Association of Canada.

Our mandate is to improve the quality of life for all Canadians affected by acquired brain injury and promote its prevention. BIAC is dedicated to the facilitation of post-trauma research, education and advocacy in partnership with national, provincial/territorial and regional associations and other stakeholders.

BIAC is incorporated as a national charitable organization under the Canada Corporations Act and the Canada Revenue Agency.

Board of Directors 2010-2011

Executive:

President - Larry Carlson (SK)
Vice-President - Jeannette Holman-Price (NL)
Vice-President - Barb Butler (SK)
Secretary - Shelly Wieser (AB)
Past President - Shirley Johnson (BC)

Directors:

Mary Ann Peters (NB)
Val Bergeron (MB)
Jane Warren (NS)
JoAnn McInnis (PEI)
Marina White (NL)
Katherine Day (ON)
William Pashby (ON)
Neil Nichols (BC)
June Jeffries (BC)

Executive Director:

Harry Zarins

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Mobile Phone: 613-762-1222
Fax: 613-782-2228
E-mail: info@biac-aclc.ca
Web: www.biac-aclc.ca
Twitter: <http://twitter.com/biacaccl>

Our Community of Provincial Associations:

Regroupement des associations de personnes traumatisées craniocérébrales du Québec (RAPTCCQ)
The British Columbia Brain Injury Association (BCBIA)
The Brain Injury Association of Alberta (BIAA)
The Saskatchewan Brain Injury Association (SBIA)
The Manitoba Brain Injury Association (MBIA)
Ontario Brain Injury Association (OBIA)
The Brain Injury Association of New Brunswick (BIANB)
The Brain Injury Association of Nova Scotia (BIANS)
The Brain Injury Coalition of Prince Edward Island (BICPEI)
The Newfoundland & Labrador Brain Injury Association (NLBIA)

A Message from the President & Executive Director

Brain Injury Association of Canada
Annual Report 2010 - 2011

Building Bridges Together:

The Brain Injury Association of Canada (BIAC) continues to build its capacity and support across the country. In 2010-2011 we were able to achieve continued success in raising awareness for acquired brain injury among the general public, through the news media, with our federal and provincial legislators and our researchers. In 2010-11 BIAC also continued to develop extraordinary partnerships with medical and health care associations, injury prevention organizations and appropriate government agencies like the Public Health Agency of Canada, the corporate sector, and the research community.

As we continue to develop as a young national organization, we have started to consider the scope and capacity we will require to truly be a national and even international voice for Canadians with acquired brain injury. Of course, it is the survivors and their families that provide us with the inspiration. We thank you for your support and your courage in the face of such personal challenges. Through their tireless dedication, our volunteers and donors also remind us everyday of the urgency of our cause and the importance of sustaining a national voice to champion that cause. Thank you to all our volunteers and supporters.

We are pleased to celebrate an exciting year for BIAC and revisit a number of important highlights in this 2010-2011 Annual Report. Our Association was formed because of the benefits offered by mutual support. Through the tremendous success of our achievements in 2010-2011 we are reminded that we really are Building Bridges Together.

Larry Carlson
President

Harry Zarins
Executive Director



Four Pillars of Strength

In 2009 the BIAC Executive Director introduced Four Pillars of Strength for the development of the Brain Injury Association of Canada:

1. Prevention and Awareness
2. Relationship Building
3. Communications
4. Resource Development

In 2010 – 2011 BIAC continued to focus its strategic attention on these areas that took place between April 1, 2010 – March 31, 2011 with great success.

Pillar One – Brain Injury Prevention and Awareness

Helmet Use and Safety

Last year, I reported on a number of groups and individuals that promoted helmet use and safety. Those groups and individuals continue to do so but more importantly they are also speaking about the wide ranging consequences / disabilities related to brain injuries may they be associated with an Mtbi / concussion or TBI. As well, it must be noted that there has been an increase across Canada in activities related to brain injury prevention and awareness from Newfoundland and Labrador right through to Vancouver Island.

Of particular note was the Head Strong program created by Ben Fanelli of the Kitchener Rangers. Ben's program, Fanelli 4 Brain Injury Awareness created awareness across the country and raised funds for the Association.

The Association also had a presence in the 2011 Winterlude activities by partnering with the National Capital Commission in its Skate Safe Program on the Rideau Canal.

Brain Injury Awareness Month

This past June, many provincial and local ABI Groups participated in Brain Injury Awareness Month. Across Canada there were a variety of activities from a film festival to public awareness days to helmet fitting days to bar-b-ques and walks. This year, the cities of Summerside, PEI and Saskatoon, SK proclaimed Brain Injury Awareness Month and the City of Ottawa proclaimed Bicycle Helmet Day. In PEI, THE Premier once again signed a proclamation declaring June Brain Injury Awareness Month. In Ottawa, Hon. R.W. Peterson presented a Statement in the Senate Chambers in June:

"Honourable Colleagues: It gives me great pleasure to present this message from The Honourable Dr. Gordon L. Barnhart, Lieutenant Governor of Saskatchewan, Patron of the Saskatchewan Brain Injury Association and former Clerk of the Senate. The Saskatchewan Brain Injury Association and the Brain Injury Association of Canada designate June as National brain Injury Awareness Month. The importance of this initiative is to highlight awareness of the effects and causes of acquired brain injury across Canada. In Canada, acquired brain injury (ABI) is the number one killer and disabler of people under the age of 44. More than 56,000 Canadians, 2200 in Saskatchewan, experience traumatic brain injury each year. The traumatic effects of brain injury can disrupt one's daily life in a dramatic way but also through subtle, yet significant, changes to personality, abilities and mobility. The social, emotional and economic consequences of brain injury are devastating not only to the survivors themselves, but also to their family members. Everyone is affected when a loved one experiences a brain injury. By designating June as the official awareness month, The Saskatchewan Brain Injury Association hopes to promote the prevention of brain injuries with information and educational programs. Through the National Brain Injury Awareness Month, we hope to encourage people to play safely, drive defensively and choose wisely. The Saskatchewan Brain Injury Association encourages all members of the Senate to support brain injury associations throughout Canada. With your help we can curb this epidemic."



2010 -2011 Highlights (cont.)

www.biac-aclc.ca

Despite the federal election and the late resumption of Parliament Federal MP's were made aware of Brain Injury Awareness month through e-mails and the mailing of a Brain Injury Awareness bumper stickers from our partner Brain Injury Forum.

Hawaiian Oyster Odyssey (HOO)

This past year the Brain Injury Association of Canada worked with Howard Brown and local organizing volunteer committees to raise funds for the Association, provincial and grassroots brain injury organizations. These events were held across Canada bringing together politicians, business people, local and national sponsors, brain injury survivors and their families. The program continues to raise awareness about brain injuries, its prevention and the ongoing research in the field. As well, funds are used to provide federal government awareness, support and communication services to Canadians in a timely fashion.

Pillar Two – Relationship Building

Building relationships and formal partnerships are key to our successes at the Brain Injury Association of Canada (BIAC). Our partners assist us to advocate for those affected by ABI and help us to raise awareness for prevention.

Federal Government <http://bit.ly/qrLMdH>

Federally, our associations approach remains non partisan. Again this year, we met with a number of MP's as we continue to build support across all party lines. BIAC supported initiatives and Private Member Bills with the Conservatives, Liberals and NDP. The Association was also noted in the Hill Times, a weekly paper, and the Executive Director contributed to the editorial content in one issue.

Ontario Neurotrauma Association (ONF) www.onf.ca

BIAC has worked and will continue to work with the ONF and a Steering Committee of Brain Injury Researchers towards the development of a National Brain Injury Research Strategy. The members of the steering committee stretch from sea to sea. For more information on the ONF please visit this link <http://bit.ly/oYKWIS>. The Brain Injury Association of Canada is appreciative of the ONF support of BIAC activities.

Canadian Medical Association (CMA) www.cma.ca

This past year BIAC moved toward solidifying its relationship with the CMA. The BIAC Executive Director has worked closely with CMA's Senior Advisor, Advocacy, Non Medical Stakeholders and Public Affairs. Throughout the year, BIAC supported CMA in circulating information on a variety of issues in particular Health Care Transformation www.healthcaretransformation.ca With the new Federal Health Accord being debated for implementation in 2014 our community can have a say on how it may look in their region.

Neurological Health Charities Canada (NHCC) www.mybrainmatters.ca

BIAC has been an active member of the NHCC ensuring that our community's voice is heard and that brain injury is included in the various National Studies on neurological conditions. This group has taken the lead in securing funding through Public Health Agency of Canada. We are continuing to move forward with NHCC on brain research and federal government relations.

Canadian Chiropractic Association (CCA) www.chiropracticcanada.ca

The Association has developed a partnership with the CCA who has a strong senior falls <http://bit.ly/nXu7lf> prevention program that not only looks at preventing bone fractures but also brain injuries. The CCA like BIAC wants to see health care system reform that ensures quality health care for all Canadians. Our partnership with CCA has also allowed BIAC to be introduced to other health partners that have similar goals and visions.



2010 -2011 Highlights (cont.)

Veteran Affairs Canada (VAC) www.veterans.gc.ca

BIAC has developed a working relationship with Veteran Affairs Canada by virtue of the BIAC Annual Conference being in Charlottetown, PEI. With the many grassroots brain injury associations across the country, the partnership may be critical in regions across Canada where VA support might not be readily available for our veterans. As well, BIAC will be available to support VAC when called upon.

US Defense Center of Excellence (DCoE) <http://www.dcoe.health.mil/>

As in previous years, the DCoE has made available resources to community members who wish to avail themselves to these excellent resources. The PEI Conference will mark the third year that DCoE has participated.

Save Our People not Our Moose (SOPAC) www.sopacnl.com

Collisions with animals such as moose, deer and bears can lead to death, serious injury including but limited to brain injury. BIAC is a resource to people across Canada who may have experience such a collision. Moose collisions in Newfoundland and Labrador have highlighted yet another cause of brain injury to a vehicle driver and / or the passengers.

UN Convention on the Rights of Persons with Disabilities www.archdisabilitylaw.ca

www.ccdonline.ca/en/international/un

With Canada signing on to this Convention, the legal community in provinces are debating legal capacity (Article 12). Legal Capacity for All, Approaches to Legislation, Policy and Practice. BIAC is monitoring the federal issues but provincial disability association must be proactive as the rights for those afflicted with a disability are being debated. BIAC has a membership with ARCH The Disability Law Centre located in Toronto and as such will stay informed on this topic.

International Brain Injury Association (IBIA) www.internationalbrain.org

This year we renewed our partnership with IBIA. We are supporting the conference which will allow our community members to attend the March 2012 conference at a reduced rate

Transport Canada Global Road Safety www.tc.gc.ca/roadsafety2011

www.rememberroadcrashvictims.ca

BIAC has been involved with this Transport Canada committee which promotes road safety to reduce death and injury as a result of vehicle crashes. This committee developed Leave the Phone Alone campaign which is featured on our website. As well, it promotes remember road crash victims day every November.

Provincial and Grassroot Local Organizations

The National Office continues to receive many requests from ABI survivors, family caregivers and community organizations. We work in partnership with our provincial and local organizations to field many inquiries and requests that we receive during the year. We also do our best to support the continued development of our local organizations when called upon.

Pillar Three – Communications

Website www.biac-aclc.ca

Thanks to Ron Foreman, our website continues to be a source of information on all things dealing with Brain Injury Awareness and Prevention. We continue to receive an average of over 5,000 visits per month. In March, we received a goggle web report that indicated that our site is one of the leading brain injury sites in North America.

Twitter <http://twitter.com/biacacalc>

BIAC started to use twitter in January 2011 and since that time we have achieved close to 500



2010 -2011 Highlights (cont.)

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followers and have over 2,100 tweets. We have connected with several Brain Injury Association in the US and overseas. Our Tweets our timely and another source of information.

Facebook The Brain Injury Association of Canada (BIAC-ACLCL)

BIAC's National Office took ownership of the facebook pages that were out in the community and has commenced to put timely information on the site. This site does need a person to dedicate more time to it but as we move along I see a person working the site to a level that we can all be proud of.

Impact Newsletter and From the Desk of the Executive Director

Under the leadership of Barb Butler our newsletter continues to grow in content and interest. From October 2010 to June 2011 five Impacts were produced ranging from 8 to 16 pages. The Executive Director had a comprehensive report in each newsletter of the activity of the association. Special thanks to those people who have contributed to the newsletter throughout the year in particular Richard Kerr from Montreal. All past issues are available on our website. From the Desk of the Executive Director was a combination of timely notices from the Office in between Impact issues, notices posted onto our website and Facebook postings.

June is Brain Injury Awareness Month

This activity continues to grow and is a communications vehicle that creates awareness about the wide ranging brain injuries and the disabilities associated with the injuries and how to prevent most of these injuries. This year Brain Awareness Month (March) was added to the yearly calendar. Brain Awareness Month is an international initiative and is lead by the Dana Foundation www.dana.org The foundation's mission is to provide information about the brain and brain research.

Daily Communications

The Office has sent out close to 6,300 e-mails this past year of these 330 were inquiries ranging to questions about brain injury to where can one go to get support. Some of these inquiries are dealt with by the office and other inquiries are referred to the provincial organizations. With some inquires, the office reaches out to the brain injury community to support the office in answering the question. The office has developed a family comprehensive network of advocates and professionals across Canada that it can call upon as required. The office also receives close to 400 telephone inquiries ranging from media requests, to support, to brain injury information and so on.

News Media Coverage

In 2010-2011, there was another significant increase in the media about concussions / mTBI in sport. Through this coverage, the national dialogue with regards to brain injury has finally come to the forefront. Hockey and football professional players are not the only ones suffering from the consequences of a brain injury. Day in and day out people suffer a brain injury as a result from a car crash, a crash with a moose or large animal, fall or being hit by a falling object, an act of violence or just hitting a low ceiling running down to the basement. Our challenge is to direct brain injury debate to include all Canadians.

Annual Conference

The Annual Conference has become a major vehicle to bringing the messages about brain injury awareness and prevention and about the Brain Injury Association of Canada to Canadians to different parts of Canada. In Regina, the Association saw a roster of first rate speakers from across Canada that touched research, injury prevention and survivors and caregivers. It also saw close to 200 participants share their information. All of the presentations can be found on our website. The conference takes close to a year to plan and implement with a volunteer Chair along with the executive director. The Association should be proud of this flagship and where it has come from the humble beginnings to where it is today.

Pillar Four – Resource Development

This past year BIAC benefitted from office space at the Insurance Bureau of Canada. BIAC appreciates and thank IBC for their support.

This past year, donations, fundraising, project based fundraising and sponsorship provided \$167,000 to BIAC. Funds raised this year were due to the efforts of Howard Brown, Harry Zarins and their teams that stretched from sea to sea.

Special Thanks to Ben Fanelli and his support of the Association through the creation of Head Strong – Fanelli 4 Brain Injury Awareness in March, 2011. His efforts are being supported by the Kitchener Rangers.

Hawaiian Oyster Odessey HOO

Thank You to the Hawaiian Oyster Odyssey (HOO) chairpersons across Canada from St. John's to Vancouver. The events raised awareness on ABI but also raised base funding for the National Office and provincial and local grassroots organizations that participated.

Corporate Contributions and Donations

Thank you to the Insurance Bureau of Canada for its contribution of \$50,000 as part of its three year corporate contribution to BIAC.

Thank You to the Ontario Neurotrauma Foundation for its \$20,000 contribution towards our development and the development of the BIAC-ONF National Brain Injury Research Strategy.

Thank you to the TD Financial Group for its contribution of \$15,000 this past year.

Thank You to We Care Home Health Services for their contribution of \$10,000.

Our appreciation and thanks is also extended to McCool Early Foundation, Alpha Labs Inc., Goodman's Law Firm, Bounce Entertainment, Novartis, Canadian Chiropractic Association, CropLife Canada and Air Canada.

Thank you to all of the donors who contributed through Canada Helps and direct contributions to the BIAC Office.

Thank you to all of the VOLUNTEERS who have worked tirelessly by giving of their time to improve the quality of life for all Canadians affected by brain injury and by promoting its prevention.

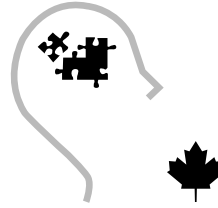
Research

Research touches all our pillars. The community should be aware of the projects that BIAC are involved in.

- Girls & Women & ABI - Dr. Angela Colantonio
- Epidemiology & Sources of Surveillance for Neuro Conditions - Dr. Nathalie Jette
- Everyday Experience of Living With & Managing a Neuro Condition - Dr. Tanya Packer
- Developing a Patient & Family Centered Approach for Measuring the Quality of Trauma Care - Dr. Tom Stelfox
- HBOT & TBI Workshop - Dr. Angela Colantonio

In closing, the Brain Injury Association of Canada is an active partner in all of the research projects under the Neurological Health Charities Canada.

2010-2011 Awards



Brain Injury Association of Canada
Association canadienne des lésés cérébraux

Corporate Leadership Award:
Insurance Bureau of Canada

National Partner Award:
Ontario Neurotrauma Foundation

Award of Honour:
Brad Cownden – “BrainStormRIDE”

Research Award:
Dr. Angela Colantonio Ph.D.

Prevention Award:
Jeannette Holman Price

Award of Merit:
Marina White
Ken Murnaghan
Dennis Prouse

Fundraising Award:
Saskatchewan Brain Injury Association
Howard Brown

Communication Award:
Profile Direct Marketing – “The Chaps”

Special Recognition Award:
Saskatchewan ABI Partnership Project
Brain Injury Society of Toronto – “The Faces and Stories of Brain Injury”

Volunteer of the Year:
Barb Butler

**Thank you to all our dedicated volunteers, supporters, survivors,
members, donors, and local associations across Canada.**

BRAIN INJURY ASSOCIATION OF CANADA

FINANCIAL STATEMENTS

MARCH 31, 2011

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To the Board of Directors,

BRAIN INJURY ASSOCIATION OF CANADA:

We have reviewed the balance sheet of the Brain Injury Association of Canada as at March 31, 2011 and the statements of operations and cash flows for the year then ended.

Our review was made in accordance with Canadian generally accepted standards for review engagements and accordingly consisted primarily of enquiry, analytical procedures and discussion related to information supplied to us by the organization.

A review does not constitute an audit and consequently we do not express an audit opinion on these financial statements.

Based on our review, nothing has come to our attention that causes us to believe that these financial statements are not, in all material respects, in accordance with Canadian generally accepted accounting principles.

Watson Folkins Corey, LLP

WATSON FOLKINS COREY LLP

Chartered Accountants
Licensed Public Accountants

Ottawa, Ontario, Canada
August 16, 2011



Financial Statements

2010 -2011

Brain Injury Association of Canada
Annual Report 2010 - 2011

www.biac-aclc.ca

BALANCE SHEET
AS AT MARCH 31, 2011
 (With unaudited comparative figures as at March 31, 2010)
UNAUDITED

	<u>2011</u>	<u>2010</u>
ASSETS		
CURRENT		
Cash	\$ 42,145	\$ 51,879
Accounts receivable	702	20,941
GST/HST receivable	5,909	3,907
Prepaid expenses	-	1,764
	<u>\$ 48,756</u>	<u>\$ 78,491</u>
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	\$ 3,400	\$ 8,186
Deferred revenue	-	22,000
	<u>3,400</u>	<u>30,186</u>
UNRESTRICTED NET ASSETS		
Unrestricted net assets, beginning of year	48,305	95,353
Net revenue (expenses) for the year	<u>(2,949)</u>	<u>(47,048)</u>
Unrestricted net assets, end of year	<u>45,356</u>	<u>48,305</u>
	<u>\$ 48,756</u>	<u>\$ 78,491</u>

STATEMENT OF OPERATIONS
FOR THE YEAR ENDED MARCH 31, 2011
(With unaudited comparative figures for the year ended March 31, 2010)
UNAUDITED

	<u>2011</u>	<u>2010</u>
REVENUE		
Sponsorship	\$ 99,421	\$ 75,000
Conference	39,912	23,300
Donations	36,083	15,635
HOO events	31,006	29,177
Interest and other	307	1,245
	<u>206,729</u>	<u>144,357</u>
EXPENSES		
Advertising and promotion	5,784	7,949
Bank charges and interest	709	896
Board meetings	9,655	9,565
Board professional development	-	2,771
Bursary program	-	4,000
Conference costs	51,576	24,004
HOO costs	24,385	29,931
Insurance	1,708	1,009
Office and supplies	5,344	9,009
Newsletter	2,311	3,539
Membership fees	1,149	1,584
Professional fees	5,502	4,114
Rent	-	2,235
Representation fees	3,756	7,744
Salary and employee benefits	69,786	65,866
Subcontractors and honouraria	16,875	3,174
Telephone and internet	5,329	4,198
Translation	813	4,096
Website design and content	4,996	5,721
	<u>209,678</u>	<u>191,405</u>
NET REVENUE (EXPENSES) FOR THE YEAR	<u>\$ (2,949)</u>	<u>\$ (47,048)</u>

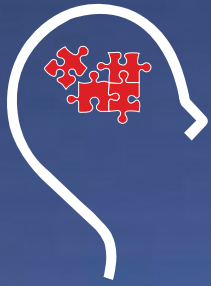


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Notes

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Brain Injury Association of Canada
Association canadienne des lésés cérébraux

BRAIN INJURY ASSOCIATION OF CANADA

ANNUAL REPORT 2010 - 2011

Brain Injury Association of Canada Mission:

***Improving the quality
of life for all Canadians
affected by acquired brain
injury and promoting
its prevention***

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