



BRAIN INJURY
CANADA

LÉSION CÉRÉBRALE
CANADA

Annual Report



2025

April 2024-March 2025

Table of Contents

Message from the Board	3
Message from the CEO	4
About Us	6
Board of Directors	6
Introducing our new strategic plan	7
Scientific Advisory Committee	9
Dan Andreae, Our Honourary Patron	12
Brain Injury Resource Website	13
Interactive Service Directory	14
Education	15
Communications	17
BRITE (BRain Injury & TEens)	18
Partnerships and Development	20
Canadian Brain Injury Association Network	22
Policy and Strategic Initiatives	22
Program Evaluation	22
Conferences and Presentations	23
Advocacy and Awareness	24
Research	27
Financial Statements	28
Provincial/Territorial/Community Brain Injury Associations	30

Message from the Board

As Chair of the Board of Directors for Brain Injury Canada, I am honoured to reflect on a year that has brought both tremendous progress and renewed purpose to our work. We stand at a pivotal moment—not only in the life of our organization but in the broader landscape of brain injury awareness, prevention, and advocacy in Canada.



This year, we witnessed an extraordinary milestone with another unanimous vote in Parliament on Bill C-277—An Act to Establish a National Strategy on Brain Injury, while we didn't see the bill pushed over the finish line we should not forget the work that has gone into getting to this stage and look forward to the progression of the new Bill C-206—An Act to Establish a National Strategy on Brain Injury that is currently before House of Commons. We will continue to advocate for brain injury to be elevated as a national health priority. Hearing Members of Parliament speak directly to the lived experiences of individuals and families affected by brain injury was profoundly moving—and a reminder of why we do this work.

The process of creating a comprehensive National Strategy will include cross-sector collaboration to address not only medical and rehabilitative needs but also the mental health, housing, justice, and social challenges that so often intersect with brain injury. The inclusion of Indigenous groups, provincial health partners, and those with lived experience is essential—and we are committed to ensuring that their voices help shape a responsive, inclusive, and effective strategy.

Internally, Brain Injury Canada has grown stronger and more resilient than ever. Under the guidance of our CEO and leadership team, we launched 12 new bilingual e-learning courses, significantly expanding our evidence-based resources. These offerings—built in consultation with our Scientific Advisory Committee and individuals with lived experience—demonstrate our unwavering commitment to accessibility, relevance, and quality.

We also continue to take important steps to position the organization for long-term impact. The Board of Directors continually works to update our governance framework and look forward to leaving a stronger organization that we can adapt for its environment and community for years to come. This work ensures that as we grow, we remain mission-aligned, efficient, and financially sustainable.

The achievements of this year were made possible by an extraordinary community. To our staff, volunteers, partners, donors, and especially to individuals and families living with brain injury—thank you. Your insights, your advocacy, and your trust power everything we do.



As we look ahead, the opportunities before us are unlike any we've seen. We are not just advancing programs—we are helping shape policy. We are not just building resources—we are building a future where no one affected by brain injury is left behind.

We are proud to walk this path with you. Together, we are not only imagining change—we are making it real.

With gratitude and resolve,
Graham Todd
Chair of the Board
Brain Injury Canada

Message from the CEO

As I reflect on the past year at Brain Injury Canada, I am continually amazed by this incredible community.

The overwhelming support for Bill C-277—An Act to Establish a National Strategy on Brain Injury—was truly inspiring. Sitting in the Gallery of the House of Commons, I listened as MPs from across the country spoke the real names and shared the real stories of individuals living with brain injury, underscoring the urgent need for a national strategy. The moment was made even more powerful by the unanimous vote in favor of the Bill.



Following the standard legislative process, the Bill was then referred to the Standing Committee on Health (HESA), where I had the privilege of delivering an opening statement and answering questions from committee members. While I deeply wish the committee could have heard from every person affected by brain injury, it was an honor to speak on their behalf.

This has also been a momentous year in terms of educational offerings. Adding to our library of resources, we launched 12 e-courses in English and French, fulfilling our strategic priority of providing relevant, accessible, and educational information on brain injury. Our small team has been working diligently with our Scientific Advisory Committee, stakeholders and individuals and families with lived experience to ensure these courses are evidence-based, informed and practical to real life. We have many more planned for the future.

Brain Injury Canada strives to be an inclusive and engaging partner in raising awareness about brain injury nationwide. Through our work with Bill C-277, the development of educational resources and our partnerships and collaborations, we continue to build our presence as a connector within the brain injury community.



As Brain Injury Canada grows and expands, it is essential that we ensure the organization is well governed, operationally efficient and financially sustainable. The Board of Directors undertook an extensive update and development of our governance model, as well as our strategic plan, laying out the organizational priorities for 2024-2027.

The past year has been filled with remarkable progress, and I feel incredibly fortunate to work alongside such an outstanding team. Each member brings unique expertise and perspective, and when combined with their passion and dedication to brain injury, it creates a truly dynamic and impactful force.

We also know we don't work in isolation. We are incredibly grateful to everyone who has supported our efforts over the past year.

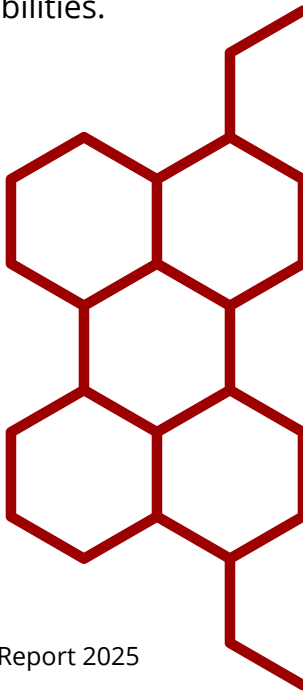
A special thank you to our Scientific Advisory Committee—your commitment to ensuring the credibility and evidence-based integrity of our materials and content is deeply valued.

We extend our heartfelt appreciation to the brain injury associations across Canada. Your partnership is essential to our work, and we look forward to continuing our collaboration.

To the health care and health service community across Canada, we recognize and honor your dedication, especially in these challenging times. We are excited to further strengthen our partnerships with you.

Above all, our deepest thanks go to individuals and families living with brain injury. Your willingness to share your experiences, advocate for change, participate in focus groups and surveys, and provide peer support is at the heart of our mission. Your voices and contributions are truly invaluable. As we move forward, our commitment to driving change, raising awareness, and ensuring that every individual impacted by brain injury receives the support they deserve remains unwavering. Thank you for being part of this journey—we are stronger together, and the future is full of possibilities.

Michelle McDonald
Chief Executive Officer



About Us



Mission

To empower and connect the brain injury community through education, advocacy and collaboration, creating lasting positive impacts.

Vision

A better quality of life for all people affected by brain injury in Canada.

Values

In all that we do, we will:

- Foster accessibility and inclusion for people affected by brain injury.
- Promote respect, empathy and compassion for different lived experiences.
- Cultivate knowledge and information sharing with integrity.
- Demonstrate responsibility and sustainability using evidence to inform policy and guide action.

Board of Directors

Brain Injury Canada's Board of Directors are committed to the mission and values of our organization and are accountable for competent, conscientious and effective management of the organization, as well as responsible for governing the affairs of the organization within relevant legislation and regulations.

Graham Todd – Chair
Xavier Linker
Hafeeza Bassirullah
Tanya DiPenta
Tamiko (Tami) Hynes

Sonali Kohli
John McGowan – Non-voting
Kai Olson
Paul Rogers
Annette Simms

Introducing Our New Strategic Plan: A Vision for the Future

Brain Injury Canada is proud to introduce our new strategic plan, designed to guide our efforts in advocacy, education, and support for individuals and families affected by brain injury across the country. This plan reflects our commitment to strengthening national awareness, improving access to resources, and fostering meaningful change in policies and services.

Vision

A better quality of life for all people affected by brain injury in Canada.

Mission

To empower and connect the brain injury community through education, advocacy and collaboration, creating lasting positive impacts.

Values

In all that we do, we will:

- Foster accessibility and inclusion for people affected by brain injury.
- Promote respect, empathy and compassion for different lived experiences.
- Cultivate knowledge and information sharing with integrity.
- Demonstrate responsibility and sustainability using evidence to inform policy and guide action.

Strategic Priorities

1. National Leadership in Education and Awareness

We aim to position Brain Injury Canada as a national leader in providing relevant, accessible educational information on brain injury. This includes increasing awareness about brain injury and our organization's work, leveraging technology for resource sharing and knowledge mobilization, extending the reach of our programs across Canada, and strengthening collaboration with the scientific community to ensure the development of evidence-based resources.



2. Inclusive and Engaging Partnerships

We are committed to being an inclusive and engaging partner within the national community to promote brain injury awareness. This involves amplifying the voices of individuals and families living with the effects of brain injury, strengthening collaborative strategic partnerships to increase our impact, and building and expanding the Canadian brain injury association network.

3. Operational Excellence and Financial Sustainability

Ensuring that Brain Injury Canada is a well-governed organization that operates efficiently and sustainably is paramount. Our objectives include strengthening our long-term financial stability, growing organizational capacity, continuing to implement strong governance practices, and enhancing federal government relations.

Moving Forward Together

This strategic plan reflects our dedication to fostering a more inclusive, informed, and supportive environment for those impacted by brain injury. We are excited about the journey ahead and invite our partners, supporters, and the entire brain injury community to join us in realizing this vision.



Scientific Advisory Committee

The Scientific Advisory Committee (SAC) is comprised of physicians, health care professionals, researchers, stakeholders and thought leaders in the field of brain injury from across Canada. The SAC collaborative is an integral oversight body that has provided advice and recommendations regarding content on our resource website to ensure objectivity, relevancy, and a high standard of scientific excellence.

The SAC evaluates the materials that are published through the Brain Injury Canada website and programs for accuracy and completeness. SAC members also provide an important conduit to identify the latest research in the field of brain injury. As new treatments and methods for supporting people living with brain injury are discovered and evaluated, SAC members provide insights into what this means within a Canadian context.

Shelina Babul, PhD

Director/Sports Injury Specialist I BC Injury
Research & Prevention Unit, BC Children's Hospital
Director, CHIRPP, BC Children's Hospital
Clinical Associate Professor, Department of
Pediatrics, UBC

Angela Colantonio PhD, OT. Reg. (Ont.)

Professor, Rehabilitation Sciences Institute.
Department of Occupational Science and
Occupational Therapy
Dalla Lana School of Public Health, University of
Toronto

Carolina Bottari , erg. Ph. D.

Professeure agrégée
Faculté de médecine, École de réadaptation
Programme d'ergothérapie, Université de
Montréal

John F Connolly Ph.D.

Founding Director, ARiEAL Research Centre
Professor, McMaster University

Deidre Burns

Registered Dietitian, Nova Scotia Health Authority
Co-Chair (Clinical Practice) Dietitians of Canada

Mohamed-Amine Choukou, PhD

Assistant Professor
Department of Occupational Therapy, College of
Rehabilitation Sciences, University of Manitoba

Nora Cullen, MD,MSc, FRCPC

Specialist, Physical Medicine and Rehab
Professor McMaster University Division Director,
PM&R
Chief, PM&R, Hamilton Health Sciences, St. Joseph's
Healthcare

David Clarke MDCM, PhD, FRCSC, FACS

Professor and Head, Neurosurgery
Dalhousie University and Nova Scotia Health
Authority

Michael Ellis, MD, FRCS(C)

Medical Director, Pan Am Concussion Program
Co-Director, Canada North Concussion Network

Lisa Engel, BKin, MSc (OT), PhD, OT Reg. (MB)

Assistant Professor, University of Manitoba

Alon Friedman MD, PhD

Professor of Neuroscience
Departments of Medical Neuroscience and
Paediatrics
Faculty of Medicine, Dalhousie University

Asaf Gilboa, PhD

Associate Professor, Rotman Research Institute at
Baycrest
Department of Psychology, University of Toronto

Kristian Goulet FRCPC

Assistant Professor University of Ottawa
Medical Director of The CHEO Concussion Clinic,
The Eastern Ontario Concussion Clinic, and The
Pediatric Sports Medicine Clinic of Ottawa

Robin Green PhD, CPsych

Canada Research Chair (tier II) traumatic brain
injury
Co-Lead, Schroeder Brain Institute
Founder/Head – TeleRehab Centre for Acquired
Brain Injury

Michael Hutchison PhD RKin

Assistant Professor
Director, Concussion Program
David L. MacIntosh Sport Medicine Clinic
Faculty of Kinesiology & Physical Education
University of Toronto

**Constance Lebrun MDCM, MPE, CCFP(SEM),
FCFP, Dip. Sport Med, FACSM, FAMSSM**

Professor and Enhanced Skills Programs Director
Department of Family Medicine
Faculty of Medicine & Dentistry, University of
Alberta

Carolyn Lemsky Ph.D., C.Psych ABPP-CN

Clinical Director
Community Head Injury Resource Services

Cameron Mang, CSEP-CEP, PhD

Assistant Professor
Faculty of Kinesiology and Health Studies
University of Regina

Avril Mansfield PhD, RKin

Senior Scientist, KITE (TRI)
Research Division Head, KITE (TRI)
Associate Professor, Physical Therapy, University of
Toronto

Shawn Marshall MD MSc FRCPC

Department Head Physical Medicine and
Rehabilitation - Bruyère Continuing Care
Division Head, Physical Medicine and Rehabilitation
- Ottawa Hospital and University of Ottawa

Patrick McGrath, OC, PhD, FRSC, FCAHS

Emeritus Professor of Psychiatry, Dalhousie
University
Scientist at the IWK Health Centre

Emily Nalder, PhD

Assistant Professor, Department of Occupational
Science and Occupational Therapy, University of
Toronto
March of Dimes Paul J.J. Martin Early Career
Professor

**Will Panenka MD, MSc, FRCPC (Neurology and
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Assistant Professor, Department of Psychiatry,
University of British Columbia
BC Mental Health and Addictions Research
Institute Investigator
Lead - Neuropsychiatry Concussion Clinic

Kara Patterson PT, PhD

Associate professor, Physical Therapy, University of
Toronto
Scientist, KITE Research Institute, UHN

Kathryn Schneider PT, PhD

Sport Injury Prevention Research Centre, Faculty of
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Alberta Children's Hospital Research Institute and
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Assistant Professor, Department of Psychology,
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Health Research Institute

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Associate Professor, Tanz Centre for Research in
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Charles Tator OC, MD, PhD, FRCSC FACS

Professor of Neurosurgery, University of Toronto.
Director, Canadian Concussion Centre.

Alexis Turgeon, MD MSc(Épid) FRCPC

Associate Professor, Research Director Division de
soins intensifs adultes, Department of
Anesthesiology and Critical Care Medicine, Faculty of
Medicine Université Laval
Co-chair, Canadian Traumatic Brain Research
Consortium (CTRC)

Lyn Turkstra, PhD

Professor, School of Rehabilitation Science &
Assistant Dean, Speech-Language Pathology
Program, School of Rehabilitation Science
McMaster University

Paul van Donkelaar, PhD

Professor, School of Health and Exercise Sciences
The University of British Columbia

Cheryl Wellington, PhD

Basic Scientist
Department of Pathology and Laboratory Medicine
Djavad Mowafaghian Centre for Brain Health
University of British Columbia

Anne Wheeler PhD

Scientist, SickKids Research Institute
Neurosciences and Mental Health Program
Assistant Professor, University of Toronto
Physiology Department

Catherine Wiseman-Hakes

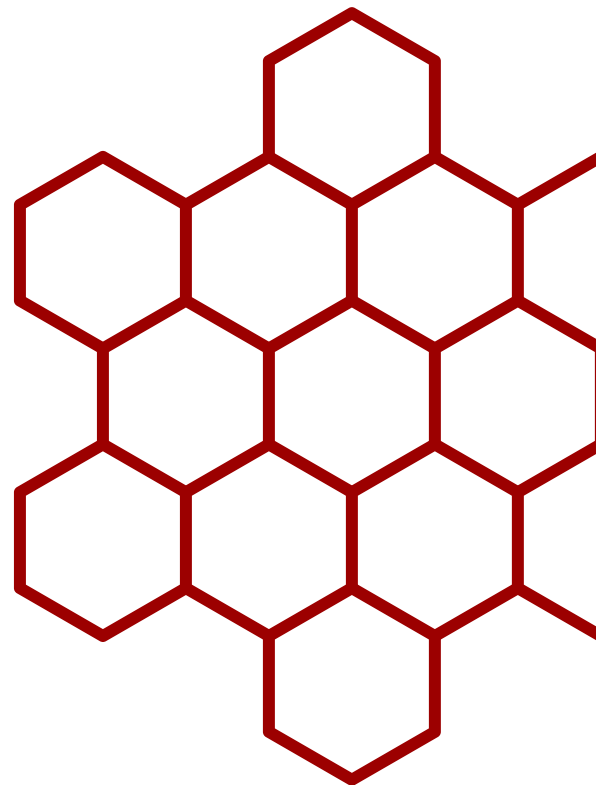
Assistant Clinical Professor (adjunct), Speech-
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Professor and Head, Department of Psychology
Adjunct Professor, Departments of Pediatrics and
Clinical Neurosciences
University of Calgary
Chair – Canadian Concussion Network

Roger Zemek, MD

Pediatric Emergency Physician and Director of
Clinical Research, CHEO
Senior Scientist, CHEO Research Institute
Clinical Research Chair in Pediatric Concussion,
Brain and Mind Institute, University of Ottawa



Our Honourary Patron

Dan Andreae 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 doctorate in Education from the University of Toronto and through non-formal education, holds a doctorate in neuroscience. 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.

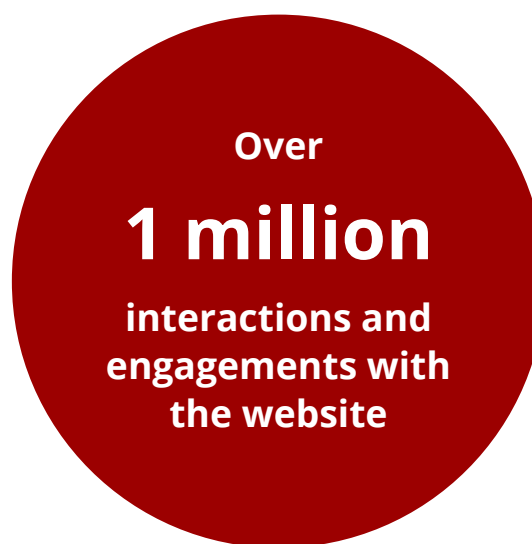
Dr. Andreae's community involvement includes being the first Executive Director of the Alzheimer Society of Toronto and chair of the Patrons Council of the Society. He was the longest-serving president of the Ontario Association of Social Workers and leader of a successful 10 year campaign to secure 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's – Caring Canadian 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 Brain Injury Canada in 2016. Dr. Andreae is a co- founder and sponsor of The National Eating Disorder Centre (NEDIC), at the Toronto General Hospital.

Brain Injury Resource Website

Brain Injury Canada continues to update and enhance our comprehensive resource website braininjurycanada.ca funded in part by the Government of Canada. With over 600 pages of content available in English and French, the site is universally designed for individuals with brain injury, as well as their family members/caregivers, health service providers, and clinicians. The goals of this resource initiative include:

- Increasing the capacity of Brain Injury Canada to be a reliable and credible source of information related to brain injury;
- Consolidating and centralizing evidence-based information from across Canada;
- Improving the organization's leadership role in building collaborative relationships with partners and stakeholders from cross industries;
- Addressing regional disparities in access to information, ensuring Canadians have equal access to resources and information regardless of geographic location in Canada;
- Bridging the gap between individuals and families in locating relevant services and information in their communities; and

The site is continually updated with new resources so we encourage people to bookmark the site and come back often. In 2024, we started a comprehensive update project that aims to further streamline how the site is used, adjudicating accessibility measures and content. This project is ongoing into 2025.



A new Stories of Brain Injury library

In 2024, we launched a new, more interactive library of personal stories that we have continued to grow, fostering a stronger online community and encouraging more people to share their experiences with Canadians.

Interactive Service Directory

Relaunched in 2024/2025, our service directory was evaluated for improved efficiency and underwent a comprehensive update so that users can more easily streamline their search and businesses/organizations can more easily be found.

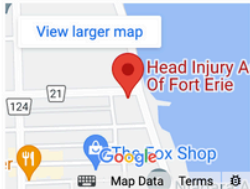
Brain Injury Association of Fort Erie

649 Niagara Blvd
Fort Erie, ON
L2A 3H7
Tel: 905-871-7789
Fax: 905-871-7832

- Services**
- Case management
 - Community Supports
 - Family supports
 - Independent living supports
 - Support groups

Cost

Funding Type



Brain Injury Association of London and Region

201 King Street
London, ON
N6A 1C9
Tel: 519-642-4539

- Services**
- Caregiver supports
 - Support groups

- Cost**
- Free
 - Membership Fees

- Funding Type**
- Community funded



7,725

users to the site

Over

53,000

interactions and Engagements

20%

increase in listings in the past year

Our goal is to create a resource that is truly representative of all the geographical regions of Canada and possible areas of services and support.

Visit www.braininjurycanadaconnect.ca and use the filters on the right-hand side of the screen to start exploring.

Education

Since 2022, Brain Injury Canada has been developing a rich online library of both paid and free e-courses, designed as accessible learning tools for the brain injury community, caregivers, and health care/service providers. These courses are provided in both English and French, reviewed by members of our Scientific Advisory Committee to ensure information is evidence-based. We promote learning through text, visuals/videos and interactive elements like critical thought-based quizzes while also providing helpful tools and resources for further learning. Past courses we have published include:

- Foundations of Brain Injury for Health Care Professionals
- Family Caregivers: Planning for the Future
- Family Caregivers: Your Health and Wellbeing
- Family Caregivers; Introduction to Brain Injury

“I really enjoyed the e-learning program from beginning to the end.”

In the past year, we have had **532** new learners enroll for our courses, bringing our total number of students to date to **1,523**.

NEW in 2024-2025

From March 2024 to April 2025, we have launched a total of eight courses, with the French versions of these courses coming in spring/summer 2025.

Courses for brain injury associations

Brain Injury Canada received a Community Services Recovery Fund grant which allowed us to develop complimentary educational resources specifically to support the organizational capacity and professional development of brain injury associations. The courses included:

- Inclusion, Diversity, Equality, Accessibility plus Belonging (IDEA+B).
- Introduction to Ethics
- Supporting Mental Health and Wellbeing
- Introduction to Trauma-Informed Care

These courses are available on the Canadian Brain Injury Association Network portal.



Courses for community service organizations

Building off of our courses for brain injury associations, we made the decision to create paid courses for all organizations that provide community services who may work with the disability/brain injury communities. The following courses are available individually or in our Community Builders Bundle:

- Introduction to Ethics for Community Organizations
- Introduction to Trauma-Informed Care for Community Organizations
- Inclusion, Diversity, Equity and Accessibility plus Belonging in Community Spaces
- Mental Health and Wellbeing for Community Workers

“It is courses like this that give me a sense that I am not alone.”

Upcoming Courses

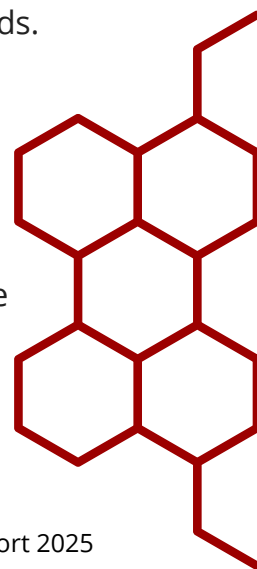
While we have several courses and educational resources in the preliminary stages of planning, we have three that will be launching in 2025.

- **Brain Injury in Long-term Care:** This paid courses is specifically designed for those who work in long-term care homes and related settings. It provides a foundational base of knowledge about brain injury, its intersections with aging, and how to navigate caring for residents that may be coping with brain injury and concurrent health considerations.
- **Family Caregivers: Transitioning from Youth to Adulthood:** This course is the last in our Petro-Canada CareMakers series of courses. This free course will address considerations parents/guardians must make when their loved one with a brain injury reaches the age of majority and will transition from youth to adult systems of care.
- **Symptom management:** We will be launching a symptom management educational resource for those living with brain injury, informed by lived experience and with the purpose to help individuals understand their symptoms and better identify/navigate support methods.

Additional educational resources

In summer 2024, Brain Injury Canada with the support of our honorary patron Dan Andreae launched a series of infographics on brain injury, concussion, and key intersections such as mental health and homelessness. These infographics are available in both English and French in multiple shareable formats:

<https://braininjurycanada.ca/en/infographics/>



Educational partnership with Elections Canada

Brain Injury Canada has been in partnership with Elections Canada for several years. Together we create educational resources for the brain injury community on voting and voting accessibility during federal elections. We have also created materials related to job opportunities during federal elections.

Ahead of the 2025 spring federal election, we collaborated on a new section of braininjurycanada.ca and two pre-recorded information webinars.

Communications

Brain Injury Canada's communication channels are expanding and play a crucial role in resource dissemination and community engagement. Our primary channels include our email newsletter and social media platforms.

Connections (formerly Impact) Newsletter

We launched our rebranded quarterly newsletter in fall 2024, which continues to deliver news, updates, and personal stories with a remarkable **51-56%** open rate, significantly surpassing the industry average.

Email outreach

Beyond our quarterly newsletter, email serves as a vital tool for engaging key stakeholders on topics that matter to them and the broader community. We use email to invite participation in surveys, share new resources, and promote relevant studies and partner resources that may benefit our audience.

Social Media

We continue to maintain an active presence across all social media. In January 2025 we made the decision to archive our X (formerly Twitter) account and join Bluesky, an emerging platform. We continue to post regularly on Facebook, LinkedIn and Instagram. Social media is an important tool for an organization with a national focus and a geographically dispersed audience. Our goal is to continue cultivating our online community; provide updates and information about brain injury and our organization; and highlight opportunities for engagement between those living with brain injury and research and health care sectors.



3,800+
followers



1,600+
followers



1,100+
followers



500+
followers



33
followers



8,200+
followers (archived)

BRITE (BRain Injury & TEens)

BRITE (BRain Injury & TEens) launched in summer 2024 as a dedicated resource website for youth ages 13-19 living with brain injury. The goal of the site is to empower youth to take the lead in gathering knowledge about their brain injury and recovery. Resources currently available on the site include understanding the effects of brain injury; mental health; and advocating for oneself in different settings (such as school, in relationships and at work).

We will be updating BRITE regularly with the support of our BRITE Scientific Advisory Committee, with the goal of continuing to build resources and a community for Canadian youth. This includes developing a section for siblings and friends of those living with brain injury.

Since its launch, BRITE has had:



Over
217,000
interactions and
Engagements

Approximately
31,000
unique website
users

www.britecanada.ca



BRITE (BRain Injury & TEens)

All content for BRITE is overseen by a dedicated BRITE Scientific Advisory Committee. Members include:

Vincy Chan, PhD

Associate Director of the ABI Research Lab
Assistant Professor (Status), Institute of Health Policy, Management and Evaluation, University of Toronto

Kristian Goulet FRCPC

Assistant Professor, University Of Ottawa
Medical Director of The CHEO Concussion Clinic, The Eastern Ontario Concussion Clinic, and The Pediatric Sports Medicine Clinic of Ottawa

Peter Rumney, MD, FRCP(C)

Clinical Team Investigator and Physician
Director, Rehab and CCC, Holland Bloorview Kids Rehabilitation Hospital
Assistant Professor, Paediatrics, University of Toronto

Dr. Shannon Scratch, PhD, C.Psych.

Clinician Scientist, Bloorview Research Institute Clinical Neuropsychologist, Brain Injury Rehab Team, Holland Bloorview Kids Rehab Hospital
Holland Family Professorship in Acquired Brain Injury
Associate Professor (status), Department of Paediatrics, University of Toronto

Anne Wheeler, PhD

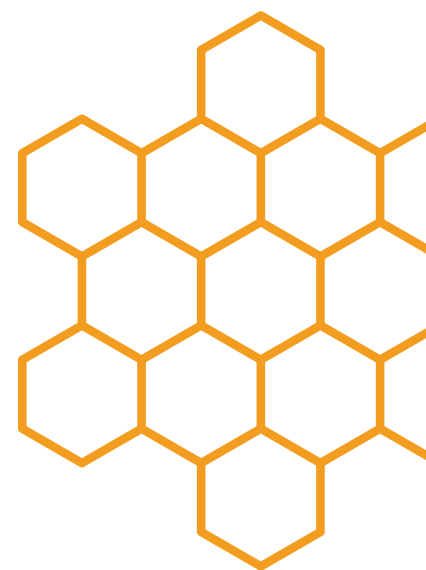
Scientist, SickKids Research Institute
Neurosciences and Mental Health Program
Assistant Professor, Physiology Department, University of Toronto

Keith Yeates, PhD, RPsych, ABPP, FCAHS

Ronald and Irene Ward Chair in Pediatric Brain Injury
Professor and Head, Department of Psychology
Adjunct Professor, Departments of Pediatrics and Clinical Neurosciences
University of Calgary

Roger Zemek, MD

Pediatric Emergency Physician and Director of Clinical Research, CHEO
Senior Scientist, CHEO Research Institute
Clinical Research Chair in Pediatric Concussion, Brain and Mind Institute, University of Ottawa



Partnerships and Development

In 2024, Brain Injury Canada launched our new Partnerships and Development department which marked an important step in our continued growth and national impact. Early in the year, the department focused on building a strong foundation with the implementation of new systems and enhanced data management practices, and the recruitment of a team, passionate about improving brain injury awareness and support across the country.

One of the department's key priorities was the promotion and distribution of our Foundations of Brain Injury for Health Care Professionals course. The team worked to form strategic partnerships with healthcare organizations nationwide to ensure that more professionals across Canada have access to critical education on brain injury.

Throughout the year, the team represented Brain Injury Canada at numerous events, collaborating with corporate partners to raise awareness and strengthen engagement. These efforts also led to new corporate sponsorships that directly supported our caregiver support programs and courses.

2024 was also a successful year for fundraising for the Partnerships and Development team. By renewing relationships with long-standing donors and expanding our online fundraising efforts, the team helped increase overall donations and public engagement. The year culminated in the launch of our Giving Tuesday and Holiday Fundraising Campaigns, which raised the necessary funds to begin development of a new course focused on Symptom Management, a resource tailored specifically for Canadians living with brain injury with input from those with lived experience.

The core mission of the department this past year has been to foster long-term, meaningful connections within the brain injury community. In pursuit of this, the team met with dozens of organizations across the country, including those in underserved regions such as the Yukon, Newfoundland and Prince Edward Island. These meetings were the first step in building lasting partnerships with local organizations that work tirelessly to support individuals living with brain injury. Moving forward, these relationships will play a critical role in helping Brain Injury Canada fulfill its mission of improving the lives of all Canadians impacted by brain injury.

Partners and collaborators

Partnerships and collaboration are crucial for Brain Injury Canada as they expand our resources, extend our reach, and facilitate the exchange of valuable knowledge, all of which amplify our impact. Working with other organizations also bolsters our advocacy efforts and supports policy changes, allowing us to more effectively advance our mission.

Some of our partnerships include:

- Canadian Concussion Network – Executive Committee and Integrated Knowledge Translation & Stakeholder Engagement Committee
- Neurological Health Charities Canada – Co-Chair of Governing Council
- Canadian Traumatic Brain Injury Research Consortium – Executive Committee
- Canadian Transportation Agency Accessibility Advisory Committee
- Global Law Enforcement and Public Health Special Interest Group on Neurodiversity - Member
- TBI in Underserved Populations Program Advisory Committee – University of Toronto
- Cross-Sectoral Solutions: Strengthening Community Capacity to Address the ‘Parallel Pandemic’ of Intimate Partner Violence-Related Traumatic Brain Injury Through a Survivor-Led Support Intervention – Stakeholder Advisory Board – University of Toronto and Womenatthecentre
- Ontario-Quebec Rehabilitation Research and Technology Consortium - Mobility Network Work Group
- Neil Squire Society
- Accessible Housing Network
- Disability Tax Credit Alliance Champlain ABI Coalition
- BC Concussion Advisory Network
- Canadian Brain Research Strategy

Media and Communications

Living with traumatic brain injury: Proposed legislation supports nationwide strategy for care

The Conversation · June 2024

Sleep is important for brain injury recovery: How do you get it?

Health Insight · March 2025



Canadian Brain Injury Association Network (CBIAN)

With the support of a grant from the Government of Canada, Brain Injury Canada launched a collaborative network-building initiative aimed at strengthening the brain injury sector and enhancing its sustainability. This initiative brings together staff and volunteers from brain injury associations in a more formal setting to share knowledge and experiences. The goal is to develop tools and resources that improve capacity and support for individuals living with brain injuries. Additionally, the network will address intersectional issues within the brain injury community and work collaboratively to achieve a collective impact.

There are currently over 50 brain injury associations in Canada, and the network engages in monthly calls for executive directors; training in a variety of areas such as fundraising; free online education; and yearly evaluations/reports related to the brain injury sector.



Policy and Strategic Initiatives

Brain Injury Canada's new policy team, established in the summer of 2024, is currently developing policy briefs on approximately two dozen key issues related to brain injury. We are in dialogue with people with lived experience, researchers, clinicians, charities, and other organizations to connect the dots on issues like housing, government services and benefits, and mental health. This work increases Brain Injury Canada's impact in all three of its mission areas of education, advocacy and collaboration.

Program Evaluation

We have clarified our program definitions and results for all our programs. This helps us manage these programs better and get results.

We have also completed year one of a two-year evaluation project of our corrections e-course in partnership with BC Corrections and the Ontario Brain Institute. The evaluation includes focus groups, interviews, and surveys. It will help us improve all our e-courses and expand our work in corrections.

Conferences and Presentations

Throughout 2024-2025, Brain Injury Canada participated in a variety of conferences and gave multiple presentations on brain injury; intersections; and ongoing research and advocacy.

CTRC Conference – May 2024

Ottawa, Ontario

Presentation by Michelle McDonald, CEO

Canadian Concussion Conference – May 2024

Ottawa, Ontario

Concussion Public Event – May 2024

Canadian Concussion Conference

Ottawa, Ontario

Co-hosted by Brain Injury Canada

Brain Trust Conference – June 2024

Beyond a single event – Understanding Brain Injury as a Chronic Condition

Virtual

Presentation by Michelle McDonald, CEO

BC Consensus Building Day on Brain Injury Mental health and addictions – June 2024

Virtual

Moderator and Evaluator-Michelle McDonald, CEO

CARES Research Project – Patient Engagement in Research – June 2024

Virtual meetings and sessions

Ontario Brain Injury Navigators – June 2024

Update on Bill C-277

Presentation by Michelle McDonald, CEO

Central East ABI Network – September 2024

Update on Bill C-277

Presentation by Michelle McDonald, CEO

Rowan's Law Day Conference – Sept 2024

Canadian Concussion Week

Presentation by Michelle McDonald, CEO

North Eastern Ontario Brain Injury Network – October 2024

Update on Bill C-277

Presentation by Michelle McDonald, CEO

Purple Thursday – October 17 2024

Edmonton, Alberta

Presentation by Michelle McDonald, CEO

Canadian Brain Research Strategy Summit – November 20, 2024

Ottawa

CTRC Winter Conference – 2025

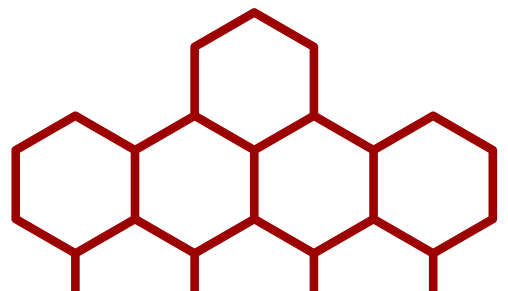
Lake Louise, Alberta

Presentation by Michelle McDonald, CEO

IBIA 2025 – March 2025

Montreal, Quebec

Presentation by Michelle McDonald, CEO



Advocacy and Awareness

Bill C-277: Advancing a National Strategy on Brain Injury

This past year marked a significant milestone in the movement toward a national strategy on brain injury. Bill C-277, An Act to Establish a National Strategy on Brain Injury, was introduced in the House of Commons, igniting an unprecedented wave of support from across the country. Brain Injury Canada, alongside advocates, individuals with lived experience, caregivers, and healthcare professionals, played a crucial role in mobilizing this effort.

This initiative will bring together federal, provincial, and territorial governments, along with healthcare professionals, researchers, and advocates, to develop a comprehensive strategy. Key priorities include improving healthcare access, funding for rehabilitation, research into prevention and treatment, and greater public awareness.

By establishing a national strategy, Bill C-277 would ensure more consistent and equitable support for individuals living with brain injury. It would also help reduce long-term healthcare costs by promoting early intervention and effective rehabilitation. Most importantly, it will give brain injury the national attention it deserves, fostering a more inclusive and supportive environment for those affected.

One of the most powerful moments in this journey came when Members of Parliament (MPs) from across Canada stood in the House of Commons and spoke the names and stories of individuals living with brain injury. Their words underscored the urgent need for a coordinated national approach, reinforcing what we, as a community, have long known—brain injury is a critical public health issue that requires comprehensive action.

The unanimous vote in favor of Bill C-277 was a historic achievement. This level of cross-party support signals growing recognition of the widespread impact of brain injury and the necessity of a national framework to improve prevention, care, and rehabilitation services. Following this milestone, the Bill was referred to the Standing Committee on Health (HESA), where Brain Injury Canada had the privilege of presenting testimony. This provided an opportunity to emphasize the challenges faced by individuals with brain injury, the gaps in services, and the transformative potential of a national strategy.

The passage of Bill C-277 through the House of Commons and into committee is a testament to the power of advocacy and collaboration. It is also a reminder that change is possible when communities come together with a shared vision.



On January 6, 2025, the 44th Parliament was prorogued, effectively pausing all legislative activities, including the progression of Bill C-277. For the Bill to continue its legislative journey, it will need to be reintroduced in the new session of Parliament and undergo the necessary stages of review and approval once again.

We remain committed to ensuring that this Bill continues to advance through the legislative process, bringing us closer to a national strategy that will improve the lives of millions. As we move forward, we will continue to work alongside policymakers, healthcare professionals, and advocates to ensure that brain injury is recognized as a national priority.

Thank you to everyone who has supported this effort—your voices, stories, and unwavering dedication have brought us to this pivotal moment. Together, we are making history.

More than a single event: Efforts to designate traumatic brain injury as a chronic condition

Building off the report Moderate to Severe Traumatic Brain Injury: A Lifelong Condition published in 2024, Brain Injury Canada continues to work with the Canadian Traumatic Brain Injury Research Consortium (CTRC) calling for moderate to severe Traumatic Brain Injury (TBI) to be officially classified as a chronic condition under the Canadian Chronic Disease Surveillance System.

Very briefly this designation would:

- Necessitate a shift towards ongoing care and support for TBI patients throughout their lifetime
- Lead to the reallocation of healthcare resources to better support those living with the effects of TBI and funding for specialized care, support services, and rehabilitation programs specifically designed for long-term needs.
- Standardize data gathering and healthcare utilization tracking, which can then be used to drive policy decisions and healthcare strategies at the provincial and territorial levels of government.
- Stimulate further research into understanding TBI as a chronic, progressive condition and lead to the development of better long-term treatment options, interventions and community supports
- Highlight and address health disparities among different population groups who face a disproportionate impact of TBI due to systemic issues like poverty and limited healthcare access.
- Lead to policy development to address intersectional challenges, ensuring TBI patients can maintain a good quality of life and are adequately supported.
- Increased efforts towards public education and awareness which could lead to early recognition and intervention, increased understanding and decreased stigma and overall increase in health outcomes and community engagement.

We will continue this advocacy by collaborating with the Public Health Agency of Canada (PHAC), engaging more organizations to sustain the growing momentum, amplifying the voices of those with lived experience, working with provinces to make brain injury a healthcare priority, and joining global advocacy efforts to maintain pressure on the Government for meaningful action.

Global World Health Assembly TBI Coalition

Brain Injury Canada is actively participating in the Global WHA TBI Coalition, an international initiative comprising researchers, clinicians, community organizations, and individuals with lived experience of traumatic brain injury (TBI).

The Coalition has developed a comprehensive workplan to guide its efforts over the coming year, which includes:

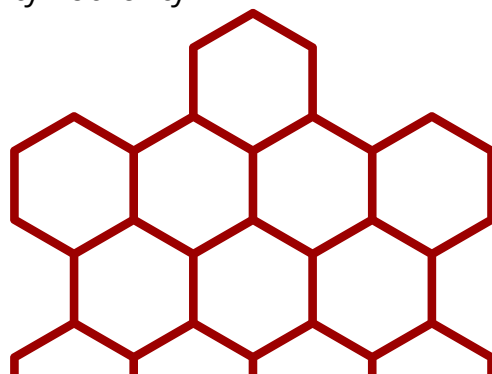
- Drafting and publishing a data-driven position paper highlighting the global impact of TBI, to support advocacy efforts by countries worldwide.
- Strengthening alignment with World Health Organization (WHO) priorities related to neurological conditions, rehabilitation, and the need for standardized data.
- Collaborating with the WHO Brain Health Unit on the development of a TBI technical paper.
- Co-hosting a side event at the May 2025 World Health Assembly, in partnership with the G4 Alliance—an international organization advocating for increased access to surgical, obstetric, trauma, and anesthesia care.

Advocating for the inclusion of TBI on the 2026 World Health Assembly agenda, with the goal of having it recognized as a notifiable and chronic condition.

Consultations

Brain Injury Canada actively participates in ongoing consultations to ensure that the needs and perspectives of individuals and families affected by brain injury are recognized and included. These consultations include engagement with:

- Canadian Border Service Agency
- Canadian Telecommunications Association
- Canadian Air Transport Security Authority



Research

Brain Injury and the Accessibility of the Electoral Process in Canada

Brain Injury Canada continues work on our 3-year research project to access the accessibility of the electoral process for Canadians living with brain injury funded by Accessibility Standards Canada. The goal of this project is to identify how to identify, remove and mitigate barriers that prevent members of the brain injury community from participating fully in federal electoral process. These processes including both voting and employment.

This year for our project involved several key activities. We continued to gather data and analyzed our previous data, which was collected through focus groups and interviews. Building upon this analysis, we aimed to better understand the barriers to electoral involvement for individuals living with brain injury and to work towards finding solutions. We also completed further environmental scans to fill in our knowledge of international practices surrounding elections.

One of the first major milestones came in the form of our online voter survey. This survey looked at gathering voting experiences from individuals living with brain injury during the last federal election in 2021. Specifically, this survey looked at how participants felt about the accessibility of registering to vote and voting.

Another major highlight of this year was our co-design sessions. In the summer, we completed a joint ethics application for our co-design sessions and another piece about interviewing justice system professionals about voting in prisons. After receiving ethics approval, we set out to organize our sessions which iterated on the previous focus groups held in year 1 of the project. We brought back 20 participants from our focus groups to look for solutions to the barriers to voting that were identified. After careful consideration, we landed on three activities. The first surrounded the physical polling place layout and attributes. The second involved accessibility of the Voter Information Card. And lastly, we had participants give feedback around Elections Canada's website. These activities were all held virtually through zoom during December 2024. To wrap up the calendar year, the research team did some preliminary recommendation drafting. We worked with our collaborators towards coming up with recommendations based off the barriers identified in our research and solutions suggested in co-design. We also worked closely with our project advisory group throughout the year to garner their input and recommendations about our data gathering methods and results.

The fiscal year wrapped up with the decision to conduct a new voter experience survey with the news of a spring 2025 election. We completed an ethics application in March 2025 and are looking forward to gathering up to date voter accessibility data for individuals living with brain injury. The findings from this research are anticipated to impact the standards set by the Accessible Canada Act. Elections Canada is required to adhere to these standards. Currently, several committees at Accessibility Standards Canada, such as those focused on the Built Environment and Plain Language, could benefit from the insights provided by this project. To find out more information, please visit: www.braininjurycanada.ca/en/research/accessibility-electoral-process/

Financial Statements

BRAIN INJURY CANADA

Statement of Financial Position

March 31, 2025

	2025	2024
ASSETS		
CURRENT		
Cash	\$ 222,166	\$ 131,045
Accounts receivable	5,558	5,837
Prepaid expenses	3,274	2,581
	<hr/>	
	\$ 230,998	\$ 139,463
RESTRICTED CASH	235,250	
	<hr/>	
	\$ 466,248	\$ 139,463
	<hr/>	
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable	\$ 8,707	\$ 9,558
Employee deductions payable	23,781	23,439
Deferred income	235,250	-
	<hr/>	
	267,738	32,997
NET ASSETS	198,510	106,466
	<hr/>	
	\$ 466,248	\$ 139,463
	<hr/>	

Financial Statements

BRAIN INJURY CANADA

Statement of Revenues and Expenditures

March 31, 2025

	2025	2024
RECEIPTS		
Donations	\$ 57,315	\$ 55,709
Conference receipts and sponsorships	\$ -	\$ 5,489
Grants	759,265	457,829
Sundry receipts	13,700	13,681
Other	744	284
	831,024	532,992
DISBURSEMENTS		
Advertising and promotions	\$ 12,550	\$ 10,202
Bank charges	1,833	2,259
Business taxes, license and memberships	4,604	4,522
Delivery, freight and express	51	28
Employee benefits	45,151	35,425
Insurance	2,606	2,188
Meetings and entertainment	-	10
Meeting and conventions	-	12,410
Office	6,810	9,013
Grant expenses	32,253	34,590
Professional fees	15,365	19,201
Rental	2,105	1,236
Salaries and wages	625,529	490,871
Sub-contracts	-	6,000
Telephone	1,094	1,154
Training	724	971
Travel	2,966	1,788
Vehicle	-	250
	753,641	632,118
EXCESS (DEFICIENCY) OF RECEIPTS OVER DISBURSEMENTS FROM OPERATIONS	77,383	(98,126)
OTHER INCOME	14,662	862
EXCESS (DEFICIENCY) OF RECEIPTS OVER DISBURSEMENTS	\$ 92,045	\$ (98,264)

Provincial/Community Brain injury Associations

ALBERTA

- Association for the Rehabilitation of the Brain Injury
- Brain Care Centre
- Southern Alberta Brain Injury Society

BRITISH COLUMBIA

- British Columbia Brain Injury Association
- Brain Injury Alliance
- Braintrust Canada
- Campbell River Head Injury Support Society
- Comox Valley Head Injury Society
- Cowichan Brain Injury Society
- Fraser Valley Brain Injury Association
- Kamloops Brain Injury Association
- Kootenay Brain Injury Association
- Nanaimo Brain Injury Society
- Northern Brain Injury Association of BC
- Powell River Brain Injury Society
- Prince George Brain Injured Group Society
- South Okanagan Similkameen Brain Injury Society
- Victoria Brain Injury Association

MANITOBA

- Manitoba Brain Injury Association

NOVA SCOTIA

- Brain Injury Association of Nova Scotia

ONTARIO

- Ontario Brain Injury Association
- Brain Injury Association of Durham Region
- Brain Injury Association of Fort Erie
- Brain Injury Association of London and Region
- Brain Injury Association of Niagara
- Brain Injury Association of North Bay and Area
- Brain Injury Association of the Ottawa Valley
- Brain Injury Association of Peel Halton
- Brain Injury Association of Peterborough Region
- Brain Injury Association of Quinte District
- Brain Injury Association of Sarnia Lambton
- Brain Injury Association of Sault Ste Marie

- Brain Injury Association of Sudbury
- Brain Injury Association of Thunder Bay and Area
- Brain Injury Association of Waterloo-Wellington
- Brain Injury Association of Windsor Essex
- Brain Injury Association of York Region
- Brain Injury Society of Toronto
- Hamilton Brain Injury Association

QUEBEC

- Connexion >TCC.QC (Regroupement des Associations des Personnes TCC du Québec)
- Association des traumatisés crâniens de l'Abitibi-Témiscamingue (Le Pilier)
- Association des personnes ACVA-TCC du Bas-Saint-Laurent
- Association des accidentés cérébro-vasculaires et traumatisés crâniens de l'Estrie (ACTE)
- Association des TCC et ACV de la Gaspésie et des Îles-de-la-Madeleine
- Association des personnes handicapées physiques et sensorielles du secteur Joliette (APHPSSJ)
- Centre d'aide personnes traumatisées crâniennes et handicapées physiques Laurentides (CAPTCHPL)
- Association des traumatisés cranio-cérébraux Mauricie-Centre-du-Québec
- Association des Traumatisés cranio-cérébraux de la Montérégie
- Association québécoise des traumatisés crâniens (AQTC)
- Association des neurotraumatisés – région de l'Outaouais
- Servio (anciennement l'Association des TCC des deux rives)
- Association Renaissance des personnes traumatisées crâniennes du Saguenay/Lac-Saint-Jean

SASKATCHEWAN

- Saskatchewan Brain Injury Association
- Lloydminster and Area Brain Injury Society



www.braininjurycanada.ca



BRAIN INJURY
CANADA

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