

ThinkFirst/Pensez d'Abord 2007 Annual Report

Index

Message from the President	2
Founder's Report	2-3
Strategic Plan Overview	4
Highlights: Programs, Resources & Initiatives	4-7
Highlights: Advocacy & Media	7
Highlights: Events	7-10
Highlights: Chapters	10-13
ThinkFirsters	13-15
2007 Audited Financials	16-23

THINKFIRST: WHAT WE DO

ThinkFirst is a national non-profit organization dedicated to the prevention of brain and spinal cord injuries in children and youth. Founded in 1992 by renowned neurosurgeon Dr. Charles Tator, we are headquartered in Toronto, ON where a small but mighty team of injury preventionists are hard at work

developing and implementing innovative educational programs and heightening public awareness about devastating and preventable injuries through advocacy. With 18 chapters and their teams of committed volunteers, ThinkFirst can also be found at the grassroots level in schools in every

province and at community events giving kids and those who care for them the knowledge and protective gear needed to keep Canada's kids safe. Please take some time to learn more about the activities of the past year in this annual report.



Dear Think First,

Thank you for donating the helmets to
 our school I enjoyed skating a
 lot the helmets kept my head
 warm and protected. Next year I will
 do better than this year.

thinkfirst



pensez d'abord
CANADA



Dr. Karen Johnston,
President,
ThinkFirst Canada

Photo courtesy of Rob Dunn

A MESSAGE FROM THE PRESIDENT

2007 was a significant year for ThinkFirst. At the 2007 Annual General Meeting in Edmonton, AB, Dr. Charles Tator stepped down as President after 15 years at the helm. In addition to the overwhelming influence he has had on the fields of injury prevention, neuroscience, and neurosurgery in his professional career, Dr. Tator is also revered as a teacher and mentor to a whole generation of neurosurgeons and injury preventionists in Canada and abroad, and I gratefully place myself in that camp. He continues on as Founder and remains involved in every aspect of ThinkFirst activities.

As the first President to follow Dr. Tator, my mandate has been to advance ThinkFirst's vision to eliminate preventable brain and spinal cord injuries in Canadian children and youth by focusing my energy on operationalizing the Strategic Plan, developed in 2006. The Strategic Plan identified three areas of organizational focus – Fundraising, Programs, and Chapters. And I am happy to report that three Board Committees have been struck and populated, and

good work has begun on all three fronts.

Fundraising Committee:

The Fundraising Committee began to formally meet in October 2007. This committee is responsible for generating both program specific and general operational funding for ThinkFirst. To date, the committee has generated a number of grant proposals to both corporate donors and foundations.

Program Committee:

The Program Committee was struck in November 2007, after some preliminary work to formalize the mandate and terms of reference. National Injury Prevention Program Manager Sandy Wells and the Program Committee's first order of business was to create a process through which new program ideas can be vetted before development. This process also includes a list of programming priorities – issue areas that are of particular interest or importance to ThinkFirst and our audience at this time – that will help guide our programming activities. This work will help to ensure that ThinkFirst can continue to deliver focused,

timely, relevant, and effective IP information and programs with our small (but dedicated) staff and limited resources.

Chapter Enhancement Committee:

The Chapter Enhancement Committee was also formed in November 2007. This committee is charged with enhancing the capacity and streamlining the look and messaging of ThinkFirst Chapters as they deliver their injury prevention messages at the grassroots level across Canada. The Chapter Enhancement Committee has also worked to strengthen the partnership between ThinkFirst Chapters and volunteers from Aviva Canada, who are eager to help get the ThinkFirst message out.

To see an overview of the strategic plan, please see page 4 of this report. I am proud of the work being done by ThinkFirst's staff, Board of Directors, Chapters, and volunteers. The groundwork being laid today will ensure ThinkFirst will remain a leader in the Injury Prevention sector for years to come.

FOUNDER'S REPORT

In 2007 ThinkFirst celebrated its 15th Anniversary. ThinkFirst experienced wonderful growth and development. We are delivering our injury prevention messages to a much broader audience that involves elementary and high school students and their parents and caregivers. We are reaching participants in sports and recreational activities, and providing

injury prevention programs in hospitals and other health care facilities. I would estimate we are reaching hundreds of thousands of children and youth annually. In addition to delivering programs, we have conducted important research on the demographics of injury in Canada and the effectiveness of our programs.

CHANGES IN DELIVERY OF INJURY PREVENTION PROGRAMS AND NEW PARTNERSHIPS

During our 15 years there have been many changes in ThinkFirst's armamentarium, which traditionally included curriculums for schools, booklets, videos and demonstrations.

More recently, we have emphasized web-based resources, public policy announcements, and media reports. Also, injury prevention programs have finally convinced governments to partner with us, and we now have much greater activity on the parts of governments at all levels. ThinkFirst is now frequently called upon to be an active participant in injury prevention coalitions at the federal, provincial, and municipal levels. Many provincial governments have established injury prevention offices that regularly call upon ThinkFirst to partner in specific programs, and we see municipalities calling upon us to advise them about municipal safety measures, consulting us for advice about safety measures on their streets or recreational venues including their parks. A good example is the recent issue about helmets for tobogganers, and this prompted us to issue a position statement on this subject. We have also been called upon to assist other public or private groups because of our expertise in safety. For example, the Canadian Standard Association (CSA) asked ThinkFirst to be involved in the setting of new standards for helmets for skiing and snowboarding.

We encourage greater involvement of our governments in our injury prevention activities. For example, we would like to see the Ministries of Education in all provinces playing an active role in the distribution of TD ThinkFirst for Kids, the elementary school safety curriculum. The setting of regulations for safety equipment is another important area for government, and this can take many forms such as requirements for signage at pools warning against shallow water div-

ing, legislation about helmet use in bicycling, and establishing a minimum age for operating all terrain vehicles.

METHODS OF DISSEMINATING OUR INJURY PREVENTION RESOURCES

More and more we are using websites to disseminate materials. This is a much less expensive method than producing individual resources for schools or the general public. For example we have placed all our concussion education resources on the ThinkFirst website. However, "Face to Face" presentations are still an important method to disseminate safety information, and we continue to conduct many symposia such as the Summit on Head Protection, and the Concussion Road Show.

SPONSORSHIP FOR INJURY PREVENTION PROGRAMS

Over the years, ThinkFirst has relied on corporations, foundations and private individuals to support our programs. Very little funding has come from governments although there are some exceptions such as the major resources made available in 2007-08 to ThinkFirst by the Ministry of Health Promotion of the Government of Ontario to distribute helmets to needy individuals. For many years we have enjoyed major and continuing sponsorship from many corporations and foundations but particularly from the TD Bank, Ronald McDonald House Charities, Manulife Financial, Tridel and the Sugarman Foundation. Our current partnership with AVIVA represents a major advance because we have been able to recruit a very large number of volunteers among AVIVA employees, and Aviva also provides important financial resources for many chapter activities.

BOARD MEMBERS AND OTHER VOLUNTEERS

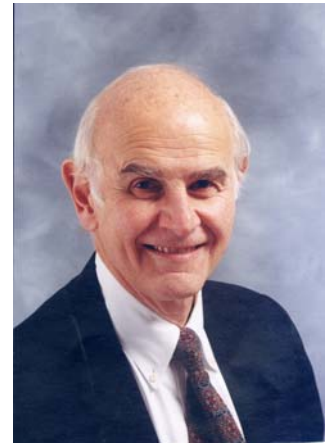
ThinkFirst has been very fortunate to have the continuing commitment of a multitude of volunteers. We have only a handful of employees, and the bulk of our injury prevention work is performed by numerous volunteers across the country. It is especially gratifying to have people who help our organization year in and year out, and I am thinking of individuals such as Howard Perlmutter who has been Treasurer for many years and Paul Montador who has been a member of the Executive and Board of Directors almost since the start of our organization. Natalie Auclair continues to be an outstanding asset for ThinkFirst because she delivers the program to thousands and thousands of children every year. Jodi Dusik-Sharpe has switched from volunteer to employee and continues to make a huge contribution to our organization.

STAFF MEMBERS

We are also extremely fortunate to have an excellent National Office staff. Jim Russell was our Executive Director for three years and enhanced our organization significantly. Sandy Wells as program manager and Midori Miyamoto as communications manager have made wonderful contributions to the ability of the National Office to support the chapters and other national programs.

So,

From my perspective over 15 years, we have saved many lives and prevented much disability in our great country. We are a matter of life and death!



*Dr. Charles Tator
Founder
ThinkFirst Canada*

STRATEGIC PLAN

Vision

The Elimination of all traumatic brain and spinal cord injuries among children and youth in Canada (C&Y= ages 5-18y)

Goal

A measurable reduction of traumatic head and Spinal Cord among children and youth

Guiding Principles

- ◊ The business of ThinkFirst is to prevent brain and spinal cord injuries to children and youth through education that aims to change behaviour around risk taking.
- ◊ Programming will be based on best evidence i.e. injury data that indicates how serious the issue is and best practice – what really works to change behaviour and prevent injury.
- ◊ Programs are to be evaluated and chapters to report, review and conduct programming in standard format.

Board Committees

Chapter Enhancement Committee

Objective:

Strengthen, renew and develop ThinkFirst Chapters across Canada. Encourage local sustainability and self-sufficiency through one time grants and on-going infrastructure support (programs/ materials). Develop a consistent message and accountability. 5 new and 5 current chapters will be fully self-sufficient by 2009. By 2011 have 40 active self-sufficient chapters

Program Review and Evaluation Committee

Objective:

Focus and prioritise all ThinkFirst programs. Continue those that have proven impact and direct programming to areas where there is the greatest risk of brain and spinal cord injury. Increase exposure to ThinkFirst programs 20% per annum.

Fundraising Committee

Objective:

Grow fundraising capacity to sustain organisation development and programming. Maintain highest standards in donor relations and financial accounting
Target goal: 10% p.a., 1.1 million by 2010
Stretch goal: 15% p.a. 1.5 million by 2010
* Based on 2005 revenue 948,000- 250000 Sugarmen donation compounded 10% target, 15% stretch

Membership

Chairperson: Pam Winsor

Staff: Jodi Dusik-Sharpe, Director of Chapter Enhancement

Ex Officio: Executive Director

Board Members: Beth Bull

Co-Chairpeople: Paul Montador and Shawna Page

Staff: Sandy Wells, National Injury Prevention Program Manager

Ex Officio: Executive Director

Board Members: Natalie Auclair, Melinda Rogers, Alison Macpherson

Chairperson: Dr. Charles Tator

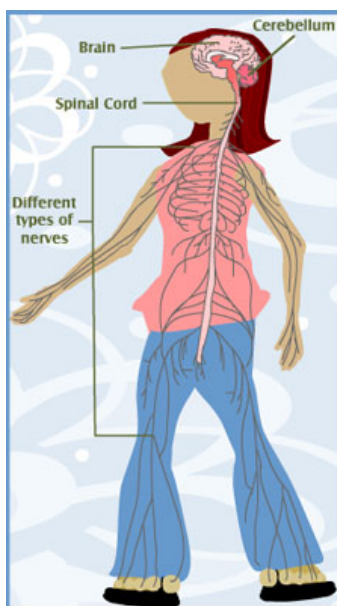
Staff: Holly Bannerman, Director of Development

Ex Officio: Executive Director

Board Members: Gerald Halbert, Ron Loucks, Howard Perlmutter, Gary Reinblatt

Committees to meet four times per year, and report to the board quarterly

All Committees are struck and meeting regularly. Each Committee has defined terms of reference



An image taken from the Brain Day Booklet

HIGHLIGHTS: PROGRAMS, RESOURCES, INITIATIVES

BRAIN DAY

This neuroscience-based injury prevention program is designed for students between grades 4-6, and teaches basic neuroanatomy, nervous system functions, and injury prevention strategies. The colourful workbooks, overheads, and interactive experiments based on each of the five senses make up the presentation, which is

given by university student volunteers who are trained to be engaging and enthusiastic in a classroom.

In 2007, a total of 154 volunteer presenters from 6 cities (Toronto, Scarborough, Kingston, Ottawa, London, and Calgary) presented Brain Day to 3370 students in 62 classrooms.

The total costs of Brain Day 2007 exceeded \$13, 000, which breaks

down to about \$4 per student. In 2008 we have already planned several edits to the student workbook, the production of a training video, and the expansion of Brain Day distribution which will mean increased costs for the program. However, these investments will ensure that Brain Day remains a captivating, effective and fun educational program well into the future!

BRAIN DAY EVALUATION

A study led by a student researcher at York University in Toronto (supervised by TF board member Alison Macpherson) sought to measure how well Brain Day 2007 teaches students about the nervous system and

the brain and spinal cord. By analyzing the results of a pre- and post-Brain Day tests administered to the students, the study was able to conclude that students gained an increased awareness of safety specific injury prevention knowledge for brain and spinal cord inju-

ries as a result of the Brain Day program. However the self-reported rates of helmet use among students show room for improvement.



A student fills in her workbook during a Brain Day presentation

Wal-Mart Helmet Fitting Clinics

On May 13th 2007, our Chapters were in 28 Wal-Mart Canada stores holding helmet fitting clinics across the country. At each clinic, teams of ThinkFirst volunteers teach parents, children and the general public about the importance of wearing a helmet during summertime wheeled activities, and demonstrate how to properly fit this protective gear. With fun and interactive presentations and raffles for free gear, these clinics were a hit.

Before the event, to make experts of our volunteers, we send educational

packages to all our chapters that include background information on helmet standards, how to choose the right helmet for specific sports, and helmet-fitting guidelines for other types of helmets (such as non-wheeled activities). This valuable information enables our volunteers to address the many questions from the public.

This is the second year that ThinkFirst has partnered with Wal-Mart Canada to run these free helmet fitting clinics. Our Chapters reported fitting dozens of children per store (exact numbers aren't available due to the informal nature of most

clinics). While there were issues with the availability of Wal-Mart staff and materials, some Chapters reported that these were minor problems and that the clinics are worthwhile, both for the public— with parents appreciative for the safety information- and for the volunteers who felt great about offering a valuable public service.

The Saskatoon Chapter's Helmet Fitting Clinic



SUDDEN IMPACT/IMPACT SOUDAIN AND DIVE SMART/PLONGEZ PRUDEMMENT

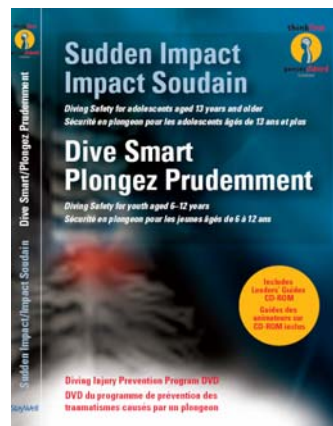
The final French edits of these diving injury prevention programs were completed in the fall of 2007, making this bilingual DVD resource available to the public through our partner organization's website, the Canadian Red Cross (<http://esubmitit.sjgg.com/>

redcross_pub/home.cfm). This valuable partnership allows both parties to recover costs of production and distribution, while the program benefits from double the exposure!

Plans are already underway for a formal launch of the program in the summer of 2008.

Special thanks to **Sun Life Financial** who helped fund this impor-

tant injury prevention program.





This new Helmet Fitting Card was initially produced as a giveaway at the OSSHI launch events. With a print-run of over 100,000 it has quickly become one of our most popular resources for the public and our Chapters. The card, aimed at children and youth, was redesigned to be more colourful, fun, and active – while maintaining the helmet-fitting and safe cycling information of the original. . Plans are under way to produce a similar info card on the theme “Which helmet for which sport?” using the same graphic designer.

ONTARIO MINISTRY OF HEALTH PROMOTION : SAFE SPORT HELMET INITIATIVE

ThinkFirst was delighted to be chosen by the **Ontario Ministry of Health Promotion** to deliver the *Ontario Safe Sport Helmet Initiative* (OSSHI). Granted \$400,000.00 to administer every aspect of this province-wide program, Sandy Wells, ThinkFirst's National Injury Prevention Program Manager, is overseeing every aspect of the OSSHI, which aims to equip children and youth with the protective helmets they need. The OSSHI includes a 3-phase implementation process. Each phase was designed to promote helmet safety in sport and recreational activities among children and youth, while reducing financial barriers to helmet

use among Ontario's financially constrained families.

Phase 1: The First Phase consisted of four program launch events, organized by ThinkFirst and the MHP through July and August. Community children's organizations (with a mandate to serve marginalized/underserved communities and families) attended each launch with their children who participated in fun presentations that taught kids about bike/wheeled sport safety and helmet safety. Each child was also given a helmet to keep.

Phase 2: The implementation of the second phase occurred between September 2007 and March 2008. This phase focused on a

helmet-loan program. Community groups were invited to apply for a set of helmets to support their existing sport programs such as learn-to-ice-skate, skate-board park, and subsidized hockey programs. To maximize the number of kids who could access protective gear, individuals were not eligible to receive helmets to keep in this second—and largest—phase of the OSSHI. However, **Phase 3**, to be launched in the spring of 2008, will feature a helmet coupon system, where eligible families will receive vouchers they can redeem for helmets at participating retailers.

Numbers to Date:

Helmets distributed (phase one and phase two): 5699
Community partners (phase 2): 170

A LITTLE RESPECT... THINKFIRST!

In 2007, the Ontario Ski Resorts Association (OSRA) bought 4000 copies of ThinkFirst's skiing

and snowboarding injury prevention DVD program for distribution to all Ontario schools that attend a “Ski Day” at any OSRA ski hill/resort. A full report on

the distribution of the this program will be presented by a student researcher who is attempting to track the distribution and effectiveness of this DVD program.

CONCUSSION ROAD SHOW

Led by leading experts in the field, Dr. Karen Johnston and Dr. Jamie Kissick, the Concussion Road Show is a traveling information clinic that presents up-to-the-minute information about the science of concussion, with emphasis on the recognition, diagnosis and management of sport concussions and detailed guidelines for return-to-play. CRS imparts the latest

medical and scientific information about brain injury, risk factors, and prevention techniques. Four Concussion Road Shows were held across Canada in 2007, with presentations given in Edmonton, Saskatoon, Ottawa and Toronto to more than 550 attendees, drawing an audience of doctors, other medical professionals, coaches, trainers, and athletes, parents, students and teachers. *Special thanks to our sponsors:*

Edmonton: Capital Health,

City of Edmonton, City of St. Albert, Edmonton Public School Board, Edmonton Sport Council, Sport Medicine Council of Alberta, and Strathcona County

Saskatoon: Saskatoon Health Region, SGI, Saskatchewan Health, and the Acquired Brain Injury Partnership Project

Ottawa: Hockey Canada, Tom Pashby Sport Safety Fund

Toronto: Toronto Rehabilitation Institute, Athlete's Care Sport Medicine Centres

TD THINKFIRST FOR KIDS

Final revisions were completed to the French version of our best known resource. At last, the four binder

curriculum will be available in French in early 2008. Natalie Auclair, Quebec's Provincial Coordinator spent two days at the National Office in November working on and approving

final changes with Communications Manager, Midori Miyamoto. French Binder orders can be placed now through our website at thinkfirst.ca



ADVOCACY AND MEDIA

ThinkFirst garnered significant media attention in 2007 due to our successful involvement and advocacy on a number of issues. In addition to the events we led with the Ontario Ministry of Health Promotion we also received media exposure on the following issues:

HELMETS AND TOBOGGANING:

In December 2007, Dr. Charles Tator was invited to sit on a task force in the city of Vaughn (located just

outside of Toronto) to help them study the use of helmets to prevent injuries in tobogganing. As a result of his participation, we produced a background paper and a list of injury prevention recommendations for that group. No new by-laws have been put into place yet, but the group continues to meet to study the issue. You can read about our recommendations on our website at www.thinkfirst.ca

TSN CONCUSSION DOCUMENTARY:

Over the winter holiday season, TSN televised a half hour show entitled: *Special Report: ThinkFirst Concussions and Spinal Cord Injuries*. The documentary was produced by TSN and features doctors Charles Tator and Karen Johnston and the work of ThinkFirst as it relates to these preventable injuries. Feedback from the viewing public has been incredibly positive.

TD ThinkFirst For Kids is now available in French.

Thanks to funding from TD Bank Financial, this resource is available free of charge to all Canadian schools and Public Health Units can be ordered through our website at www.thinkfirst.ca

EVENTS

2007 AGM IN EDMONTON, AB

Our 2007 AGM was held June 23rd, 2007 in Edmonton, AB and was our best attended with 16 participants joining us around the table and by teleconference from across Canada.

It was an historic AGM, where after 15 years as Founding President, Dr. Charles Tator stepped down and ThinkFirst welcomed Dr. Karen Johnston as President. Dr. Johnston is a neurosurgeon and world renowned concussion expert who

recently moved from Montréal to Toronto when she accepted cross appointments with the Toronto Rehabilitation Institute as Clinical Director of the Concussion Program, the University of Toronto Departments of Surgery and Neurosurgery, and St. Michael's Hospital. Dr. Johnston has been a Board Member with ThinkFirst for the last nine years. Dr. Tator meanwhile, remains very active as a ThinkFirst Board Member and the Chair of several ThinkFirst committees.

Our AGM also celebrated some remarkable

ThinkFirsters, distributing 7 Awards of Excellence and 1 Public Education and Awareness Award. Our recipient list included:

Awards of Excellence:

*Natalie Auclair
Edward Futerman
Dr. Robert Hansebout
Jimmie Spencer*

Toronto Brain Day Team:
Jessy Abi Najem, Eva Knifed, and Carmen Yue

Public Education & Awareness Award:

Dr. Jamie Kissick



Jim Russell at a Press Conference in Waterloo, ON, with the Minister of Health Promotion Jim Watson announcing the ThinkFirst –MHP OSSHI

THINKFIRST AND ONTARIO MHP LAUNCH ONTARIO SAFE SPORT HELMET INITIATIVE

In July and August ThinkFirst together with the MHP and local Public Health

units launched the first phase of the Ontario Safe Sport Helmet Initiative (OSSHI). The OSSHI will help educate people on the importance of helmet-wearing during summertime wheeled activities as well as put helmets on the heads of kids around the province. The launch events in Kitchener-

Waterloo, Toronto, Ottawa, and Thunder Bay were also used to announce the release of *Ontario's Injury Prevention Strategy*. A milestone for injury prevention in Ontario, the strategy outlines the principles and directions of the province's government on Injury Prevention in Ontario.

CANADIAN INJURY PREVENTION AND SAFETY PROMOTION CONFERENCE (CIPSPC)

This year, ThinkFirst Canada, along with our Injury Prevention partners, Safe Kids Canada, Safe Communities and SmartRisk presented the 2007 Canadian Injury Prevention and Safety Promotion Conference (CIPSPC) in Toronto held November 11-13th 2007.

ThinkFirst contributed many presentations to this prestigious conference. Sandy Wells, National Injury Prevention Programs Manager, presented two workshops: one entitled "Representations of disability in injury prevention programming" and a second with co-presenter Jim Russell on gender theory, risk and injury. Sandy's presentation on gender was very well attended and was the most highly rated presentation of the conference.

Several other oral and poster presentations were also accepted at CIPSPC. Credit is due to the students, colleagues, and fellow ThinkFirsters (listed

below) for their valuable contributions at this national conference:

Snowmobiling fatalities in Ontario, 1986-2003: Risk Factors, patterns of injury, and injury prevention targets – Has anything changed? (poster)– Alex Grunfeld, Christine Provvidenza, Charles Tator

Snowmobiling: Injury Prevention Resources and Legislation in Canada – Hannah Feiner, Christine Provvidenza, Charles Tator

"Breaking the neck" of neck injuries in ice hockey in Canada – Charles Tator

High Risk versus Low Risk Catastrophic Sports/Recreational Activities in Ontario. – Charles Tator

Smart Soccer Evaluation (poster) – Christine Provvidenza

Translating Bicycle Helmet Knowledge And Skills To Kindergarten Children: The PEI ThinkFirst — Hard Heads Program, Tsegaye Bekele, St. Michael's Hos-

pital

Effectiveness Of Safety Curriculum In Influencing Children's Behavioural Intentions: The Thinkfirst For Kids (TFFK) Study, Mable Chen, St. Michael's Hospital

Systematic Review Of The Prevention Of Spinal Injuries In Diving: Are We Doing Enough? Jacqueline Willinsky, Charles Tator, ThinkFirst Canada

The ThinkFirst Sport Concussion Roadshow: A Knowledge Translation Tool Dedicated to Enhancing Concussion Knowledge and Awareness (Satellite session) – TWH

Evaluating the effectiveness of TD ThinkFirst For Kids Navigators Injury Prevention Program in Grade 7 and 8 students in Toronto (poster). Terence Tang, Charles Tator

Many thanks to **TD Bank Financial** for their generous financial support. This conference helps to elevate injury prevention as an important National issue.

THINKFIRST SUMMIT ON HEAD PROTECTION

On November 11, 2007, ThinkFirst hosted a full-day satellite session during the *Canadian Injury Prevention and Safety Promotion Conference*. This full-day symposium entitled "*The ThinkFirst Summit on Head Protection*" was divided into two sessions that examined the state of head injury and protection in Canada. 130 participants were led by a distinguished expert panel who addressed all issues from incidence reporting and research to legislation and risk behaviours. The morning's panel consisted of researchers, injury epidemiologists, clinical practitioners and analysts who all commented upon, and then discussed, current issues in measuring and reporting incidence and prevalence rates of head injuries in Canada. This session helped to build a case for enhanced injury reporting, and explored the implications of such innovations for policy and clinical practice.

The afternoon session built upon the conversation generated by the first

panel and delved into the issues and challenges surrounding helmet use for sports and recreational activities. This session was led by experts in recreational risk-taking, helmet standards, researchers in helmet wearing behaviour, and injury prevention activists who engaged in an interesting discussion about issues surrounding mandatory and voluntary helmet use, standards for head protection equipment, and the cultures of risk and injury that often accompany sports participation. This afternoon session emphasized that preventing head injuries in sports and recreational activities requires evidence-based promotion of helmet use, with a thorough understanding of the social and political context of sports and the community.

Contributions from TD Canada Trust, the Ontario Neurotrauma Foundation, and Aviva Canada helped to make this day a true success.

Our Panelists:

Morning Session

Marg Keresteci,
CIHI

Susan Mackenzie,
Public Health Agency of
Canada

Avery Nathens,
Clinical Epidemiologist

Brent Hagel,
University of Calgary

Simon Walling,
Saint John Regional
Hospital Facility

Afternoon Session:

Denis Roy,
Health Canada

Alison Macpherson,
York University

Teddy Katz,
CBC

Peter Donnelly,
University of Toronto

Richard Kinar,
Brain Injury Association
of Canada

OTHER CONFERENCES

After taking up the reins as National Injury Prevention Program Manager in April of 2007, conference season arrived swiftly for Sandy Wells. In early June of 2007, Sandy attended the *Ontario Injury Prevention Conference* in Thunder Bay to present selected results

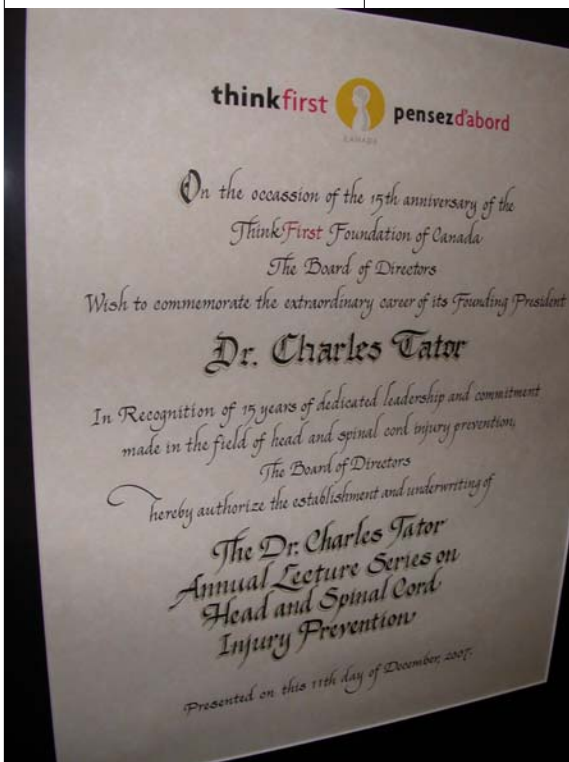
from "*Catastrophic Sports and Recreational Injuries in Canada: Causes and Prevention*", edited by Dr. Charles Tator. This presentation was repeated at the 2007 Annual General Meeting in Edmonton late in June. The book is forthcoming from the University of Toronto Press.

Shortly thereafter, Sandy presented a paper at the "*Bodies of Knowledge Conference*" in Toronto entitled "Representations of disability in injury prevention programming". With some adjustments and editing, this presentation was also accepted at the CIPSPC held in Toronto from November 11-13, 2007.

15TH ANNIVERSARY CELEBRATION AND NAMED LECTURESHIP

To mark 15 years of brain and spinal cord injury prevention, and in particular to honour

This plaque was presented to Dr. Charles Tator



the immense contribution to the field made by our Founding President Dr. Charles Tator, Think-First hosted a gala event at the historic Enoch Tuner School-

house in downtown Toronto on December 11, 2007. This beautifully restored landmark was the city's first free school and we thought it a fitting location to celebrate 15 years of keeping Canada's kids safe. Sixty guests celebrated with us with cocktails, hors d'oeuvres and live jazz music. Many guests shared their fondest stories about the flourishing of Think-First over the years, including a moving speech about Dr. Tator's passion for injury prevention by longtime friend Lois Kalchman. The evening's most memorable moment was a special presentation made to Dr. Charles Tator publi-



The historic Enoch Turner Schoolhouse was Toronto's first free school and the location for ThinkFirst Canada's 15th Anniversary celebration

Dr. Charles Tator Annual Lecture Series on Injury Prevention.

In November 2007 we inaugurated this lectureship with the *Think-First Summit on Head Protection*, a full-day symposium on the state of head injury and protection in Canada. We look forward to many more years of notable topics and speakers in what is sure to become a celebrated Canadian lecture series.



The inaugural Polar Bear Classic, organized by Aviva was a huge success for the Kingston Chapter, raising about \$4500.00



HIGHLIGHTS: CHAPTERS

THINKFIRST- AVIVA RELATIONSHIP

With one year of our partnership under our belt, we are happy to report that the ThinkFirst—Aviva relationship is thriving. Aviva volunteers have taken up the cause across Canada. They have been supporting our chapters in many ways, be it staffing safety booths in BC, working concession stands at Winnipeg

Blue Bombers home games, organizing fundraisers like the ThinkFirst Polar Bear Charity Classic golf tournament in Kingston, joining our chapters to fit helmets in Saint John, or constructing a parade float in Halifax! In addition to their generous financial support, Aviva's national office also provided valuable media training to ThinkFirst staff and Chapters; while many Aviva employees have also held mini-fundraisers



An Aviva Volunteer staffs a booth at a Family Fair in Vancouver

in their local office to help support their local Chapter. We look forward to nurturing and growing this relationship through 2008. Thank you Aviva!

ThinkFirst BC

In 2007 ThinkFirst BC, under the direction Dr. Brian Hunt, established an Advisory Board and hired Coordinator Shannon Piedt. Shannon comes to ThinkFirst with a wealth of Injury Prevention experience and has already made significant progress distributing the *TD ThinkFirst for Kids* curriculum in elementary schools in the Vancouver area. Dr. Hunt also participated in the production of a Knowledge Network film on Concussion entitled *Wipe Out*. The film will premiere in Vancouver in Spring 2008.

The BC Chapter reached 5700 people in 2007, distributed 208 bicycle helmet vouchers and gave school presentations to 475 students. The Aviva relationship is strong in BC, with Aviva volunteers participating in school and community events.

ThinkFirst Calgary

ThinkFirst Calgary is celebrating a record setting 2007! Over 10,200 students participated in ThinkFirst school presentations, nearly 8,000 people accessed ThinkFirst Calgary's community-based programming and 225 kids and youth received free helmets.

With 12 experienced VIP presenters, ThinkFirst Calgary was able to expand outside Calgary's city limits. The chapter was also able to team up with student volunteers from the University of Calgary to promote Brain Awareness month. And all the ThinkFirst Chapters offer their thanks to the Calgary Chapter for introducing us to the now famous egg helmets and egg drop. These tiny foam egg helmets have become a fun prop for presentations to kids of all ages!

ThinkFirst Saskatoon

In 2007 over 3600 students

received a ThinkFirst presentation and 208 children were provided with free bicycle helmets! The Saskatoon Chapter hosted a Concussion Road Show in May, with over 50 attendees and held a Helmet Fitting Clinic at a local Wal-Mart store.

ThinkFirst Manitoba

With the help of dedicated Aviva volunteers, ThinkFirst Manitoba increased community exposure by leaps and bounds in 2007. ThinkFirst volunteers teamed up with their Aviva counterparts and staffed concession stands at all Winnipeg Blue Bomber home football games and music concerts at the Canada Inns stadium. Proceeds from concession sales bought bicycle helmets for kids in need.

In 2007, 345 helmets were distributed, over 215,000 people had access to ThinkFirst/Aviva safety messaging, and more than 2300 students from the nursery level to grade 12 received a ThinkFirst school presentation.

ThinkFirst Toronto

Dedicated ThinkFirst Director and Coordinator team Missy Mandel and Jill Bergman gave presentations to over 4000 elementary students in 2007. The Toronto Chapter continues to partner with the Toronto Police and together were able to identify 400 children who were in need of bicycle helmets.

Missy and the Toronto Chapter worked hard to put the Brain Day program on the map. With volunteers from the University of Toronto, the Toronto Chapter gave Brain Day presentations to almost 2400 students in 45 schools!

The Toronto Chapter also led training sessions for volunteers from Aviva who are interested in one day leading

school presentations on their own.

ThinkFirst Oakville

Under the leadership of Julie Barr and Halton Health Services, 8 schools received the ThinkFirst injury prevention message in the Oakville and Milton Area.



Aviva Volunteers at a community event pose with the famous Jello Brain

ThinkFirst Hamilton

2007 was a year of transition for the Hamilton Chapter, as they bid farewell to longtime Director, Dr. Robert Hansboubt and welcomed new Chapter Director Dr. Edward Kachur. The Hamilton Chapter has regrouped and is reentering the school system with presentations by Sue Connell, interim Chapter Coordinator.

ThinkFirst London

In 2007, Dr. Wai Ng, together with student volunteers from the University of Western Ontario, focused his energy on presenting the Brain Day program in the London area to over 400 elementary students.

ThinkFirst Kingston

Dr. Karen Smith and Rhonda Taylor, along with their newly formed—and very active!—Advisory Board set the bar high for fundraising. Aviva Kingston volunteers helped to organize the inaugural Polar Bear Classic golf tournament, as well as help host other fundraising initiatives including Lobster Fest



Members of ThinkFirst Kingston and Kingston Aviva Volunteers at the Inaugural Polar Bear Classic Charity Golf Tournament

and the Perch Derby. The Kingston Chapter participated in numerous community events, gave presentations to more than 3300 students, and distributed 355 bicycle helmets. And to top it all off, the Kingston Chapter has also begun to expand beyond

the Kingston city limits.

ThinkFirst Ottawa

In 2007 Dr. Michael Vassilyadi, Ottawa Chapter Director, made huge strides in *TD ThinkFirst for Kids* curriculum distribution. A newly formed Advisory Board and new Chapter Coordinator, Tassy Lyras, have provided the support needed for the ThinkFirst message to expand its reach through the Ottawa region. More than 500 students received a ThinkFirst school presentation and 204 children received free bicycle helmets.

Dr. Vassilyadi is a sought after speaker at community events and conferences and has parlayed these presentations into valuable partnerships with likeminded organizations.

Collaborating with the CHEO Research Institute and the University of Ottawa Department of Education, Dr. Vassilyadi and ThinkFirst Ottawa has also begun a research project entitled, *A Pilot Program Evaluation of the ThinkFirst for Kids Injury Prevention Educational Curriculum for Grade 7 and 8.*

ThinkFirst/Pensez d'Abord Québec

In 2007 the Province of Québec celebrated giving presentations to its 200,000th student! By year end, 210,512 students had seen a ThinkFirst/Pensez d'Abord presentation since 1998.

ThinkFirst/Pensez d'Abord also received its own charter and registration number. This allows satellites in Québec to apply for foundation grants locally, enabling them to be fully self-sustaining.

Montréal Satellite:

During 2007 the Montréal Satellite saw 6,579 students.



Dr. Vassilyadi and Tassy Lyras at a school presentation

The Montréal Police together with TF/Pensez d'Abord produced an Impaired Driving Prevention Program geared at Secondary V students. The program covers the effects of alcohol and cannabis, zero-tolerance policy for new drivers, the legal consequences of being caught driving under the influence and alternatives to driving impaired.

3L Statellite (Laval, Laurentides et Lanuadiere)

This satellite saw 2322, as well as participated in a Wal-Mart Helmet Fitting clinic.

Community partnerships are a big part of this satellite's success. A regional campaign in Laval to promote helmet use for cycling launched in 2007. TF/Pensez d'Abord partnered with the Laval School Board, Laval Police, Laval Health and Social Services, and the Laval

Volunteer centre for this campaign that targeted children and youth aged 6-13. During May and June, this helmet awareness campaign presented its IP messaging in elementary schools; over the summer, it continued on the streets, at day camps, and in parks.

Québec Region Satellite:

This previously dormant satellite breathed new life in September 2007 and was able to see 561 students in its first quarter. This satellite also formed an alliance with the Francois Charron Rehab Centre. By July 2008, they hope to have several VIPs in training who will be able to start school presentations in the fall. The Québec Region Satellite also received a formal endorsement from the Québec Neurosurgeon Association.

ThinkFirst New Brunswick

In 2007, Director Dr. Brian Wheelock and Coordinator Sheryl Finnegan were present at a number of community events, including hosting a Wal-Mart Helmet Fitting Clinic, several Bike Rodeos, and participated in Safe Kids Week in New Brunswick.

ThinkFirst PEI

Sally Lockhart and Rhonda Garland continue to partner with the Island Network for Injury Prevention and present a bicycle helmet safety program for Kindergarten children called *Hard Heads*. Approximately 400 children received this important program in 2007, with an additional 303 bicycle helmets distributed. ThinkFirst PEI volunteers also hosted two Wal-Mart Helmet Fitting Clinics in Charlottetown and Summerside.

The PEI Chapter are also currently involved in a research study evaluating the *Hard Heads* program.

ThinkFirst Nova Scotia

ThinkFirst Nova Scotia together with Aviva Halifax certainly came up with the most innovative way to reach their community: together they constructed a float for the Parade of Lights themed on helmets for winter sports. Over 100,000 people saw the float; the parade was also televised, running regularly on Eastlink network during the month of December.

In 2007 ThinkFirst Nova Scotia saw over 1800 students and distributed 904 hel-



ThinkFirst – Aviva Halifax's float in the Parade of Lights

met— by far the most distributed by any of our chapters.

ThinkFirst Nova Scotia has also been an active participant in Noggjin Knowledge. Attendance in this injury prevention session is an alternative to paying a fine for people found not wearing a helmet during wheeled sports.

ThinkFirst Newfoundland

Elizabeth Gruchy and her team of volunteers were out at Wal-Mart hosting a Helmet Fitting Clinic in May.

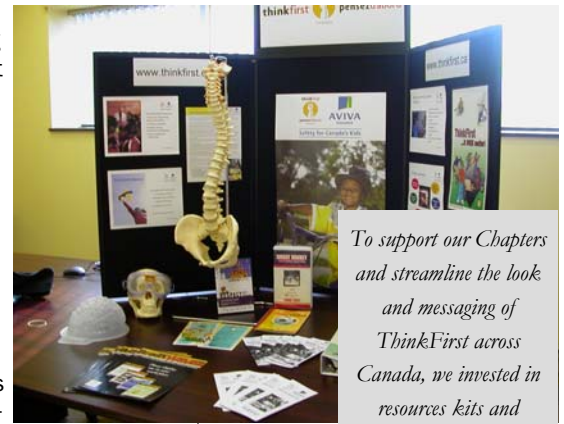
Other Activity

*North Bay, ON and Sudbury, ON, under the leadership of Public Health Nurses, were present to lead Wal-Mart Helmet Fitting Clinics in

May, bringing the ThinkFirst message to these communities.

*School children in Iqualuit, Nunavut received ThinkFirst presentations given by long-time

ThinkFirst friend and VIP, Sean Pothier. Sean and his wife Olga, an Officer with the RCMP, gave presentations at both the local elementary and high school while Olga was stationed in the far north.



To support our Chapters and streamline the look and messaging of ThinkFirst across Canada, we invested in resources kits and tabletop displays for all our Chapters.



NATIONAL OFFICE STAFF

Jim Russell
Executive Director

Joan Patterson (to August 2007)
DIRECTOR OF CHAPTER ENHANCEMENT

Jodi Dusik-Sharpe (joined November 2007)
DIRECTOR OF CHAPTER ENHANCEMENT
jodi@thinkfirst.ca

Massarrat Bharucha

(to September 2007)
SENIOR MANAGER, FINANCE AND DONOR RELATIONS

Sandy Wells (joined April 2007)
NATIONAL INJURY PREVENTION PROGRAMS MANAGER
sandy@thinkfirst.ca

Midori Miyamoto (joined June 2007)
COMMUNICATIONS MANAGER

midori@thinkfirst.ca

Holly Bannerman (joined June 2007)
DIRECTOR OF DEVELOPMENT

Jeff Greenspan (joined November 2007)
BOOKKEEPER, PART-TIME
jeff@thinkfirst.ca

2007 BOARD OF DIRECTORS

Natalie Auclair
Pensez d'Abord Québec
Montréal, QC

Beth Bull
Aviva Canada
Toronto, ON

Dr. Michael Cusimano*
Vice President
St Michael's Hospital
Toronto, ON

Sheryl Finnegan
Saint John Regional Hospital
Saint John, NB

Dr. Shahid Gul
Lion's Gate Hospital
Vancouver, BC

Gerald Halbert
Toronto General and Western Hospital Foundation
Toronto, ON

Dawn Haworth
Canadian Academy of Sports Medicine
Ottawa, ON

Allyson Hewitt
MaRS Discovery District
Toronto, ON

Dr. Karen Johnston*
President
Toronto Rehabilitation Institute
Toronto, ON

Dr. Edward Kachur
Hamilton General Hospital
Hamilton, ON

Dr. Jamie Kissick
Canadian Academy of Sports Medicine
Ottawa, ON

Jay A. Lefton*
Member-at-Large
Ogilvy Renault LLP
Toronto, ON

Ronald C. Loucks
Nexgen Rx
Toronto, ON

Alison Macpherson
York University
Toronto, ON

Dr. Patrick McDonald
Winnipeg Children's Hospital
Winnipeg, MB

Bob McKenzie
TSN
Toronto, ON

Paul Montador*
Member-at-Large
InspirAir
Toronto, ON

Normand Newberry
Pensez d'Abord Québec

Shawna Page*
Secretary
FemMED Inc.
Toronto, ON

Howard Perlmutter
HJP Realty
Toronto, ON

Gary Reinblatt
Reinblatt Group
Toronto, ON

Melinda Rogers
Rogers Communications Inc.
Toronto, ON

Dr. Charles Tator*
Founder, Past-President
Toronto Western Hospital

Dr. Simon Walling
Queen Elizabeth II Health Sciences Centre
Halifax, NS

Pamela Winsor
Medtronic
Toronto, ON

*Denotes membership on the Executive Committee

CHAPTERS

BC Chapter

Director: Dr. Brian Hunt
Coordinator: Shannon Piedt

Calgary Chapter

Director: Dr. John Hurlbert
Coordinator: Darrell Herrick

Saskatoon Chapter

Director: Dr. Daryl Fourney, Bill Feldbruegge,
Coordinator: Jennifer Link

Manitoba Chapter

Director: Dr. Patrick McDonald
Coordinator: Jodi Dusik-Sharpe

Toronto Chapter

Director: Missy Mandel
Coordinator: Jill Bergman

Oakville Chapter

Coordinator: Julie Barr

Hamilton Chapter

Director: Dr. Edward Kachur
Coordinator: Sue Connell

London Chapter

Director: Dr. Wai Ng

Kingston Chapter

Director: Dr. Karen Smith

Coordinator: Rhonda Taylor

Ottawa Chapter

Director: Dr. Michael Vassilyadi
Coordinator: Tassy Lyras

Province of Québec

Montreal
3-L (Laval, Laurentides, et
Lanuadière)
Director: Normand Newberry
Provincial Coordinator: Natalie Auclair

Ville de Québec

Director: Dr. Leo Cantin
Coordinator: Sylvie Caron

New Brunswick Chapter

Director: Dr. Brian Wheelock
Coordinator: Sheryl Finnegan

PEI Chapter

Director: Dr. Simon Walling
Coordinator: Sally Lockhart

Nova Scotia Chapter

Director: Dr. Simon Walling
Coordinator: Lynne Fenerty

Newfoundland Chapter

Director: Dr. Falah Maroun
Coordinator: Elizabeth Gruchy

thinkfirst



pensez d'abord
CANADA

2007 AUDITED FINACIAL STATEMENTS**KRAFT BERGER LLP CHARTERED ACCOUNTANTS**

PAGE I

AUDITORS' REPORT

To the Directors of
THE THINK FIRST FOUNDATION OF CANADA

We have audited the balance sheet of **THE THINK FIRST FOUNDATION OF CANADA** as at December 31, 2007 and the statements of operations and net assets and cash flows for the year then ended. These financial statements are the responsibility of the organization's management. Our responsibility is to express an opinion on these financial statements based on our audit.

Except as explained in the following paragraph, we conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In common with many charitable organizations, the organization derives revenue from donations and other similar sources, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amounts recorded in the records of the organization and we were not able to determine whether any adjustments might be necessary to donation revenues, excess of revenue over expenditures, assets and net assets.

In our opinion, except for the effect of adjustments, if any, which we might have determined to be necessary had we been able to satisfy ourselves concerning the completeness of the donations and other similar sources referred to in the preceding paragraph, these financial statements present fairly, in all material respects, the financial position of the organization as at December 31, 2007 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Kraft Berger LLP

KRAFT BERGER LLP
Chartered Accountants
Licensed Public Accountants

Toronto, Ontario
May 20, 2008

PAGE II

THE THINK FIRST FOUNDATION OF CANADA

BALANCE SHEET
DECEMBER 31, 2007

	<u>2007</u>	<u>2006</u>
ASSETS		
CURRENT		
Cash and term deposits (Note 3)	\$ 880,902	\$ 575,171
Sundry receivables and prepaid expenses	<u>34,838</u>	<u>4,429</u>
	915,740	579,600
EQUIPMENT (Note 4)	<u>24,856</u>	<u>23,219</u>
	<u>\$ 940,596</u>	<u>\$ 602,819</u>
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	\$ <u>68,732</u>	\$ <u>188,545</u>
NET ASSETS		
UNRESTRICTED NET ASSETS	<u>871,864</u>	<u>414,274</u>
	<u>\$ 940,596</u>	<u>\$ 602,819</u>

See accompanying notes to financial statements.

APPROVED ON BEHALF OF THE BOARD:

_____ Director

_____ Director

PAGE III

THE THINK FIRST FOUNDATION OF CANADA
STATEMENT OF OPERATIONS AND NET ASSETS
FOR THE YEAR ENDED DECEMBER 31, 2007

	<u>2007</u>	<u>2006</u>
REVENUE		
Donations - MHP safe sport helmet initiative	\$ 400,000	\$ -
Donations - Kids	292,544	259,861
Donations - Chapter enhancement	250,000	-
Donations - Sport Smart	100,685	152,988
Donations and other income	49,113	148,437
Donations - General Fund	38,532	43,647
Donations - Helmet program	3,300	55,000
Donations - Teens	-	66,000
	<u>1,134,174</u>	<u>725,933</u>
EXPENDITURES		
Wages and benefits	275,924	277,233
Think First for Kids - program	87,664	196,694
Helmet program	71,268	61,309
SportSmart - program	44,976	16,821
Office	24,580	28,210
Fund raising activities	21,750	3,199
Printing	20,029	2,019
National injury prevention conference (recovery)	19,140	(21,346)
Research project	17,000	10,045
Professional fees	12,379	10,200
Travel	11,194	17,052
Meetings	10,767	12,029
Concussion road show - program	10,531	21,072
Postage	8,408	6,337
Warehousing and distribution	7,361	8,514
Telephone	6,879	13,401
Amortization	6,736	4,089
G.S.T.	5,905	18,909
Other programs	4,380	6,831
Insurance	2,577	3,180
Website	1,771	1,159
Bank charges and interest	1,505	1,401
Advertising	1,384	1,764
Heads Across Canada Bike Tour	1,136	22,712
Think First for Teens - program	1,020	1,063
Catastrophic study	320	-
Rent - Quebec	-	1,093
Golf tournament	-	23
	<u>676,584</u>	<u>725,013</u>
EXCESS OF REVENUE OVER EXPENDITURES FOR THE YEAR	457,590	920
UNRESTRICTED NET ASSETS, beginning of year	<u>414,274</u>	<u>413,354</u>
UNRESTRICTED NET ASSETS, end of year	<u>\$ 871,864</u>	<u>\$ 414,274</u>

See accompanying notes to financial statements.

PAGE IV

THE THINK FIRST FOUNDATION OF CANADA
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED DECEMBER 31, 2007

	<u>2007</u>	<u>2006</u>
OPERATING ACTIVITIES		
Excess of revenue over expenditures for the year	\$ 457,590	\$ 920
Amortization	<u>6,736</u>	<u>4,089</u>
	<u>464,326</u>	<u>5,009</u>
Change in non-cash components of working capital		
Sundry receivables and prepaid expenses	(30,409)	33,877
Accounts payable and accrued liabilities	<u>(119,813)</u>	<u>28,306</u>
	<u>(150,222)</u>	<u>62,183</u>
INVESTING ACTIVITY		
Purchase of equipment	<u>(8,373)</u>	<u>(21,856)</u>
CHANGE IN CASH AND TERM DEPOSITS		
	305,731	45,336
CASH AND TERM DEPOSITS, beginning of year	<u>575,171</u>	<u>529,835</u>
CASH AND TERM DEPOSITS, end of year	<u>\$ 880,902</u>	<u>\$ 575,171</u>
CASH AND TERM DEPOSITS CONSIST OF:		
Cash	\$ 190,664	\$ 192,688
Term deposits	<u>690,238</u>	<u>382,483</u>
	<u>\$ 880,902</u>	<u>\$ 575,171</u>

See accompanying notes to financial statements.

THE THINK FIRST FOUNDATION OF CANADA
NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2007

1. PURPOSE OF THE ORGANIZATION

The Think First Foundation of Canada (the "Foundation") is a foundation in Canada established to educate children and teens about the prevention of brain and spinal cord injuries.

The Foundation is a not for profit organization and is a registered charitable organization under the Income Tax Act and, as such, is exempt from income taxes.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

(a) Basis of Presentation

The Foundation follows the deferral method of accounting for contributions.

(b) Cash and Term Deposits

Cash and term deposits consist of cash balances and highly liquid term deposits. Term deposits are classified as held for trading and are measured at their fair value.

(c) Equipment

Equipment is carried at cost. Amortization is provided for using the declining balance basis at the following annual rates:

Computer equipment	- 30%
Furniture and fixtures	- 20%

When equipment is acquired during the year, one-half of the annual amortization is provided for.

(d) Impairment of Long-Lived Assets

The Foundation reviews, when circumstances indicate it to be necessary, the carrying values of its long-lived assets by comparing the carrying amount of the asset or group of assets to the expected future undiscounted cash flows to be generated by the asset or group of assets. An impairment loss is recognized when the carrying amount of an asset or group of assets held for use exceeds the sum of the undiscounted cash flows expected from its use and eventual disposition. The impairment loss is measured as the amount by which the asset carrying amount exceeds its fair value, based on quoted market prices, when available, or on the estimated current value of future cash flows.

(e) Revenue Recognition

Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection reasonably assured.

(f) Pledges

No recognition is given in the financial statements of the Foundation to pledged donations until the amount pledged has been collected.

THE THINK FIRST FOUNDATION OF CANADA
NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2007

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

(g) Donated Services

Donated services are not recognized in these financial statements because of the difficulty of determining their fair value.

(h) Estimates

The preparation of financial statements in accordance with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. These estimates are reviewed periodically, and, as adjustments become necessary, they are reported in earnings in the period in which they become known.

(i) Adoption of Accounting Standards

Effective January 1, 2007, the Foundation adopted revised Canadian Institute of Chartered Accountants ("CICA") handbook section 1506, Accounting Changes. The changes covered by this section include changes in accounting policy, changes in accounting estimates and correction of errors. Under section 1506, voluntary changes in accounting policy are only permitted if they result in financial statements that provide more reliable and relevant information. When a change in accounting policy is made, this change is applied retrospectively unless impractical. Changes in accounting estimates are generally applied prospectively and material prior period errors are corrected retrospectively. CICA Section 1506 is effective for fiscal years beginning on or after January 1, 2007. The only impact in the current year is to provide disclosure of when an entity has not applied a new source of Generally Accepted Accounting Principles ("GAAP") that has been issued but is not yet effective.

(j) Accounting Standards Issued But Not Yet Adopted

The following accounting policies will be effective for fiscal 2008.

The Foundation will be required to adopt the CICA Handbook Section 3862 – Financial Instruments - Disclosures. This Section requires the disclosure of information about (i) the significance of financial instruments for the Foundation's financial position and performance and (ii) the nature and extent of risks arising from financial instruments to which the entity is exposed during the period and at the balance sheet date, and how the entity manages those risks.

The Foundation will be required to adopt the CICA Handbook Section 3863 – Financial Instruments - Presentation. This Section establishes standards for the presentation of financial instruments and non-financial derivatives.

The Foundation will be required to adopt the CICA Handbook Section 1535 – Capital Disclosures. This Section specifies the disclosure of (i) an entity's objectives, policies and processes for managing capital; (ii) quantitative data about what the entity regards as capital; (iii) whether the entity has complied with any capital requirements; and (iv) if it has not complied, the consequences of such non-compliance.

The Foundation is assessing the impact of the adoption of the above standards on the financial statements of the Foundation.

THE THINK FIRST FOUNDATION OF CANADA
NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2007

3. CASH AND TERM DEPOSITS

	<u>2007</u>	<u>2006</u>
Cash	\$ 190,664	\$ 192,688
GIC, bearing interest at 4.25% per annum, payable on maturity and is due June 18, 2008.	235,148	-
GIC, bearing interest at 4.175% per annum, payable on maturity and is due January 21, 2008.	455,090	-
Term deposit, bearing interest at 4.25% per annum, payable semi annually and is due June 17, 2007	-	20,035
GIC, bearing interest at 3.30% per annum, compounded monthly, payable on maturity and is due March 24, 2007	-	156,134
GIC, bearing interest at 3.30% per annum, compounded monthly, payable on maturity and is due June 9, 2007	-	206,314
	<u>\$ 880,902</u>	<u>\$ 575,171</u>

4. EQUIPMENT

	<u>2007</u>		
	<u>Cost</u>	<u>Accumulated Amortization</u>	<u>Net</u>
Computer equipment	\$ 32,328	\$ 19,351	\$ 12,977
Furniture and fixtures	<u>16,498</u>	<u>4,619</u>	<u>11,879</u>
	<u>\$ 48,826</u>	<u>\$ 23,970</u>	<u>\$ 24,856</u>
	<u>2006</u>		
	<u>Cost</u>	<u>Accumulated Amortization</u>	<u>Net</u>
Computer	\$ 23,955	\$ 15,584	\$ 8,371
Furniture and fixtures	<u>16,498</u>	<u>1,650</u>	<u>14,848</u>
	<u>\$ 40,453</u>	<u>\$ 17,234</u>	<u>\$ 23,219</u>

5. COMMITMENTS

The Foundation has entered into operating leases for its equipment with leases expiring between April 2009 and November 2010. Minimum lease payments, in the aggregate and in each of the succeeding years are as follows:

2008	\$ 8,967
2009	8,265
2010	<u>6,312</u>
	<u>\$ 23,544</u>

THE THINK FIRST FOUNDATION OF CANADA
NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2007

6. FINANCIAL INSTRUMENTS

The carrying amounts of cash and term deposits, sundry receivables and prepaid expenses and accounts payable and accrued liabilities approximate their fair value because of the short-term maturities of these items.

Unless otherwise noted, it is management's opinion that the Foundation is not exposed to significant interest, currency and credit risk arising from these financial instruments.

ThinkFirst Foundation of
Canada/ La Fondation
Canadienne Pensez d'Abord
National Office:

750 Dundas St. W
Suite 3-314
Toronto, ON, M6J 3S3

Phone: 416-915-6565/
1800-335-6076
Fax: 416-613-7795

admin@thinkfirst.ca
www.thinkfirst.ca



THINKFIRST THANKS OUR SPONSORS



The Budd Sugarman Foundation
Foster-Hewitt Foundation
Hockey Canada
Johnson and Johnson Medical Products
Ontario Neurotrauma Foundation
Wal-Mart Canada