



ThinkFirst

National Injury Prevention Foundation



Dear Friends of ThinkFirst,

It is my pleasure to serve as ThinkFirst's new Executive Director. The beginning of 2020 was marked by growth and change. Then, with the beginning of COVID-19 we chose to give back to healthcare workers with 3 months of waived fees for training chapters. Trainings were converted from in-person to virtual trainings and the chapters stepped up to the challenge. We added 33 new national chapters this year and one new international chapter. Our work with GM has continued and the Drive Safe Pledge is forefront in much of our activity. We completed our grant work with IDOT with the Parent of Teen Drivers program and we will be taking it to other states next year. We have formed a new partnership with AAA Foundation to insure safe driving habits.

All of this vitally important work was made possible through your generous support. Thank you to everyone who donated to ThinkFirst this year. Your support goes directly to program development and chapter training. On behalf of everyone who benefits from our programs, thank you for helping people to learn to ThinkFirst!

Kim Spayer
Executive Director

Annual Report

A Story of Gratitude

July 2019 - June 2020

MISSION

ThinkFirst's mission is to prevent brain, spinal cord and other traumatic injuries through education, research and advocacy.

VISION

Our vision is that students of all ages have access to ThinkFirst programs in order to increase their ability to lower their risk for injury, thereby significantly lowering the incidence of injury-related death and disability for all age groups.



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Executive Director

Kimberly Spayer

ThinkFirst Foundation

1801 N. Mill St., Ste. F

Naperville, IL 60563

Phone : 630-202-4982

kimspayer@thinkfirst.org

Message from the ThinkFirst Board Chair

We still have 2 months left of 2020, but this year will go down in history as the one in which we used up all the adjectives: unprecedented, heartbreaking, devastating, polarizing, sad. As the world faces the greatest pandemic of our lifetimes, and of the last century, we have also begun to acknowledge the inherent inequality of our systems: the justice system, education, housing, and healthcare. Collectively these have contributed to two societies - one for people whose life expectancy and quality of life is improving, whose well-being is not threatened by daily events; and another who survive ever more tenuously, teetering on the brink of financial, psychologic, or physical collapse.

Our work, in injury prevention, is of course not immune from the propagation of disparities. Now is the time to ask ourselves: how are we actively working to make life better for those impacted by unjust systems?

This year, ThinkFirst, under the new executive directorship of Kim Spayer recruited 33 more chapters and remotely trained 60 people in injury prevention, including a new chapter in Kenya. In conjunction with General Motors and the American Automobile Association we are actively developing newer programming for teen drivers, who are at highest risk for distracted driving. We will strive to make sure these programs are equitably targeted and encourage our supporters to consider sponsorship of programs in underserved areas.

We are pleased to announce that we will shortly be releasing a CME program on healthcare disparities in neurotrauma and injury prevention. In addition, we are planning our spring conference for April 6-7, 2021 virtually to ensure global access to our programming.

2020 has also been a year of progress towards better understanding of brain injury. The release of an open source CT scan analysis algorithm, improved serum marker understanding and better physiologic measures for brain injury will make it easier to quantify the extent of injury objectively. We are getting closer and closer to what a person

with a disorder in any other system in the body is able to do: arrive at the emergency department, get a diagnosis and get treated. Objective measures have the advantage of smoothing out healthcare disparities by reducing reliance on subjective symptoms. I am optimistic that the next ten years will see a revolution in the understanding of prevention, diagnosis, and treatment of brain injury.

Nearly all of us have been impacted by the events of 2020. Some have lost loved ones, or managed life-threatening illness. Most of us have had the stress of trying to continue to provide care in a healthcare system that has struggled to protect its own employees. Others face the challenges of working from home while juggling the needs of family members and distancing from friends and family. While we do not yet know when the pandemic will end, we must acknowledge that when it does, we need to build a new normal that is smarter than our prior ones. One that fosters the talent and ingenuity of all of our population, so that everyone can reap the benefits of innovation and progress.

I want to end by thanking everyone who has worked on behalf of ThinkFirst or supported it through any means. Your hard work and your heartfelt donations are greatly appreciated. For those who have donated in honor of lost or injured friends and family, we are sorry for your loss and your hardship. We will strive to honor their memory as best we know how - by preventing others from suffering that pain, that hardship and that sorrow that you have endured.

With best regards,

Uzma Samadani, MD, PhD, FACS, FAANS
Chair, ThinkFirst Board
Associate Professor BICB,
University of Minnesota
Neurosurgeon, Minneapolis VAMC
and Centracare

July 2019 – June 2020 Donors and Sponsors

A special thank you to the following donors and organizations. Please know if you made a donation anonymously, or if your name has been missed, we apologize in advance and your actions and kindness meant a great deal to our staff and those we serve.

\$100,000 and above

Illinois Dept. of Transportation
General Motors

\$10,000 - \$14,999

AAA - The Auto Club Group
AANS/CNS Joint Sec
Neurotrauma/Critical Care

\$5,000 - \$9,999

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Tributes

In Memory of Dr. Eyester
Dr. & Mrs. David Cavanaugh
Mr. Jack Fletcher
Ms. Lisa Floral
Mr. & Mrs. Tom Gerhardtstein
The Jackson Family Foundation
Dr. & Mrs. K. Stuart Lee
Dr. Jay Levy
Ms. Julie Philbrook
Ms. Marchela Roca
Dr. Tetsuo Tatsumi
Dr. Jamie S. Ullman

In Memory of Dr. Watts
Dr. & Mrs. David Cavanaugh
Mr. & Mrs. Tom Gerhardtstein
Dr. & Mrs. K. Stuart Lee
Ms. Julie Philbrook
Dr. Tetsuo Tatsumi
Dr. Jamie S. Ullman

In Memory of Mary Spencer
Mr. & Mrs. Michael Bovero
Mr. & Mrs. Tom Gerhardtstein
Mr. LaVoy Norton

In Honor of Dr. John Ratliff
Ms. Kim Pollock

In Honor of Michelle Gibler
Mr. & Mrs. Tom Gerhardtstein

In Honor of Dale Spencer
Mr. Christopher Szczecch

In Memory of Aron Allen J. Aron Allen Legacy Foundation: Beyond the Helmet



The J. Aron Allen Foundation promotes brain safety awareness in youth sports and student athletics and champions research to better detect and treat head injuries sustained in a sports environment.

Aron Allen grew up playing sports he loved and was inspired by a love of the game. He graduated from Harvard College with high honors, while lettering in baseball and hockey and earning All-Ivy baseball honors. Aron married his wife, Shelley, raised a family, and had a successful career practicing law.

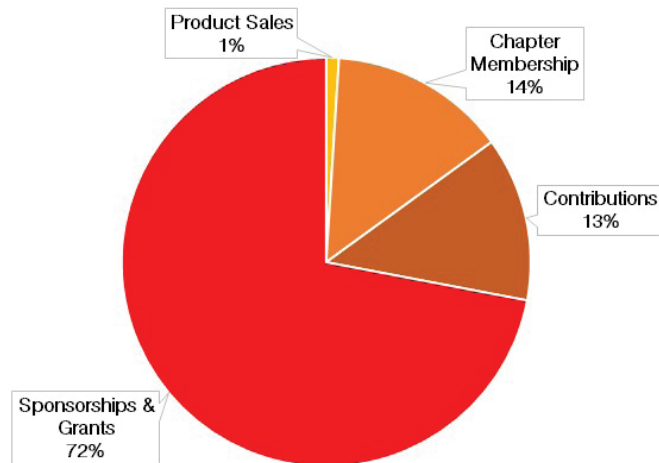
Aron suffered multiple head injuries over the years as he pursued his passion for sports, both as a youth and as an adult. The symptoms he exhibited in the months leading up to his death leave us with little doubt - Aron succumbed to suicide as a result of head trauma.

We are pleased to partner with the J. Aron Allen Foundation in preventing brain injury through the use of helmets.

The ThinkFirst Foundation is a 501c3 nonprofit organization whose mission is to prevent brain, spinal cord, and other traumatic injuries through education, research, and advocacy. It was founded in 1986 by the American Association of Neurological Surgeons and the Congress of Neurological Surgeons. EIN: 36-3730822 For information on conferences, events, programs, chapters, or to make a donation: thinkfirst.org

THINKFIRST FINANCIALS

FY20 Sources of Revenue



Balance Sheet Ending 6/30/2020

Assets	
Cash and Investments	86,947.00
Other Current Assets	84,849.00
Insurance Policies	423,650.00
Total Assets	595,086.00

Liabilities and Net Assets

Liabilities	
Accounts Payable and Accrued Expenses	23,930.00
Long-term Debt	407,979.00

Net Assets	163,177.00
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Total Liabilities and Net Assets	595,086.00
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Statement of Activities and Changes in Net Assets

Total Revenues	447,409.00
Total Expenses	400,563.00

Revenues Over Expenses	46,846.00
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Net Assets (Deficiency), Beginning of Year	116,331.00
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Net Assets, End of Year	163,177.00
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THINKFIRST CHAPTERS

Congratulations to Our 2020 ThinkFirst Award Recipients:

Chapter of the Year

ThinkFirst Saginaw, Field Neurosciences Institute/Ascension
St. Mary, Saginaw, MI

VIP of the Year

Sam Howell - ThinkFirst Mid-Michigan, Midland, MI

Medical Director of the Year

David A. Cavanaugh, MD, ThinkFirst of the Ark-La-Tex, Shreveport, LA

Outstanding Community Involvement #1

ThinkFirst Navajo Eve's Fund, Navajo, Nation, AZ, NM, UT

Outstanding Community Involvement #2

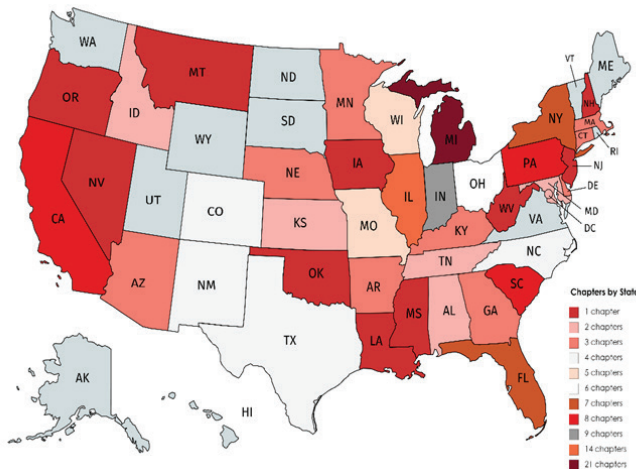
ThinkFirst SIU School of Medicine, Springfield, IL

Dr. David and Donna Cavanaugh Distinguished Service and Partnership Award

Mark Proctor, MD and Charlotte McKee, MD

Outstanding Research Award

ThinkFirst of the Ark-La-Tex, Shreveport, LA



THINKFIRST PROGRAMS



ThinkFirst For Your Baby is a 4-hour program for new and expectant parents covering the issues of injury prevention for infants and young children. Shaken baby, car seat safety, positioning for safe sleep, choking hazards, household hazards and many other topics are covered. Additional training is required for ThinkFirst For Your Baby instructors. Car Seat Safety may be used as a stand-alone program.



ThinkFirst For Kids is an injury prevention presentation for grades 1-3. An engaging ThinkFirst assembly presentation introduces "Street Smart," the safety hero, and his friends through an animated video and a presenter. Curriculum is available for teachers to follow up with lessons and activities. Vehicle, bike, pedestrian safety and more.



ThinkFirst For Youth is similar to ThinkFirst for teens but focuses on issues pertinent to middle school youth. In addition, curriculum is available for use by teachers in grades 4-8, with innovative safety lessons and activities. Science lessons include anatomy of the brain and spinal cord, while games and exercises help students learn to confidently make safe choices on their own and with their peers.



ThinkFirst For Teens is a fast-paced, dynamic presentation for health classes, driver education classes or assemblies. Health educators co-present with VIP speakers - Voices for Injury Prevention - who share with students how an unsafe choice caused a brain or spinal cord injury

and changed their life. Through personal testimony, students learn the importance of making safe choices. This program is offered free of charge to high schools, middle schools and colleges.



ThinkFirst for Parents of Teen Drivers is offered at no cost in high schools or other venues to parents/teen drivers. Parents make the first impact on their teen drivers and are the number one influencer for Graduated Driver Licensing (GDL) adherence. In partnership with local law enforcement, parents/guardians learn what they need to know about keeping their teen driver (or soon to be driver) safe on the road.



ThinkFirst About Concussion was developed as a one-hour classroom presentation for teens or youth that is given in health classes or to athletic groups. Students learn that concussions are brain injuries that should be taken seriously. Information on preventing concussions, recognition of signs and symptoms, following guidelines when a concussion is suspected and seeking medical attention are discussed.



ThinkFirst to Prevent Falls is a program for older adults, available as a 2 ½ hour or 1-hour presentation, complete with PowerPoint slides, scripting, and classroom handouts. This program is not intended to replace multi-week programs like Matter of Balance, but to offer alternative formats for those wanting basic information in one presentation.