

ThinkFirst:
Leading injury prevention through education, research and policy.

Founded by the American Association of Neurological Surgeons and the Congress of Neurological Surgeons

ThinkFirst National Injury Prevention Foundation
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www.thinkfirst.org

Dear Friends and Colleagues,

2012 was a year for campaigns, so ThinkFirst launched a couple of great campaigns of our own! Prevention campaigns, that is – raising awareness and creating opportunities for people to join in our mission to prevent brain, spinal cord and other traumatic injuries through education, research and advocacy.

The 2012 Chapter Development Campaign offered chapter application and training at half price throughout the year to new chapters within the United States. The American Legion Child Welfare Foundation helped make this possible through a grant that provided funding for this, ThinkFirst curriculum and other educational materials used by chapters in school presentations.

With this campaign we also realized our goal to provide chapter training in an interactive, online format, making training more accessible and affordable. Many chapters have already taken advantage of the savings and convenience, including our first ThinkFirst chapter in India. There are currently 144 ThinkFirst chapters throughout the US and 40 chapters in other countries.

Our next campaign began when Schwinn and ThinkFirst developed *Helmets on Heads*, a national campaign to raise awareness of the importance of wearing bicycle helmets to prevent brain injuries. Months of preparation paved the way for our first big city tour this fall, visiting schools in six states: New York, Illinois, Minnesota, Colorado, Texas and California. Our chapters were happy to fit many students—courtesy of Schwinn—with their very first helmet. Countless letters have poured in, thanking us for their helmets - and for teaching them why it is important to wear them. Our thanks to Schwinn for sponsoring and co-directing this campaign, and to former Olympian Summer Sanders for joining us on the trail as a *Helmets on Heads* ambassador.

The final campaign was for Team ThinkFirst, recruiting members for our marathon team that races to prevent brain and spinal cord injuries among children. Attending the Chicago Marathon Health and Fitness Expo, ThinkFirst volunteers signed up 10 runners, with the support of companies such as Jel Sert donating products and incentives for runners. This gives us a great start for 2013!

The campaigns never end, and for these, with good reason. Traumatic injury continues to be the leading cause of death among children, teens and young adults, and there are always kids (and parents) in need of their first helmet, or teens (and adults) in need of other safety reminders, such as refraining from texting while behind the wheel. Please help us in these ongoing efforts to help kids of all ages *Think First!*

Warmest wishes for a safe season,



Debby Gerhardstein
 Executive Director

Every Dollar Donated Goes To:

- Development of injury prevention programs
- Development of injury prevention educational materials
- Support and training for ThinkFirst injury prevention educators

Financial Summary	Ending 6/30/12
Assets	
Cash and Investments	52,197.00
Other Current Assets	30,004.00
Surrender Value - Life Ins. Policies	485,048.00
Total Assets	567,249.00
Liabilities and Net Assets	
Liabilities	
Accounts Payable and Accrued Expenses	80,475.00
Long-Term Debt	365,259.00
Net Assets	121,515.00
Total Liabilities and Net Assets	567,249.00
Activities and Changes in Net Assets	
Total Revenues	227,109.00
Total Expenses	245,116.00
Net Deficiencies	(18,007.00)
Net Assets, Beginning of Year	139,522.00
Net Assets, End of Year	121,515.00

This is an excerpt of the full financial statements ending 6/30/12; the full statements are available upon request.

Thank You To Our Valued Contributors July 1, 2011 - June 30, 2012

\$15,000 to \$24,999

Integra Foundation

\$10,000 to \$14,999

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American Legion Child Welfare Foundation
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