

# IMPACT REPORT 2019

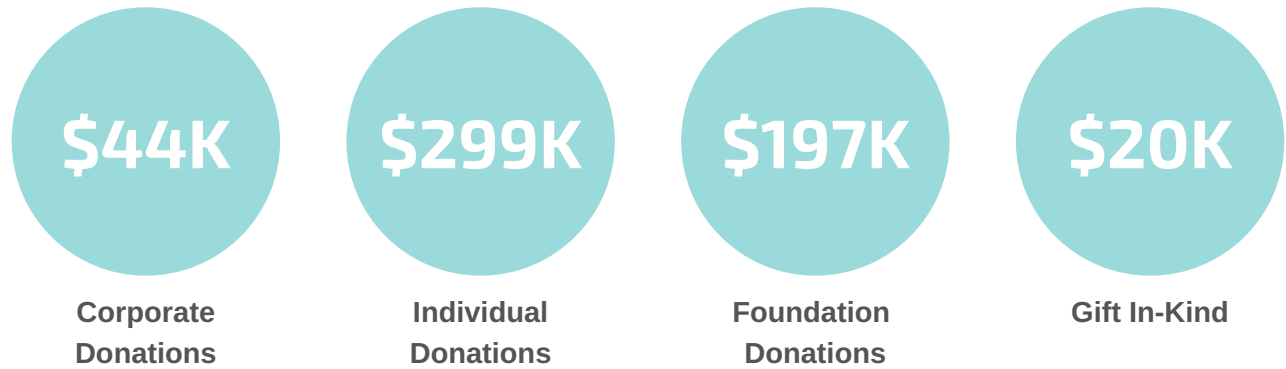
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# Fundraising Overall

# \$689K

TOTAL RAISED IN 2019\*



*\* Includes donations, sponsorships, ticket & registration sales*



## Geographic Expansion

The Barford Family Foundation, based in Toronto, helped Branch Out expand across Canada! Their generous support will fund Undergraduate, Masters, a P.I. Seed Grant, help programs like NeuroTechUofT at the University of Toronto, and offer crucial operational support for the Branch Out Foundation.

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## Mental Health Impact

Branch Out received a \$100K donation from the South Rotary Club. This invaluable contribution will allow Branch Out to purchase a brand new Transcranial Magnetic Brain Stimulation (TMS) Machine for the new Adolescent Mental Health Clinic at the Alberta Children's Hospital.

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## Sustainable Impact

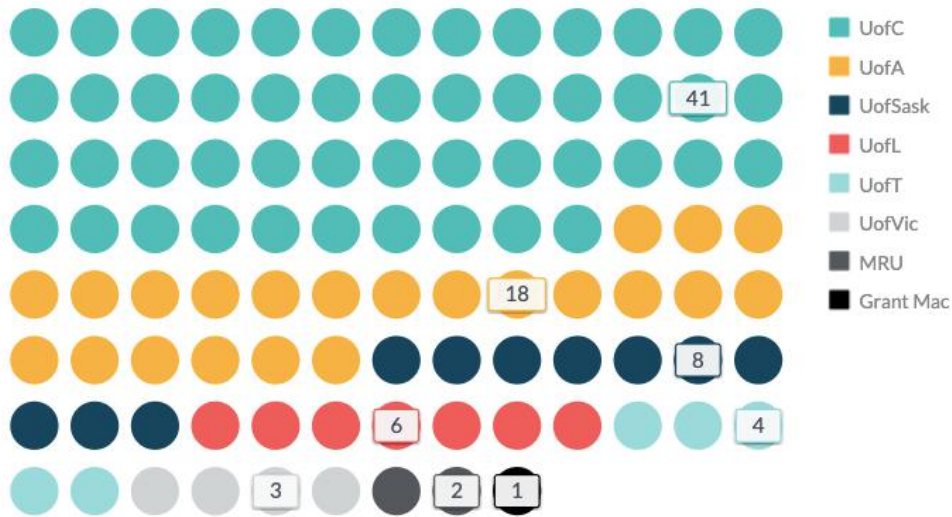
Our organization relies on the generous donations of individuals. In 2019, people like you contributed nearly \$300K!

**RESEARCH**



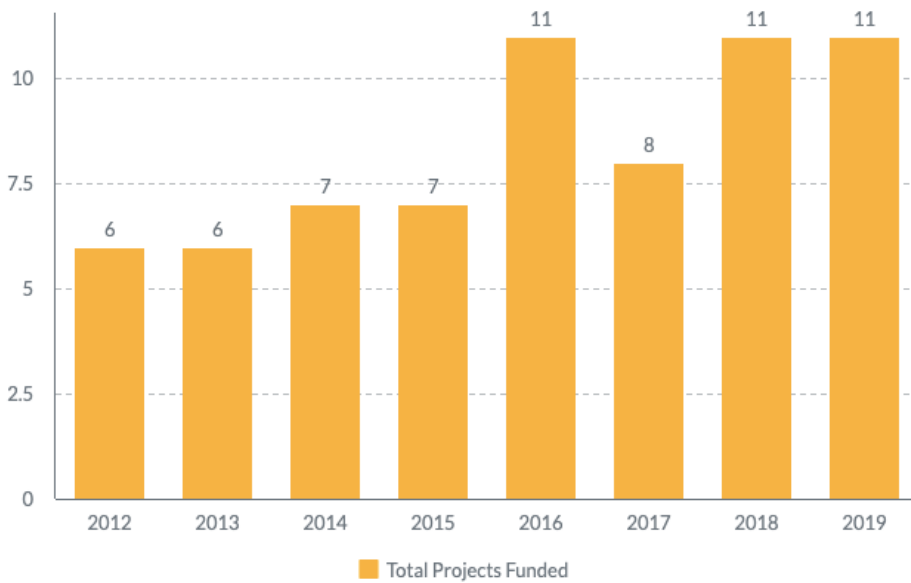
8

Universities Funded Across Canada



80+

Total Funded Research Projects since 2010



8

Avg. Projects Funded Per Year

# 2019 Investigated Research Areas



UNDERGRAD



MASTERS



PHD



PI

11

Research Projects  
Funded in 2019  
(Plus 3 Top Ups)

**Mental Health**

**Sleep Apnea**

**Concussion**

**Epilepsy**

**Stroke**

**Multiple Sclerosis**

**Cannabis**

**Ketogenic Diet**

**Walking**

**Mindfulness**

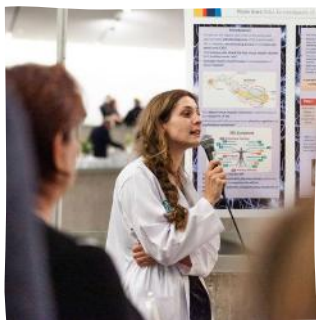
**Speech Therapy**

**Brain Stimulation**

**Brain Computer Interface**

**Lego Robotics Play Therapy**

# 2019 Funded Research Projects



## Undergraduate - \$8,000

Ketogenic Diet as a Treatment for Low Oxygen Levels in Epilepsy, *UofC*

Walking as a Treatment for Multiple Sclerosis, *UofVic*

Brain Stimulation for Post-Concussive Syndrome, *UofC*

BCI as a Method to Control SMART Home Technology, *UofC*



## Masters - \$22,000

Exploring Mindfulness and Memory in Pediatric Depression and Anxiety, *UofC*

Can Cannabis Modulate Inflammation Following a Stroke? *UofL*

Speech Therapy for Your Throat: A Treatment for Sleep Apnea, *UofT*

Bringing the Brain Stimulation Clinic Home with You, *UofT*

Combating Social Deficits in Dev. Disorders with Lego Play Therapy, *UofT*



## PhD - \$26,500

Smoking Weed is Thought to Help with Stress... Let's Take a Closer Look in the Brain, *UofC*

## UofT Seed Grant - \$48,500

If you have MS, Turning Off Google Maps Directions Could Help with Memory Problems, *UofT*





# Impact of Research



## How does Mindfulness Promote Mental Health Resilience in Adolescents?

Jade Stein

In the same way that we exercise our body to maintain good physical health, it is important to exercise our brain to promote its health as well. Jade's project explores how the practice of mindfulness boosts the development of brain areas important for acting thoughtfully, strategically, and with intentionality.

### IMPACT

Mental health is brain health. The Mind and Body Modalities of NeuroCAM explore how practices good for our mental health, like mindfulness, can also have positive effects for our brains as well.



## Keto Diet: Protein, Fat & Oxygen?

Dhyey Bhatt

While the ketogenic diet has been known for decades as a possible treatment for epilepsy, NeuroCAM research is only recently starting to understand why. Dhyey's project is examining if the ketogenic diet might protect the brain from oxygen starvation that can happen with a seizure.

### IMPACT

If Dhyey's hypothesis is correct, it could lead to new ways that the ketogenic diet could be used to strategically promote brain health across many different disorders.

# Impact of Research



## Can Cannabis Modulate Inflammation Following a Stroke?

Claire Niehaus

Weed is a hot topic in Canada right now and people are curious if it could help out their brain, but are also skeptical about the risks it may pose. Claire's project hopes to find the balance between the anti-inflammatory effects and adverse effects of different strains of cannabis.

### **IMPACT**

Armed with these results, Claire can then test if some well-rounded weed can help accelerate the recovery from stroke, exemplifying impact-driven basic science research.

**COMMUNITY**



## BRAIN FREEZE TRIVIA

Sixteen (16) teams of four (4) participated in a fun night of trivia. Brain Freeze Trivia continues to be one of CCC's most popular and highly attended events

## NEURONEXUS

A UofC hackathon. Teams of students from diverse disciplines came together to help solve complex neuroscience issues. Branch Out supported by sponsoring \$10K



## BIKE TOUR

Another incredible year! Joined by guest speaker Erik Fraunburger and professional cyclist, Tyler Hamilton



## CALGARY CORPORATE CHALLENGE

Selected as 1 of 9 charity partners. We created a 'Branchy Brew' with Legend 7 Brewery and received generous support and in-kind donations from companies across Calgary



## YOUR BRAIN ON ART

A sensory spectacle! An event merging art and science. We brought the community together for an evening of neuroscience presentations, an art show and live music performances

## NEUROTECH UOFT

A student-run research and development group at University of Toronto, providing resources for those interested in learning about neurotech. Branch Out donated \$10K



# Calgary Corporate Challenge



Calgary Corporate Challenge's annual Charity Challenge gives companies a chance to promote philanthropy and goodwill by supporting local charity partners. Branch Out is selected as one (1) of nine (9) participating charities. Each charity outlines a series of "Giving Opportunities" that allow teams to interact in meaningful ways based on their needs.

## Brain Freeze Trivia

Over sixty (60) people (approx. 16 teams of 4) participated in Brain Freeze Trivia at Schanks South. Branch Out had rotating advertisements on all TV's and five (5) volunteer neuroscientists selling Bonus Round tickets (\$20).



## Brain Busters

Branch Out hosted fifteen (15) Lunch N' Learn Brain Busters (with 10 companies on a waitlist). Cynthia Kahl & Crystal Phillips visited companies from March 1 - August 31.



## September Games

Branch Out participated in four (4) CCC events (Opening Ceremonies, Halftime Party, Charity Drop-Off Day, and Closing Ceremonies). Events involved a booth, speaking with company reps, and handing out marketing material. Brought in over \$3,000 in in-kind donations.



## Brewery Partnership

CCC matched Branch Out with Legend 7 Brewery. Together, we created a 'Lemon Ginger Green Tea' Branchy Brew. The new relationship led to the Beer Sponsorship for Your Brain on Art.

# CCC Fundraising

**\$16,500**

TOTAL RAISED

**\$2,500**

RAISED AT BRAIN  
FREEZE TRIVIA

**\$3,000**

GIVEN IN IN-KIND  
DONATIONS

**15**

Brain Buster  
Corporate Lunch n'  
Learns Hosted by  
Branch Out

**10**

Waitlisted Brain  
Busters  
(Need More  
Capacity in 2020!)

**64**

People Seeing  
Branch Out's  
Brand at Brain  
Freeze

**124**

PARTICIPATING COMPANIES in CCC

# Branch Out Bike Tour



## FUNDRAISING

Average donation: \$113 (vs. \$110 in 2018)

Average raised per participant (riders, volunteers and guests): \$642 (vs. \$541 in 2018)

82%

Participants Plan to Attend in 2020



## EVENT

Community spirit was high with many more costumes from pro wrestlers, unicorns, paper bag princess, ballerinas and more!

Erik Fraunberger, former Branch Out grant recipient, delivered an engaging and well-received keynote

100%

Returning Committee Members Voted the 'Least Stressful' Bike Tour



Nine Olympians attended included former pro cyclist, Tyler Hamilton

Fiasco Gelato sponsored ice cream for all!

+20

More Participants than 2018

## INTERNAL

Zero injuries and no reported safety-related incidents



Offered new fundraising merchandise (Roots sweaters, socks and camping chairs)

Created a professional promotional video

0

Injuries or Safety-Related Concerns

# Bike Tour Fundraising

# \$270,000

TOTAL RAISED



## \$116

Avg. \$ Donation

## \$372

Avg. \$ Personal Raised

## \$1.8M

Bike Tour Overall



# Testimonials



**"My favourite part? Networking with all the amazing people! Hearing their stories and being part of something so inspiring and uplifting!"**



**"I ride because you guys are hitting an area that needs to be supported. I brag about you and what your organization is doing all the time. My 87 year old dad beams when I talk about your research projects (and then I get him to donate lot)!"**

**"Plenty of support when my bike broke down. Signage was well placed and easy to navigate. Plenty of rest stops with water and snacks. Everything was so good I don't know how you could improve it!"**



**"I know several people affected with MS, and I truly believe Branch Out is creating a major difference in multiple research fields. Plus it's easily the funnest charity I've ever been a part of and that makes it so much easier to support and get behind."**

# Partners



## Additional Partners & Support

DJ Leon

Peter Photography

Arno Photography

Maven Media, Videography

Her & Us, Live Music

Katie Smith, Master of Ceremony

Erik Fraunberger, Keynote Speaker

# Your Brain on Art



## **SCIENCE**

Merged Neuron Night with Your Brain on Art to increase impact of historically separate events

Three (3) Undergraduate engagements and five (5) Graduate presentations

Keynote Speaker - Dr. Frank MacMaster



## **ART**

Sixteen (16) local artists matched with thirteen (13) neuroscientists

Curated exhibition and online art auction (bidding started ten (10) days before event)



## **MUSIC**

Captivating & moving live performance by the Lily Quartet & Reuben & the Dark (arrangement by Donovan Seidle of the Calgary Philharmonic)



## **EXPERIENCE**

Expanded Branch Out's reach to established philanthropists, art followers and neurological research supporters

# Your Brain on Art Fundraising

**\$80,000**

TOTAL RAISED

**\$22,000**

IN ART

**\$34,000**

IN TICKET SALES



Undergrad  
Engagements



Graduate  
Pitches

**300**

ATTENDEES

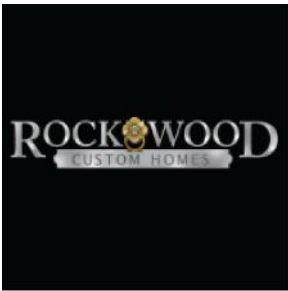
**16**

ARTIST  
MATCHES

**2**

LIVE MUSIC  
PERFORMANCES

# Partners



## Additional Partners

Dr. Frank MacMaster, Keynote  
Chris Day, MC

**CULTURE**

# People

300+

Volunteers

12

BOB Leadership  
Committee

10

YBOA Committee  
Members

25

Scientific Review  
Panel Members

8

Board Members

4

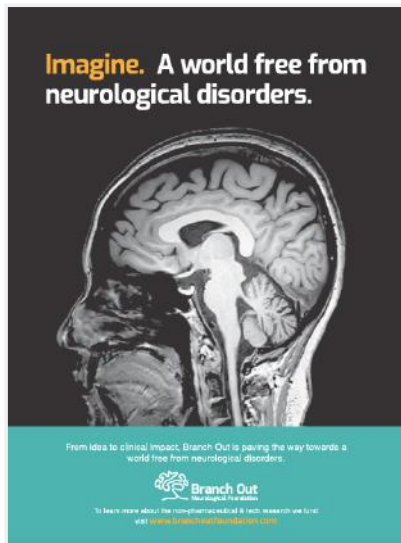
Branch Out Core  
Employees



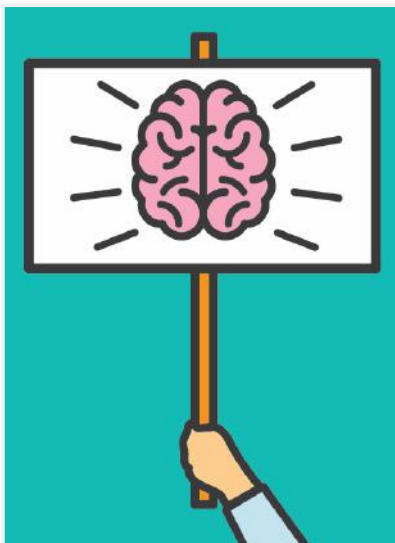
**COMMUNICATION**



# Promotion



Ad in Dementia Connections Magazine



Selected as 1 of 6 charities to partner in Alzheimer's Canada Brain Week Campaign



Eighteen (18) blog articles by 'Ty the Neuro Guy' and seven (7) knowledge translation webinars



Partnered with Maven Media to create new promo videos for 2019 & 2020 Bike Tour



Research advertising (print + digital) across all funded Canadian universities



Fifteen (15) speaking engagements to over 1,000 people including Brain Busters, BEAKERHEAD and NeuroTechUofT's Connexion

# What's Next in 2020?



## Big Changes

After nine incredible years of building this organization, Crystal Phillips, Executive of the Branch Out Neurological Foundation has passed the torch and Laureen Jensen commences her new role as CEO & President.

## Research

We plan to continue funding scientifically-valid, NeuroCAM research. We're anticipating funding fourteen (14) new projects and five (5) continued projects.



## NeuroNexus (March - May)

Brain and mental health challenges are invited from researchers, healthcare practitioners, industry, and community members to inspire projects for the competition.



## 10th Annual Bike Tour (June 12 - 14)

In 2020, we're celebrating our 10th Annual Bike Tour. We're planning on the most extravagant ride to date.

## Calgary Corporate Challenge (Feb - Sept)

With Giving Opportunities ranging from booking a 1-hour Brain Buster Lunch n' Learn to In-Kind gift card donations, we're looking forward to another jam-packed September of CCC events. We plan to leverage the participating companies and maintain connections throughout the year.



## Your Brain on Art (October)

With two (2) successful events under our belt, we're planning the 2020 Your Brain on Art with vengeance! This year's focus is a surprise... but may we interest you in a dance?



[www.branchoutfoundation.com](http://www.branchoutfoundation.com)