



MigraineTM
Canada

**Programs & Achievements
Annual Report 2022**

Message from Executive Director and Chair

While 2022 continued to impact us with pandemic restrictions, it was also a year of learning as we continued with our strategic planning process. We reflected on who we are today, our aspirations, and focused our efforts to build the foundation for Migraine Canada's future. We learned and connected in new ways – learned skills that we will leverage in the years ahead and found different ways to work together and support each other. These activities all contribute to building a stronger community. Our community and outreach continued, and steadily grew throughout the year. The pandemic has shown us how important it is for communities like ours to stay focused on our foundational goals: our promise to ensure all Canadians have access to treatments and care and to improve the quality of life for everyone affected by migraine disease.

A great deal was achieved in 2022 that we have outlined below. We thank the patient community, all our contributors and supporters, and our medical experts for continuing to offer their guidance through webinars and online content. Every project supported provides hope to the 4.3 million Canadians currently living with migraine.

We remain committed to our promise and to being a force for advancing knowledge, supporting patients and supporting research. We will continue to build momentum on our efforts to date by investing in projects across the country to improve health outcomes. We will continue to educate, advocate and support our community because together, we look ahead with hope. Our heartfelt thanks for your continued support.



Wendy Gerhart
Executive Director



Dr. Elizabeth Leroux
Board Chair

MAKING MIGRAINE MATTER

Migraine Canada is the only national charitable organization created by, and for, Canadians impacted by migraine. The organization is driven to improve the lives of those affected by migraine by empowering the community through our **5 strategic pillars to increase awareness, education and advocacy programs, and supporting research**. Since being founded in 2018, Migraine Canada has been, and continues to be, committed to making migraine and headache conditions matter.

Mission

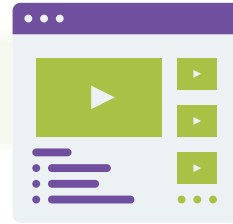
Migraine Canada's mission is to *improve the lives of Canadians with migraine and other headache disorders through awareness, support, education, advocacy and research.*



Support | Education | Awareness | Advocacy | Research

Highlights (2022)

Community Growth



YouTube views & subscribers

111,609 channel views
209 new subscribers



Website traffic

204,000 unique visitors
315,572 unique page views



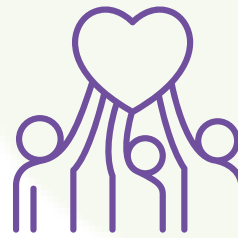
Resources

Developed & launched
15 resources



Events

Hosted 12 webinars
& 4 Facebook Live events
online to educate over
4,000 people



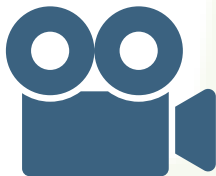
Community Growth

Increased by 1100
community members



Podcasts

Launched 12 Migraine Talks
& 36 Migraine Espresso
podcasts



Videos

Launched 21 videos



Charitable Status

Awarded charitable status



Inquiries (email and telephone)

Responded to ~250
emails & telephone
inquiries

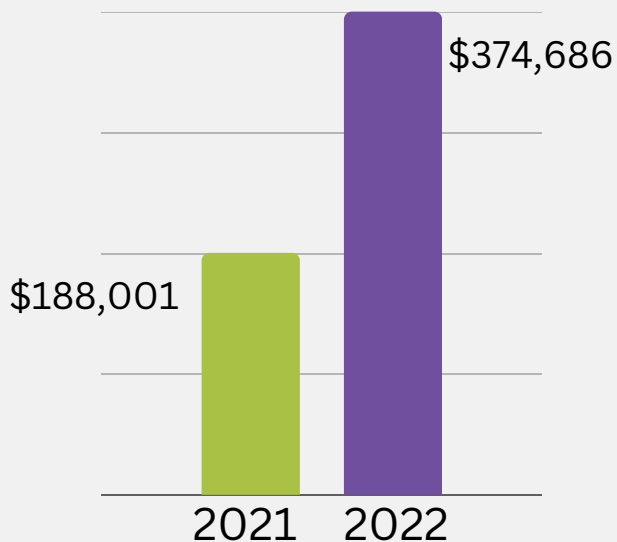
Financial Highlights



Revenue Sources for 2022

- Individual Giving \$11,761
- Corporate Giving \$324,392
- Move 4 Migraine \$28,980
- Government Grants \$9,553

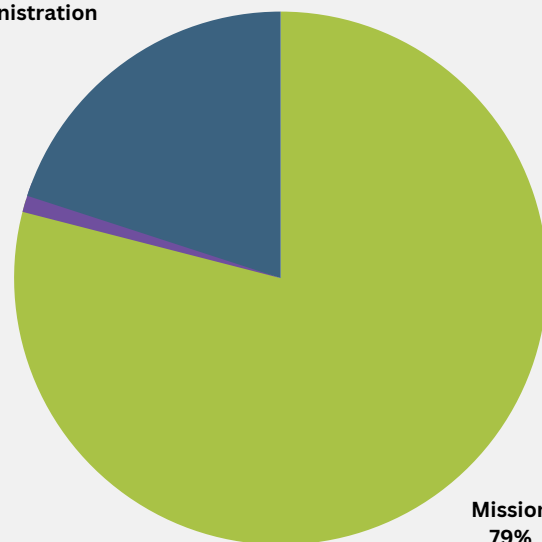
2 Year Revenue Comparison



Use of Funds

General & Administration
20%

Fundraising
1%



Mission
79%





Programs and Achievements

DEVELOP, SUPPORT AND DISSEMINATE CREDIBLE INFORMATION AND RESOURCES TO HELP OUR COMMUNITY MAKE INFORMED DECISIONS ABOUT THEIR HEALTHCARE.

SUPPORT

- Support for Canadians living with migraine and caregivers via email and toll-free telephone line.
- Resources for children, teens, adults and caregivers.
- Social media channels and communities including Facebook, Twitter, Instagram, TikTok, YouTube and LinkedIn.
- Headache Clinic Locator is an online listing of healthcare professionals treating migraine across Canada.
- Videos featuring Canadians who live with migraine sharing their journey to lessen the stigma and isolation experienced by so many.
- Peer written patient stories (“Your Voice”).

EDUCATION

- Resources with content created by leading experts including our PDF library, pediatric medical notes, pediatric dosing recommendations and Migraine Talks podcast series.
- Webinars and Facebook Live events on relevant topics by experts.
- Distribution of electronic newsletters to update the community on events, new programs, updates on treatment advancements and personal stories.

HEALTHCARE PROVIDER SUPPORT

- Informational resources and content.
- Support to the Canadian Headache Society in developing certified and accredited online Continuing Medical Education (CME) programs for family physicians and pharmacists across Canada.

AWARENESS

PROMOTE EARLY DIAGNOSIS, INCREASE AWARENESS AND END STIGMA. INFORM HOW THIS DISEASE AFFECTS THOSE LIVING WITH MIGRAINE, AND THEIR LOVED ONES, IN ALL ASPECTS OF LIFE.

We raise awareness by:

Patient Community

- Regular electronic bulletins.
- Virtual events including the first “Move for Canada” awareness campaign.
- Website (www.migrainecanada.org).
- Ongoing media campaigns.
- Social media channels to disseminate information.
- Luminating landmarks across Canada in purple in June.



Healthcare Providers

- Collaborations with the Canadian Headache Society.
- Exhibitions and presentations at key conferences.
- Direct mail campaigns.



Government and Key Stakeholders

- Meeting with government to improve access to care and treatments.
- Meeting with decision-makers across the country to discuss existing gaps in healthcare and the needs of Canadians.
- Raising awareness about the impact of migraine in the workplace and on quality of life.



Other Collaborations

We extend a heartfelt thank you to our valued collaborators who support us in our projects and we openly share best practices regarding campaigns and other services without hesitation.



Research

Migraine Canada currently promotes research being conducted to the community through our social and digital channels.

Migraine Canada Funding & Expenditures

- Migraine Canada relies on both corporate grants & sponsorships, and private citizen donations to carry out our charitable activities and put our mission into action.
- Revenue is directed towards our programs and the development of resources to support the community and advance knowledge and care.
- Secure credit card donations can be made online via Canada Helps. Visit migrainecanada.org/donate/
- Migraine Canada sincerely thanks our donors, granting organizations and corporate sponsors for their support.

2022 Supporters

Canadian Headache Society
www.headachesociety.ca

OUR TEAM

BOARD OF DIRECTORS

Our volunteer Board of Directors exemplify Migraine Canada's continued commitment to improving the lives of Canadians.

Brittany Bartlett, CPA, CA
Halifax, Nova Scotia

Dr. Werner Becker, MD, FRCPC
Calgary, Alberta

Evan Lawlor
Edmonton, Alberta

Dr. Elizabeth Leroux, MD, FRCPC
Montreal, Quebec

Meredith Maxwell, MPR
Lincoln, Ontario

Lindsay Neeley, BA, MPA
Ottawa, Ontario

Boris Nevelev
Toronto, Ontario

Jillian Reardon, BSc(Pharm), ACPR, PharmD
Vancouver, British Columbia

OUR STAFF

Wendy Gerhart
Executive Director

Kaley Hamilton
Programs & Events Administrator

Alexandra Morinello
Social Media Lead

MEDICAL CONTRIBUTORS

With the help of dedicated clinicians and professionals, we can deliver credible information to Canadians. We are thankful for our contributors' time and expertise. See the full list of contributors [here](#)



VOLUNTEERS

We are grateful for our volunteers and the contributions they make. Their ongoing dedication and support are invaluable to Migraine Canada.



Administration, Marketing and Communications



Professionalizing the Association

In 2022 we continued to professionalize Migraine Canada by expanding our team to include a Programs and Events Administrator.

To strengthen our organization and showcase excellence, our team remained committed to continue learning how to identify and mitigate organizational risk, improving governance practices, promoting financial transparency and accountability, and fostering a strong workforce.

Committed to meeting the needs of the community, we hosted events and developed new resources and programs.

As a young organization, we are excited with the momentum we've gained and are well positioned to continue growing to meet the needs of the 4.3 million Canadians living with migraine across our country throughout 2023 and beyond.

THANK YOU FOR BEING A PART OF OUR JOURNEY!

Together with our volunteers, donors, event participants, partners, clinicians and researchers, we were able to help more people in 2022 than ever before. With their support, we are funding patient programs, and advocacy and awareness campaigns so that every individual in Canada with migraine and other headache conditions can live their life to the fullest.



@MIGRAINECANADA