



MigraineTM
Canada

**Programs & Achievements
Annual Report 2023**



MESSAGE FROM EXECUTIVE DIRECTOR AND CHAIR

As we reflect on 2023, we are filled with a great sense of gratitude for each and every one of you who have contributed to our cause. Your unwavering support has enabled us to continue our mission of making a positive impact in the lives of those living with migraine.

The community continues to show remarkable resilience and compassion as we navigate unprecedented challenges proving that when we come together, there is no limit to what we can achieve.

Our accomplishments this past year are a testament to the dedication and commitment of our team, volunteers and supporters. From providing vital resources to the community, to spearheading innovative initiatives that drive meaningful change, we have made significant strides to creating a brighter future for Canadians. We thank the patient community and all our contributors and supporters. Our medical experts continued offering guidance through webinars and online content. Every project supported provides hope to the 5 million Canadians living with migraine. We've outlined some highlights through this report.

As we embark on the next chapter of our journey, we remain committed to being a force for advancing knowledge, supporting patients and ensuring Canadians have equitable access to treatment and care. 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
Founder
& Board Chair

MAKING MIGRAINE MATTER

Migraine Canada is the only national charitable organization created by, and for, Canadians impacted by migraine. Since being founded in 2018, Migraine Canada has been, and continues to be, committed to making migraine and headache conditions matter.

WHAT WE DO

The organization is driven to improve the lives of those affected by migraine by empowering the community through our 5 strategic pillars to

- **increase support**
- **increase awareness**
- **increase education**
- **advance policy to improve care and access to treatments**
- **support research**

OUR 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 (2023)

Community Growth

 4,500 Followers  29.4%

 491 Followers  21.2%

 2069 Followers  61.1%

 492 Followers  71.2%



YouTube views & subscribers

302,418 channel views
664 subscribers



Website traffic

124,917 unique visitors
249,924 unique page views



Resources

Developed & launched
24 patient-centred
resources



Events

Hosted 11 webinars
& 9 Facebook/Instagram Live
events to educate 4,500+
people



Community Growth

Increased by **1100**
community members



Migraine - A Painful Reality film premiere

In partnership with Abbvie,
premiered the film “Migraine - A
Painful Reality” in June. Over
250K online views



Conferences

Exhibited and presented at 6
HCP conferences



Inquiries (email and telephone)

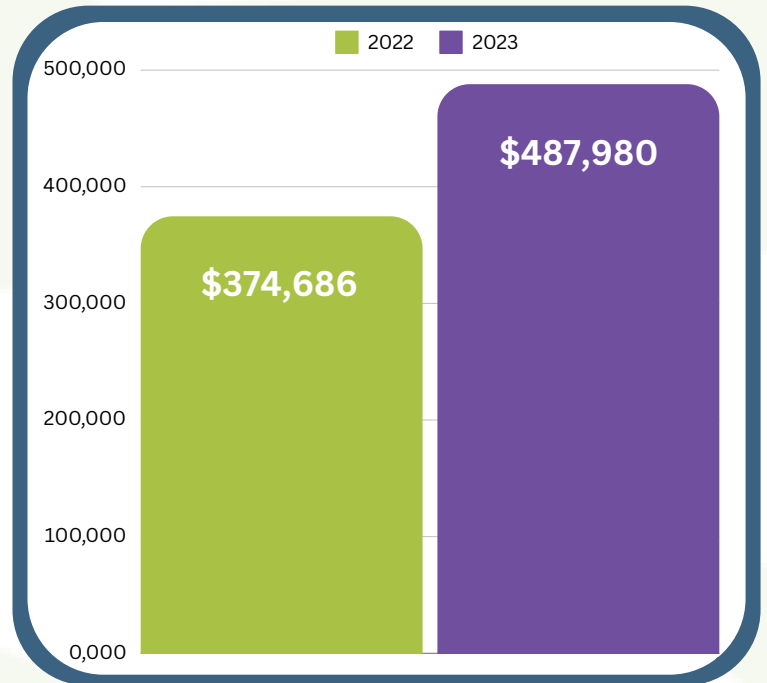
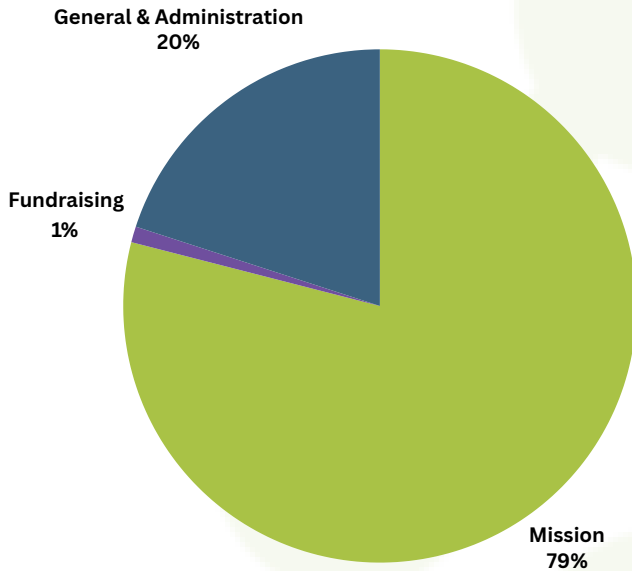
Responded to ~250
emails & phone inquiries

FINANCIAL HIGHLIGHTS

Revenue Sources for 2023

- Individual Giving \$29,252*
 - Corporate Giving \$431,503
 - Sponsorships \$17,500*
 - Government Grants \$9,725
- *Includes proceeds raised from our Move For Migraine Annual Awareness Event totalling \$24,458

Use of Funds



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 (78 active listings).
- Migraine film and short 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

- Our team of knowledgeable HCPs have created resources including our Migraine Management/Patient Education Resource Kit, pediatric medical notes, pediatric dosing recommendations and checklists.
- Webinars and Facebook/Instagram Live events on relevant topics delivered by providers with expertise.
- Distribution of electronic newsletters to update the community on events, new programs, updates on treatment advancements, and advocacy efforts.

HEALTHCARE PROVIDER SUPPORT

- Informational resources and credible content provided to healthcare providers, societies and associations.
- Participation certificates provided for webinars.
- Monthly HCP partners newsletter with resources and relevant events.
- Support to the Canadian Headache Society in developing and promoting certified and accredited online Continuing Medical Education (CME) programs

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 Community e-bulletins.
- Virtual events including the second “Move for Canada” awareness campaign.
- Website (www.migrainecanada.org).
- Ongoing media campaigns.
- Social media channels to disseminate information.
- Luminating 18 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

- Published our Quality of Life Report and Case for Support.
- Meetings with government to improve access to care and treatments.
- Meeting with decision-makers 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 collaborates with researchers to promote their work and recruit participants through our newsletter and social channels.

Funding & Expenditures

- Migraine Canada relies on both corporate grants & sponsorships, in addition to private citizen donations to carry out our charitable activities and put our mission into action.
- All revenue is directed towards our programs and the development of credible resources to support the community, advance knowledge and improve care.
- Tax receipts are provided for all donations. 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 ongoing support.

2023 Supporters

abbvie

Lilly

Lundbeck 

PHARMACEUTIQUE
SEARCHLIGHT
PHARMA

 Pfizer

teva

linpharma

 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.

Dr. Werner Becker, MD, FRCPC
Calgary, Alberta

Meredith Maxwell
Lincoln, Ontario

Jillian Reardon
Vancouver, British Columbia

Evan Lawlor
Edmonton, Alberta

Lindsay Neeley
Ottawa, Ontario

TJ Shin
Edmonton, Alberta

Dr. Elizabeth Leroux, MD, FRCPC
Montreal, Quebec

Boris Nevelev
Toronto, Ontario

Louis Zhang
Toronto, Ontario

OUR STAFF

Wendy Gerhart
Executive Director

Kaley Hamilton
Manager, Partnerships & Programs

Malak Noury
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](#).



PATIENT ADVISORY COMMITTEE

We are grateful for Patient Advisory members and the contributions they make. Their ongoing dedication and support are invaluable to Migraine Canada.



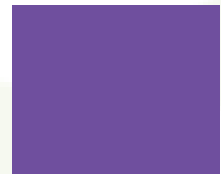
PROFESSIONALIZING THE ASSOCIATION

In 2023 we continued 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.

We expanded our Board of Directors representation to include fundraising, information technology, and finance expertise.

We are committed to meeting the needs of the community, attending key healthcare professional conferences, hosting events, and developing new resources and programs.

We are excited with the momentum we've gained and are well positioned to continue growing to meet the needs of the 5 million Canadians living with migraine across our country throughout 2024 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 2023 than ever before. With the support we receive, we are funding more programs, advocacy initiatives and awareness campaigns so that every individual in Canada with migraine and other headache conditions can live their life to the fullest.

Like Us @migrainecanada

