



**Programs & Achievements
2024 Annual Report**

WHO WE ARE

From Executive Director and Board Chair

Migraine Canada experienced another impactful year in 2024, achieving success through collaboration with our dedicated team, partners, and stakeholders. We're grateful to every individual and organization that supports our mission. Together, we have achieved incredible milestones and are thrilled to share our progress with you in this report.

Thanks to the commitment of our volunteers, staff, and supporters, we have made meaningful strides in improving the lives of Canadians affected by migraine. In 2024, we expanded core programs and presented a dozen webinars to thousands of Canadians, launched new initiatives including the first Report Card on Access to Care and Treatment in Canada and our first virtual support group program. We also gave our website a re-design to improve navigation and give it a fresh look (and a dark mode feature). We continue working to ensure all our services be accessible nationwide.

Our advocacy for better migraine care remains a priority and we continue to push for policies that improve access to care and support across Canada. To further extend our impact, we have strengthened collaborations with national and international patient organizations, coalitions, and government bodies, fostering a more patient-centric healthcare system.

Migraine Canada has grown into one of the country's most well-connected patient organization, building and maintaining strong, trusted, and lasting partnerships across the public, private, and non-profit sectors internationally.

We would like to take the opportunity to thank Dr. Elizabeth Leroux for her dedication, time and expertise since founding Migraine Canada in 2018. Dr. Leroux stepped down as Chair in 2024 but continues to be involved as an ex-officio board member.

Looking ahead to 2025 and beyond, we are committed to deepening our networks, forging new partnerships, and driving meaningful change. Thank you for being part of this journey—together, we are shaping a better future for Canadians living with migraine.



Wendy Gerhart
Executive Director



Evan Lawlor
Board Chair

MAKING MIGRAINE MATTER

Founded in 2018, Migraine Canada is the only national charitable organization focused on improving the lives of Canadians affected by migraine and other headache disorders.

We accomplish this through five strategic pillars: **enhancing support, raising awareness, providing education, driving advocacy, and advancing research.**

Since our inception, Migraine Canada has remained steadfast in its commitment to ensuring migraine and headache conditions receive the attention they deserve.

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

OUR TEAM

BOARD OF DIRECTORS

Our volunteer Board of Directors exemplify Migraine Canada's continued commitment to improving the lives of Canadians. In 2024 we were pleased to announce that Evan Lawlor was appointed the interim Board Chair.

Evan Lawlor, Chair
Edmonton, Alberta

Dr. Werner Becker
Calgary, Alberta

Meredith Maxwell
Lincoln, Ontario

Lindsay Neeley
Ottawa, Ontario

Boris Nevelev
Toronto, Ontario

TJ Shin
Edmonton, Alberta

Jillian Reardon, Secretary
Vancouver, BC

Louis Zhang, Treasurer
Toronto, Ontario

Dr. Elizabeth Leroux
(Founder & Ex-Officio
Board Member)
Montreal, Quebec

Brittany Bartlett
(Resigned February 2024)

Janene Preston
(Resigned August 2024)

OUR TEAM

Wendy Gerhart
Executive Director

Kaley Hamilton
Manager, Partnerships & Programs

Malak Noury
Communications Lead

MEDICAL CONTRIBUTORS

With the help of dedicated clinicians and professionals, we 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 our Patient Advisory members and the diverse perspectives they bring to the group. Their ongoing dedication and meaningful contributions are invaluable to our mission.



WHAT WE DO

In 2024, Migraine Canada allocated its funds strategically to support the pillars of our mission: education, advocacy, support, and awareness. Resources were invested in developing and distributing unbranded educational materials, expanding our core programs and outreach, enhancing the Canadian Migraine Tracker App, and delivering impactful awareness campaigns. These investments reflect our commitment to empowering patients, informing healthcare providers, and reducing stigma, key priorities outlined in our "What We Do" section.

Highlights (2024)

Social Media Growth



4,862 Followers

↑ 8%



531 Followers

↑ 8.1%



3,236 Followers

↑ 59.3%



717 Followers

↑ 45.7%



1,187 Subscribers

↑ 45.7%



Website traffic

124,917 unique visitors

249,924 unique page views



Canadian Migraine Tracker App

Active Users 21,830

Total # of users 105,000
(Since Oct 2019)



Resources

Developed & launched
14 patient-centred
resources



Events

Hosted 12 webinars
educating 5,000+
people



Community Growth

Increased by 28.4%



Support Groups

Launched our monthly
virtual support group
program



Research promotion

Promoted 6 research
studies, encouraging
participation from our
community members



Exhibits & Presentations

Exhibited and presented
at 10 conferences for
HCPs and community
members



Advocacy

Submitted 6 patient input
submissions to Canadian
Drug Agency (CDA) and
INESSS



Inquiries (email and telephone)

Responded to ~200
emails & phone
inquiries



Programs and Achievements

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

SUPPORT

- **Launched our national support group program** providing a safe place for individuals to be connected, understood and less isolated.
- Acquired the **Canadian Migraine Tracker App**.
- **Provided guidance and advice** to hundreds of Canadians living with migraine and caregivers via email and toll-free telephone line.
- Developed **credible resources** for children, teens, adults and caregivers.
- **Promoted** new programs, resources and events through our community bulletins and social media channels/communities including Facebook, Twitter, Instagram, TikTok, YouTube and LinkedIn.
- Continued **to identify and add Headache Clinics to our locator** including healthcare professionals treating migraine across Canada (78 active listings).
- **Expanded and diversified** our library of peer written patient stories (**"Your Voice"**).
- **Recruited** additional community members to diversify our Patient Advisory Committee

EDUCATION

- **Expert-created resources** including our Adult Dosing Guides for Acute and Preventive Migraine Management, and Family Education Guide for Pediatric Migraine.
- Continued to **deliver webinars** on relevant topics by experts.
- **Distribution of electronic newsletters** to update the community on events, new programs, treatment advancements, and advocacy efforts.
- **Leveraged existing resources** to further educate the community (Podcasts, Videos)

HEALTHCARE PROVIDER SUPPORT

- **Informational resources and content** provided to healthcare providers and professional associations.
- **Launched our Migraine Minute Bulletin** designed for healthcare professionals.
- Provide **certificates to verify attendance** at our webinars
- **Collaboration with the Canadian Headache Society**

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

- **Published bi-monthly** Community e-bulletins to thousands.
- Hosted **virtual events** including the third **“Move for Canada” awareness campaign**.
- **Maintained our website** with current and credible information (www.migrainecanada.org).
- Executed **media campaigns**.
- Continued to **grow our social media channels** to disseminate information to thousands of people
- **Luminated 28 landmarks across Canada** in purple in June.



Healthcare Providers

- Continued to foster our partnership with the **Canadian Headache Society**.
- **Exhibitions and presentations** at key conferences.
- Targeted **direct mail campaigns**.



Government and Key Stakeholders

- **Launched the first ever Report Card** on Access to Care and Treatment in Canada.
- Provided **patient voice input submissions** for 6 drug reviews by the Canadian Drug Agency and INESSS on whether to recommend listings for reimbursement by the provinces.
- **Meetings with decision-makers** to discuss gaps in care and the needs of Canadians.
- **Created a compelling Case for Support** to articulate our mission, impact, and funding needs.
- Continued **efforts to raise awareness** about the impact of **migraine in the workplace** and on **quality of life**.
- Initiated work on a **Canadian Migraine in the the Workplace program**.



Research

Migraine Canada deeply values the ongoing research that advances understanding and treatment of migraine. We proudly share and promote this important work with our community through our social and digital platforms, helping to raise awareness and foster support for continued scientific progress.

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.



Migraine Canada Funding & Expenditures

- Migraine Canada depends on the generous support of corporate sponsors, granting organizations, and individual donors to fulfill our mission and deliver meaningful programs.
- All contributions help fund our initiatives, including the creation of trusted resources and programs that empower the community, expand knowledge, and enhance care.
- Donations can be made securely online through CanadaHelps by visiting migrainecanada.org/donate.
- We extend our heartfelt thanks to all our supporters for making our work possible.

2024 Supporters



Strengthening Partnerships

Migraine Canada continues to build and deepen relationships with patient advocacy groups, professional organizations, and allied healthcare providers across the country.

Over the past year, we have prioritized collaboration with patient organizations that directly support individuals living with migraine—such as the Women’s Health Coalition—as well as those with high rates of migraine comorbidity, including the Fibromyalgia Association of Canada and the Mood Disorders Association of Canada. These partnerships have led to joint initiatives such as shared event promotions, co-hosted webinars, and featured newsletter content.

We have also expanded our engagement with professional healthcare organizations, sharing our educational resources and insights on the broad impact of migraine. Through co-presented webinars and contributions to professional newsletters, we continue to raise awareness and foster dialogue within the medical community.

Our Headache Clinic Locator and dedicated healthcare provider newsletter are key tools in connecting with allied healthcare professionals. By regularly offering updates on migraine treatment, distributing relevant clinical resources, and providing printed materials for patient use, we are reinforcing valuable relationships within the broader care network.

To strengthen our voice and visibility in national health and drug policy, we became members of Health Charities Coalition of Canada and the Best Medicines Coalition, which strengthens Migraine Canada’s role in advocating for improved care and access. These memberships provide valuable advocacy support, collaboration opportunities, and increased credibility in advancing better care and access for people living with migraine.

Together, we are building a stronger, more informed community to support Canadians living with migraine.

THANK YOU FOR BEING A PART OF OUR JOURNEY!

With the incredible support of our volunteers, donors, event participants, partners, clinicians, and researchers, we reached more people in 2024 than ever before. Thanks to this collective effort, we continue to expand our programs, advocacy work, and awareness campaigns—helping every Canadian affected by migraine and headache conditions live life to the fullest.

Community Reflections

Donor's message to charity (\$5k): "You have helped my daughter and family countless times. Thank you for what you do."

-Anonymous

"Thank you SO much for your help. I reached out to HR, who immediately reached out to our CanadaLife rep, who has already responded..... Thanks again, this is such a relief. Fingers crossed all goes smoothly going forward."

- Courtney

"Thank you for holding this webinar. I found the information very helpful. Thank you for all the great work Migraine Canada does to support us."

-Linda

"Really, your work made a huge difference for us and saved our lives for our son, who was really struggling with migraine. And the tool really helped! So just Wow and thank you ! 😊"

- Ariane

"I just wanted to let you know that the webinar was great, and very informative!"

-Christy L

"Thank you again for being there - being in existence! I appreciate Migraine Canada so very much. You do excellent work."

-Anonymous

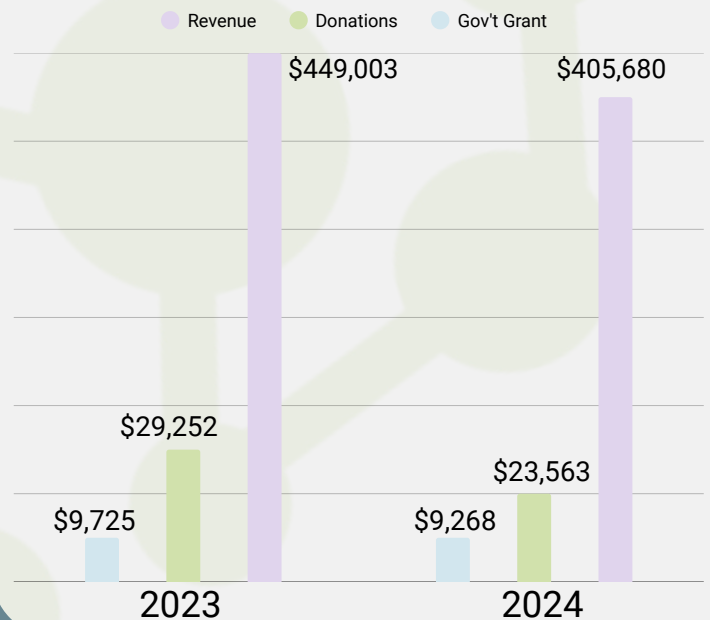
Financial Overview



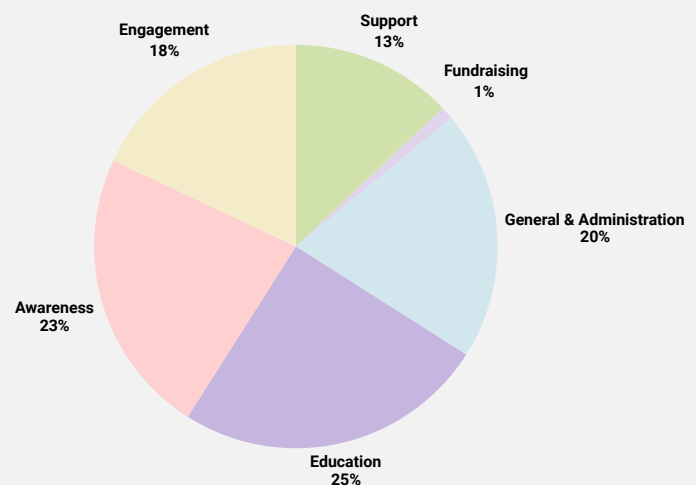
Revenue Sources for 2024

- Donations /Individual Giving \$23,563
- Corporate Giving \$405,680
- Government Grants \$9,268

2 Year Revenue Comparison



Use of Funds



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