

Preventing Injuries. Saving Lives. ANNUAL REPORT 2012



Parachute



Message from the Chair and President and CEO



CATHY SÉGUIN
Chair

IT IS WITH GREAT PRIDE AND PLEASURE that we report to you on the substantial progress we have made in our inaugural six months as Parachute.

Parachute brought together four national leaders in injury prevention – Safe Communities Canada, Safe Kids Canada, SMARTRISK and ThinkFirst Canada – to speak with one voice. As Parachute, we are building on these legacies and creating something new: a national organization with more depth, influence and power.

Our vision of an injury-free Canada is a strong and compelling one. There is no question that Parachute's work is fundamental to the health and well-being of all Canadians. The physical, emotional and financial costs of preventable injury far exceed the public profile of this critical issue. The impact of injury on individuals, families and communities is widespread, especially among vulnerable populations like Canada's children, youth, elderly and Aboriginal peoples. The economic costs are estimated to be \$20 billion each year.

There is good news. The majority of injuries are both predictable and preventable. This means we have the opportunity to invest in proven injury prevention methods that can save many lives and reduce the burden of injury on Canadians. It is clear that everyone benefits from this investment. Injuries are prevented. Lives are saved. Children grow up. Parents grow old. Scarce health care dollars are saved. It really is that simple.

In 2012, Parachute took important steps towards becoming a truly national, collaborative, evidence-based and innovative organization. In the first six months of our operations, we successfully brought four organizations together into one. We forged new partnerships with individuals, governments and sponsors. Our network of experts, advocates and committed volunteers reaches across the country, and now extends well beyond the diversity of our designated Safe Communities, ThinkFirst chapters, Safe Kids Canada partners and SMARTRISK. Our dedicated staff continued to run programs, build awareness and engage governments at all levels, all with a view to reducing injuries and helping Canadians live long lives to the fullest.

Throughout the transition, we have received excellent support from our partners, volunteers and funders. Their support for our vision and organization in its early days has been invaluable. We would also like to express our appreciation to our board members for their dedication and ongoing commitment. Finally, we congratulate and thank all our staff. Their energy, commitment and professionalism are inspiring.

Looking ahead to 2013, we will be developing a strategic plan that allows us to effectively achieve our vision and goals. We will continue to work collaboratively, and become an even stronger voice for injury prevention across Canada.

We are making great progress. We urge you to join with us as we prevent injuries, and save lives. Together.



LOUISE LOGAN
President & CEO

Cathy Séguin

Louise Logan

WE ARE PARACHUTE

IN THE SUMMER OF 2012, four organizations joined forces to raise one passionate, unified voice for injury prevention. They recognized that a “game change” was needed in the field of injury prevention, that the status quo was not acceptable.

ThinkFirst Canada, Safe Communities Canada, Safe Kids Canada and SMARTRISK, with more than 80 years of collective experience in injury prevention, came together to drive the culture shift required to reduce injuries and save lives. Part of their mandate was to create a new health category of injury in Canada and establish a brand that would engage the broader community in injury prevention. The brand would seek to engage Canadians by speaking ‘differently’ about the issue of preventable injuries and not resemble a traditional safety organization.

As a result, and with the guidance of experts and participation drawn from across our network, the Parachute brand was born in July 2012. The brand will become the national leader in injury prevention, helping Canadians to live long lives to the fullest. We are Parachute.

To begin our journey, Parachute put in place some key building blocks to establish our national leadership presence, take us through the first year of our operations, and give us an opportunity to develop our first Parachute strategic plan in 2013.



OUR VISION

An injury-free Canada, with Canadians living long lives to the fullest.

OUR MISSION

Our mission is to prevent injuries across Canada. This includes decreasing the incidence and severity of injury, reducing the social, financial and emotional impact of injury to individuals, families and businesses, and decreasing the financial cost of injury to the health system.

OUR APPROACH

Parachute will educate, inspire and mobilize Canadians to prevent injuries. Our programming and public policy efforts will use evidence to guide decision-making and program development, delivery and evaluation. Parachute seeks to be recognized as the strategic injury prevention partner for governments, the health system, researchers, business, communities and families and is committed to embedding a culture that promotes behaviours, environments and policies consistent with injury prevention in Canada.

AN INVISIBLE EPIDEMIC

* It wasn't an accident, it was preventable! It didn't have to happen. She didn't have to die. No parent should ever have to say these words. Be aware... get involved... protect the people you love.

NED LEVITT

Parachute Board of Directors

(1) Public Health Agency of Canada. (2013). Table: Leading Causes of Death, Canada, 2008, males and females combined, counts (age-specific death rate per 100,000). (Publication No. 120179). Ottawa, ON.

(2) UNICEF. A league table of child deaths by injury in rich nations, Florence, Italy; Innocenti Research Centre; 2001 February, 2001

(3) Children's Safety Network. Injury prevention: what works? A summary of cost-outcome analysis for injury prevention programs (2012 update) [online]. 2012. Available from URL: <http://www.childrenssafetynetwork.org/sites/childrenssafetynetwork.org/files/InjuryPreventionWhatWorks2012.pdf>

(4) Synthesis of reported revenue from major charitable organizations within identified health areas, Revenue Canada, 2008. T3010 reports

(5) Source: Children's Safety Network. Injury prevention: what works? A summary of cost-outcome analysis for injury prevention programs (2012 update) [online]. 2012. Available from URL: <http://www.childrenssafetynetwork.org/sites/childrenssafetynetwork.org/files/InjuryPreventionWhatWorks2012.pdf>

THE SCOPE, COST AND IMPACT OF INJURIES are significant, and addressing the issue of preventable injury is severely underfunded. Injuries are the leading cause of death for Canadians aged 1-44. For Canadian children, injury is the single biggest cause of death. For youth, injury is not just the single biggest cause of death. It is bigger than deaths from all other causes combined.¹ Canada ranks 18th out of 23 Organisation for Economic Co-operation and Development countries in terms of injury mortality for children and youth.² Parents need to understand that the chance that their child will die of an injury is the biggest danger in their life. Parachute encourages parents to get involved and pay attention to the risk of preventable injury.

The COST

THE TOTAL ECONOMIC BURDEN to the Canadian economy is conservatively estimated at \$20 billion annually. In addition to the financial burden on Canadians, there is the emotional and personal impact on the lives of individuals and families. Each year there are:

...more than **13,000** deaths

...**200,000** hospital stays

...**3,000,000** visits to emergency rooms

...**60,000** disabilities.³

For perspective on these numbers, Canada's annual injury death rate is equivalent to a loaded passenger jet crashing every five days. The number of children who die annually from injury would fill 13 classrooms. That is more than one classroom a month.

This is the status quo.

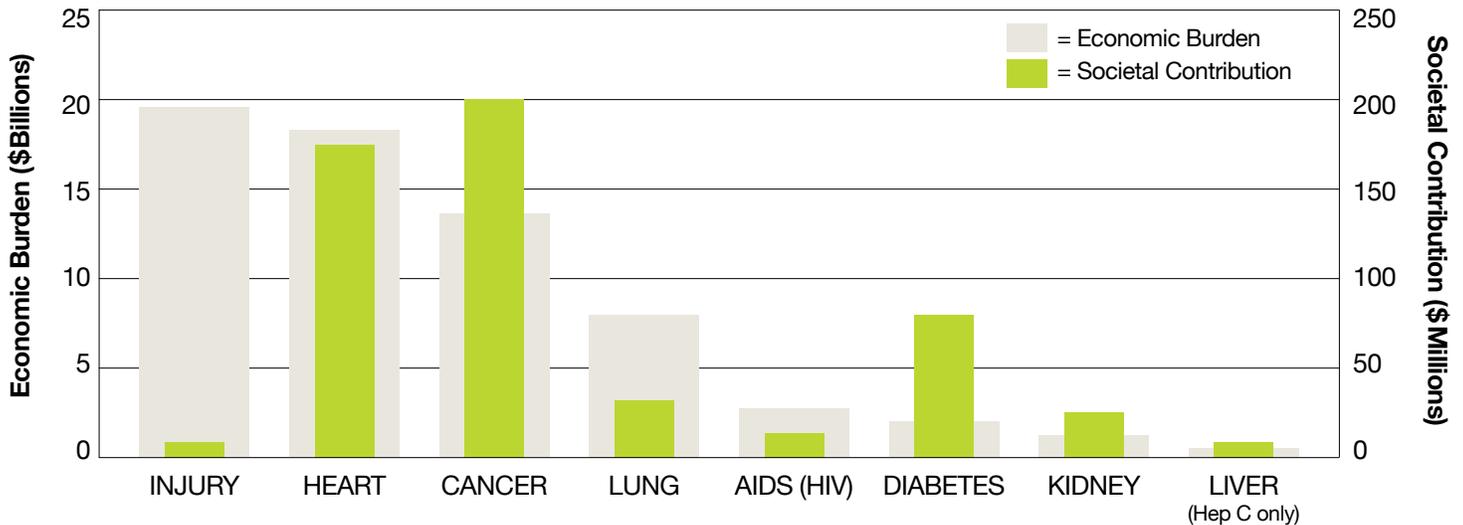
These are the costs of inaction.

AN INVISIBLE EPIDEMIC

THE COST OF ILLNESS vs SOCIETAL CONTRIBUTIONS

Injury is the highest national economic burden for illness and receives the least amount of funding.⁴

Economic Burden and Societal Contribution for Select Disease Categories



RETURN on INVESTMENT

An investment in injury prevention saves more than injuries and lives. With children alone, the return of \$1 can provide⁵:

Every Dollar Spent On	Saves Society
Childproof Cigarette Lighter	\$72
Booster Seat	\$71
Bicycle Helmet	\$48
Child Safety Seat	\$42
Zero Alcohol Tolerance, Driver Under 21	\$25
Smoke Alarm	\$18
Pediatrician Counselling	\$9
Poison Control Centre	\$7

Enough is enough.
The time is now.
Doing nothing is
not an option.



PROGRESS IN INJURY PREVENTION

AT PARACHUTE, we are committed to working to reduce injury across the life cycle. We partner with other experts to advance the research agenda and leverage a network of communities committed to injury prevention in Canada.

Each of our four legacy organizations had strengths and took action to address one or more areas of injury prevention. In the first six months, Parachute continued these efforts. Our initiatives encompassed programs, government and stakeholder relations, network engagement and awareness building.

EDUCATE

AS PARACHUTE, we reached into classrooms and onto sports fields with education programs focusing on brain injuries and concussions. Brain Day, for grades 4-6 and TD ThinkFirst for Kids (for K-8) taught children the benefits of brain and spinal cord protection in a fun and interactive environment.

Working with the Coaching Association of Canada, the Canadian Centre for Ethics in Sport and Hockey Canada, Parachute developed and disseminated resources in the area of concussion and brain injury for sports stakeholders, including athletes, parents, coaches, trainers, administrators and health care professionals.

Our educational efforts do not end in the classroom or on the sports field. Parachute's Passport to Safety addresses preventable workplace injury, illness and death, especially for young and other vulnerable workers. Through a program of online testing, the fundamental basic principles of workplace health and safety are taught and reinforced. Successful participants are awarded a transcript that can be attached to resumés to demonstrate their basic awareness of health and safety in the workplace.

INSPIRE

PARACHUTE STRIVES TO INSPIRE CANADIANS to live long lives to the fullest. Sometimes that means stopping to consider the risks of an action or activity as an individual. Sometimes that means reaching out to those around you and inspiring them to do the same. Parachute's Is It Worth It? initiative encourages high school students to raise awareness in their schools on smart decision-making behind the wheel. This included a Canada-wide multimedia competition for the best student-created video public service announcements as judged by their peers and by experts in the field.

Similarly, Parachute's No Regrets initiative uses spokespeople who are living with the results of preventable injuries to inspire students and parents to live injury free lives. One seemingly small decision can have a lifetime of repercussions and No Regrets presenters encourage their audiences to make wise choices reducing their potential for preventable injury by providing a realistic view of the potential consequences.

*** Realizing that we can't cure major brain or spinal cord injury by treatment, we came to the realization that prevention is in fact the only cure.**

DR. CHARLES TATOR

Senior Scientist,
Toronto Western Research Institute

PROGRESS IN INJURY PREVENTION

MOBILIZE

PARACHUTE IS MORE than an ambitious idea. It is active and engaged at the community level.

Parachute's list of 64 designated Safe Communities continues to grow annually with the addition of designations for Sherbrooke, Que., and Woodstock, Ont., in 2012, and with more communities working towards their designations in 2013.

Our 19 ThinkFirst Chapters range from Vancouver to St. John's and continue to encourage their individual communities through education and outreach efforts. Managed by neurosurgeons, neuroscience nurses and other health care and teaching professionals, ThinkFirst Chapters offer diverse activities like Brain Day, helmet fittings and information sessions for coaches and parents. These efforts serve to keep the issue of brain and spinal cord injuries top of mind at the point at which life-saving decisions are made. Knowing that prevention is the only cure for brain and spinal cord injuries continues to motivate these dedicated volunteers.

Parachute's impact can be felt across Canada. But we don't do it alone.

Parachute inherited a broad network of organizations and Safe Kids Canada partners that have continued to support us, and work tirelessly to mobilize their own networks against

preventable injuries. With the support of these organizations and by reaching out to an even broader network, Parachute continues to mobilize Canadians against preventable injuries. For example, Parachute provides service clubs such as the Boys and Girls Clubs and the YMCA, grants to support the Safe Crossing program focusing on railway crossing and tracks as a part of a safe pedestrian experience. And Parachute's Walk this Way initiative in pedestrian safety uses Canada's Favourite Crossing Guard contest, a Pace Car program and a series of public service announcements in a comprehensive way to mobilize Canadians against the issue of residential speeding.

Building on the efforts of our legacy organizations in working with governments, Parachute was pleased to see such progress as the release of Chronic Diseases Related to Aging and Health Promotion and Disease Prevention in July 2012. This report of the House of Commons Standing Committee on Health made recommendations based on witness testimony including that of Safe Kids Canada, which highlighted the need to include injury prevention and the principles of health promotion and prevention to ensure sustainability of the health care system. Parachute continued to work closely with provincial and federal governments to actively inform public policy in support of injury prevention.

LOOKING FORWARD

WE BELIEVE PARACHUTE must make Canadians more aware of the importance of injury prevention as a critical social issue, so that new cultural norms take root that will prevent injuries and save lives. Coming together as four national leaders in injury prevention to speak with one voice was a bold, necessary first step. The creation of Parachute itself is an important accomplishment that we celebrate and applaud.

Parachute will continue to work hard to establish itself as a national leader, a single voice for injury prevention. We have a vision of an injury-free Canada, and we know we have an important role to play in making this a reality for every Canadian.

We acknowledge and thank the visionary founders of our four legacy organizations and the many leaders on whose shoulders we now stand, and commit to holding the torch high for all Canadians.

BEHIND THE SCENES

SINCE JULY 1, 2012, Parachute has been governed by a 10-person Board of Directors. The Board's structure and governance practices reflect best practices in governance.

Also in July 2012, a formal executive search resulted in the hiring of the President and CEO. Assuming the leadership in late September, the CEO continues to work with the Board to put in place the strategic plan, operational infrastructure, and financial and human resources necessary to deliver on our vision. We are particularly pleased with the support we have received from partners, sponsors and funders throughout the transition. We couldn't do it without you.

COMMUNITY SUPPORT

PUBLIC ORGANIZATIONS, PRIVATE FOUNDATIONS AND CORPORATIONS have all recognized the personal and financial benefits to changing Canada's landscape where preventable injuries are concerned. Parachute is grateful for the direct support of the following sponsors in 2012:



STRONGER COMMUNITIES TOGETHER™



Ontario
Trillium Foundation



Fondation Trillium
de l'Ontario

An agency of the Government of Ontario.
Relève du gouvernement de l'Ontario.



Public Health
Agency of Canada

Agence de la santé
publique du Canada



The Foster Hewitt Foundation

Devon Canada
Bruce Power
Central Okanagan Foundation

Ontario Ministry of Transportation
Saskatchewan Government Insurance
Tridel Corporation
Kingston Safe Communities via United Way

Sifton Family Foundation
The Calgary Foundation
North Shore Credit Union

CORPORATE GOVERNANCE

PARACHUTE IS GUIDED by a dedicated group of individuals who bring expertise in a diverse list of relevant fields from injury prevention and medicine to excellence in organizational governance and management.

BOARD OF DIRECTORS

CATHY SÉGUIN

Board Chair, Vice President International Affairs,
The Hospital for Sick Children

JOHN DALZELL

Board Vice-Chair, President, Dalzell Consulting Inc.

LOUISE LOGAN

BA JD, President & CEO

PATRICIA H. SOUTHERN

FCPA, FCA, CFO, Cassels Brock
Chair, Finance, Audit & Budget Committee

NORMAND COTE

Vice President, Client Services, Optimum Talent

BRYAN GRAHAM

Retired Partner, PriceWaterhouseCoopers LLP

EDWARD (NED) LEVITT

Partner, Aird & Berlis LLP
Chair, Governance & Nominations Committee

DR. COLIN MACARTHUR

Associate Chief, Clinical Research, Hospital for Sick Children
Chair, Quality Committee

PAUL MONTADOR

CEO InspiAir Inc.

DR. CHARLES TATOR

CM, MD, PjD, FRCS, Senior Scientist, Toronto Western Research
Institute and Profession, Neurosurgery, University of Toronto

STATEMENT OF FINANCIAL POSITION

As at December 31, 2012

ASSETS	
Cash	\$ 698,134
Investments	59,824
Accounts receivable	996,242
Prepaid expenses	24,734
	1,778,934
Property and equipment	63,196
	\$ 1,842,130
LIABILITIES AND NET ASSETS	
Liabilities	
Accounts payable and other	\$ 364,169
Deferred contributions	936,212
	1,300,381
Net assets	
Net assets invested in property and equipment	24,693
Internally restricted net assets	460,000
Unrestricted net assets	57,056
	541,749
	\$ 1,842,130

STATEMENT OF OPERATIONS

For the 6 months ended December 31, 2012

REVENUE	
Grants	\$ 1,054,662
Sponsorships	750,041
Program fees	164,522
Contributions	428,649
Other revenue	106,125
	2,503,999
EXPENDITURES	
Personnel costs	958,936
Cost of services and materials	777,632
Rent and office administration	296,935
Travel and conferences	169,356
Research and marketing	79,830
Other	50,868
	2,333,557
Excess of revenue over expenditures for the period	\$ 170,442

The above financial summary is an excerpt from Parachute's audited financial statements. The 2012 Audited Financial Statements are available upon request.

**Parachute welcomes community support,
involvement, sponsorship and donations.
To find out more about what is happening
at Parachute today or to donate, please
visit www.parachutecanada.org**

HEAD OFFICE

36 Eglinton Avenue West, Suite 704
Toronto, Ontario
M4R 1A1

Tel: 647-776-5100

Toll-free: 1-888-537-7777

info@parachutecanada.org

Charitable registration number:

13308 8419 RR0001