

# CREATING A BRIGHT FUTURE ... TOGETHER!

## OUR VALUES



### **Make an Impact:**

Change lives and driving positive outcomes.



### **Be an Innovator:**

Build best practices and new approaches to meaningful solutions for our community.



### **Deliver and Amplify Best in Class:**

Deliver best-in-class program service and supports – backed by research and evidence – and support others in doing the same.



### **Do it Big:**

Challenge ourselves, our Affiliates, and our partners to achieve big goals.



**Care for One Another:**  
Support a healthy community.

## CORE FOCUS

### **Our Vision:**

Everyone in the US who sustains a brain injury is recognized, treated, and accepted.

### **Our Mission:**

As the voice of brain injury, we improve the quality of life of people affected by brain injury across their lifespan through advancing prevention, awareness, research, treatment, education, and advocacy.

## 10-YEAR GOAL

A unifying voice for brain injury with an active constituency of 1 million and a \$25 million organization.

## COMMUNITY ENGAGEMENT STRATEGY

### **OUR AUDIENCE**

People of all ages who have, care for or treat someone who has a brain injury and need connection to resources, community and expert guidance.

### **WHAT MAKES US DIFFERENT:**

1. Trusted Knowledge Source
2. Compassionate, Caring Community
3. Connection to Resources

### **HOW WE CONNECT:**

Direct outreach and advocacy through treatment professionals, Affiliates and partners, and self-guided by the strength of the BIAA brand and quality service.

### **OUR PROMISE:**

Survivors of brain injury and their families are reached in a timely basis to access quality care and supports throughout the acute, rehabilitation, and community reintegration journey.

## 3-YEAR FOCUS

**Future Date:** December 31, 2026

**Revenue:** \$5 million-\$6 million

### **What does it look like?**

- ▶ **(Visibility)** Increase awareness of brain injury, its prevention, and BIAA by elevating recognition of brain injury as a chronic health condition.
- ▶ **(Affiliates)** Enhance the BIAA territory map to improve access to services for survivors and caregivers in all states, promoting uniformity in resources and best practices.
- ▶ **(Advocacy)** Be the leading organization for national advocacy efforts and the first call for proposed brain injury legislation. Promote model legislation across the states to improve insurance coverage and access to care.
- ▶ **(Referrals)** Achieve a five-fold increase in referrals to the National Brain Injury Information Center (NBIIIC) toll-free services, education, and support line.
- ▶ **(Treatment)** Advance care through expansion of national research initiatives and increasing professional competency through the Academy of Certified Brain Injury Specialists (ACBIS).
- ▶ **(Engagement)** Unify the brain injury community, broadening engagement by caregivers, survivors, professionals, providers, legislators, and volunteers as partners in a 2025 national stakeholder conference.
- ▶ **(Fundraising)** Create a sustainable revenue model for BIAA and affiliates by escalating fundraising opportunities with corporations, foundations, and individuals.

# 2024 ORGANIZATIONAL GOALS



## 3-YEAR FOCUS

## 2025 ANNUAL GOALS

### (Visibility)

Increase awareness of brain injury, its prevention and BIAA by elevating recognition of brain injury as a chronic health condition

Grow our reach to 45,000 new constituents by increasing the visibility of our campaign to change the public perceptions around the chronic nature of brain injury and positioning ourselves as thought leaders on brain injury.

### (Affiliates)

Enhance the BIAA territory map to improve access to services for survivors and caregivers in all states, promoting uniformity in resources and best practices

Strengthen BIAA's state network by expanding chapters and affiliates and growing a dedicated services team that expands resources to address prioritized needs.

### (Advocacy)

Be the leading organization for national advocacy efforts and the first call for proposed brain injury legislation. Promote model legislation across the states to improve insurance coverage and access to care.

Introduce a Brain Injury National Action Plan with bipartisan support and introduce BIAA's ABI model legislation in two new states.

### (Referrals)

Achieve a five-fold increase in referrals to the National Brain Injury Information Center (NBIIIC) toll-free services, education, and support line.

Increase NBIIIC referrals 25% by establishing relationships with 5 new referral sources, enhancing technology systems, and collaborating with affiliates to identify common data elements and shared resources to enhance efficiency and collective opportunities.

### (Treatment)

Advance care through expansion of national research initiatives and increasing professional competency through the Academy of Certified Brain Injury Specialists (ACBIS)

Develop and implement one new initiative to expand ACBIS program reach, resulting in a 5% increase in program participation and engagement from two new professional fields.

### (Engagement)

Unify the brain injury community, broadening engagement by caregivers, survivors, professionals, providers, legislators and volunteers as partners in a 2025 national stakeholder conference.

Host a national stakeholder conference in conjunction with Brain Injury Awareness Day that attracts 350-400 participants and provides vision, education and connection and advances federal and state policy objectives.

### (Fundraising)

Create a sustainable revenue model for BIAA and affiliates by escalating fundraising opportunities with corporations, foundations, and individuals.

Enable greater reach and enhanced programs by achieving revenue goal of \$5.6m, implementing best practices learned through community outreach model and offering new ways for individuals and companies to invest in our mission.