2023

Impact Report

Creating Opportunities to Make a Difference













When I look back on 2023 – my first year at the helm of BIAA – I can't help but reflect on what the incredible brain injury community has accomplished.

The year kicked off with the return of the in-person Brain Injury Business Practice College. This premier event is designed to help leaders and decision-makers in the neuro rehab community ensure access to high-quality care for patients with brain injury. Attendees gathered in San Antonio to learn about industry trends and best business practices around human resource management, operations, finance, marketing, and more. It was wonderful to have an opportunity to gather and network face-to-face once again.

March was Brain Injury Awareness Month, which kicked off with BIAA facilitating meetings on Capitol Hill in order to fight for funding for state partnership programs, which help connect survivors and their families with local level resources.

The Concussion Awareness Now Coalition kicked into full gear in 2023. By partnering with Abbott to co-chair this dedicated coalition of organizations, we moved the needle on the enormous issue of dispelling the myth that concussions are not serious injuries. With the debut of several PSAs featuring the Melon Family, we reached millions of people and educated them about the risks associated with concussion.

In addition to these major initiatives, we also hosted several webinars and Facebook fundraising challenges, while our incredible affiliates hosted their own unique events all over the country. We gathered with those affiliates for our annual conference this year, exchanging ideas and plans for 2024 and beyond. As proud as I am of all this community has done in the past year, I don't want us to rest on our laurels. The future holds new and exciting initiatives in the world of brain injury research and advocacy, and I am excited to see where we go together.

Run Wins

President and CEO
Brain Injury Association of America



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The future holds new and exciting initiatives in the world of brain injury research and advocacy, and I am excited to see where we go together.

2023 was a huge year for BIAA and represented a major step forward in shaping the hopeful future we want to deliver for brain injury survivors and caregivers.

After joining BIAA in December 2022, CEO Rick Willis put in his first full year, leading a strategic planning process with the Board of Directors to shape the future of our organization. Under Rick's leadership, we envisioned how to grow BIAA in depth, reach, and influence, and to make BIAA the strongest possible promoter of survivors and caregivers.

Our strategic vision calls for serving more survivors and caregivers as the go-to source for advice, education, and advocacy, nationally and in the states. We will be engaging with more partners and allies, expanding research opportunities that promise greater advancements in treatment, and growing the number of certified specialists who can understand and treat brain injury. All these goals will make us a catalyst in encouraging stronger quality of care.

After 20-plus years as a caregiver for a brain injury survivor, I'm excited personally for BIAA's opportunity to educate the world about two things: the frequency of brain injuries – one every nine seconds, with more than 5 million people living with injuries today - and the chronic nature of many brain injuries that have longlasting implications for survivors and their families.

With BIAA leading the way, we can envision the day that brain injuries are recognized, diagnosed, treated, and covered, giving survivors and their caregivers the tools they need to manage their lives and enjoy the quality of life they deserve.

I'm grateful to the collective commitment and courageousness of survivors and caregivers, for the compassionate dedication of the BIAA staff under Rick's leadership, for the talent and guidance from our Board of Directors and volunteers, and for the devotion we see every day from our state leaders. We have big work ahead, but if our experiences have proved anything, it is that ours is a community of resilience and hope.

Gratefully, Melta Trie

Chairperson of the Board

Brain Injury Association of America



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NBIIC Impact Report

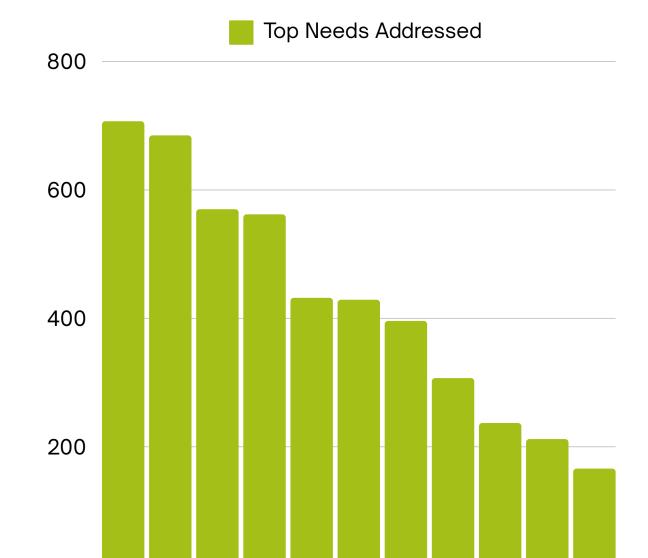
National Brain Injury Information Center

BIAA established the National Brain Injury Information Center (NBIIC) to assist individuals and families experiencing the life-changing effects of brain injury. NBIIC is staffed by compassionate, knowledgeable specialists who assist in locating rehabilitative, legal, financial, and other support services that are critical to maximizing recovery.

Through 5,331 personal interactions, NBIIC connected individuals across the country with vital brain injury resources, support networks, and specialized care options.



NBIIC Impact Report



Cognition oping resultance avior Rehab Hilbl Political Pelationships Aging Caregiver Coping Relationships Aging Relationships Aging

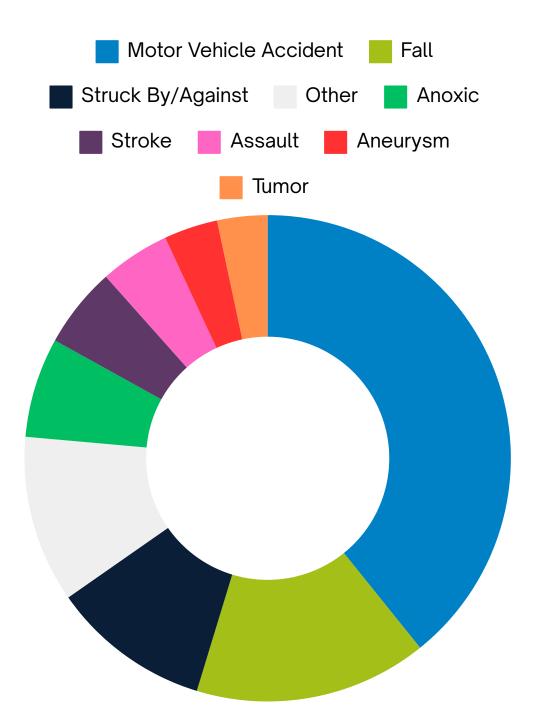
While the majority of NBIIC requests came through our 800 number, people received support from NBIIC through multiple modes of communication, including via website form, email, and chat.



NBIIC Impact Report

Causes of Brain Injury

NBIIC offers guidance, resources, and support for people with different types of brain injury. In 2023, 76 percent of requests were regarding traumatic brain injury, while 24 percent of requests concerned non-traumatic brain injury. Common causes of non-traumatic brain injury include stroke, hypoxia/anoxia, aneurysm, or tumors.



ACBIS Impact Report

Academy of Certified Brain Injury Specialists

The Academy of Certified Brain Injury Specialists (ACBIS) program has been a cornerstone of BIAA's professional education for nearly 30 years. Established in an effort to address training needs in the professional community, particularly those surrounding cognitive, psychological, and social consequences of brain injury; behavioral approaches for managing challenging behavior and promoting positive skills; and techniques for effectively working with families, ACBIS provides a body of knowledge that strives to improve the quality of care for individuals with brain injury.

Through ACBIS, the Brain Injury Association of America provides programs that allow individuals an opportunity to learn important information about brain injury, with a mission of providing education, training, certification, and ongoing resources for specialists in the brain injury community.

6,834

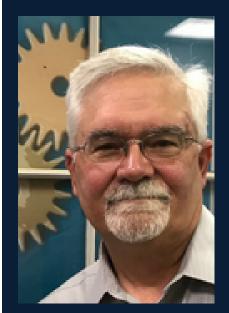
Certified Brain Injury Professionals



282

Professionals and support staff empowered with knowledge through the Brain Injury Fundamentals Training and Certificate program

ACBIS Impact Report



"Brain injury rehabilitation can be one of the most complex fields within medicine. As such we are all always both student and teacher. The CBIST mindset is one of translating knowledge into application and facilitates being open to learning from and with the persons we serve. The practice of evidence-based medicine includes not only research-based interventions but also drawing on the experience of the clinician with the input of the person served, all of which are built on the knowledge reflected in being a Certified Brain Injury Specialist."

Sheldon Herring, Ph.D., CBIST-AP ACBIS Board of Governors Chair



"Having a CBIS certification is another way that I can address the whole person. Through the initial certification, I not only learned key approaches to working with such individuals, but I also learned how to enhance the education that I provide to patients and families about this diagnosis."

Richelle Walker, OTD, MOT, OTR/L, CBIS



"I truly believe that education about the individual's brain injury is key to jump starting their improvement/rehab. With a CBIST, I am able to provide up to date knowledge and research to educate patients and their families to provide a better understanding of what is going on with their brain during the recovery process."

Tracie Bearden, MS, CCC-SLP, CBIST

Research Impact Report

BIAA Research Fund

BIAA's research grant program, established in 2019, is dedicated to "Finding Cures for Chronic Brain Injury." Initiated with a generous bequest and organizational reserves, the fund continues to grow through public donations. This vital program awards grants to innovative research projects aimed at improving outcomes for individuals with brain injuries.

More than

\$44,000

5
projects funded in 2023





"This year's recipients have exquisitely captured the purpose of this research program - to stimulate creative, new approaches to curing the chronic effects of brain injury."

John D. Corrigan, PhD. National Research Director, BIAA Research Impact Report



"It provided me the funds to complete the study, and to make it computerized, offer a validated neurocognitive test administered virtually, and it allowed me to pay my participants for their time and effort. It made a big difference."

Amy Kemp, Dissertation Grant Recipient



"The seed grant from BIAA allowed us to take the models we've been using for Alzheimer's disease and develop ways to apply the proxies of TBI to them. There have been pretty exciting results. This support lays the foundation for more broad studies that could look at these mechanisms and try to develop therapies around them."

Joel Blanchard, PhD, Seed Grant Recipient

2023 Funded Projects

Seed Grant

"Establishing the Mechanisms of TBImediated Susceptibility to Alzheimer's Disease" | Joel Blanchard, Ph.D., Icahn School of Medicine at Mt. Sinai

Dissertation Grants

"Immune Regulation of White Matter Remodeling and Repair in Traumatic Brain Injury" | Savannah Kounelis-Wuillaume, Uniformed Services University of the Health Sciences "Examining the Use of Self-Regulation in Behavior Change in Older Adults: A Mixed Method Study" | Amy Kemp, University of Georgia

"Cholinergic Neurotransmission During Performance of a Sustained Attention Task After TBI" | Eleni Moschonas, University of Pittsburgh

"Characterizing Tau & its Mediators in Repetitive and Chronic Traumatic Brain Injury in Drosophila" | *Nicole Katchur, Princeton University*

Impact Report Education

Education

BIAA is committed to providing education opportunities for the brain injury community. BIAA advanced essential brain injury knowledge by educating more than 1,200 participants through its specialized webinar series. These targeted sessions equipped brain injury survivors, caregivers, clinical professionals, and researchers with valuable insights and information.



"Excellent. This information is vital to all of us who provide services to those who have sustained traumatic brain injuries."

as a webinar as I did go back at points to rewind and listen to the information again -- fantastic information and I learned so much! Amazing content, great info presented in a very professional manner."

your resources online and this was the first webinar I signed up for. Great info and just the messages I have been needing to hear."

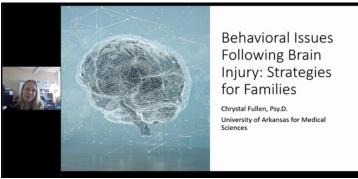
Education Impact Report



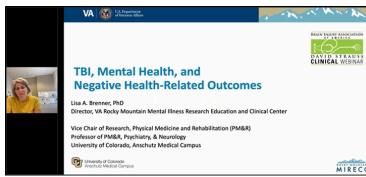
Butch Alterman Memorial Webinars: A series of free webinars focused on individuals living with brain injury. These webinars are available free of charge thanks to the Butch Alterman Memorial Fund.



Mitch Rosenthal Research Webinars: A collaboration with the Journal of Head Trauma Rehabilitation, reporting current research and associated clinical implications in brain injury rehabilitation.



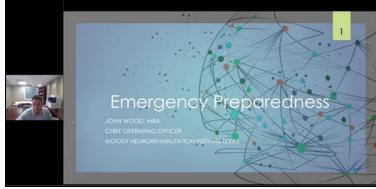
Carolyn Rocchio Caregivers Webinars: This series is focused on helping family caregivers to better manage their lives and care of their family members with brain injury. These webinars are available free of charge for caregivers.



David Strauss Clinical Webinars: A lecture series presenting clinical information crucial to the professionals and paraprofessionals working in the field of brain injury rehabilitation.



Robert Sbordone Concussion/mTBI Webinars: These webinars address diagnosis, possible deficits, and treatment options relating to mild traumatic brain injury/concussion.



Business of Brain Injury Webinars: A series introducing best practices in the business of brain injury rehabilitation services.

Education Impact Report

Brain Injury Business Practice College

Brain Injury Business Practice College, the premier national conference for executives and professionals in neurorehabilitation, returned to an in-person event in 2023. Attendees gathered in San Antonio to learn about how policy, politics, and market trends are shaping the industry, resulting in the sharing of business expertise that will enhance patient care for thousands of people.



rehabilitation facilities sent attendees in 2023 states represented amongst conference attendees Education Impact Report

"An important component of the conference is it that it provides clinicians the opportunity to develop their business acumen. As you can imagine, the skills you learn as a clinician don't necessarily translate to running an organization. And this type of business education is highly valuable to those providers, as they flex from providing the treatment to operating the business. As important, it provides people on the business side a better understanding of the challenges in the healthcare landscape that you're simply not going to find in business schools or other conferences."



David Harrington President and CEO, Centre for Neuro Skills



Rick Willis, President and CEO of BIAA, addresses attendees at the 2023 Brain Injury Business Practice College.



Loran C. Vocaturo, EdD, ABPP, MAC, leads a session on servant leadership at the 2023 Brain Injury Business Practice College.

Public Policy & Advocacy

As the leading voice of brain injury on Capitol Hill, the Brain Injury Association of America is committed to advocating for greater access to care, expanded brain injury research, adequate resources for state programs, and increased congressional awareness of brain injury issues.

In 2023, we laid the groundwork to address emerging priorities for the future, including:

- Reauthorization of the TBI Act
- Supporting state ABI leaders in efforts to enact ABI benefits legislation
- Monitoring and responding to ABI legislative and regulatory opportunities
- Preserving and improving access to ABI care in coalition with other stakeholders
- Enhancing and supporting ABI research throughout the federal agencies



Brain Injury Awareness Day on Capitol Hill

Brain injury advocates returned to Capitol Hill in 2023 for the first in-person Brain Injury Awareness Day since the pandemic.

Brain injury survivors, caregivers, advocates, and BIAA staff met with their congressional representatives to encourage them to support legislative efforts that would improve the lives of people living with brain injury.



Darcy Keith, a member of the Brain Injury Advisory Council, meets with Sen. Mike Braun at Brain Injury Awareness Day.



"My first Brain Injury Awareness
Day, I came six months after my
brain injury. ... I've been back every
year ever since. I really think that
this is a powerful opportunity. You
meet some really cool people from
all over the United States. This
event has kind of become a
reunion of sorts, and I get to meet
some really cool new people. I
invite you to come."

Angela Leigh Tucker, Advisory Council Member Public Awareness Impact Report

Public Awareness

Through our public awareness efforts, BIAA was able to reach our constituents through a variety of virtual and inperson events, publications, campaigns, and more.

Growing Our Community: The Brain Injury Association of America's website and social media channels are invaluable resources for the brain injury community. In 2023, we continued to build up our resource library, offering helpful information, lists, personal stories, and more to our hub. We also developed our first free downloadable guide, What to Expect After Brain Injury, which addresses many of the common questions brain injury survivors and their families have in the days, weeks, and months following the return home from inpatient care. We also grew our social media audiences across Facebook, Instagram, LinkedIn, and X (formerly Twitter).

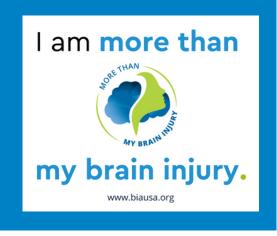
716k 76.3k

website visitors in 2023

total social media audience



More than My Brain Injury: 2023 was the final year of BIAA's More Than My Brain Injury awareness campaign, which gave individuals a chance to tell their own stories and change the narrative of their lives, rather than having their lives defined for them by their disabilities.



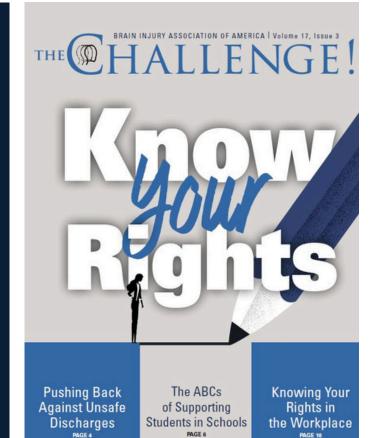
Public Awareness Impact Report

THE Challenge!: We published three issues of THE Challenge!, the brain injury community's go-to resource for public policy news, research, medical advances, legal and financial issues, and inspiring stories of recovery. Each issue has a specific theme, and in 2023, we covered Behavior After Brain Injury, Brain Injury Research, and Knowing Your Rights.

5k+

print subscribers 38k

digital subscribers











Resiliency Series
Launch: In 2023 we
launched our
Resiliency Series,
where members of our
Advisory Council
participated in a series
of three live virtual
events with our
community.

2.4k

views

Concussion Awareness Now

2023 marked the first full year of the Concussion Awareness Now coalition, a group of 18 organizations that BIAA co-chairs alongside Abbott, with a common goal of building a future where every person with a concussion receives the right diagnosis, the best possible care, and the resources and information they need.

In September, CAN called on concussion awareness champions to take the Melon Pledge. Initially a social media campaign, the Melon Pledge has grown into a greater movement that promotes speaking out and spreading the word to others about the importance and seriousness of concussions.

PSAs featuring the Melon Family, the mascots of Concussion Awareness Now, aired on several channels and platforms in 2023, including during the World Series.



#MelonPledge Stories

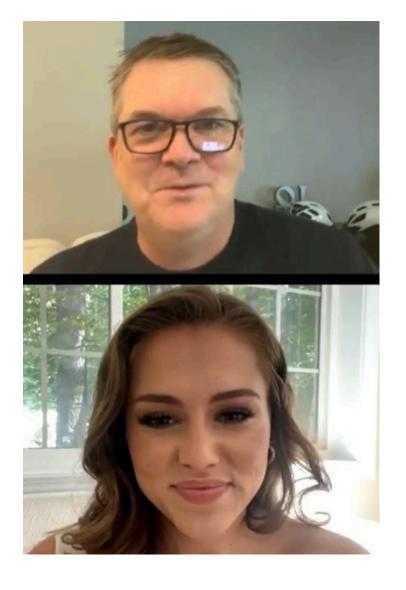
"So true, nothing to mess around with! I had a concussion after a woman ran a stop sign & T-boned me so hard it turned my car into another road. I was surprised at how long the effects lasted. Hope my melon is OK now that I'm a senior citizen!"

-- Bonnie M

"I had a head injury on kitchen tiles couldn't stand up, called 911 and went to the ER. Initial CT scan was negative but headache got worse I got rechecked and CT showed a subdural hematoma, neurosurgery evacuated it and I'm fine. Don't ignore head injuries, esp. if any confusion or loss of consciousness or worsening headache."

-- Don W.





Concussion Awareness Day 2023

To celebrate National
Concussion Awareness
Day, which was held on
September 15 in 2023,
BIAA hosted an Instagram
Live with Dr. Brooke Mills,
the founder of National
Concussion Awareness
Day, on the Concussion
Awareness Now platform.
Dr. Mills shared her
experience with
concussion and how it
motivated her to start a
national movement.

Fundraising Impact Report

Fundraising

In an effort to raise money while promoting community and camaraderie, BIAA held two Facebook-based fundraisers in 2023: 50 Miles in May, where participants were encouraged to raise money for walking 62 miles throughout the month of May; and 50 Miles Your Way, where participants had the option to walk, run, bike, or swim 50 miles during the month of September.

Our Facebook fundraising communities were places of support, accountability, camaraderie, and cheerleading. Participants shared the "why" behind their decisions to participate and encouraged one another to hit their goals.

"I had a TBI in 2001. I'm grateful for the medical professionals who helped me and my patient family. I'm ready to help others!" - Kimberly

"My fiance sustained a severe TBI right before our wedding day in 2022. Witnessing firsthand the lack of awareness, support, rehabs, therapists, etc. - there needs to be more, more, more for everyone suffering. Advocating for all!" - Karen

"My why is because I've had seizures since I was 5 days old. In 1990 I had brain surgery to remove the scar tissue on my brain. I was seizure free until about a year ago and I started having seizures again. I want it to be where people are not terrified of seeing a person having a seizure and thinking that they are on drugs. Or being terrified of hearing that the person has a history of seizures." - Deanna



Fundraising Impact Report

Year-End Giving

BIAA is grateful to all of our supporters, who have chosen to donate. One of those donors came through in a big way at the end of 2023. John Del Cecato, a former political strategist, experienced firsthand how BIAA impacts the lives of people with brain injury. In the fall of 2021, he was riding an electric scooter when he sustained a severe TBI.

Following his injury, John experienced depression and a loss of taste and smell. These experiences demonstrated the complex and dynamic nature of brain injury, motivating him to champion continued research and advocacy in the field. Inspired by the care he received and the recognition of his fortunate circumstances, John became a brain injury advocate.

In 2023, John decided to support BIAA by matching year-end gifts up to \$10,000, effectively helping our supporters make twice the impact.



\$142,071

Raised during our year-end giving campaign



Scan the QR code to see our full donor list for 2023

Looking to the Future: Luminary of the Year

Voluntary health organizations often have a signature fundraising campaign that allows their community to share inspiring stories, demonstrate the impact of the organization's work, and give in honor of someone who cares about the mission. BIAA believes brain injury survivors deserve the same experience and level of support from their community. Having a signature fundraising campaign will also provide the organization a sustainable revenue model to help us fund more resources, support, research, advocacy, and education for brain injury survivors and those who care about them.



To kick off this initiative, in 2023, we began to research and evaluate the external nonprofit landscape and looked internally at the organization's strengths. Our community has no shortage of compelling stories that deserve to be highlighted.

Through this work, the Luminary of the Year campaign was born. Luminary of the Year is a philanthropic competition that honors those who have been touched by brain injury and those who support them. Top fundraisers will be recognized at a gala-style inaugural event on November 15, 2024, at the National Press Club in Washington, DC. At this event, we will also honor BIAA's co-founder, Marilyn Price Spivack, for her dedication and countless contributions to the brain injury community.

Looking to the Future: 2024 and Beyond

Thanks to our incredible community, 2023 was a big year for BIAA. Together, we provided support to the brain injury community, advanced brain injury research, developed new programs to raise the standards of care for brain injury professionals, and more. As we look to the future, we are glad to have been able to share our accomplishments and our plans with you, and we are excited to continue our journey together.

In December, BIAA hosted an exclusive virtual celebration for our constituents where we shared a glimpse of our vision for the future.

The Strategic Plan for 2024 and beyond was developed using feedback from key stakeholder groups, including survivors and caregivers, our affiliate network, providers, and BIAA Board Alumni.









Scan the QR code to watch a recording of the event.

CREATING A BRIGHT FUTURE ... TOGETHER!

CORE 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 TARGET™

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

MARKETING STRATEGY

Primary Market:

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.

3 Uniques™:

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

Proven Process (How do we reach them?):

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

Guarantee:

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 PICTURE™

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 (NBIIC) 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.



"It's been an honor and a privilege to have been a part of this process, to, along with other council members, have shared our experience, and to be able to see our stories, to see our opinions in this final document. To see all of the voices that you included in this. And that's what I'm really excited about, is how you've taken all of that listening you did, from all the different stakeholders in brain injury, and brought this together into a plan."

Carole Starr BIAA Advisory Council Chair

Our Mission

Our mission is to advance awareness, research, treatment, and education that improves the quality of life for all people affected by brain injury.

Our Vision

The Brain Injury Association of America's vision is that everyone in the U.S. who sustains a brain injury is diagnosed, treated, and accepted.

Our Values

Leadership: We stand up for what we believe in. **Integrity:** We tell the truth and keep our promise.

Respect: We treat others the way we want to be treated.

Diligence: We work hard every day. **Strategy:** We think before we act.

Growth: We aspire to do more and be more.

2023 Staff

Augustoski, Sarah Ayotte, Greg Cohen, Stephanie Eichholz, Paula Fowdy, Sara Goulston, Amy Graham, Leith Kelly, Stephani Knockstead, Peter Ksycewski, Laura Logan, Katie Marker, Kelly Matty, Heather McDonnell, Anne Moore, Lauren Mosher, Carrie Reitter, Mary Salam, Ahmad Schmitz, Karie Walsh, Steve Williams, Tonia Willis, Rick







Board of Directors

Page Melton Ivie Chair

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Nicole M. Godaire *Treasurer*

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Brent Masel, MD
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Sheldon L. Herring, PhD, CBIST-AP

Owen Z. Perlman, MD

Scott Shields, MBA

Andy Steinhubl, MBA

Tony L. Strickland, MS, PhD, FNAN

Rick Willis



Corporate Partners















Financials Impact Report

Financial Highlights

The figures on this page depict the financial activities of the Brain Injury Association of America for the fiscal year ended December 31, 2023.

Statement of Activities Public Support & Other Revenue		
Contributions & Grants	\$767,600	
Program Services Revenue	\$1,933,121	
Other Revenue	\$286,000	
Total Revenue	\$2,986,721	

Expenses		
Education, Training, & Research Services	\$573,031	
Public Awareness	\$982,535	
Individual & Family Services	\$196,985	
Government Relations & Advocacy	\$183,412	
Affiliate Services	\$641,064	
Management & General	\$594,715	
Fundraising	\$399,321	
Total Expenses	\$3,571,063	

Statement of Financial Position Assets		
Cash, Cash Equivalents, Investments	\$3,425,473	
Receivable, Net	\$151,453	
Property & Equipment, Net	\$92,365	
Other Assets	\$2,520,569	
Total Assets	\$6,189,860	

Liabilities and Net Assets		
Accounts Payable & Accrued Expenses	\$163,873	
Deferred Revenue	\$275,032	
Other Liabilities	\$110,529	
Total Liabilities	\$549,434	
Net Assets		
Without Donor Restrictions	\$4,043,034	
With Donor Restrictions	\$1,597,392	
Total Net Assets	\$5,640,426	
Total Liabilities & Net Assets	\$6,189,860	

A complete copy of financial statements audited by UHY, LLP is available upon request from the Brain Injury Association of America, Inc., 3507 Nutley St., #805, Fairfax, VA 22031 or on our website at www.biausa.org.





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