

2025 Organizational Goals

1. **Visibility:** 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.
2. **Affiliates:** Strengthen BIAA's state network by expanding chapters and affiliates and growing a dedicated services team that expands resources to address prioritized needs.
3. **Advocacy:** Introduce a Brain Injury National Action Plan with bipartisan support and introduce BIAA's ABI model legislation in two new states.
4. **Referral:** Increase NBIC 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.
5. **Treatment:** 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.
6. **Engagement:** 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.
7. **Fundraising:** 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.