

# 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.

# 2025 ORGANIZATIONAL GOALS



## 3-YEAR FOCUS

## 2026 ANNUAL GOALS

### (Visibility)

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

Increase our visibility among people with brain injury and caregivers, professionals, and advocates through our campaigns, resulting in growing these audiences by 22,000 and turning 1,600 into new supporters.

### (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 state-level program delivery by determining an initiative to be consistently supported across affiliates and chapters, deliver 10 new trainings, and expand our presence to one additional state.

### (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 the National Brain Injury Action Plan no later than mid-2026 with at least 15 congressional cosponsors and the backing of a minimum of 10 national coalition partners. Introduce and pass the ABI Model Insurance Coverage Bill in at least one state, supported by a minimum of three state-level coalition partners.

### (Referrals)

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

Enhance NBIIIC data systems and trainings, achieve common I&R data collection in 10 states, and develop a scalable NBIIIC service delivery model for 2027 adoption. Expand caregiver resources and pilot standardized outreach toolkits and tracking procedures in five states.

### (Treatment)

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

Launch a targeted, ACBIS business-to-business marketing strategy that secures participation from 5 new organizations. Deliver 3 BIAA-led, in-person trainings and design one new product for professionals that serve in roles outside of direct care.

### (Engagement)

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

Convene a national stakeholder conference with 250 participants focused on collaboration and volunteer activation, while launching a coordinated Brain Injury Awareness Day on Capitol Hill to advance passage of the National Action Plan.

### (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 \$4.99m, expanding Luminary of the Year campaign to two additional markets and maximizing data from CRM implementation