

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 (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.