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.

**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.

**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.

**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.

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**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.

**3-YEAR PICTURE™**

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