

2021 MISSION REPORT

2021 was the year of a new normal, ups and downs, and navigating the unexpected. COVID continues to push its way through the world, but we get up and push back, and say “we can do this,” and this year, BIAV

- **Supported**
- **Connected**
- **Raised Awareness**
- **Advocated**

Yes, it’s been a tough two years, and we have tough times ahead of us, but your support made it all a whole lot easier. Together, we can do more, and we want to stay connected with you to make more happen.

- Anne McDonnell, Executive Director

This year, more than **15,000 people** received help, hope, and healing through the programs and services of BIAV

We Supported

In 2021, BIAV provided support to over **7,500** brain injury survivors, families, and caregivers through:

- BIAV’s Information & Referral service
- Online and in-person support group meetings
- Two Camp Bruce McCoy Day Camps



“Thanks to everyone involved with camp for helping me learn many life lessons, grow, build countless friendships and form memories that will last forever.”

- Frank, Camper

PROGRAM HIGHLIGHT:

BIAV received national recognition as the 2021 winner of the Alliance for Information & Referral System's Innovation in Operational Effectiveness Award



We Connected

BIAV stayed connected with **9,000 people** in 2021 through:

- Letters to newly injured Virginians
- Webinars and conferences
- On-demand, online support communities
- Our Advisory Councils and Speakers Bureau



A year after David's severe TBI, his family reached out to BIAV for information and connection.

His mom told us "the materials and additional information was helpful" and their family has been thankful BIAV is here "for what comes next."

We Expanded Awareness

- Ran **350,000 ads** along the I-81 corridor for Brain Injury Awareness Month
- BIAV's website had nearly **50,000 visitors**, the monthly e-newsletter reaches **3,500 subscribers**, and our Facebook, Instagram and Twitter platforms have a total of **5,000 followers** (and growing!)
- Our podcast, interviews on the news, blogs, and other public awareness efforts **reached 1,300 participants**

PROGRAM HIGHLIGHT:

BIAV partnered with the Virginia Department of Health to develop a “Screen and Intervene” project that provided women with brain injury as a result of domestic violence with resources to help survivors

I wear purple because



EVERY1 KNOWS SOME1
Domestic Violence Awareness Month 2021

We Advocated

In 2021, we advocated for over **302,000** people to make Virginia a better place for people affected by brain injuries.

- Our advocacy efforts resulted in **\$1.2 million in new funding** for community based brain injury core safety net services and two bills that **expanded service eligibility** for persons with brain injury
- **Trained 240 individuals** with brain injury, family caregivers and other stakeholders in effective self & systems advocacy techniques



"I learned how much advocacy matters when my daughter wasn't receiving the Social Security benefits she was entitled to. BIAV empowered me to know how to effectively advocate to our Congressional representative in order to receive the payments we deserve.

Never give up and advocacy pays off!"
- Kelly, Caregiver

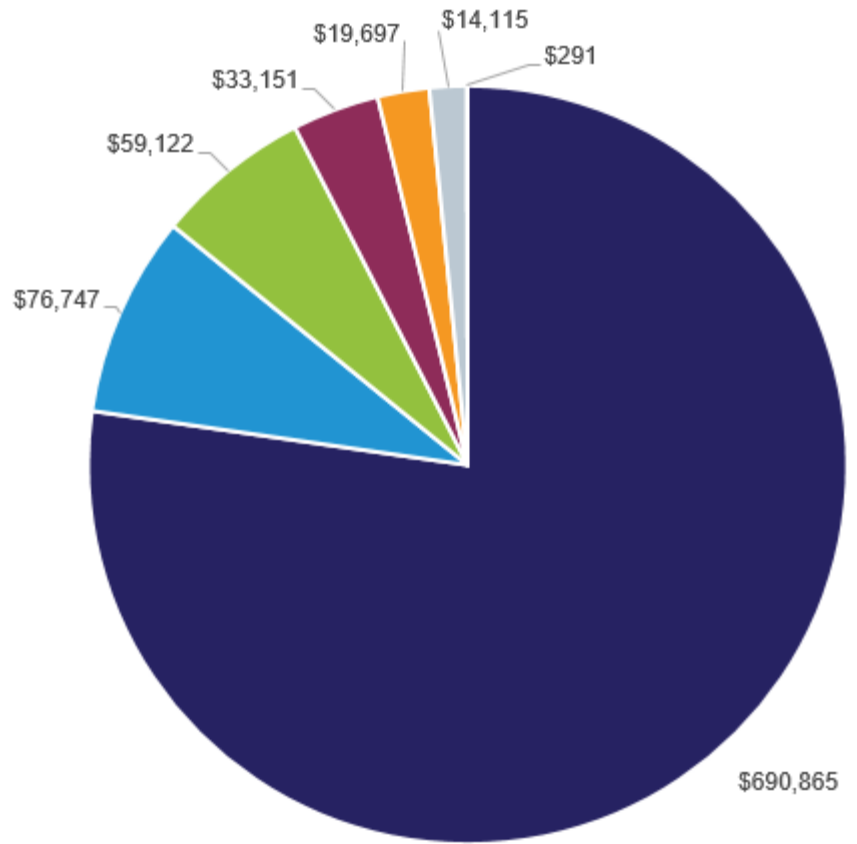
And We're Here for What Comes Next

To learn more about what BIAV did in 2021 and what's next, go to BIAV.net/2021-Mission-Report

FY 2021 FINANCIALS

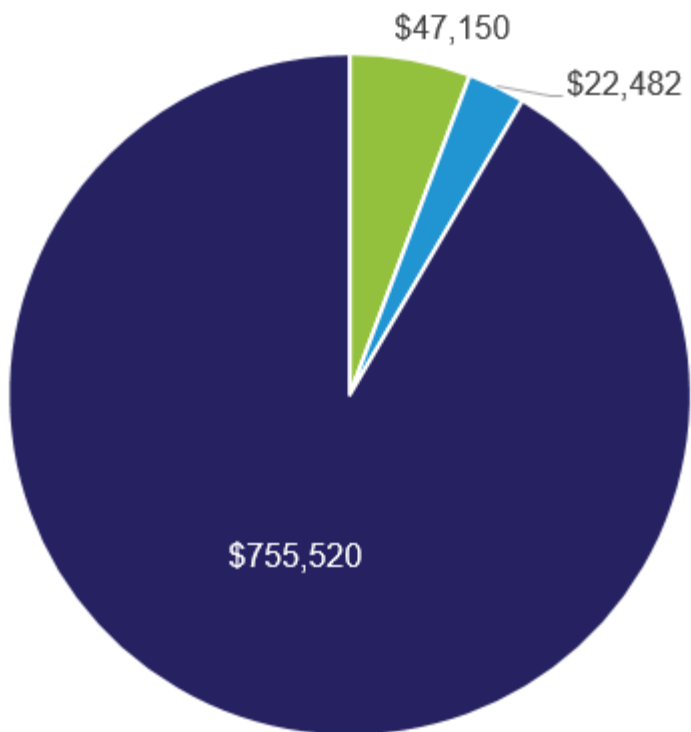
REVENUE

- Grants
- Donations
- Sponsorships
- Special Events
- Membership Dues
- Program Fees



Total Revenue:
\$893,988

EXPENSES



- Program Services (including salaries)
- Management & General
- Fundraising

Total Expenses:
\$825,152