

# 2025 Development Committee Strategy

## Background:

BIAV's mission is simple and powerful: to enhance the quality of life for all Virginians affected by brain injury. We provide critical support, education, advocacy, and resources to survivors, caregivers, and healthcare professionals. Our programs include rehabilitation services, community outreach, and public awareness campaigns.

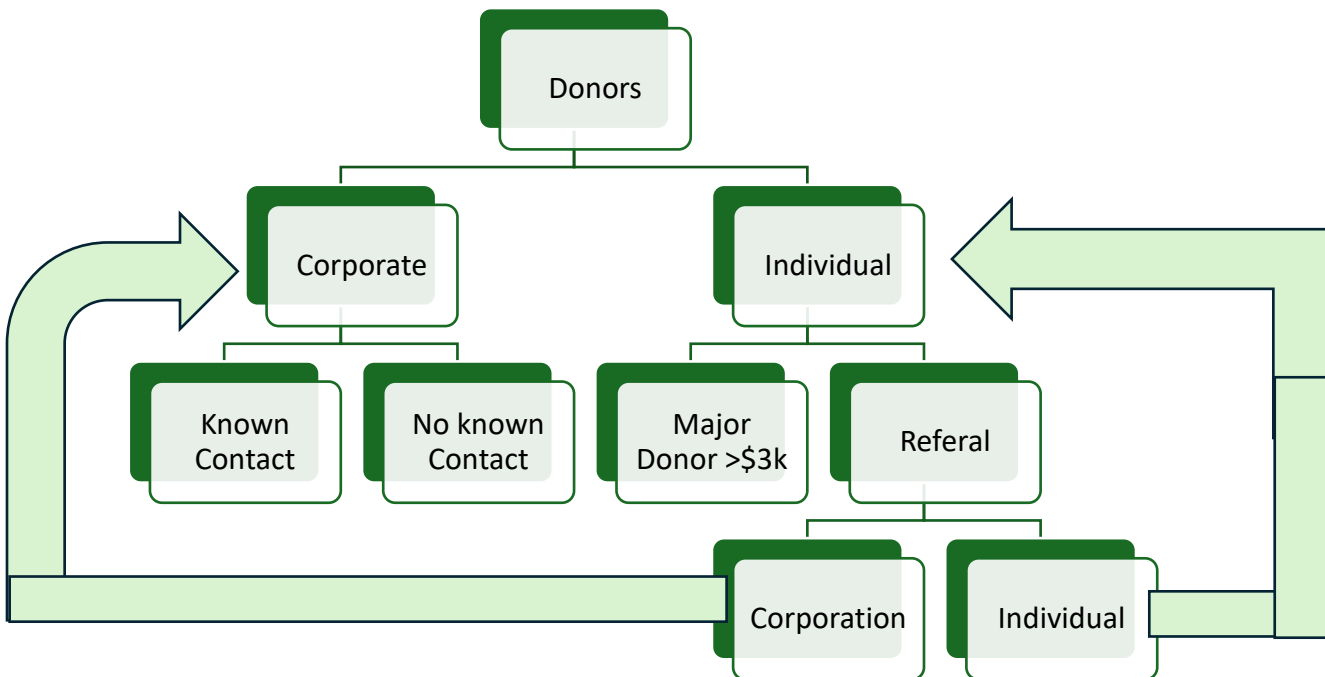
Today there are 300,000 Brain Injured Virginians. BIAV has ~50,000 website visitors annually; 2023 >11,000 were contacted by BIAV. Annually BIAV answers > 5,000 requests for information and resources. AND, we have more work to do.

The US gives \$435 BILLION in charitable gifts annually; 64% is from individual gifts.

BIAV \$1.3 MM 2025 budget is 75% of government grants. BIAV has several successful events which bring in funds (Camp, Charity Golf, Legacy & Making Headway) for an anticipated total of \$ 33, 500.

Why are we asking? Every *financial* contribution makes a significant difference:

- **Provide direct assistance** to brain injury survivors, ensuring they receive the care they need.
- **Educate communities** about brain injury prevention and early intervention.
- **Advocate for policy changes** that benefit brain injury survivors and their families.



## 2025 Brainstormed list of Potential Strategies:

The committee brainstormed the following list of potential ways to meet our objectives:

1. Tell your story, educate people about BIAV, open discussions
2. Each Committee member set an objective of 1 “qualified ask” per quarter
  - a. A *qualified ask* is a person or company that you/we have a discussion with
  - b. They may or may not donate to be qualified, education is important
3. Reaching out to the people/companies identified on “the list”
  - a. Liz, Anne can help with each conversation
  - b. We want to partner with you, going together is better
4. Think about my current organization and partner with Liz/Anne to open new funding sources
5. Workplace campaigns: many companies allow specific designations for BIAV to receive fund (via United Way Campaign as an example) Participate in your organization Company Match
6. Third Party Fundraising: leveraging pre-existing events/programs with BIAV as a recipient of funds
  - a. An example is the success we have had with the RABA Ride
7. Social Media Opportunities:
  - a. Facebook Fundraising for your birthday or anniversary
  - b. Add BIAV in your LinkedIn with a “ask me about” header
8. Partner with local businesses to have a “BIAV Day” with a portion of the revenue to go to BIAV
  - a. Pizza shops, clothing stores, where you shop often
9. Staff & Board Member pledges
10. Speaking Engagements: Rotary Clubs, Places of Worship to share/educate on BIAV
11. Free/low cost ads: Church bulletins, with you as the key contact
12. Leverage your Business Groups: Metro Richmond Leadership, Lead VA, Sorensen (UVA), others

<b>Activity</b>	<b>Who</b>	<b>When</b>
Individual “asks”	Committee Members & BOD	1 per quarter
Corporate Connections	Committee Members & BOD	3 annually
Third Party Fundraising	Committee Members	annually
Social Media Opportunities	Committee Members	annually
My organization to connect with BIAV	As appropriate	

*Separately and importantly:*

Consider adding to the Development Committee community members.

## More About BIAV & Brain Injuries

Brain injury is a serious public health problem in the United States; more than 3.5 million injuries occur annually due to trauma, vascular conditions, infections, metabolic disorders, tumors, toxic exposure, blast exposure, and oxygen deprivation. More than 28,000 TBIs occur annually in Virginia; an estimated 1 million Virginians have experienced a brain injury. Brain injury is a leading cause of death and disability in children and young adults, but people of all ages, races, genders, socioeconomic backgrounds, and educational levels are at risk for injury. An estimated 9 million Americans live with a disability due to brain injury; more than 300,000 of them live in Virginia.

Any injury to the brain – regardless of type, cause, or severity – can change the way a person moves, talks, thinks, feels and acts. Brain injuries can lead to physical, cognitive, and psychosocial impairments ranging from balance and coordination problems to loss of speech, to depression. Fatigue, memory loss, concentration difficulty, anxiety, depression, impulsivity, and impaired judgment are also common after brain injury. Even so-called “mild” TBIs – often referred to as concussions – can have devastating consequences because the injury can cause or accelerate a host of neurologic, neuroendocrine, and psychiatric diseases as well as gastrointestinal, musculoskeletal, and pulmonary dysfunction.

Individuals who sustain brain injuries may need treatment and/or services on a short-term, long-term, or episodic basis. Treatment encompasses emergency medical services; comprehensive rehabilitation to help individuals regain lost skills and/or learn strategies to overcome impairments; transition services from medical/rehabilitation settings to home, school/work and community; ongoing management for chronic conditions resulting from the injury; and an array of home and community-based services that support family caregivers and assist individuals with brain injury in living as independently as possible.

Founded in 1983 by individuals who wanted to improve the quality of life for their family members and patients who had sustained brain injuries, the Brain Injury Association of Virginia is the only statewide advocacy organization in Virginia dedicated to serving person with brain injury and those that care for and about them. BIAV is headquartered in Richmond VA and supports a network of survivors, family caregivers and professionals who share in the Association’s mission to *advance education, awareness, support, treatment, and research to improve the quality of life for all people affected by brain injury.*

We conduct and provide education, outreach, support, public awareness, research, and advocacy activities. We have a long history of public policy achievements in Virginia, including passage of the sports concussion bill and return to play/return to learn protocols. We’ve gotten laws added the Code of Virginia that require crisis intervention teams and first responders to have training on brain injury card; for persons with brain injury to have access to substance abuse and crisis intervention services or get a state issued identification; and for a modified special education definition of brain injury to expand eligibility for students with non-traumatic brain injuries in Virginia’s public schools. And we have lead a community coalition in advocacy efforts that resulted in \$7 million in state funding to create and expand community based core safety net services for persons with brain injury.

By acting as a clearinghouse of information and resources, facilitating support groups, initiating public policy change, promoting awareness, hosting educational programs, and supporting research, BIAV is the voice brain injury, offering help, hope and healing to thousands of survivors across the state, their families and the researchers, clinicians and professionals who provide treatment and long-term care.