

**BIAV Board of Directors Meeting
February 15, 2025 9:30am**

Next Board Meeting: Friday, May 23 at Camp Bruce McCoy

Organizational Reports

Executive Director's Report – Dan Reeves

Legislative Update

Together with the Alliance of Brain Injury Services Providers (VABISP), BIAV presented the VA House of Delegates and Senate two budget amendment requests. In addition to the \$10M already in the State budget, \$985,000 for workforce retention initiatives and \$2M to strengthen and expand safety net services were presented. All members of the House Appropriations Committee and Senate Finance Committee were engaged and presented the ongoing needs.

On January 29, advocates and members of VABISP and BIAV held Brain Injury Awareness Day at the General Assembly. Informational packets with our requests were presented to Congress by advocates. It was a successful day where the brain injury community showed up en-masse. The result of these efforts was that both chambers of Congress included amendments to the budget in their proposed budgets. This is only the second time this has happened. BIAV and the VABISP are backing the House Budget which includes \$985,000 for workforce retention and \$1M in strengthening funds.

This success brings about additional work in the coming weeks to ensure that the maximum amount is agreed upon in the finalized State budget. BIAV and VABISP will continue to visit members of Congress until February 22nd when the session closes.

In addition, BIAV backed a budget amendment of our partner, NeuroRestorative, for a 20+ bed neuro-rehabilitative, residential facility. This will fill a gap in service across the State that the VABISP and BIAV have long acknowledged. This also is an example of the work to unify the work of NeuroRestorative with the VABISP, which has been strained in the last few years. Last month, legislators heard from VABISP, BIAV, and NeuroRestorative about the momentum and wholistic approach that VA has on behalf of the brain injury community. As a result of this shared vision of care, NeuroRestorative's amendment also received approval from both chambers. If our two amendments are adopted into the State budget along with NeuroRestorative's amendment, a significant step forward in brain injury care provision will be realized.

Office Relocation

With our current lease ending March 31, a thorough review was conducted of potential locations across the commercial real estate offerings, as well as consideration of a lease extension at our current offices. In the end, BIAV secured a lease at Vistas I, at 5516 Falmouth St. The new space has slightly less square footage, but a more useable space. It offered a four-month abatement with renovations to match our needs. The new space will include a training space that will be useful for support groups, BI training for caregivers and for professionals which we intend as an income source. The new space has additional storage which will allow us to save some on the externally rented space currently in use. Our move will occur on March 17 and will allow a relatively seamless transition between spaces.

IT Update

Over the course of the second quarter, BIAV implemented Google Workspace to replace our physical server/IT infrastructure. This move allows greater security, a more convenient and less expensive alternative, and greater access to shared files. This has been a source of stress and inefficiency for the staff.

HR Update

After analysis, it was determined that a source of risk for the organization was in the HR functions. In addition, our payroll system was outdated and cumbersome. Paychex was contracted to provide payroll, HR consultation, and benefits management. BIAV now has reliable access to professional HR consultation for hiring/firing, policy setting, and general HR management. This move allowed BIAV to reduce our accounting fees by \$800 monthly, and timesheet systems cost by more than \$400/month. There will be a slight cost reduction in benefits, while providing some better options due to Paychex' buying power. There will be a net cost increase of approximately \$700-800 monthly for this service. The reduced risk reduction and advantages for staff make this a worth-while cost. Our previous benefits administrators and HR consultation was ineffective at best.

Federal Funding Analysis

With the many Executive Orders issued from the federal government in the last month, BIAV is closely monitoring those that may impact brain injury and our organization. The potential freeze and/or cut to federal aid has the potential impact our budget. BIAV had recently partnered with NoWrongDoor to provide resources to them as a referral source. BIAV would realize \$15,000 of unplanned income from that project that was federally sourced. Also, and more alarming, BIAV receives \$117,000 of federal funding through the VDH for our domestic violence program. \$40,000 of those funds are pass-through for partnering organizations. That said, the potential risk is to our FY25 planned budget is \$77,000. The loss of the domestic violence program would be a hard one to accept. The impact on our operational budget would require some difficult decisions.

Treasurer's Report – Daniel Klyce

FY 25 Q2 Financial Narrative

Audit Complete

- Clarkson David CPA presented results of 2-year audit at the Finance Committee meeting on 2/7/2025.
- Overall, characterized as a clean audit. Ms. David noted that the BIAV team seems to have good morale and is excited about their work; she was complimentary of Dan's leadership and the work that Brandon at RCG has performed to support BIAV finance operation.
- Comments and recommendations from the audit:
 - Holding > \$250K in accounts is resulting in missed investment opportunities, and anything over this amount in an operating account is not insured; recommended a new/updated investment policy and referred us to RVA World Investments. Dan will be exploring options in the coming months.
 - Noted a dip in sponsorships over last two years.
 - Although BIAV has done a nice job of building IT systems to protect data, there are old employee physical files that need to be secured; will plan to have this digitized and secured to save space and ensure confidentiality.
 - Recommended keeping closer track of lobbying activities and expenses; also suggested more detailed tracking/reporting of skilled in-kind contributions from volunteers.
 - Suggested incorporating environmental, social, and governance (ESG) commitments into our strategic planning—i.e., environmental footprint, social impact, and governance/accountability.

- Recommended re-evaluating whether we need to a credit card with a \$120K limit.

Assets as of December 31, 2024

- Total Operating: \$259,018
- Total Reserves: \$295,123
 - Would cover roughly 2 to 3 months of operating expenses at current levels
- Total Assets: \$664,490, which is \$128,432 less (16%) than this period last year

Income (Year-to-Date)

- Finished Q2 with net revenue of **(\$40,601)**
- Total income (year-to-date) is \$545,706, which is 75% compared to budget for FY25
 - Total restricted income (mostly grants/contracts) is \$457,999, which is 77% compared to budget
 - Total unrestricted revenue at 63% compared to budget for end of Q2:

| Unrestricted Revenue | Actual \$ (% Budget) | |
|-----------------------|-----------------------|-----------------------|
| | FY25-Q1 | FY25-Q2 |
| Donations | \$3,223 (18%) | \$35,240 (98%) |
| Sponsorships/Exhibits | \$10,500 (63%) | \$31,000 (93%) |
| Event Registration | \$7,800 (44%) | \$15,625 (44%) |
| Membership Dues | \$110 (1%) | \$730 (3%) |
| Total | \$22,158 (33%) | \$85,387 (63%) |

- There are no expected deviations in income or expenses. Development efforts are aimed at meeting the approved budgeted income.
- Staff are developing a sponsorship package for Camp Bruce McCoy to provide for the amount of expenses not covered by registration fees.

Expenses (Year-to-Date)

- Total expenditures (year-to-date) is \$586,308, which is 81% compared to budget for FY25

| Expenses | Actual \$ (% Budget) | |
|-------------------------|------------------------|------------------------|
| | FY25-Q1 | FY25-Q2 |
| Salaries | \$152,012 (86%) | \$325,727 (92%) |
| Benefits | \$14,693(87%) | \$34,715 (102%) |
| Organizational Expenses | \$6,981 (107%) | \$13,775 (106%) |
| Professional Fees | \$56,166 (159%) | \$79,768 (113%) |
| Travel | \$1,131 (49%) | \$4,198 (91%) |
| Total | \$289,847 (80%) | \$586,308 (81%) |

Respectfully submitted to the Board of Directors,

Daniel W. Klyce, PhD, ABPP
 Treasurer, Brain Injury Association of Virginia

Program Director's Report – Megan Ingram

Status Update for Last Quarter

- Our 6-part Wellness Series began in Q2 with therapeutic activities with Anderson Music Therapy and Love Your Brain. This series, designed to combat loneliness, build a sense of community and share therapeutic resources, has been well received and has had increased participation from previous series.
- Support group attendance and I&R numbers continues to be steady. We saw an increase in registry returns this quarter. Phone calls and mail were the most prevalent forms of communication. In an effort to increase I&R numbers, we've worked to make our resource request form more accessible on our website, we have three public awareness events scheduled with local news outlets, and are beginning a new outreach effort in hospital emergency rooms. Additionally, we worked to translate materials into Virginia's most common languages. We printed and distributed these translated items to various locations including home insecurity services (homelessness), Chinese Community Center, Virginia Hispanic Chamber, Hamake Center, Korean Community Service Center, Richmond Vietnamese Association, Side by Side, Supportive Communities for VA LGBTQ+, locations attached to domestic violence, and others.
- Moving forward with two new partnerships with No Wrong Door. One being a procurement of resources that will be a new source of on-time revue. And the other being a new source of referrals.
- We continued our grant partnership with VCU in Q2 with both the Director of Programs and Community Resource & Support Manager completing the CITI Research training.

Looking Ahead – Next Quarter

- Planning of Making Headway Conference that will take place on Friday, March 28th. Speakers and agenda have been finalized. The event registration is scheduled to go live on February 6th.
- Community Resource & Support Manager will be completing CBIS training/certification this summer.
- Attending National Brain Injury Conference and Awareness Day in March.

Education & Engagement Director's Report – Amy Smith

Status Update

12 purchases of online course "Virginia Brain Injury Professional Certificate Course", \$2,037.88 payout in Q2

- Presented at Lightning Strike & Electric Shock Survivors International Annual Conference
- Attended SAI community advisory council & exhibited at their community expo in October
- 1 speaker's bureau member spoke at golf tournament in October
- Began year 5 of Screen & Intervene Brain Injury Screening Project (in collaboration with VDH) on 10/1/2024. In Q2:
 - 11 staff at partnered agencies completed BIAV online training course "Brain Injury and Domestic Violence"
 - Partnered organizations reported 101 HITS brain injury screenings to VDH
 - State funded BI programs completed IPV screenings with clients
 - 2 new DV organizations partnered with BIAV on this project

- Started planning for Camp Bruce McCoy 2025
 - Signed on student intern from Lynchburg University (thanks to Madison for engagement & recruitment efforts) to help with Camp admin duties
 - Process improvements made for camper and counselor applications
 - Supplies needs list posted on Amazon Wish List in December, have received \$261.65 in donations as of 12/31/2024.

Looking Ahead – Next Quarter

- Madison & Amy exhibited at RVA Disability Expo in January with over 250 attendees
- Advisory group recruitment is finished, 3 group meetings led by Madison are scheduled for February 13, 20, 27
- Evaluation and updates of existing online courses is ongoing
- Outreach to first responders to understand and provide for education and resource needs
- Outreach to hospitals/ERs to reach unserved patients who are not admitted to hospital and do not get contacted by the VSTR
- Amy exhibiting and presenting at Virginia EMS expo in March
- Investigating Amy becoming CBIST
- Looking for other exhibition, outreach, and presentation/education opportunities
- Renewed federal contract with DARS to provide BI training to CSBs
- Camp Bruce McCoy
 - Only one week of camp this year but more campers for that one week – expanding capacity from 45 to 60
 - Staff application is open, have hired 10 staff and 6 more have finished application and are in the hiring process
 - Camper Application released in early February
 - Still collecting supply donations through Amazon Wish List, another \$200+ in supplies have already been donated this quarter
- VDH – DV Project
 - Renewing contracts with Screen & Intervene Project partners, pursuing contracts with 4 more new organizations for a total of 6 new this contract year
 - Onboarding new community partners and training them to do brain injury screenings
 - Have held one regional engagement meeting in January 205 with Screen & Intervene project partners in Richmond, planning on holding another in April in Northern Virginia.
 - All state funded BI programs (alliance members) have now agreed to screen case management clients for intimate partner violence as part of reciprocal screening
 - 4 ECHO sessions with outside subject matter experts as speakers are scheduled for February and March

Development Committee Report – Anne Gilson

2025 Top Focus Areas

The top focus organizations:

1. Fahrenheit Advisors: on hold due to TFG's integration
2. Atlantic Union- Anne making connection with VP Compensation Barb Archer

3. MediVisuals – Liz and Joseph
4. Brain Box Solutions – Dan connecting with Donna Edmonds, CEO
5. Neurorestorative declined major Camp sponsorship – will continue to support BIAV with \$12k

The process:

1. Determine the “target company/organization”
2. Define specific objectives Meet as a potential donor
3. Meet for referrals
4. Strategic Partnership
5. Determine who makes contact and what’s the message and methodology
6. Update Google Sheet and track results and lessons learned

New Grant Development Opportunities

- Jenkins Grant (part of Community Foundation Grants) Liz and Dan pursuing
- Sentara – Liz working with Kathleen for the Spring Grant application
- Liz completed a “new membership” campaign resulting in 17 new BIAV members
- New utilization of the BIAV “Amazon list” for donors to consider smaller grants
- Created New Camp Sponsorship process and flyer

Board Participation

- Development Committee members’ story completion
- Executive Committee Story completion
- BIAV Leadership Story completion

Marketing Report – Kathy Baba

Printed Translated Items

Various translated items have been created for Virginia’s most common languages as identified in 2022 by the US Census Bureau. Many of these materials have been distributed to various locations, for example the following were identified: Various home insecurity services (homelessness), Chinese Community Center, Virginia Hispanic Chamber, Hamake Center, Korean Community Service Center, Richmond Vietnamese Association, Side by Side, Supportive Communities for VA LGBTQ+, locations attached to domestic violence, and others.

- Domestic Violence Tip Cards translated and printed in 4 more languages (English/Spanish complete) and distributed to the underserved DV population
- brain Injury Awareness Posters and Brochures translated, printed, and distributed in 6 languages

Online Resource Library Update

Our resources are one of our most used assets. Resources in the Resource Library are being changed from pdfs to website pages so the accessibility key can be used on them. This is a large undertaking and the process will take months, outcome will be that all community resources will be translated into any language offered on the site to serve underserved populations; the pdfs could not be translated online. The other accessibility features offered by the Accessibility Key will also be available to use on the resources.

Boosted FB Post

Domestic violence & brain injury – 75% abusers have TBI, link to more info on DV

Facebook/Instagram Ads

Set up to reach those who do not follow our social media, may not be aware of us, and would benefit from our resources and services.

- Three ads ran with targeting set in Virginia to create awareness and invite to webinars
 - Total reach: 21,127
 - Total views: 27,268
 - Total link clicks to website for more information/registration link for webinar: 2

Grants Administrator's Report – Victoria Kercado

- Wrapping up training in Salesforce, have learned a lot about how to make Salesforce customizable for the organization.
- Working closely with Nabila Noori, BIAV's new Office Administrator/Events Coordinator on how to use Salesforce. Continue to train as needed.
- Working with Kathy and Liz on BIAV's memberships and have successfully come up with a process that keeps clean data and has been increasing memberships for BIAV.
- Continue to meet with RCG on the monthly basis about grants. Brandon has been extremely helpful in helping me understand the process and I hope to continue to learn from him.
- Continue to use Salesforce for storing accurate data/ information from BIAV's events like Golf. These lists will be helpful year after year to be sure BIAV continues to target attendees for these events.
- Continue to work closely with the I&R team to be sure I&R data is being correctly inputted into Salesforce. I continue to do monthly audits as well as training in meetings as needed.

Feedback from I&R survey last quarter:

A **person with brain injury** said "I think Julia Stankova is excellent in the manner in which she assist and provides with information as well as follows up. I have had a few conversations with Julia on my personal comorbidities and found the BIAV through her to be very supportive."

"Wow! Julia was so lovely and helpful. I've had a very bad TBI and struggle with a lot. So much patience. So sweet. Followed through. We need more people like her in the world. <3"

A **caregiver** said "Thank you for all of your assistance along the way."

"Desperately seeking neuropathy assessment for my husband and you were instrumental in finding a nearby resource. THANKS!!!"

Looking Ahead – Next Quarter

- Finish Salesforce training by end of March 2025.
- Use Salesforce Trailhead more, this online learning platform has a lot of useful information that I think can help me learn more processes in Salesforce.

- Goal is to learn more about Formstack, Flow Builder, and storage of data in Salesforce.
- As new processes come in place, I plan to train more staff on how to use Salesforce as well as continue to collect data from BIAV events in Salesforce.