

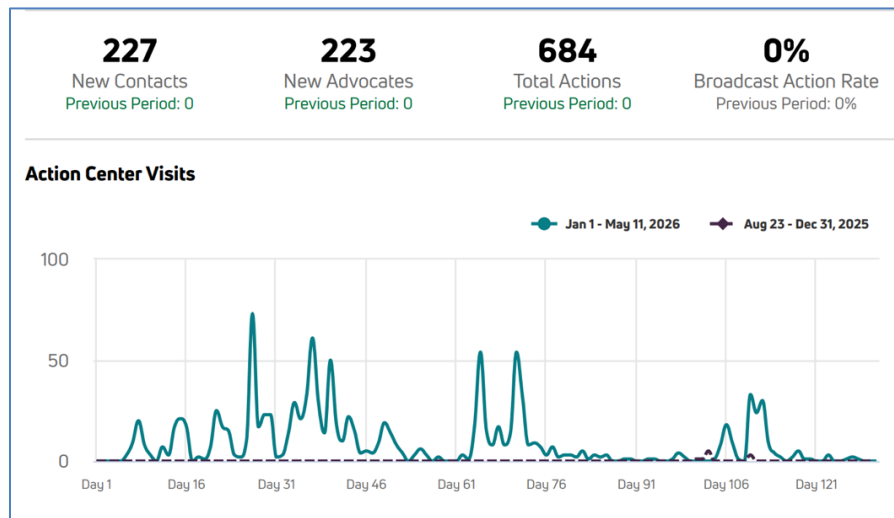
**BIAV Board of Directors
Meeting
May 22, 2026, 1:00pm****Next Board Meeting:** August 15, 2026 – 9:30am**Organizational Reports****Executive Director's Report – Dan Reeves****Key Q3 Wins**

- Making Headway Conference
 - 82 attendees
 - Net profit: \$3,293.16
- Information/Requests & Referrals
 - 75% increase over Q2, attributed to the engagement campaign
- Advocacy - 5045 Advocacy emails sent

Engagement Campaign Update: This project with RedOrange Studio is proving to be very effective. First, we are putting brain injury and its system of care in front of new populations. Over 2500 unique people have clicked on our ads to learn more. Our information and referral contacts are up significantly as a result, which is a primary goal. Up next for this campaign is to provide engagement to professionals working in brain injury adjacent areas, to offer and encourage the use of BIAV's educational offerings. This has the dual goal of increasing awareness/better outcomes, and to increase our income through the purchase of these courses.

Legislative Update: BIAV led advocacy efforts on behalf of the brain injury care network. Our annual Awareness Day was a success with many advocates coming from across the state. Also, as mentioned in our last meeting, the newly implemented advocacy platform allowed advocates the opportunity to share their stories and encourage their legislators to keep brain injury as a state priority.

Campaign Name ▼	Status ▼	Messages ▼
Brain Injury Workforce Retention and Strengthen Support for Conferees	• Active	1,240
Brain Injury Services Workforce Retention	• Inactive	1,285
A Commonsense Fix to Ensure Cognitive Therapy Coverage for Brain Injury	• Inactive	270
Brain Injury Data Modernization	• Inactive	1,042
Strengthen and Expand Brain Injury Safety Net Services	• Inactive	1,208



Along with our partners in the Virginia Alliance of Service Providers (VABISP), all members of the General Assembly's key finance committees were visited and presented with our legislative budget priorities: workforce retention, expansion of services, and data modernization. These priorities were well received and saw the chambers include the workforce retention and expansion budget amendments, one in each chamber. There has been a delay in the final resolution of these amendments as the chambers are not in agreement on the total dollar figure of the state budget. No additional meetings are scheduled after the special session, called by Gov. Spanberger, failed to resolve the issue. The state needs a final working budget by July 1, 2026. The result is that BIAV has created a provisional draft budget that does not assume any additional funds, simply because we have no way of knowing the end result. If the state budget includes additional funding, we will submit a revised budget for approval.

Looking Ahead

Strategy: The staff is developing a 3-year strategy/planning document for presentation at the August Board meeting. This will include typical items that are included in our grant deliverables and also point BIAV in the direction of key growth areas. Our development strategy will be a derivative of this overarching strategy.

BIAV Development Committee Board Report 11/08/25 - Anne Gilson

Development Committee Meeting: March 23, 2026

In attendance: Joseph Cantor, Dan Reeves, Maria Ochoa, Susan Wirt, David Stanley, Anne Gilson
Discussions on the Data Base status; strategy, how to build a pipeline of prospects, grants and Headway conference.

Minutes available to any/all who wish to review details.

Strategy Discussion April 23, 2026:

Anne has requested a written Strategy document. Dan provided a written overview of actions and activities conducted over the last several months as well as tasks for the next quarter.

Outcomes:

1. Dan will consider suggestions for Strategy Development
2. Victoria sent a donor list to Anne for distribution to Dev Comm members
 - a. Anne reached out to each committee member, drafted a script for use and sent the assigned names to the committee
3. Dan would like the Board to consider adding a Development Director
 - a. Discussion on various “models” to fill the role

Development Director Options

Anne created a list of people/contacts to explore options to fill a Development role at BIAV.

Three base considerations:

- Hire a full-time person – this is a challenge based on skills needs vs funding – we may not be able to pay for the skills we need
- Contract a strategist: Anne contacted one, potential local consultant (Suzanne Hogg) – this would be an option to define the strategy, not do the work
- Fractional – employ or contract a part time person/organization to support BIAV development

Treasurer’s Report to the Board – Daniel Klyce

FY26-Q3 Financial Position

Assets as of March 31, 2026

- Total Operating: \$199,570.94
- Total Investment: \$296,237.87
- Total Assets: \$794,286.67 which is \$160,099.92 more (25%) than this period last year

Income (Year-to-Date)

- Finished Q3 with net operating revenue of (\$13,447.27), which is 64.6% of budget
- Total income (year-to-date) is \$820,053.68 which is 99.1% compared to budget
 - Total restricted income (grants/contracts) is \$679,277.63, which is 98.5% of budget
 - Total unrestricted revenue is \$131,210.77, which is 97.2% compared to budget:

	Actual \$ (% Budget)			
Unrestricted Revenue	FY26-Q1	FY26-Q2	FY26-Q3	FY26-Q4
Donations	\$8,580 (86%)	\$32,264 (161%)	\$37,543 (125%)	-
Sponsorships/Exhibits	\$27,183 (136%)	\$54,408 (121%)	\$60,408 (98%)	-
Event Registration	\$10,599 (132%)	\$12,506 (78%)	\$15,300 (96%)	-
Membership Dues	\$11,635 (289%)	\$12,4500 (154%)	\$12,585 (104%)	-

Total	\$61,698 (131%)	\$116,753 (118%)	\$131,211 (97%)	-
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Expenses (Year-to-Date)

- Total expenditures (year-to-date) is \$833,500.95 which is 98.17% compared to budget:

Expenses	Actual \$ (% Budget)			
	FY26-Q1	FY26-Q2	FY26-Q3	FY26-Q4
Salaries	\$133,022 (95%)	\$280,114 (99%)	\$430,945 (102%)	-
Benefits	\$15,379 (77%)	\$32,055 (80%)	\$49,239 (82%)	-
Organizational Expenses	\$5,480 (109%)	\$11,295 (117%)	\$13,952 (97%)	-
Professional Fees	\$33,654 (67%)	\$56,945 (66%)	\$92,096 (76%)	-
Travel	\$92 (4%)	\$6,727 (125%)	\$8,128 (107%)	-
Total	\$241,015 (84%)	\$499,184 (87%)	\$833,501 (98%)	-

Notes

- Despite reclassification of \$86K from FY25, only down \$13K going into FY26-Q4; note that Camp Bruce McCoy is a Q4 expense
- Notable variances in YTD budget
 - Income
 - Major donations (>\$250): \$33K (148%)
 - Sponsors/Exhibits (Golf): \$23K (158%)
 - Dividends and Interest Income: \$7K (187%)
 - Expenses
 - Equipment/Leases/Maintenance: \$3.5K (41%)
 - Telecommunications – Software: \$10K (26%)
 - Dues/Subscriptions: \$8K (44%)
 - Public Relations/Marketing – Development: \$86.6K (1,154%)

Respectfully submitted to the Board of Directors,



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

Nominating Committee Report – Brittanie Vogen

Summary of our meeting from Wednesday, April 29th:

Meeting Overview

- Reviewed Bylaws, Job Descriptions, and Duties.
- Discussed the Mentor Program.
- A vote will be held at the May Board Meeting for three nominees: Tonya Young, Dr. Jose Posas, and Dr. Timothy Van Meter. If approved, the Board count will increase from 14 to 17 members.
- Tonya Young will be invited to join the upcoming camp session from 10:30 a.m. through lunch.
- Identified a gap in advocacy support and a need to determine how interested Board members can assist moving forward.

Action Items

- Identify potential nominees with advocacy experience.
- Continue the mentorship program and assign mentors for new members upon approval.
- Dan and the BIAV team will update the Board of Directors Job Description policy to include a \$500 financial gift requirement and expanded service options.
- Brittanie will consult with Dan regarding the formation of an advocacy committee, noting this would require a Bylaw change.
- Brittanie will update the Board Matrix.
- Brittanie will contact the nominees and extend the camp invitation to Tonya Young.

Upcoming Meetings

- Wednesday, July 29, 8:00 a.m. – 9:00 a.m.
- Wednesday, October 21, 8:00 a.m. – 9:00 a.m.

Program Director's Report – Megan Ingram**3rd Quarter Update:**

- Worked collaboratively with Development Team to create two SYBUNT emails. First email sent out on 3/10 focused on Camp. Also helped create and implement Camp donation email signature.
- I&R: Information and referral calls increased throughout the Q3 - when comparing data from Q2, our information and referral calls increased by 75%. When comparing data from FY25 Q3 to FY26 Q3, our information and referral calls increased by 14%.
- Making Headway - while attendance remained stable and strong, the financial efficiency and net impact of the conference grew (158% increase in net profit)
- Total # served: 82
- 5 BIDS scholarships used

THE VOICE OF BRAIN INJURY

- 6 Sponsors (\$2750 in sponsorship income)
- Total expenditures: \$2500.09
- Total income: \$5,793.25
- Net profit: \$3,293.16
- Continue to prioritize community-based outreach to ensure our mission remains visible - media spotlight on WNRN's 'Hear Together', broadening our reach to listeners statewide.
<https://wnrn.org/profile-brain-injury-association-of-virginia/>
- VCU/CNI Grant partnership continues to move forward where we are assisting their research on addressing discrimination in access to care to achieve equitable health outcomes for individuals with traumatic brain injury. Virtual and in-person focus group interviews continued in Q3 and have been going very well. Megan continues to assist with distribution of participant gift cards via Tango. Moving forward Julia and Megan will begin facilitating 2 focus groups a month.
- Continued year 6 partnership with VDH focusing on screening the domestic violence population for brain injury and building the skills of professionals working in the field to intervene with brain injury supports. A key highlight of this quarter has been the training and onboarding of new part-time staff Jessica Bell. Jessica has taken initiative in her first few months, not only strengthening ties with our current project partners but also actively pursuing new avenues for program growth and impact.
- Megan, Amy and Amanda continued working collaboratively to create monthly e-newsletter.
- Continuing to build relationship with new DARS Director Amy Loving – meeting with Amy monthly.

Looking Ahead – Next Quarter

- Helping with RFP
- Assist Amy with Camp
- Support I&R team during continued implementation of RO campaign

Education & Engagement Director's Report – Amy Smith**Status Update – FY26 Q3**

- Online Courses: 1 purchase of "Virginia Brain Injury Professional Certificate Course", 1 purchase of online course "Behavior Supports Course", and 1 purchase of "About Brain Injury: Bridging the Gap Between Brain Injury and Homelessness Course" for a \$315.27 payout in Q3
- Education: Amy spoke at Virginia Therapeutic Riding Association Conference reaching 42 attendees with information about Brain Injury Basics and Brain Injury Resources around Virginia
- Speakers Bureau: Survivor panel at Making Headway Conference - Kenslea Crowley, Tim Klabunde, and Anne Gilson
- Public Awareness: Amanda & Amy exhibited at Friendship Circle Disability Expo with over 450 attendees, and at Sportable Adaptive Sports Fair with over 600 attendees.
- Continued year 6 of Screen & Intervene Brain Injury Screening Project (in collaboration with VDH). In Q3:

THE VOICE OF BRAIN INJURY

- BIAV hired new part-time staff member Jessica Bell to coordinate project
- Staff at partnered agencies completed BIAV online training course “Brain Injury and Domestic Violence”
- Partnered organizations reported 82 HITS brain injury screenings to VDH
- State funded BI programs completed IPV screenings with clients
- 64 referrals received from Sheltering Arms Institute on Unite Us, 22 referrals contacted
- Began BIAV’s Camp Bruce McCoy Planning Process, 70 campers scheduled to attend
 - VCU OTD Students Iliza Guinoo and Gaby Domster both completed 560 hour doctoral capstone projects with BIAV
- We continued our outreach project with Red Orange Studios this quarter after launching the full outreach campaign on December 21, 2025. So far, our Meta campaigns have reached over 40k users and generated over 115K impressions. We have already seen that our outreach efforts are resulting in increased I&R contacts, and engagement metrics confirm that audience targeting and messaging are resonating well. For Brain Injury Awareness Month in March, we shifted the campaign messaging to highlight brain injury awareness. In both versions of the campaign, our ads targeting caregivers have the most impressions. There were a few small hiccups with conversion tracking this quarter but they were resolved. Grant reporting and tracking dashboards are up and running. Overall, campaign performance continues to show positive momentum, with Meta driving the majority of conversions and early signs of increased Google Ads spend.
- Completed first CBIS Preparation Course with Richmond Public Schools at Children’s Hospital of Richmond during January-March 2026, 9 attendees from RPS, 2 BIAV Capstone students attended, 1 BIAV staff attended, and 3 BIAV staff provided training.
 - Profit of \$2,500
 - Also have some interest in training from several OT programs at universities, looking for additional opportunities
- **FY25 to FY26 Comparison:** FY25 @ Q3 \$3,103.54 profit from courses, FY26 @ Q3 \$5119.90 profit from courses: **65% Increase**

Looking Ahead – Next Quarter

- Spring Wellness Series: hosted 3 events, Adapted Sports with Sportable, Art Therapy with Richmond Creative Counseling, and Gelati Celesti Spirit Night, 44 total served
- Amanda engaged Lawrie Molle as a speaker’s bureau members to speak at Longwood University during April
- Amy speaking for VCU Trauma Center Injury prevention team and Frederick County DSS
- BIAV’s Camp Bruce McCoy planning process continues, Camp will be held March 17-23 in Chesapeake VA
- Evaluation and updates of existing online courses is ongoing, focusing on getting these ready to sell and marketing them
- Looking for other exhibition, outreach, and presentation/education opportunities

Director of Operations Report – Victoria Kercado**Status Update for Last Quarter**

- Development work– ran reports in Salesforce to collect donation contact lists for a donation email campaign. We were able to reach roughly 400 contacts in this campaign.
- Compared our general donation progress from FY25 to FY26.
- FY25 general donations = \$22,697
- FY26 general donations as of April 2026 = \$33,158
- Successfully completed my InformUSA recertification in February 2026.
- Created a new development process in Salesforce that can help BIAV track leads, contacts, etc. for potential donors and sponsors.
- Submitted a letter to Salisbury Country Club requesting to have Salisbury host our 22nd Annual Charity Golf classic. This request has been approved.
- Created and sent a membership survey to current and previous BIAV members to see what member benefits people are interested in. This data will be useful as we revamp our membership benefits.

Looking Ahead – Next Quarter

- More work on development. Plan to look deeper into our membership packages. Simplifying member benefits and promoting them more. I plan on taking the feedback from the membership survey to the team and discussing what benefits people like the most.
- Work on updating BIAV's policy and procedure manual with the operations team.
- Continue working closely with Brandon at Trustward about grants, budget, financials, etc.
- Starting the planning process for our 22nd Annual Charity Golf Classic. Working on creating a sponsor menu and reaching out to previous sponsors of this event. A "save the date" post will be added to our next newsletter.