BRAIN INJURY ASSOCIATION OF VIRGINIA

5516 Falmouth Street, Suite 301, Richmond, VA 23230
Phone: 804.355.5748 Toll Free: 800.444.6443
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BIAV Board of Directors Meeting
November 7, 2026, 9:30am

Next Board Meeting: February 6, 2027 (tent.)

Organizational Reports

Executive Director's Report – Dan Reeves

The first quarter of FY2027 strengthened BIAV's financial footing and its capacity to raise money. We secured a new round of state funding, completed a DARS audit with positive feedback, and brought on our first professional fundraising support. Our outreach work also drew attention beyond Virginia as a model other states may adopt.

State funding and compliance
On September 30, BIAV signed a new round of funding from the Department for Aging and Rehabilitative Services (DARS). The contract provides $57,000 for workforce retention and $77,000 for expansion, and we expect about $19,000 more in the coming weeks. Because the contract runs through the fiscal year, we have three quarters to put these funds to work, and a spending plan is already in place.

DARS also completed its in-person audit of BIAV on September 22–23. Auditors gave positive feedback, a credit to staff and to Brandon Miles, our accounting partner, who prepared our records.

Fundraising and development
This quarter BIAV added professional fundraising capacity for the first time. Mike Greer, a fractional fundraiser with The More Than Giving Co., began on July 1. He built a 205-company sponsorship pipeline across Virginia and wrote our year-end giving plan, giving staff tools we will use well beyond this year. Our 22nd Annual Golf Tournament on October 12 raised $36,970 gross and $19,011 net for Camp Bruce McCoy. We also made it easier to support BIAV through membership and set the stage for year-end giving:

- **Membership:** the membership page now offers two simple tiers, business ($250) and individual or professional ($50).
- **Year-end campaign:** our appeal, "A Place to Turn," launches before Thanksgiving, with messages tailored to current, lapsed and new donors.

Outreach and advocacy
BIAV's engagement campaign with RedOrange Studio continues to connect more Virginians living with brain injury to the system of care. The campaign was renewed this quarter and is now featured as a case study on RedOrange's website. We are packaging it so other Brain Injury Association of America affiliates can adopt it, which could also build national data on brain injury. Our good work may help others do good work. RedOrange will donate to BIAV for each new association that participates in expanding these efforts to other states.

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We also raised BIAV's profile and advanced policy priorities with our partners:

- **Visibility:** Julia Stankova was featured on a Sports Backers podcast and attended the NASHA conference. Staff did a TV interview in August and attended survivor reunions and community events. Dan shared about the Charity Golf Classic and Camp Bruce McCoy on NBC12 in August.
- **Advocacy:** BIAV hosted the July 30 legislative retreat with our VABISP partners. Together we recommended to the DARS Commissioner how to distribute $167,062 in remaining state funds. We also began drafting our legislative priorities for 2027 General Assembly Session with a focus on housing related policies, and increased funding for brain injury services.

Staffing
We finalized new job descriptions for Jessica Bell and Amanda Ciejek in September, aligning their roles with the work ahead. Jessica has moved into a full-time coordinator roll to continue her work on the DV program, and to assist the growing demand for Information and Referral services. Amanda was promoted to Engagement and Marketing Manager which recognizes her leadership in these efforts and the need to support and expand our work.

Priorities for the second quarter
Our focus from October through December is to put new resources to work and grow our base of individual donors.

- **Put the new DARS funds to work:** cover staff health premiums, redesign our website, expand outreach advertising.
- **Run the year-end campaign:** launch "A Place to Turn" before Thanksgiving and follow up with donors through December.

<u>Development Report – Dan Reeves</u>

In four months as BIAV's part-time fractional fundraiser, Mike Greer has built the prospect research and sponsorship materials BIAV, led golf sponsorship outreach, and written the year-end campaign plan.

- **Built a 205-company sponsorship pipeline** across four Virginia regions, plus a sales toolkit, a corporate case for support, and a rewritten golf sponsorship packet.
- **Led golf sponsorship outreach in August and September.** Sponsorships reached $20,760, slightly above 2025's $20,680; the tournament netted $19,011, down 5.7% as course costs rose.
- **Wrote the year-end giving plan** (theme: "A Place to Turn") and now manages its strategy, segmentation and copy.
- **Mapped new individual prospects:** donor-advised and family funds at two local foundations, and Sheltering Arms donors of $1,000+ since 2022.

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Golf tournament sponsorship

The October 12 tournament netted $19,011, down $1,153 (5.7%) from 2025, because course costs rose faster than revenue. Sponsorships, Mike's focus, edged past last year to $20,760 but fell short of the $30,000 stretch goal. Golf proceeds fund Camp Bruce McCoy, which frees restricted grants for operations.

- **Progress:** commitments stood at about $16,000 on August 20 and reached $20,760 by the event, so roughly $4,760 came in during the final seven weeks of outreach.
- **Response:** law firms and other prospects responded well; Mike followed up persistently and asked for referrals when prospects declined.
- **Coordination:** he worked with Victoria to avoid duplicating past sponsors and to build a targeted offer for one lapsed sponsor.
- **For next year:** he recommends round sponsor levels tied to concrete camp costs (for example, one camper, a day of meals, or the activity package), and a golf committee to share company connections, and beginning sponsor recruitment in January of 2027 to align with outside organizations' budget timelines.

2025 vs. 2026 tournament results

Line item	2025	2026	Change
Sponsors	$20,680.00	$20,760.00	+$80.00 (+0.4%)
Teams / players	$11,700.00	$11,025.00	−$675.00 (−5.8%)
Raffle	$1,775.00	$1,825.00	+$50.00 (+2.8%)
Mulligans	$2,720.00	$2,860.00	+$140.00 (+5.1%)
Donations	$0.00	$500.00	+$500.00
Gross revenue	**$36,875.00**	**$36,970.00**	**+$95.00 (+0.3%)**
Salisbury CC	$15,577.20	$16,747.80	+$1,170.60 (+7.5%)
Trophies	$936.00	$1,040.00	+$104.00 (+11.1%)
Signs	$0.00	$170.98	+$170.98
Hole-in-one insurance	$180.00	$0.00	−$180.00
Misc. supplies	$17.97	$0.00	−$17.97
Gross expenses	**$16,711.17**	**$17,958.78**	**+$1,247.61 (+7.5%)**
Net	**$20,163.83**	**$19,011.22**	**−$1,152.61 (−5.7%)**

Revenue held flat at about $37,000 for a second year. The $1,171 increase in the Salisbury Country Club bill alone explains nearly all of the drop in net. Team and player fees fell $675 (12 paid teams and one individual in 2026), offset by small gains in raffle, mulligans and a new $500 in donations.

Year-end campaign: "A Place to Turn"

Mike delivered the year-end giving plan on September 29, and staff adopted it with the theme "A Place to Turn" on October 6. He now owns campaign strategy, donor segmentation, fundraising copy and prospect recommendations.

- Last year's appeal sent the same three emails to lapsed, current and potential donors; this year's messages will differ by audience (current, lapsed, new donors, support group members).
- Amanda gathers program stories for the copy; Victoria loads new contacts into Constant Contact.

Individual donor prospecting

BIAV does not yet have a stable base of annual individual donors, so Mike's fall work focuses on finding new connections. The research is done; the gap now is personal introductions.

- **Donor-advised and family funds:** he identified funds at the Richmond Community Foundation and the Jewish Community Foundation that fit BIAV's mission, found the fund holders, and checked each against board relationships.
- **Sheltering Arms donors:** he pulled every annual donor of $1,000+ since 2022. Next he will screen them for mission fit and sort them into personal versus email outreach.
- **Major-gift prospects:** in July he profiled two board and gift prospects named by Dan and wrote cultivation plans for each.

Mike's assessment: without a warm connection, these prospects will convert at a low rate. An introduction, a short note, or even background on the person makes a real difference.

Hours and budget

Within the current budget, Mike's hours drop from about 30 to 20 a month after October. Mike says 20 hours can sustain prospecting and outreach, and he will carry over 5–8 unused hours, giving about 25 in November.

- He bills only for time worked and tracks it with a timer; he has absorbed overrun hours himself.
- An August donation already extended the engagement beyond its original budget.
- In August, Dan judged Mike's effectiveness better than most full-time development directors he has worked with.

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Treasurer's Report to the Board – Daniel Klyce

FY27-Q1 Financial Position (July 1, 2026 – September 30, 2026)

Financial position

As of September 30, 2026, total assets were $764,445, compared with $854,155 at September 30, 2025, a decrease of approximately 10.5%. The year-over-year decrease is primarily attributable to the timing of grant receivables, changes in investment market values, and fluctuations in restricted program funds. Operating assets totaled $189,165, while investment assets held through RVA Wealth Management totaled $293,337. Total liabilities were $236,366, resulting in net assets of $528,079.

Income (year-to-date)

Year-to-date revenue through the first quarter totaled $313,638, representing 91.0% of budget. Restricted revenue of $256,683 was 92.7% of budget, reflecting the timing of grant reimbursements and receipts. Unrestricted revenue totaled $56,943, or 90.1% of budget.

The largest unrestricted revenue sources through September 30 were (actual $, % of budget):

Unrestricted revenue	FY27-Q1	FY27-Q2	FY27-Q3	FY27-Q4
Donations	$22,943 (122%)	–	–	–
Sponsorships/Exhibits	$23,830 (79%)	–	–	–
Event Registration	$9,965 (126%)	–	–	–
Membership Dues	$180 (5%)	–	–	–
Total	**$56,943 (90%)**	**–**	**–**	**–**

Overall operating revenue exceeded budget expectations in donations and event registrations, while sponsorship revenue and membership dues trailed budget projections.

Expenses (year-to-date)

Year-to-date expenditures totaled $286,621, or 89.2% of budget. Personnel costs, including salaries, benefits, and payroll taxes, were generally below budgeted levels. Several administrative and operating expense categories also remained below projected levels through the first quarter.

Major expense categories included (actual $, % of budget):

Expenses	FY27-Q1	FY27-Q2	FY27-Q3	FY27-Q4
Salaries	$150,912 (93%)	–	–	–
Benefits	$16,889 (90%)	–	–	–

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Expenses	FY27-Q1	FY27-Q2	FY27-Q3	FY27-Q4
Payroll Taxes	$12,087 (83%)	–	–	–
Office Rent	$14,542 (99%)	–	–	–
Telecommunications	$10,395 (47%)	–	–	–
Professional Fees	$51,631 (110%)	–	–	–
Marketing & Promotion	$14,924 (87%)	–	–	–
Total	**$286,621 (89%)**	**–**	**–**	**–**

Net revenue and variances

The Association reported net operating revenue of $27,017, compared with a budgeted surplus of $23,075. After recognizing investment activity, including unrealized market losses and investment income, total net revenue was $19,569, or 84.8% of the budgeted surplus.

Notable variances include:

- Donations exceeded budget by approximately 22%, reflecting strong donor support early in the fiscal year.
- Event registration revenue exceeded budget by 26%, largely attributable to strong participation in golf-related events.
- Membership dues revenue reflects the timing of annual membership renewals and will continue to be monitored as additional renewals are processed throughout the fiscal year.
- Telecommunications/software expenses remained substantially below budget, reflecting the timing of annual software subscriptions and related expenditures.
- Professional fees exceeded budget primarily due to consulting and accounting-related expenses incurred during the quarter.

Summary

Overall, BIAV remains in a stable financial position through the first quarter of FY27. Revenue and expenditures are generally tracking close to budget, and BIAV generated a modest operating surplus during the quarter. Organization staff will continue to monitor membership revenue, sponsorship activity, and professional fee expenditures as the fiscal year progresses.

Respectfully submitted to the Board of Directors,

Daniel W. Klyce, PhD, ABPP

Treasurer, Brain Injury Association of Virginia

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Program Director's Report – Megan Ingram

1st Quarter Update:

- I&R: Information and Referral (I&R) requests held steady in the first quarter, with 235 requests in Q1 FY27 compared to 236 in Q1 FY26, demonstrating sustained performance following a strong prior year of growth.
- To better support our community, we developed one new resource to add to our resource directory in Q1: Financial Resources Part 2.
- Professional Development - Julia attended NASHIA's 2026 State of the States in Brain Injury Conference.
- Public Awareness: Featured media highlights this quarter included a live television appearance by Dan on 12 On Your Side and a podcast interview with Julia on Sports Backers' *On the Move with Nan and Kam.*
- 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 Q1 and have been going very well. Megan continues to assist with distribution of participant gift cards via Tango. Working with team on project dissemination strategies.
- Concluded 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 Q1 was our two regional meetups that were well attended. New budget and work plan submitted to VDH and awaiting new contract for year 7 of the project.
- Megan, Amy and Amanda continued working collaboratively to create monthly e-newsletter and new board highlight email.
- Partnered with Victoria to gather and submit all requested documentation prior to the September DARS audit, ensuring full preparation and active support for the two-day review process.
- The RABA Heart of Virginia Bike Festival on September 19 was a major success, drawing over 400 cyclists (an increase over last year's attendance) with BIAV staff and volunteers decorating and staffing rest stops to cheer on riders.

Looking Ahead – Next Quarter

- Wellness series begins in October
- Support I&R team and Jessica as she transitions to full time and begins I&R training.
- Begin planning of Making Headway Conference – recruitment of speakers, sponsors and creating agenda.

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Education & Engagement Director's Report – Amy Smith

Q1 Summary

Education & Professional Development

- **Brain Injury Training for Professionals:** Delivered training sessions to **167 total participants** across key community and clinical sectors:
  - *Law Enforcement & First Responders:* Conducted in-person Crisis Intervention Team (CIT) training for **14 attendees** at Crossroads Community Services Board.
  - *Clinical & Healthcare Partners:* Delivered clinical in-service training to **15 attendees** at Sheltering Arms Institute (SAI) Bon Air outpatient facility and **126 staff members** at The Virginia Home.
  - *Community Violence Prevention:* Presented "Brain Injury 101 & Resources" to **12 members** of the VCU Injury and Violence Prevention Team.
- **Community Webinars & Online Learning:**
  - Hosted a public benefits webinar presented by Elizabeth Horn (Disability Benefits Guidance) for survivors and families, engaging **30 live attendees** and generating **18 website recording views**.
  - Processed 1 purchase of the self-paced online course, *"Navigating After a Brain Injury."*
- **Staff Credentials:** Amy successfully recertified as a Certified Brain Injury Specialist Trainer (CBIST) through the Academy of Certified Brain Injury Specialists (ACBIS).

Community Engagement & Marketing

- **Red Orange Studio Digital Marketing Campaign Performance:** Meta served as the primary lead generation engine by driving **150 total conversions**, while Google Search delivered exceptional lead quality with peak conversion rates reaching **19.35%**. Early-quarter cost efficiency prompted late-quarter optimizations, including a 30-day frequency cap on Meta to reduce ad fatigue and broaden reach. Website engagement remained robust, ending the quarter with a **44.7% engagement rate** and an improved **32.7% form completion rate**.
- **BIAV Organic Social Media Performance:** 16,619 total views on content and account page, 119 new followers, 2,827 accounts that viewed content at least once, 9.8K views on posts across Instagram and Facebook, 990 views on reels across Instagram and Facebook, and 578 views on stories.
- **Community Outreach & Tabling:** Represented BIAV at key outreach events, connecting with **222 attendees** across the SAI Stroke & Brain Injury Survivor Reunion (122 attendees) and the Military & Veterans Awareness Day Expo (100 attendees).
- **Unite Us Referral Network:** Received **53 client referrals** from Sheltering Arms Institute via Unite Us, with BIAV staff successfully contacting **130 total referrals** across the platform during the period.

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Virginia Department of Health (VDH) Partnership

- **Screen & Intervene Project:** Successfully concluded Year 6 of the Brain Injury Screening Project in collaboration with VDH and transitioned into Year 7 (effective October 1), aiming to onboard **8 new screening partner agencies**.
- **Regional Partner Engagement:** Convened two regional project meetups—an in-person gathering in Roanoke (**12 attendees representing 5 organizations**) and a virtual meeting for Eastern region partners (**13 attendees representing 6 organizations**).
- **Screening & Training:**
    - Partner agency staff completed BIAV's specialized online course, *"Brain Injury and Domestic Violence."*
    - Partner organizations reported **46 HITS brain injury screenings** to VDH.
    - State-funded brain injury programs completed **50 Intimate Partner Violence (IPV) screenings** with clients.

Looking Ahead – Next Quarter

- **Fall Wellness Series (October):** Hosting a three-part virtual wellness series for survivors and caregivers, featuring *Bingo & Games* (Oct 16) and *Yoga & Mindful Movement* (Oct 23) in partnership with Sheltering Arms, followed by *Sound Therapy* with Realign Your Mind Counseling (Oct 26).
- **Brain Injury & Domestic Violence ECHO Series (October):** Launching a 5-part expert virtual webinar series in observance of Domestic Violence Awareness Month, with **62 attendees to date**.
- **Community Advocacy & Events:**
    - Featured Speakers Bureau member Tim Klabunde as guest speaker at the annual BIAV Golf Tournament.
    - Scheduled exhibition outreach at the Friendship Circle Disability Expo (January 2027).
- **Other Upcoming:**
    - Amanda is currently pursuing her Certified Brain Injury Specialist (CBIS) designation.
    - Developing a CBIS Exam Preparation Package to offer directly through the BIAV website.
    - BIAV has secured a VCU Occupational Therapy Doctorate (OTD) student placement for Spring 2027 to assist with summer camp planning.
    - Continuing programmatic evaluation and content expansion across BIAV's suite of online courses, alongside proactive outreach for new presentation and partnership opportunities.

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Director of Operations Report – Victoria Kercado

Status Update for Last Quarter

- Celebrated 4 years with BIAV!
- Development- BIAV's membership has been revamped and updated on our website. Our goal is by simplifying our options for membership, it can bring in more business members as well as individual members.
- Operations- The operations team finished reviewing BIAV's P&P Manual. Only a few adjustments are needed to finalize the new P&P Manual. We also began our financial audit with Clarkson David as well as DARS.
- Events– RABA (September) went smoothly and we were able to provide more assistance to Kim for this event by storing rest-stop food/items at our office. We gathered plenty of volunteers, rest-stops were staffed with more than enough volunteers. Kim continues to be happy with our partnership.

Looking Ahead – Next Quarter

- Development- Work with the team as well as Mike Greer for our annual appeal as well as other development work like prepping for annual renewals.
- Operations- Audit– hope to finalize both audits with little recommendations. Finalize and get our P&P Manual submitted for review by the board.
- Events- Create a golf debrief document that lists things we can do to improve for golf 2027. Our event went well but we would like to see more sponsorships and increased purchases of raffle/ mulligans next year.

Feedback from I&R survey last quarter

Feedback from people with brain injuries:

A professional said "I reached out to BIAV and the response was excellent. Amanda Ciejek, Community Outreach Coordinator, responded to me within minutes with an array of resources. Amanda did an outstanding job. Thank you."