



Brain Injury Alliance

Brain Injury Alliance Strategic Plan

2025 - 2027



Executive Summary

The Brain Injury Alliance (BIA) is a province-wide organization in British Columbia that provides funding, advocacy, and coordination for brain injury services. We support brain injury societies who support individuals with acquired brain injuries and their families.

BIA is committed to ensuring sustainable funding, quality reporting, and member support to improve brain injury care across British Columbia.

Our Vision:

That all persons with a brain injury in British Columbia thrive in their community.

Our Mission:

To advocate for the help, healing, lifelong growth and rehabilitation of British Columbians affected by an injury to the brain.

Our Values and Principles: P.A.C.T.

Professional
Accountable
Collaborative
Transparent

Strategic Priorities & Goals (2025-2027)

Priority 1: Strengthen Partnerships & Government Relations

Goal: Strengthen relationships across government and allied organizations

Objectives:

- Identify key officials responsible for brain injury-related health policy.
- Expand relationships to multiple ministries (Health, Social Development, Public Safety, Housing, Education).
- Build partnerships with ICBC, WorkSafeBC, and healthcare providers.
- Engage health critics and opposition parties to secure bipartisan support.
- Secure a Memorandum of Understanding (MOU) with BCBIA to define advocacy and funding roles.

Key Performance Indicators (KPIs):

- Minimum semi annual engagement with relevant ministries annually.
- At least two new formal partnerships established by 2026.
- Engagement with opposition health critics each year.
- Develop a pitch sheet for board members to use.
- Develop a tool kit for member organizations.
- MOU signed with BCBIA in 2025.

Priority 2: Leadership in Funding & Financial Sustainability for Brain Injury Services

Goal: Establish BIA as the primary provincial body for brain injury funding and secure long-term financial stability.

Objectives:

- Expand member models to include support for nascent associations.
- Be the leader in brain injury reporting and strengthen reporting processes to demonstrate service impact while reducing administrative burden.

- Promote the Gur Singh Endowment Fund to attract private donations.
- Develop an awareness campaign showcasing BIA's impact.
- Differentiate BIA from other health organizations by emphasizing its cost-effective, preventative approach.
- Advocate for long-term, stable government funding beyond 3-year cycles, prior to March 31, 2026, when the current contract expires.

Key Performance Indicators (KPIs):

- Reduction in administrative reporting burden while maintaining government compliance and high-impact reporting.
- Feasibility plan created to increase funding for recipients, especially in underserved regions (e.g., Lower Mainland).
- Funding proposal submitted by September 2025 for government review.
- Government funding secured by March 31, 2026.
- Secure at least one corporate AGM/inter-agency conference sponsor.
- Release two annual public impact reports demonstrating BIA's effectiveness.
- Increase media engagement.

Priority 3: Enhancing Membership & Community Support

Goal: Strengthen BIA's support for local brain injury organizations and expand its reach.

Objectives:

- Develop a secondary membership level for organizations offering brain injury support as a secondary service to expand access to training grants and Gur Singh grants.
- Host an inter-agency collaboration meeting alongside our AGM.
- Expand the Gur Singh grant mandate to include appropriate conference support and conference sponsorships for both organizations and brain-injured survivors.

Key Performance Indicators (KPIs):

- Launch associate membership model by 2027.
- Support one provincial conference per year.
- Host September 2025 AGM and inter-agency conference to encourage feedback about funding advocacy, member-to-member support, and provide toolkits and support for grassroots funding advocacy.



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braininjuryalliance.ca