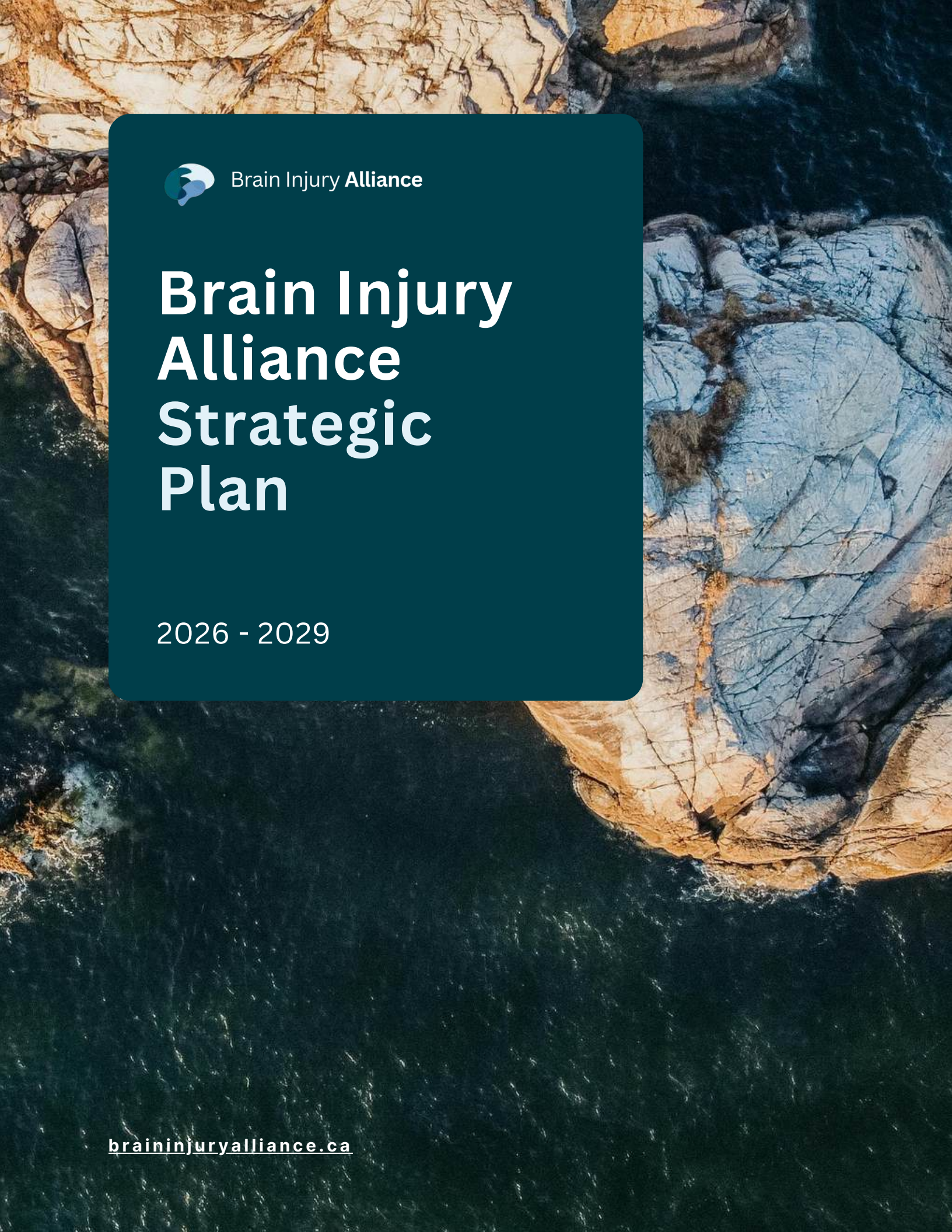


Brain Injury **Alliance**

Brain Injury Alliance Strategic Plan

2026 - 2029

brainingjuryalliance.ca

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:

Advocate for funding and resources to unite and strengthen community brain injury organizations in effectively supporting survivors and their families.

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

Professional
Accountable
Collaborative
Transparent

Strategic Priorities & Goals

Priority 1: Stabilize the System

(Funding, Capacity, Credibility)

Goal 1.1: Secure long-term, stable operating funding through a dedicated Ministry of Health budget line and multi-year agreements.

KPIs:

- Ministry of Health establishes a recurring operating budget line allocation for community-based brain injury services, administered through the Brain Injury Alliance, with multi-year commitments that support growth in demand, provincial coordination, and equitable access across British Columbia.
- Total operating funding increased to $3 million annually.

Goal 1.2: Strengthen the Alliance's credibility as a trusted provincial partner and system leader.

KPIs:

- Media mentions/articles (6 per year).
- Increased invitations to provincial tables, health authority round tables, advisory groups increase.
- Positive stakeholder perception.

Goal 1.3: Develop and implement a coordinated Government Relations strategy to ensure brain injury remains a provincial priority.

KPIs:

- Formal Government Relations Plan implemented.
- Meetings annually with MLAs, Ministers, and staff.
- Brain injury referenced in policy discussions, mandates, or budget language.
- Build relationships with key partners.

Goal 1.4: Strengthen the Alliance's organizational capacity and sustainability.

KPIs:

- Alliance staffing model reviewed and adjusted (if required).
- Charitable status secured.
- Internal operational capacity increased (measured by response times, deliverables met).

Goal 1.5: Diversify funding sources to reduce reliance on a single funder.

KPIs:

- Minimum 2–3 new funding sources secured (e.g., foundations, partnerships).
- Annual funding diversification plan implemented.
- With charitable status, increasing donations including legacy funding.

Priority 2: Strengthen the Network

(Members, Workforce, Coverage)

Goal 2.1: Ensure all member organizations are stable, resourced, and able to meet current and future demand.

KPIs:

- Majority of funding is administered to member organizations with a minimum dedicated to administration.

Goal 2.2: Enhance Executive Director support through tools, training, and peer collaboration.

KPIs:

- Launch member support initiatives annually (e.g., yearly workshop, online database of tools).
- Establishment of a community of practice.
- Member satisfaction with Alliance support.

Goal 2.3: Evolve funding and training supports (e.g., grants) to better align with emerging needs.

KPIs:

- Increase in training grant utilization rate.
- Updated funding streams aligned with:
  - Workforce needs;
  - Emerging service demands.
- Increase member satisfaction with grants.

Goal 2.4: Assess the service needs in underserved regions of British Columbia.

KPIs:
- Identification of priority underserved regions.
- Feasibility assessment completed for Vancouver service gap.

Goal 2.5: Improve operational efficiency and reduce administrative burden.

KPIs:
- Grant/reporting time reduced.
- Standardized templates/tools implemented.
- Member satisfaction with processes.

Priority 3: Brain Injury Awareness

(Awareness, Communications, Advocacy)

Goal 3.1: Increase in awareness of brain injury and its lifelong impacts.

KPIs:
- Government relations communications strategy completed and executed.
- Annual Brain Injury Awareness month awareness campaign(s) delivered.
- Growth in BIA audience (LinkedIn, newsletter/Substack).
- Provide Community Education/Injury Prevention granting stream.

Goal 3.2: Clearly communicate the role and value of community-based brain injury organizations.

KPIs:
- Increased partner and member understanding of Alliance role.
- Consistent messaging adopted across member organizations.

Goal 3.3: Position brain injury as a recognized priority within broader health, social, and economic systems.

KPIs:
- Brain injury included in:
  - Provincial strategies/policies;
  - Cross-sector discussions.
- Number of cross-sector partnerships or initiatives.

Goal 3.4: Advance meaningful reconciliation and inclusive approaches.

KPIs:
- Develop meaningful partnership with the First Nations Health Authority.
- Encourage member associations to work with local First Nations.
- Provide inclusive brain injury support.

Priority 4: Build Together

(Collaboration, Data, Systems, Sector Leadership)

Goal 4.1: Strengthen collaboration across member organizations, partners, and sectors.

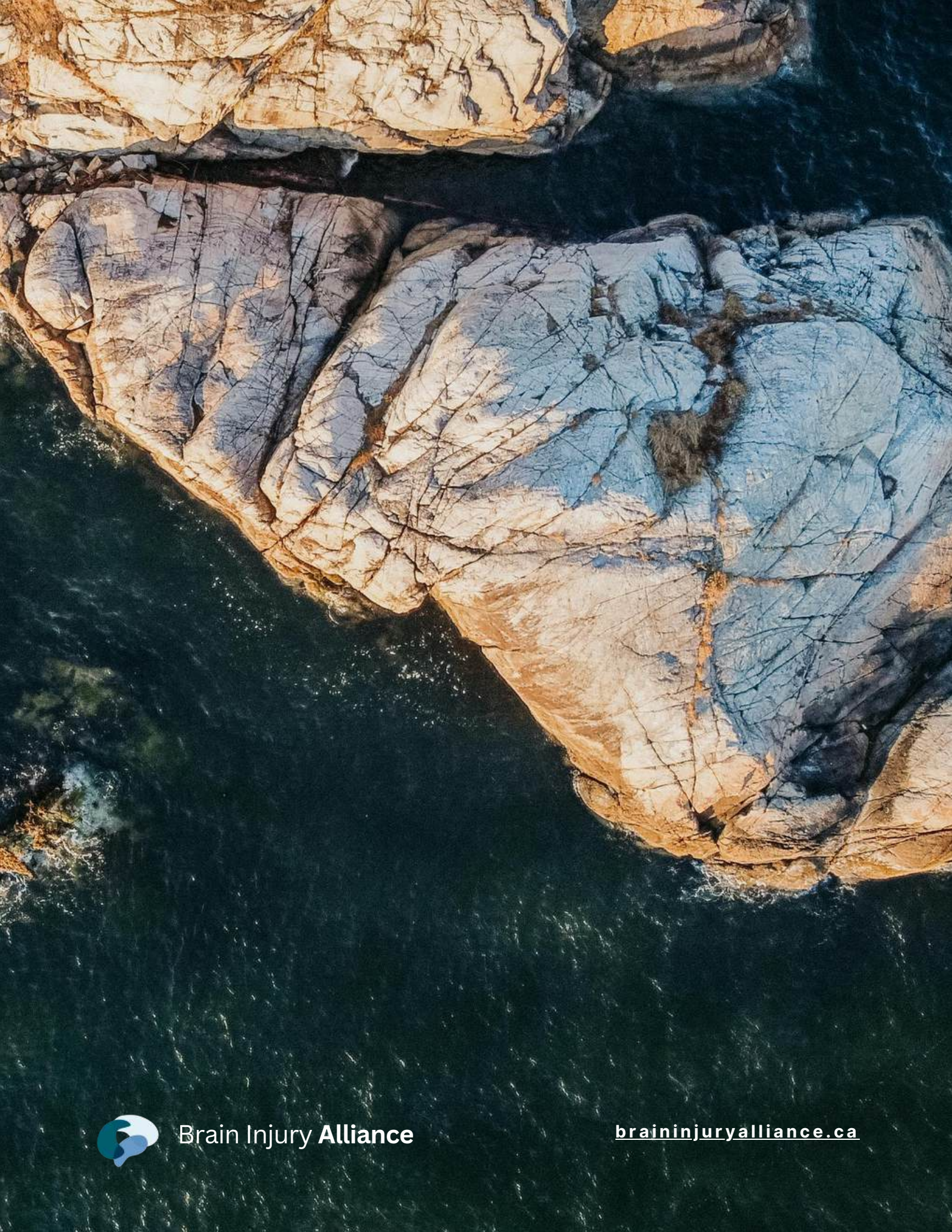
KPIs:
- Increase in inter-agency collaborations.
- Member-reported collaboration satisfaction.
- Joint initiatives launched annually.

Goal 4.2: Establish a standardized provincial data framework to support decision-making, advocacy, and service improvement.

KPIs:
- Advocate for the development of an integrated MHSUBI information systems.

Goal 4.3: Collaborate on opportunities for knowledge sharing and sector development.

KPIs:
- Support and collaborate on provincial gatherings held.
- Community of Practice established and active.
- Provide grant and reporting training/workshops/webinars.
- Collaborate on research surrounding community-based brain injury.



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