

**KEY STRATEGIES**

- Maximize 1M state appropriation to fully implement BIAF’s Care Coordination Programs.
- Promote BIAF’s Care Coordination programs to local trauma facilities and hospitals.
- Create impactful relationships with facilities to ensure a continuum of patient care.
- Leverage BIAF’s Camp TBI as the gold standard in interactive learning communities.
- Develop a strategic fundraising plan to support and promote BIAF’s prevention campaign.
- Establish a plan and dedicated staff to promote BIAF’s prevention message in Florida.
- Establish a plan and dedicated staff to expand BIAF’s signature events in Florida.
- Create a sponsorship and promotion plan to secure ongoing fundraising opportunities.
- Develop comprehensive development/fundraising plan of distinct donor bases.
- Leverage BIAF’s existing relationships with facilities to secure (and expand) access to TBI patient portals for ability to keenly identify and address unmet patient needs.
- Establish programmatic brand for BIAF’s programs and services and secure funding.
- Establish a fundraising board of major donors that are committed to fulfilling the responsibilities of fundraising Board. Equip the Board with the necessary fundraising tools and expertise to be successful.
- Construct a Board that is geographically diverse and passionate about BIAF’s mission.
- Recruit Board members with talents and influence to support BIAF’s advancement.

**FIVE-YEAR GOALS**

- The BIAF will have expanded our services and addressed and greatly reduced the unmet needs of persons with brain injury, their families and/or caregivers.
- The BIAF will have established an effective and impactful prevention “brand” and message campaign.
- The BIAF will have developed an array of funding sources (separate from the state funding), reduced incidences of re-injury, increased return-to-work and survivor community reintegration and quality of life for caregivers.
- The BIAF’s Board of Directors will be a successful, fundraising board comprised of geographically diverse and influential members that are highly committed to the advancement of the BIAF and the brain injury community at-large.

**LONG-TERM OUTCOME**

The incidences of “preventable” brain injuries have been significantly reduced, and the quality of life for survivors and caregivers and/or their families greatly improved.

Required treatment protocols and continuum of care for survivors are legislative norms, and extended care and assistance for caregivers and families is widely accepted and supported. All levels of care needed for the survivors and their families are financially sustained.