

BRAIN INJURY CANADA

STRATEGIC PLAN 2021-2024



Message from the Chair

We are pleased to introduce Brain Injury Canada's strategic plan for 2021- 2024. There has never been a more critical time to plan for the future and to lay down a roadmap for the organization. The last year has clearly demonstrated the need for an organization to be able to pivot and adjust to changing circumstances.

Individuals and families living with the effects of acquired brain injury are the most unique and resilient groups of people, and a strong strategic plan developed through feedback and thorough, careful planning ensures we represent these individuals to the best of our abilities.

This plan focuses on collaboration, connection, and enables us to lay out a clear path to outline where we're going and how we'll get there. The four strategic priorities and key principles will keep us focused on our future direction, as well as our day-to-day work.

The staff and board of Brain Injury Canada are eager and enthusiastic to implement the priorities laid out in this plan to influence our work and better engage with the brain injury community. On that note, I would like to thank the staff and board of Brain Injury Canada for their extensive work to complete this important task.

A reminder that every small step forward in the world of acquired brain injury is HUGE in the eyes of someone suffering with a brain injury and their families! It's work, it's a process, it's worth it and it is possible.

Suzanne McKenna
Chair, Board of Directors

Setting the Context

Brain Injury Canada is focused on impact, measuring success, and growth. We strive to build new partnerships, launch new programs, expand the reach of our programs, leverage technology, and improve our governance and infrastructure to support future growth.



www.braininjurycanada.ca

Strategic Planning Process

The Brain Injury Canada Board initiated a strategic planning process in the fall of 2020 to guide the organization from 2021 to 2024. This Strategic Plan focuses on our strengths while acknowledging areas for growth, and the need to adapt in a changing landscape in the brain injury and health care sector.

To oversee this important process, a Strategic Planning Steering Committee was established with Brain Injury Canada board members and executive staff. This committee was governed by a board-approved terms of reference and helped shepherd the board through this intensive process.

Our engagement process provided several perspectives. This process included:

- 9 Key Informant interviews
- Organization evaluation by staff and board members
- Input from 40 brain associations across Canada
- Input from our Scientific Advisory Committee
- Internal review
- Environmental scan
- Two working sessions with Board of Directors

This led to a revised vision, mission and values which are as follows:

Vision

A better quality of life for all people affected by acquired brain injury in Canada.

Mission

Advance awareness, education, opportunities, and support by:

- **Advocating at a national level on issues important to the brain injury community**
- **Establishing meaningful connections and collaborations with stakeholders**
- **Educating and empowering people living with acquired brain injury, families/caregivers, healthcare workers, researchers, and the general public**

Values

- **Accountability**
- **Compassion**
- **Connection/collaboration**
- **Diversity**
- **Integrity**
- **Stewardship**

Our Priorities

Deliver national programs accessible to all Canadians

- Extend our reach and presence across Canada
- Increase awareness about Brain Injury Canada to more people impacted by acquired brain injury
- Establish collaborative strategic partnerships to increase our effectiveness and ability to serve more people
- Increase engagement and impact with the brain injury community by delivering programs that are available and accessible

Become a technology-enabled, innovative organization that maximizes reach and impact as a knowledge hub, connector and partner

- Leverage technology to become the national knowledge hub and connector for the brain injury community
- Utilize accessible technology to support our programs and enhance our presence/reach
- Facilitate and enhance knowledge translation and mobilization through partnerships and participation

Ensure sustainability and growth through effective governance and consistent, diversified funding sources

- Evaluate and implement a suitable, best-practice governance model
- Strengthen our long-term financial sustainability by growing and developing revenue streams
- Invest in organizational capacity

Foster high awareness and trust through inclusivity and engagement of the pan-Canadian brain injury community and stakeholders

- Build brand awareness and trust through visibility, clarity and transparency
- Amplify the voices of those individuals and families with lived experience through education, awareness, research, and advocacy initiatives
- Enhance communication strategies to meet diverse needs of our stakeholders
- Strengthen federal government relations

