

2024-2027 Strategic Plan

March 2024

Vision

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

Mission

To empower and connect the brain injury community through education, advocacy and collaboration, creating lasting positive impacts.

Values

In all that we do, we will:

- Foster accessibility and inclusion for people affected by brain injury.
- Promote respect, empathy and compassion for different lived experiences.
- Cultivate knowledge and information sharing with integrity.
- Demonstrate responsibility and sustainability using evidence to inform policy and guide action.

Strategic priorities

Outcome # 1: Brain Injury Canada is a national leader in providing relevant, accessible, and educational information on brain injury.

Objective 1	Increase awareness about brain injury and the work of Brain Injury Canada.
Objective 2	Extend the reach of our programs and resources across Canada.
Objective 3	Leverage technology to support accessibility, resource sharing, and knowledge translation/mobilization of information on brain injury.
Objective 4	Strengthen collaboration with the scientific community to ensure the development of relevant, evidence-based resources and information.

Outcome # 2: Brain Injury Canada is an inclusive and engaging partner with the national community in promoting awareness on brain injury.

Objective 1	Amplify the voices of individuals and families living with the effects of brain injury.
Objective 2	Strengthen collaborative strategic partnerships to increase our impact.
Objective 3	Strengthen federal government relations.
Objective 4	Build and expand the Canadian brain injury association network.

Outcome # 3: Brain Injury Canada is a well governed organization that is operationally efficient and financially sustainable.

Objective 1	Strengthen our long-term financial stability.
Objective 2	Continue to implement strong governance practices and processes within the organization.
Objective 3	Grow organizational capacity.