



BRAIN INJURY ASSOCIATION OF MICHIGAN



2017 ANNUAL REPORT

2017 YEAR END REVIEW & 2018 OVERVIEW

“Make no little plans” is a phrase attributed to Daniel Burnham, architect of the 1893 Chicago World’s Fair. It’s also an appropriate way to describe what the BIAMI began doing in 2017 and intends to continue in 2018, and there’s no more appropriate example than our strategic plan.

Developed with the input of the entire Michigan brain injury community - BIAMI board members, survivors and caregivers, corporate members, subject matter experts, and staff - the strategic plan’s six goals all relate to our revamped mission and focus on strengthening programs and services; improving training and educational programming; championing a broader advocacy agenda; expanding public awareness; improving staff recruitment, recognition, and retention; and strengthening financial sustainability. The new mission itself stretches the Association by adding *awareness* and *prevention* to *advocacy, education, research, and support* as ways we strive to improve the lives of those affected by brain injury.

Achieving each of our strategic plan objectives is a challenge of the first order in pushing us to do even more of and become even better at what we’ve done previously. But *Goal #4: Expand Public Awareness and Identity of BIAMI Throughout Michigan* takes us into an entirely new universe in terms of challenge.

One major reason why is our relatively young age compared to competing health-related non-profits. For example, the American Cancer Society began in 1913, the America Heart Association in 1924, and we came along in 1981. Even the Jerry Lewis Muscular Dystrophy Association has 15 years of seniority on us - which is clearly reflected in public awareness and recognition measures.

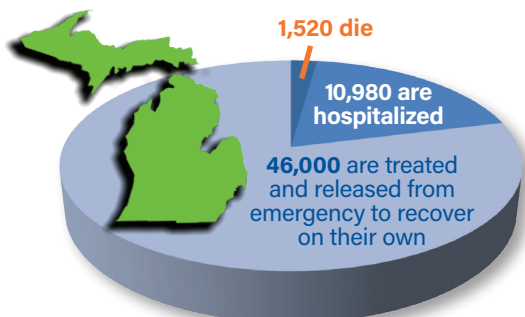
Another challenge is the media cost to blanket the state – especially in southeast Michigan – which is daunting even for well-funded for-profits. To overcome those challenges, we’ve begun partnering to reach the most densely populated parts of the state, share costs, and impact new target audiences. As I write this, we’re working with USA Hockey and its Development Team in Plymouth, MI; FOX 47 TV in Lansing, WXYZ TV and TV 20 in Detroit, and WZZM in Grand Rapids; the West Michigan Whitecaps baseball team; the Grand Rapids Griffins hockey club; WGVU Public TV in Grand Rapids; the Grand Rapids Public Museum; and, our newest partner, the Meijer State Games of Michigan. We’ve also produced radio and TV commercials with a number of our corporate members during Brain Injury Awareness Month to maximize impact and decrease costs for all of us.

Beyond awareness and identity, we’re also taking larger strides in brain injury prevention through new publications, events such as Lids for Kids, our presence at relevant youth athletic events, and planned efforts to be in K-12 classrooms.

This current year we’re working diligently to impact the survivor community through advocacy that moves well beyond Auto No-Fault. Our objective in that arena is to provide equal access to treatment for *all* survivors, not just ANF beneficiaries. The size and excellence of our professional provider community makes that an especially compelling objective.

It’s no little plan, for sure, but if successful over time, the BIAMI will hopefully provide a more powerful menu of services and hope to survivors than ever before.

An estimated 58,500 Michigan residents sustain a traumatic brain injury every year. Of these:



Tom Constand

Tom Constand, President and CEO

SUPPORT

BIAMI's Information and Resources Associates are essential to the support aspect of our mission, providing all who call and email with the resources they need. In 2017, they handled over 2,600 calls, emails, and personal visits with survivors, their family members, and professionals. Our 20 chapter and support groups across the state continued to hold monthly meetings and frequent social events throughout the year.

Other highlights include:

- ▶ Three individuals and one family in various parts of the state were aided through BIAMI's "Adopt a Family" program during the holidays
- ▶ Chapters have seen an increase in membership and involvement
- ▶ Tickets to Detroit Tigers games were distributed to our brain injury survivors and veterans

EDUCATION

BIAMI works to ensure professionals, survivors, caregivers, and the general public alike remain educated on all things related to brain injury. As such, we hold three annual educational conferences: The Fall Conference, the Legal Conference, and the Quality of Life Conference.

- ▶ The Fall Conference, held in conjunction with the Michigan Brain Injury Provider Council, is the largest of its kind in the country and provides information on innovative treatments, therapies, and medical devices for brain injury survivors
 - ▶ Last year's conference was the largest to date, with 145 exhibitors and 1,629 attendees
 - ▶ We were fortunate to have Montel Williams as our keynote speaker on the first day of the conference
- ▶ The Legal Conference is a one-day conference focused on legal issues relating to brain injury. Last year's Legal Conference had 33 exhibitors and 198 attendees.
- ▶ The Quality of Life Conference is a half-day conference that helps brain injury survivors, their family members, and caregivers. There were 11 exhibitors and 115 attendees at last year's event.
- ▶ BIAMI conducted:
 - ▶ "Brain Injury 101" training for the AuSable Community Mental Health Department
 - ▶ Two Disability Awareness trainings for one of our corporate members
 - ▶ "Introduction to BIAMI" presentation to the Disability Network Offices in Detroit and Midland

LEADERSHIP

OFFICERS

Kevin Arnold, Chairman
Martha Nield, Vice Chairperson
Bethany Agauas, Treasurer
Julie Gronck MD, Secretary

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Event Marketing Coordinator

Nathaniel Smith, MA
Communications Associate

Sharon Schannault
Office Manager & Bookkeeper

Jacey VarnHagen, MA
Administrative Assistant & Board Liaison

PUBLIC AWARENESS

BIAMI furthered public knowledge of brain injury in 2017 through numerous news stories that were picked up by either print or broadcast media. We also gained 449 new followers on Facebook and 179 new followers on Twitter, reached 131,816 users on Facebook, and had over 249,700 tweet impressions on Twitter.

Activities included:

- ▶ Exhibiting at various public events, including: the Ann Arbor Art Fair, Selfridge Air Show, Wayne County Health Department "Funfest," West Michigan Brain Injury Symposium, Northern Michigan Brain Injury Symposium, Mid-Michigan Brain Injury Symposium, Area Agency on Aging Caregivers Expo, National Alliance on Mental Illness (NAMI) Washtenaw County Conference
- ▶ Displaying masks from the Unmasking Brain Injury project
 - Nearly 100 were on display at the Capitol Building in Lansing for Brain Injury Awareness Month 2017 and 300 were on display during the 2017 Fall Conference
- ▶ Being featured in the media, including interviews on Veterans Radio in Ann Arbor, Innovative Health Radio, WHMI in Livingston County, WLNZ's "Coffee Break," and FOX 47's "Morning Blend"



BRAIN INJURY AWARENESS MONTH

Brain Injury Awareness Month in March is key to BIAMI's public relations efforts, and, more importantly, sets the tone for the awareness aspect of our mission the rest of the year. Last year, we supported Rainbow Rehabilitation's statewide free screenings of the movie *Head Games: The Global Concussion Crisis*, which was followed by a panel moderated by Tom Constand.

Other highlights included:

- ▶ WZZM Grand Rapids
 - 30-second PSA's on WZZM Weather Net
 - BIAMI President Tom Constand appearing on WZZM's "My West Michigan" and "Noon News" programs
 - BIAMI garnering 100,000 impressions from WZZM's site
- ▶ WGVU
 - Sponsoring the documentary "League of Denial"
 - Sponsoring the six-part series "The Brain"
- ▶ Appearances on CTN's "Access Ann Arbor" and CMNtv's "Reaching Out" in Troy
- ▶ 1,000 Help, Hope, and Healing brochures in display stands being distributed
- ▶ Brain Injury Awareness Night with the Detroit Red Wings and Grand Rapids Griffins with in-game mentions of BIAMI, 30-second PSA's, exhibits, giveaways, program ads, and website links



ADVOCACY

Advocacy is a powerful tool, one that BIAMI used with great effect last year. During Capitol Day 2017, over 126 constituents met with 32 state senators and 92 state representatives to discuss three critical issues, two of which were adopted into law. Last year also saw the creation of a brand new advocacy group, the Michigan Disability Supports Alliance (MI-DSA), spearheaded by BIAMI and which includes the Epilepsy Foundation of Michigan, the Disability Rights Coalition, and the Developmental Disabilities Council. At the federal level, BIAMI staff attended the Congressional Briefing on the Value of Rehabilitation and Habilitation held by the Brain Injury Association of America, which educated lawmakers on the crucial role rehabilitation and habilitation plays in the lives of those living with severe brain injuries. Immediately following the briefing, BIAMI staff met with staff members of Senators Stabenow and Peters, as well as Congressman Trott.



Our advocacy efforts included:

- ▶ Adding new measures to the existing Sports Concussion Law, which now:
 - ▶ allows the Department of Health and Human Services to review the programs and recommend changes
 - ▶ requires adults involved in youth sports to complete training once every three years
 - ▶ requires written clearance for youth athletes who sustain concussions to be kept on file until they turn 18 or are enrolled in college
- ▶ Eliminating a “sunset provision” to previous legislation that would have allowed Michigan’s legal blood alcohol level to increase from 0.08% to 0.1% last October, thus lowering the impaired driving threshold
- ▶ Accompanying Pam Hallman to Washington D.C. where she shared her story and served as the voice of domestic violence and brain injury survivors to the U.S. Congressional Task Force on Brain Injury
- ▶ Defeating HB 5013 (Leonard-Duggan No-Fault Reform), which would have:
 - ▶ capped dollar amounts one could receive from no-fault benefits
 - ▶ given insurance companies greater control over patients’ medical care
 - ▶ increased the power of insurance companies while taking away legal rights from patients



Pam Hallman (seated second from the left) with a panel of experts at the Congressional Brain Injury Task Force’s meeting in Washington D.C. on Domestic Violence.



Under both awareness and prevention banners, Lids for Kids is an enormously successful bike helmet giveaway that the BIAMI is privileged to co-sponsor with event founders, the Sinas Dramis Law firm. Events are held annually in Lansing, Grand Rapids, and Traverse City, where new helmets are both given away, and more importantly custom fitted, by trained volunteers. New bikes are also raffled off thanks to the



generosity of local business and individuals. Since Lids for Kids began in 2003, more than 10,000 bike helmets have been donated – helping keep kids safe from bike-related head injuries. The program, and the support of sponsors, is critically important, as close to 88 percent of bike-related brain injuries and deaths could be prevented by wearing properly fit helmets. Special thanks to BIAMI members Agevix, Hope Network, Mary Free Bed, and Origami, who are integral to the continued growth and success of Lids for Kids.

FUNDRAISING



Spring Tribute Legacy Society Dinner

\$244,989 | 1,134 attendees

The Western Grand Invitational Golf Outing

\$26,017 | 128 attendees

The Eastern Grand Invitational Golf Outing

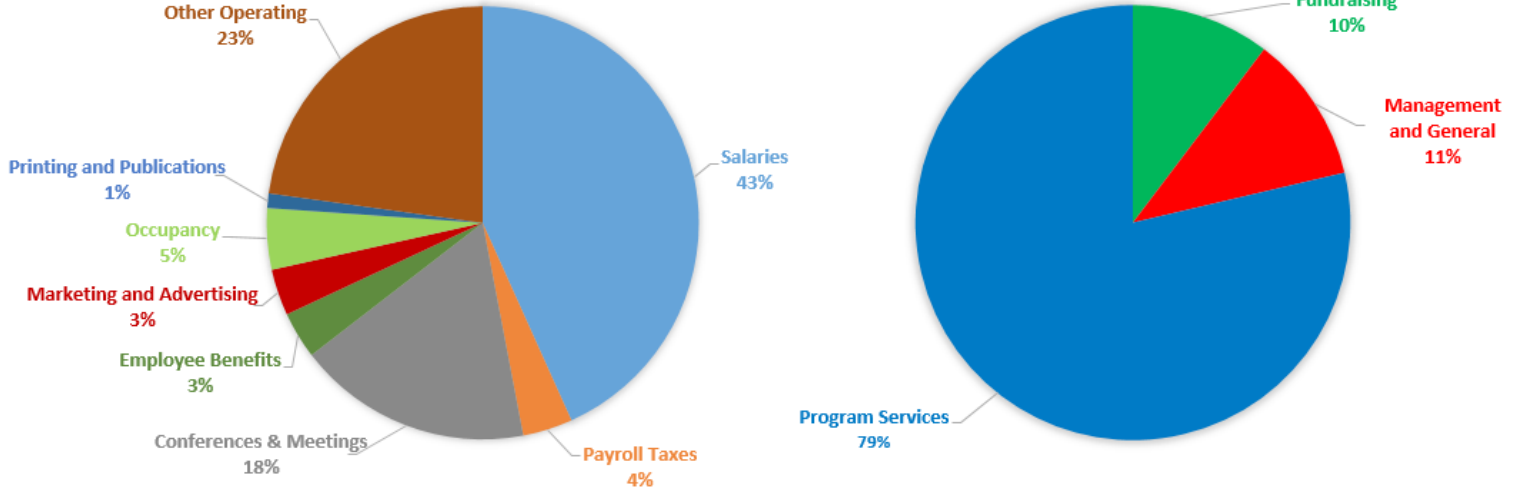
\$79,389 | 205 attendees

Rockin' for Rehab

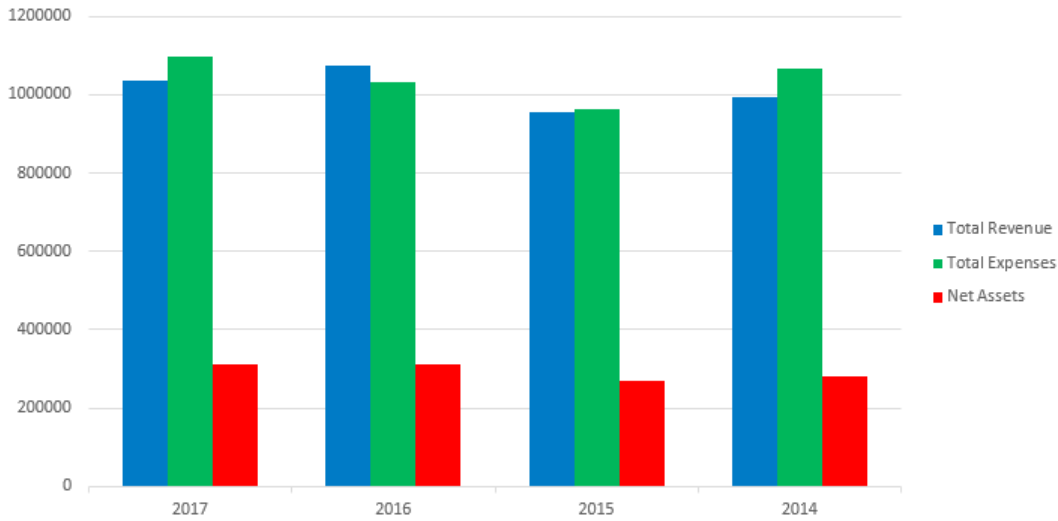
\$37,742 | 300 attendees

FINANCIAL REPORTS

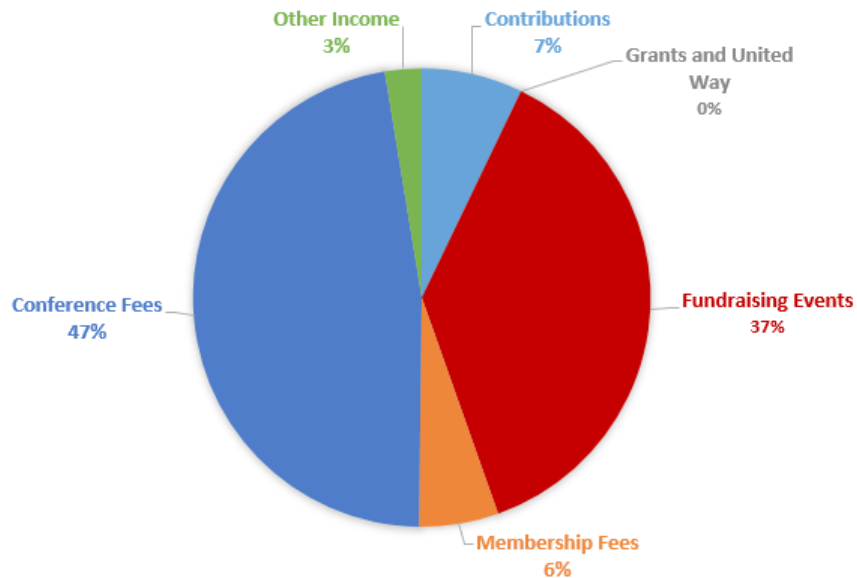
FUNCTIONAL EXPENSES 2017



BRAIN INJURY ASSOCIATION OF MICHIGAN TOTAL REVENUE, EXPENSES, & NET ASSETS 2017



BRAIN INJURY ASSOCIATION OF MICHIGAN SUPPORT & REVENUE 2017





BRAIN INJURY ASSOCIATION

O F M I C H I G A N

Our Mission: To improve the lives of those affected by brain injury in Michigan and to reduce the incidence and impact of brain injury through advocacy, awareness, education, prevention, research, and support.

The Brain Injury Association of Michigan

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