



# RAISING THE BAR





## VISION

To be a key leader and collaborative partner in our community, meeting the unique needs of people affected by acquired brain injury by providing evidence-based and innovative approaches to rehabilitation and recovery that lead to meaningful outcomes.



## MISSION

To bring the issue of brain injury to the forefront, reduce preventable brain injuries and maximize the potential of those who have been affected by brain injury through programs and advocacy.



## MANDATE

To provide brain injury prevention, education, and rehabilitation programs and services.

# VALUES

**SERVICE** – We provide services tailored to the unique needs of our clients with acquired brain injury. We take a person-centered approach and treat our clients with dignity, compassion, and respect. We respond to all requests for assistance.

**PROFESSIONALISM** – We bring specialized knowledge and skill sets to our work. We seek ongoing opportunities for professional development and respect ethical boundaries and confidentiality.

**COLLABORATION** – We are committed to collaborating with other agencies for greater social impact. We seek opportunities for key partnerships with the health, education, non-profit, government, and corporate sectors.

**INNOVATION** – We constantly seek new ideas and approaches that support evidence-based practices in the field of brain injury. We adapt to changes in the political, social, economic, and financial environment. We bring creativity to the service of our mission.

**STEWARDSHIP** – We carefully manage our human and financial resources. We effectively use the time and strengths of our staff and board members, and we wisely spend the funds invested in our cause.

**RESILIENCE** – We continue to adapt to changes in the political, social, economic, and financial environment.

# STRATEGIC PLAN PRIORITY

## CLIENT SERVICE

**STANDARDS OF CARE** – Our goal is to ensure quality of care for all clients served. We will achieve this by developing and implementing a comprehensive Standards of Care model for service delivery. This will inform all client care at BrainTrust and improve and standardize staff training, client intake, staff-client communications, and strengthen measurements of client outcomes.

**OPERATIONS** – BrainTrust will improve operations by increasing efficiency through integrated management systems using the most effective software and technologies. This will involve setting up best practice processes as well as tracking outcome measurements and social return on investment. Over the next 3 years, we will also be reviewing the physical operations of the BrainTrust Offices given that our current rental agreement is renewed annually.

**ADVOCACY** – BrainTrust’s services continue to evolve based on community and individual needs. While BrainTrust has always advocated for brain injury survivors across programs, we have identified an increased need for advocacy in our current political, social, and economic climate. BrainTrust will increase advocacy in three main areas: Systemic, Funding, and Individual Support. Our goal is to increase the scope of our current advocacy and work within the systems set up by ICBC and Interior Health to advocate for our clients and understand the changes to help better the lives of those living with brain injury.

# STRATEGIC PLAN PRIORITY

## BRAND ESTABLISHMENT

**VISIBILITY AND CLARITY** – Our goal is to make who we are and what we do common knowledge. We will achieve this through refreshing the BrainTrust brand, developing and implementing a Brand Guide and Digital Marketing Strategy, as well as updating the BrainTrust website and all marketing assets. Continued awareness through marketing efforts and storytelling will help better establish BrainTrust in the Okanagan and beyond.

**RELIABILITY AND REPUTATION** – To support brand establishment will be proving and maintaining BrainTrust's reliability. This will involve focusing on our reputation both externally and internally: externally, through accountability, trust, and quality of service, and internally, through investing in staff and culture.

**EDUCATION & PREVENTION** – BrainTrust has always been focused on brain injury education and prevention, but as we continue to raise the bar, we will put efforts toward continuing to be innovative and present in the community.

# STRATEGIC PLAN PRIORITY

## FISCAL RESILIENCY

**DIVERSIFIED FUNDING AND FISCAL RESPONSIBILITY** – Our core values of “resilience” and “stewardship” inform how we approach our finances at BrainTrust. We are committed to diversifying revenue so Braintrust remains resilient in times of economic and socio-political changes. We exercise fiscal responsibility as stewards to donors and funders who have invested in BrainTrust and to those we serve.

**SOCIAL ENTERPRISE** – As part of our goal to diversify funding, we will focus on growing revenue through private pay services. This also includes one-to-one life skills support, group programs, clinical counselling, and the Concussion Clinic. Our main focus will be to grow the NeuroRecovery Centre (formerly Brain Health Clinic) which we have been actively re-branding. We will continue to focus our efforts on growing our social enterprise over the next 3 years.