



# 40 Years of Impact

## **Supporting Brain Injury Care in Our Community**

*Celebrating 40 Years of Service. Building What Comes Next.*

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# Who We Are?

1986

BrainTrust  
founded

13

Employees

2

Offices within  
the Okanagan

201

Clients & families  
supported

Founded in 1986 by community members who recognized a gap in support for people living with brain injury, BrainTrust Canada has grown into a trusted nonprofit serving the North and Central Okanagan. We support individuals and families as they navigate life after brain injury and help them build the skills, confidence and connection needed to move forward.

Our team offers clinical counselling, life skills support, group programs, and prevention initiatives that address both visible and invisible challenges of brain injury.



# Why This Matters

This year, BrainTrust Canada is proudly celebrating 40 years of supporting individuals and families affected by brain injury. To recognize this milestone, BrainTrust is launching a 40<sup>th</sup> Anniversary Awareness and Impact Campaign running April 2026 until December 2026.

This campaign brings together the work we are already doing, including counselling, group programming, prevention, outreach, and education, and invites the community to help sustain and expand the impact.

All sponsorship contributions directly support existing services already being delivered, ensuring immediate and meaningful impact.



Brain injury is one of the most common, yet least understood health conditions.

- Each year, up to 22,000 brain injuries occur in British Columbia
- Brain injury is a leading cause of disability
- Access to appropriate support significantly improves recovery and quality of life

Despite this, brain injury often remains invisible. Many individuals face barriers to care, understanding, and inclusion within systems that are not designed for them.

This campaign is about bringing awareness to that.



# The Opportunity

BrainTrust Canada is inviting community partners to join us as 40<sup>th</sup> Anniversary Sponsors.

This is an opportunity to be part of a milestone year while supporting services that are already making a difference in the community.

Through this partnership, individuals and organizations can:

- Support tangible, community-based services that directly impact individuals and their families
- Contribute to prevention and education that reduces long-term risk
- Strengthen awareness and understanding of brain injury across sectors
- Align with a trusted nonprofit with 40 years of community impact
- Engage employees in meaningful, values-driven initiatives

This is sustaining work that is already changing lives.



# Sponsorship Opportunities

Awareness  
Campaign

Program &  
Direct  
Services

Community  
Training

Community  
Outreach



BrainTrust Canada's work spans prevention, education, and direct supports.

Partners can choose one or more of the following areas, depending on their interests and community priorities.

Each option represents a different way to create impact, from increasing awareness to directly supporting individuals in recovery.

# Awareness Campaign

## 40 Years of Impact Series

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The Awareness Campaign Sponsor supports a structured, multi-phase awareness initiative delivered from launch through to the end of 2026.

This campaign brings together education, storytelling, prevention, and community impact to increase understanding of brain injury and highlighting the work being done every day.

The campaign is delivered as a consistent and evolving content series across BrainTrust Canada's digital platforms, aligned with key moments throughout the year.

## Sponsor Integration

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The Awareness Campaign Sponsor is recognized throughout the campaign as a key partner in increasing understanding and visibility of brain injury.

Recognition is integrated across campaign content in a consistent and professional manner, aligning the sponsor with a meaningful community initiative.



Awareness is often the first step toward support.



# Program Sponsor

## Supporting Individuals Through Recovery

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Program & Direct Services represent the core of BrainTrust's work, providing structured, ongoing support to individuals and families navigating life after brain injury.

The services focus on recovery, independence, and community integration. Recovery from brain injury is ongoing and often complex. These services provide the support individuals need to rebuild their lives and stay connected to their communities.

What this includes:

- Group programming that reduce isolation and build connection
  - Caregiver support events and resources
  - Community education workshops
  - Clinical counselling services
- 

Contribution toward this area supports:

- Access to counselling for individuals who may otherwise face barriers
  - Skill development for independences & daily living
  - Support for caregives navigating complex roles
- 

Tangible Outcomes:

- Individuals receiving consistent counselling support
- Completion of structured group programming and reduced isolation
- Increased independence & confidence in daily activities



# Community Training Sponsor

Community Training focuses on educating workplaces, organizations, and service providers on how to better understand and support individuals with a brain injury.



Training helps shift how organizations respond, creating environments where individuals are better supported, understood, and included.

## 01 What this includes

- Structured training sessions
- In-person or virtual delivery
- Education tailored to workplaces, service providers, and community groups

## 02 Topics may include

- Understanding brain injury and its impacts
- Recognizing invisible disabilities
- Communication and support strategies
- Creating inclusive and supportive environments

## 03 Contributions

- Development & delivery of training sessions
- Increased knowledge across sectors
- Improved ability to recognize and respond to brain injury



# Community Outreach

Community Outreach brings brain injury education directly into the community through in-person engagement, prevention initiatives, and public interaction.

This work focuses on meeting people where they are and creating meaningful, real-time connections.



What this includes:

- Participation in community events, fairs, and public gatherings
- Helmet safety and injury prevention initiatives
- Interactive info booths with educational materials

Contribution toward this area supports:

- Prevention initiatives targeting youth and the broader community
- Increased visibility

Tangible Outcomes:

- Engagement with hundreds of community members
- Distribution of educational resources and prevention messaging
- Increased awareness of brain injury risks and supports

Prevention and early awareness can significantly reduce the long-term impact of brain injury.

# Impact Giving Levels

To reflect BrainTrust Canada's 40-year milestone, contributions can be understood through the following levels of support:

## 01 \$40 - Awareness Supporter

Supports the delivery of brain injury education and awareness content that helps individuals recognize, understand, and respond to an invisible injury

## 02 \$400 - Community Supporter

Supports community-based outreach and training that bring brain injury education, prevention, and practical knowledge directly to individuals, workplaces, and the broader community

## 03 \$4,000 - Direct Service Supporter

Supports access to critical services such as counselling and structured programming, helping individuals navigate recovery and rebuild independence after brain injury

These levels allow individuals and organizations to contribute in a way that aligns with their capacity while supporting meaningful impact.





## What Your Support Makes Possible

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Through BrainTrust Canada's 40<sup>th</sup> Anniversary Campaign, community support directly contributes to services that are already making a difference in the lives of individuals and families affected by brain injury.

Your contribution helps sustain and expand access to:

- Clinical counselling and emotional support
- Structured group programming and peer connection
- Prevention and community outreach initiatives
- Education and awareness across the community

Every contribution, regardless of size, plays a role in ensuring that individuals affected by brain injury are:

- Recognized
- Supported
- Connected to services
- Able to move forward with greater independence and confidence

This is about more than funding services.

It is about ensuring that no one navigates brain injury alone





# Sponsor Recognition

As a BrainTrust Canada 40<sup>th</sup> Anniversary Sponsor, you or your organization will be recognized as part of a collective effort to improve how brain injury is understood and supported in our community.

Recognition includes:

- Visibility across BrainTrust's digital platforms and campaign materials
- Recognition connected to the specific initiative you are supporting
- Website acknowledgement

Your support represents more than a contribution. It is a commitment to helping bring visibility to an invisible injury. It is a way to stand alongside individuals and families navigating complex challenges. It is an opportunity to be part of meaningful, lasting change within your community.



# Ready to Make an Impact?

We welcome the opportunity to connect and explore how you or your organization can partner with BrainTrust Canada during our 40<sup>th</sup> Anniversary Campaign.

Together, we can continue building a community where individuals affected by brain injury are seen, supported, and understood.



## Donate Now

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