**BRAIN INJURY ASSOCIATION**

**OF NORTH CAROLINA**

# Annual Report

## Fiscal Year 2025–2026

*July 1, 2025 – June 30, 2026*

BRAIN INJURY ASSOCIATION OF NORTH CAROLINA

*Protecting Brains. Supporting Lives*

# Annual Report

Dear Friends,

This has been a year that asked a great deal of our organization.  I've watched our staff, board, volunteers, and community rise to meet it. Like many nonprofits across North Carolina, we navigated real financial pressure this year. And because of careful stewardship and the generosity of people like you, we closed FY2025–2026 having covered every dollar of programming and operations, ending the year in a stable position. That is not a small thing, and it is not something we take for granted.

Through it all, our work never paused. We reached 1,693 individuals directly through our neuro resource facilitation services, delivered 231 trainings to 8,803 professionals and community members, and saw thousands more engage with our online education and resources. We brought survivors and families together at our Camp Retreat and our Annual Conference - two of the year's most meaningful gatherings, where connection and shared experience remind us exactly why this work matters.

We also invested in our own foundation this year. In addition to a new executive director, we adopted a revised staff structure built to carry us forward with greater stability and focus. Our outreach team is now specifically focused on priority populations, including survivor outreach, provider outreach, prevention and early intervention outreach, and special populations outreach, which includes groups at a higher risk of brain injury.

We also looked ahead. This year we completed and began rolling out our FY2027–2029 Strategic Plan, with a renewed focus on growing to support survivors and those who support them. The plan reflects the voices of survivors, families, staff, and partners across the state, and it will guide how we grow our reach and deepen our impact over the next three years.

None of this happens without you — our donors, our partners, our members, and above all, the survivors and families who trust us with their stories. Thank you for standing with us this year. I'm proud of where we've been, and energized by where we're headed together.

With gratitude,

Jen Kimbrough, PhD
Executive Director

## FY2025–2026 At a Glance

| | | | |
|---|---|---|---|
| **1,693**<br>Individual Contacts | **8,803**<br>Training Attendees | **4,284**<br>Online Module Completions | **1,486**<br>Survivor Members |

| | | | |
|---|---|---|---|
| **231**<br>Training Events Held | **68,754**<br>Website Users | **$971,972**<br>Total Revenue | **$967,335**<br>Expenses |

### Highlights of the Year

- Completed planning and board approval of FY2027–2029 Strategic Plan.
- Welcomed new organizational leadership and a revised staff structure designed to strengthen program delivery and long-term sustainability.
- Hosted our annual Camp Thrive Together, bringing survivors and families together for connection, healing, and community.
- Held our Annual Conference, one of the year's signature gatherings for survivors, caregivers, and professionals across North Carolina.
- Planned expanded survivor support programming, called THRIVE Together, our year-round program umbrella, and launched the Survivor Social Club in western NC, with plans to grow toward six regional chapters (Western NC, Charlotte, Triad, Triangle, Sandhills, and Coastal Carolina).

## Our Strategic Direction: FY2027–2029

This year, we completed and began rolling out a new three-year Strategic Plan to guide the organization from FY2027 through FY2029. The plan reflects extensive input from staff, board members, survivors, and community partners, and sets a clear direction for how we grow our reach and deepen our impact across North Carolina.

### Who We Are

The Brain Injury Association of North Carolina is the state’s leading nonprofit dedicated to brain injury prevention, survivor support, professional education, and systems-level advocacy. We serve survivors, families, healthcare professionals, educators, policymakers, and community partners across all 100 counties.

## Mission, Vision & Tagline

**Mission:** To lead North Carolina in preventing brain injury and ensuring every survivor and family has the knowledge, resources, and community support needed to thrive.

**Vision:** A North Carolina where every person is protected from preventable brain injury and every survivor thrives in a connected, informed, and supportive community.

**Tagline:** *Protecting Brains. Supporting Lives.*

## Our Values

- **Prevention First:** We champion education, awareness, and community partnerships that reduce the incidence of brain injury.
- **Survivor-Centered Support:** We honor lived experience and ensure survivors and families guide our work.
- **Equitable Access:** We work to eliminate barriers so every North Carolinian can access the resources and support they need.
- **Community Connection:** We strengthen networks of care across the state, fostering belonging and shared responsibility.
- **Leadership & Integrity:** We lead with transparency, accountability, and a commitment to building a stronger North Carolina.
- **Empowerment & Hope:** We believe in the resilience of survivors and the power of communities to help people thrive.
- **Innovation & the Pursuit of Knowledge:** We pursue the best possible outcomes through creativity and evidence-based information.

## Why This Plan, Why Now

- Aligned with North Carolina's TBI State Action Plan, which identifies prevention and community-based supports as critical statewide priorities.
- Developed through extensive stakeholder input—survivors, families, professionals, partners, and staff—identifying service gaps across the state.
- Rural and underserved communities continue to face significant barriers to brain injury services, navigation, and peer support.
- Growing demand for professional training across healthcare, education, and the justice system requires a stronger, more systematic approach.
- Legislative advocacy for brain injury has lacked a consistent, credible organizational voice—this plan directly addresses that gap.

## 1. Strengthen Mission, Identity & Public Voice

- Launch a unified brand and statewide awareness campaign reaching 250,000+ impressions
- Integrate survivor and caregiver stories into all communications
- Rebuild and strengthen the organization's digital presence

### 2. Build a Strong, Intentional Advocacy Agenda

- Develop and publish a formal legislative advocacy platform by 2027
- Cultivate champions in the NC General Assembly aligned with brain injury priorities
- Equip survivors and caregivers to participate directly in advocacy
- Grow Annual Advocacy Day attendance by 20% year over year

### 3. Expand Community Supports & Service Delivery

- Re-engage 100% of support group networks by end of FY2027
- Conduct rural needs assessment and service gap analysis to guide expansion
- Launch peer support pilot serving 75+ survivors in Year 2
- Increase rural survivor engagement by 30% through targeted outreach by 2029

### 4. Invest in Organizational Capacity & Sustainability

- Diversify funding streams; achieve 20% revenue growth by 2028
- Submit 5+ new grant proposals annually
- Strengthen Board engagement
- Launch impact measurement dashboard by Q4 2027
- Build operating reserve by 2029

### 5. Enhance Internal Technology & Communication

- Select and implement a comprehensive CRM system by Q3 2027
- Develop shared dashboards used monthly by all teams by Q2 2028
- Build an organizational knowledge library to support staff and continuity

### 6. Support Staff Development & Workplace Culture

- Ensure 100% of staff have professional development plans by Q2 2027
- Build onboarding, mentorship, and recognition programs

### Three-Year Timeline

- **Year 1 | July 2026–June 2027 — Foundation & Launch:** Refresh mission and brand identity. Launch advocacy platform and CRM. Re-engage support groups. Conduct rural needs assessment. Develop professional development plans for all staff.
- **Year 2 | July 2027–June 2028 — Growth & Pilots:** Launch peer support pilot. Run statewide awareness campaign. Build survivor advocate cohort. Implement impact dashboard. Expand grant portfolio.
- **Year 3 | July 2028–June 2029 — Scale & Sustain:** Expand peer support statewide. Advance policy and funding changes. Evaluate all pilots. Grow operating reserve. Grow rural engagement by 30%.

The plan's rollout begins in July 2027 with direct outreach to members and partners, and will continue to shape programming and communications throughout the next three fiscal years.

# Program Impact by the Numbers

Our programs reached survivors, family members, caregivers, and professionals across North Carolina this year through direct services, training, online education, and community outreach.

## Resource Facilitation

| Category | Count | % of Total |
|---|---|---|
| Emails | 912 | 54% |
| Face-to-Face | 506 | 30% |
| Phone Calls | 275 | 16% |
| **Total Contacts** | **1,693** | **100%** |

Of these contacts, 46% were survivors, family members, and caregivers, and 53% were professionals — reflecting our dual role as a direct-support resource and a trusted training partner for the professional community.

## Training & Education

| Metric | FY2025–2026 |
|---|---|
| Training events held | 231 |
| Training attendees | 8,803 |
| Online training module completions | 4,284 |
| Education video views (YouTube) | 10,129 |

Top-completed online modules included Powerful Tools for Caregivers, Concussion Simulation, Community Integration: Partnering to Support Jobseekers with TBI, and Journey after Brain Injury — Empowering Growth & Facilitating Rehabilitation.

## Digital & Community Engagement

| Channel | Reach / Followers |
|---|---|
| Website users | 68,754 |
| Website pageviews | 160,879 |
| Facebook followers | 6,211 |
| Instagram followers | 1,738 |

| Channel | Reach / Followers |
|---|---|
| LinkedIn followers | 508 |
| Newsletter subscribers | 870 |
| Survivor Members (306 new this year) | 1,486 |

We also distributed Unmasking Brain Injury displays at 17 locations, generating 24 additional display requests, and fulfilled 196 toolkit guide requests.

### Partnerships & Screening

We continued our brain injury screening partnerships with Davidson County Family Services and SafeAlliance, supporting identification of possible brain injury among individuals accessing family and domestic violence services — an area we are focused on strengthening in the year ahead.

## Financial Overview

Fiscal year 2025–2026 was a year of continued financial discipline in the face of real cash flow pressure. We closed the year with total revenue of $971,972 against total expenses of $967,335, ending with a modest net operating surplus of $4,627.

### Revenue by Source

| Source | Amount | % of Total |
|---|---|---|
| State Contracts (including ACL) | $751,977 | 77.4% |
| Event Revenue | $126,576 | 13.0% |
| Membership | $47,058 | 4.8% |
| Donations | $36,358 | 3.7% |
| Grants | $10,000 | 1.0% |
| Interest Income | $3 | 0.0% |
| **Total Revenue** | **$971,972** | **100.0%** |

### Expenses by Category

| Category | Amount | % of Total |
|---|---|---|
| Salaries & Benefits | $622,358 | 64.4% |
| Event Expenses | $103,670 | 10.7% |

| Category | Amount | % of Total |
|---|---|---|
| Operating Expenses | $58,293 | 6.0% |
| Rent | $39,897 | 4.1% |
| Computer & Telecommunications | $43,143 | 4.5% |
| Miscellaneous Expenses | $38,905 | 4.0% |
| Travel | $31,761 | 3.3% |
| Services (Training, Consulting, Marketing) | $14,533 | 1.5% |
| Insurance | $14,372 | 1.5% |
| **Total Expenses** | **$967,335** | **100.0%** |

Salaries and benefits remain our largest investment, reflecting our commitment to direct staffing for survivor and family support, training delivery, and program growth. State contracts continue to anchor the organization's revenue base, underscoring the importance of diversifying revenue — a priority carried into the FY2027–2029 Strategic Plan.

## Organizational Update

### Looking Ahead

With a new Strategic Plan in place and a refreshed leadership structure, we enter FY2027 positioned to deepen our impact across North Carolina — expanding THRIVE Together, growing regional survivor chapters, and continuing to serve as a trusted resource for survivors, families, caregivers, and professionals statewide.

## Thank You

Our work is made possible by the generosity of our donors, the dedication of our staff and volunteers, and the trust of the survivors and families we serve. Thank you for standing with us this year.