



Strategic Plan

2025-2028



Building a Stronger Future Together

As we look to the future, the Brain Injury Association of Peel and Halton is committed to building on the progress we've made over the past three years. Our 2025-2028 Strategic Plan represents the next step in our journey toward sustainable growth, improved services, and expanded capacity.

In this new phase, we will focus on securing long-term stability through diversified funding streams and strategic partnerships. By further enhancing the quality of our programs through evidence-based research and expanding our digital marketing efforts, we aim to reach more ABI survivors and caregivers across Peel and Halton. We will also continue to strengthen our organizational capacity through targeted staffing and by engaging the next generation of advocates through our Youth Engagement Team and student internships.

Our mission remains the same: to improve the lives of those affected by brain injury. With the objectives of sustainability, enhancing quality, and building capacity at the heart of our strategy, we are confident that BIAPH will be well-positioned to make an even greater impact in the years to come.

Sincerely,

The Board of Directors

Brain Injury Association of Peel and Halton



Support Programs & Services

Objective: Ensure the long-term sustainability and high-quality delivery of ABI support programs and services.

Sustainability

Focus on securing the resources needed for long-term program sustainability by introducing memberships, forming strategic partnerships, seeking sponsorships and grants, and actively encouraging members and the broader community to participate in fundraising efforts.

Quality

Enhance the content and delivery of support group activities, including workshops, diverse guest speakers, and opportunities for members to engage in advocacy initiatives. Streamline response and intake processes, and regularly assess programs based on member feedback to ensure they meet the evolving needs of ABI survivors.

Capacity Building

Tailor programs to meet the needs of Peel and Halton's diverse communities by increasing outreach to marginalized groups and ensuring cultural relevance. Strengthening partnerships with diverse organizations will enhance our ability to provide meaningful resources and support, fostering the growth and impact of BIAPH's programs within the community.



Research Development



Objective: Build sustainable research partnerships to enhance support programs and ensure long-term funding.

Sustainability

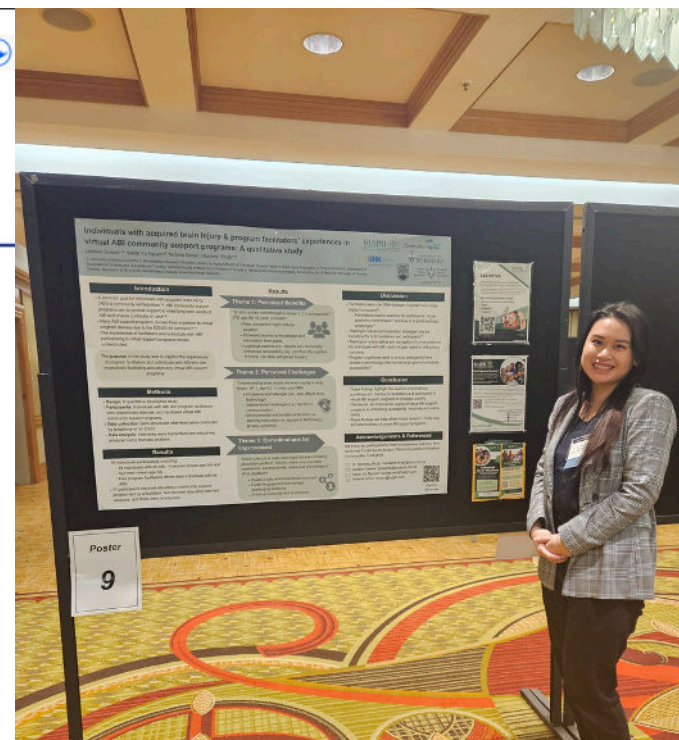
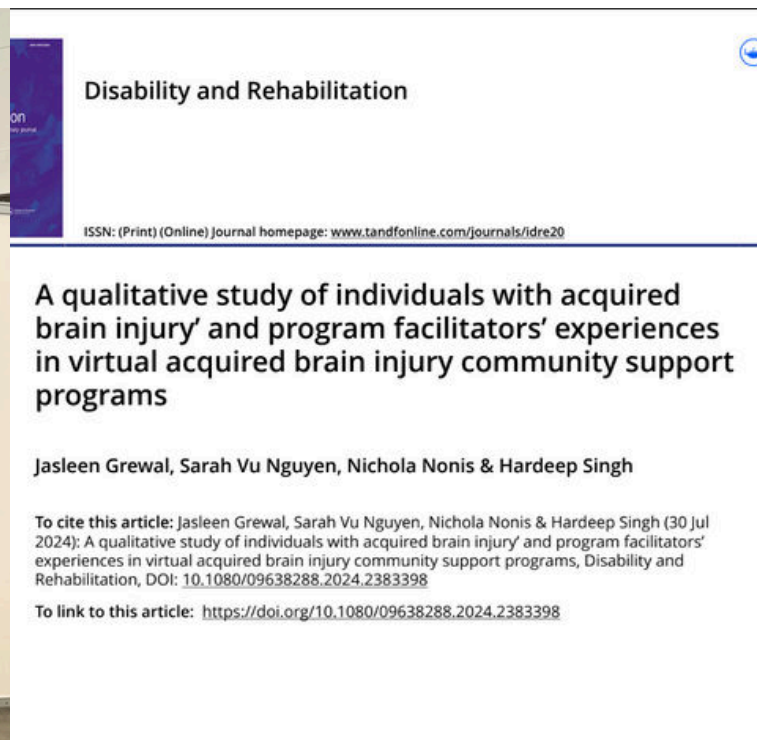
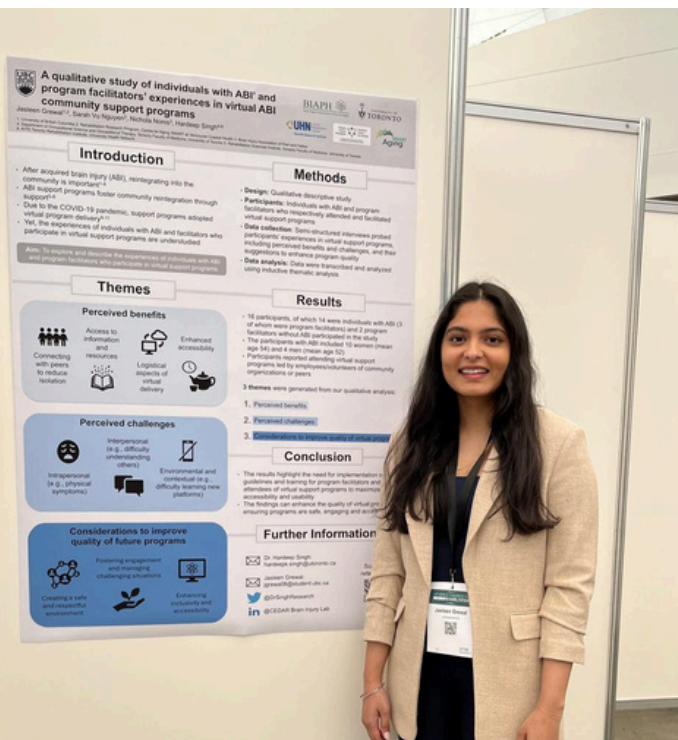
Establish long-term research partnerships with universities and labs, including York, UTM, and McMaster, to diversify funding sources. Collaborate on joint grant applications to reduce reliance on short-term grants and secure ongoing support.

Quality

Develop a Knowledge Translation (KT) program to integrate research into BIAPH's programs, enhancing their impact. Establish a Research Advisory Committee to guide these efforts, while continuing to collect and publish program data in academic journals to advance the field.

Capacity Building

Strengthen BIAPH's research capacity by collaborating with academic institutions on joint research projects that enhance visibility and impact. Engage researchers to deliver guest lectures and workshops, providing valuable knowledge and support to BIAPH members.



Business Development

Objective: Strengthen relationships and expand financial resources through strategic partnerships and community led fundraising efforts.

Sustainability

Develop long-term partnerships with businesses, community organizations, and government entities to secure ongoing financial support. Leverage new markets, through targeted digital marketing campaigns to diversify the donor base and launch a monthly giving program.

Quality

Streamline fundraising and donor management using CRM systems and technological tools to boost efficiency and improve donor engagement. Create high-impact digital content, including member stories and testimonials, to drive online engagement and promote BIAPH's mission.

Capacity Building

Invest in the Youth Engagement Team (youth volunteer program) to conduct outreach to community businesses and secure fundraising support through the Gladiator initiative.

Build capacity with student internships in marketing, business development, and management to strengthen partnerships, enhance fundraising, and expand digital efforts.

Leverage corporate and academic partnerships to strengthen grant applications, scaling BIAPH's capacity and enhancing our ability to support large-scale impact projects.

