2021-2026

strategic plan

An overview of what we're working towards.



01

02

03

Table of Contents

04

#### Our Mission

#### **Strategic Priorities**

#### Summary of Goals

#### Timeline



Manitoba Brain Injury Association offers help and hope to individuals and families living with effects of brain injury through direct services, education, and advocacy; promotes independent living and a sense of community among those affected, and educates all Manitobans towards prevention of acquired brain injury.

#### MISSION

## Strategic Priorities

## Our Roadmap

Strategic priorities for 2021-2026



Financial Sustainability

**Strong Governance** 

Increased Outreach and Collaboration

A Hybrid Model of Program delivery

Improved Technology

## Financial Sustainability



### **FINANCIAL SUSTAINABILITY**



Increase board members' understanding of financial reports, current status and year to year comparisons





#### Increase and diversify funding

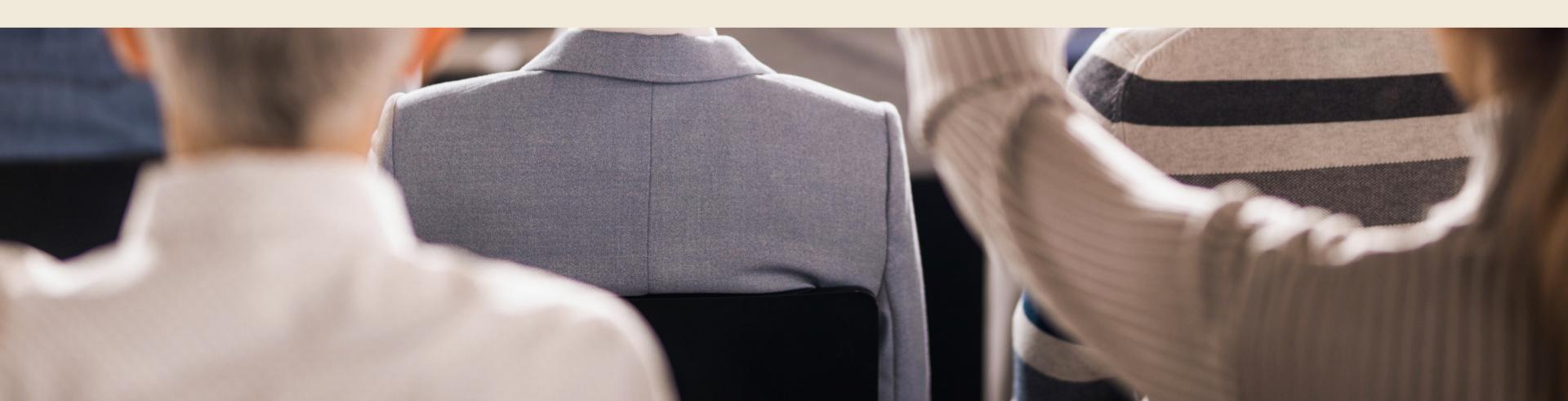
## Strong Governance



BOARD MANAGEMENT MISSION POLICIES VALUES



A strategic succession to ensure a dynamic,



# planning process and support motivated and engaged board



## Increased Outreach and Collaboration

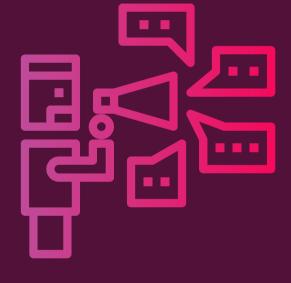
### INCREASED OUTREACH AND COLLABORATION



Develop/update promotional resources that clearly articulate MBIA's role



Increase collaborations with other agencies providing resources and services relevant to MBIA members and BI survivors



Develop and implement a public outreach plan A Hybrid Model of Program Delivery



### A Hybrid Model of Program Delivery



Increase sense of community by members with a return to maximized safe inperson services, activities and events



Engage and support the growing segment of young adult survivors (18 – 30)



Increase program delivery provincially



## Improved Technology

### Improved Technology

Provide upgraded technology, training and support to ensure effective and efficient mission delivery

### Summary of Strategic Goals

Increase board members' understandir of financial reports, current status and year to year comparisons

**Increase and diversify funding** 

A strategic succession planning proces and support to ensure a dynamic, motivated and engaged board

Develop/update promotional resources that clearly articulate MBIA's role

Increase collaborations with other agencies providing resources and services relevant to MBIA members and BI survivors

ng	IDevelop and implement a public outreach plan
	Increase sense of community by members with a return to maximized safe in-person services, activities and events
SS	Engage and support the growing segment of young adult survivors (18 – 30)
S	Increase program delivery provincially
	Provide upgraded technology, training and support to ensure effective and
nd	efficient mission delivery

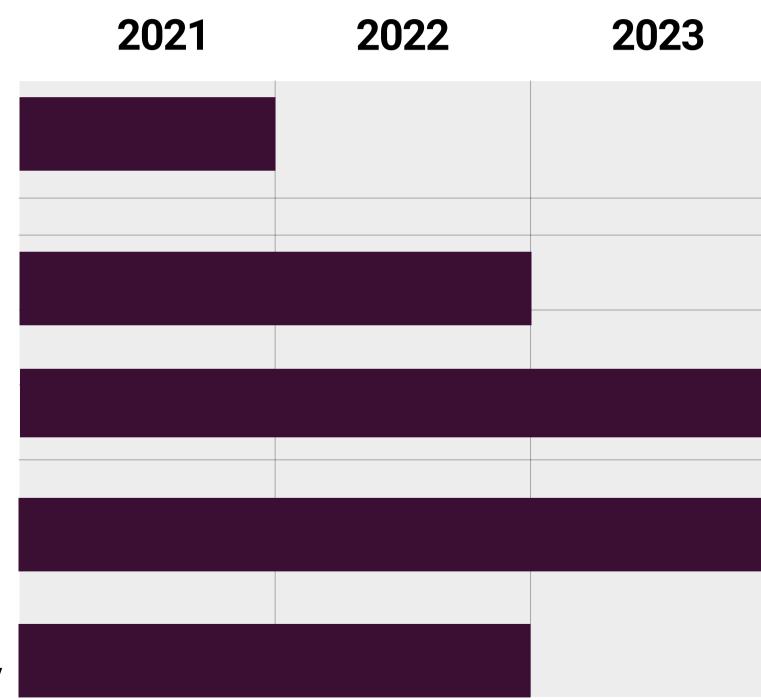
### TIMELINE

Goals

Financial Sustainability Strong Governance Increased OUtreach and Collaboration

• A Hybrid Model of Program Delivery

Improved Technology



2024	2026
2024	2026

## **Strategic Planning Team 2021**

Gladys Hrabi, Executive Director Troy Pauls, President Val Bergeron, Vice-President (outgoing) Naomi Clarke, Secretary Karen Thomas, Treasurer Kristyn Cain, Past President Satoshi Yamashita, Finance Officer Jeff Fisher, Chair-Fundraising Committee Dr. Lisa Engel, board member Graham Todd, board member Julie Walsh, board member Jackie Strickland, board member Garry Batenchuk, board member Alain Nault, board member Derek Pang, board member

### Barb Gemmel, consultant

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