

















**ANNUAL REPORT 2014** 

### BRAIN INJURY ASSOCIATION OF NEW YORK STATE LEADERSHIP AND STAFF

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### DEAR FRIEND AND SUPPORTER OF THE BRAIN INJURY ASSOCIATION OF NYS:

What a year 2014 was! It could have been deemed the "Year of Change!" While we said goodbye to Judy Avner, we said hello to new leadership, ideas and opportunities. We understand that change is not achieved with one person, but a united front of citizens banding together for the common cause.

We started by "Crossing Bridges" together, gathering photos from all over NYS. We will continue to cross

2014 • YEAR OF CHANGE the bridge together in 2015 with new marketing initiatives such as a new website and refreshed newsletter.

We asked for your opinion in our needs assessment. We received so many comments that we are continuing to look at the data. The needs assessment served as the foundation in the development of a organizational analysis and development of a strategic plan. The

plan will address all the needs of the organization and make it stronger.

We are on the road shaking hands and meeting our members, supporters and donors through our Meet and Greet Tour. We are adding another "March on for Brain Injury" Walk in Rochester in September. This will compliment the 2nd annual "March on for Brain Injury" Walk in the Hudson Valley in August. You will see our advocacy efforts increase and we are knocking on the doors of our legislators to hear us about your needs. But one of our most exciting initiatives is our new membership benefits for 2015. Literally and figuratively, we will work together to get the job done and strengthen the mission of BIANYS.

This Annual Report provides a retrospect to the activities, accomplishments and achievements made by the organization. It truly demonstrates the work of many. The dedication and strength of us working together to have created the "Year of Change."

We will admit, getting the collective group of voices together is challenging. We want you to hear us from the top of the Adirondack Mountains, to the shoreline of Long Island and all the way to the great Niagara Falls. United with one voice, united in progress and united in our mission. While 2014 may be deemed the "Year of Change", we promise for 2015 to be the "Year of the New!"

With Deepest Respect and Appreciation.

Eileen Reardon

Executive Director

Lois Tannenbaum, Psy.D., CBIS, LEND Fellow Trauma Specialist *President* 

## **UNITED WE ARE :: ONE VOICE**

### HER FACE TELLS THE STORY... MEET ELENA MARENO OF NEW PALTZ, NY

Over the years, BIANYS encouraged me and made me feel important. It's a unified Association where every member is important to its existence. Their staff members believed in me and provided the steppingstones in many areas to help me. The opportunities they gave to me are rehabilitative and on a level that you do not get from other associations.

This Association propels TBI survivors to believe that they are important and gives them a can do mentality. This Association stands out from other organizations because it provides help for a lifetime in a family oriented way. It is unique and close knit and I believe all members feel a sense of belonging and unity. I know for sure that if BIANYS did not exist, many people with TBI would fall through the cracks and lives would fall apart.



### ONE VOICE MEANS

### **ADVOCACY**

Grassroots advocacy is our way as citizens to be involved in the development of laws and policies that affect our lives. It is our opportunity to share our views, needs, and suggestions with our elected officials and public servants. BIANYS supports advocacy through our public policy efforts, and also by assisting people who seek help, raising awareness of brain injury to the general public, educating all community members on safety and brain injury treatment, and by supporting the self-advocacy of members. In 2014, our advocacy efforts included keeping the attention of the brain injury community on changes to Medicaid and advocating for the creation of an Office for Brain Injury in New York State.

### **COMMUNITY**

BIANYS fosters a sense of community within our networks, bringing individuals with brain injury, their family members, professionals in the field, and other advocates together. Our 2014 Annual Conference was a celebration of sorts – a two day event that provides workshops and lectures on topics that assist individuals with brain injury to improve their quality of life. From the keynote address by Ray Ciancaglini, former boxer and concussion awareness and management advocate, to programs educating on art therapy, legal resources, medical research, students with brain injury, yoga, and veterans.

### **MEMBERSHIP**

Members are the backbone of the Association. Being a member brings together the full spectrum of the brain injury community in their common cause. BIANYS membership opens up accessibility to brain injury resources, information, and conferences, grows our ability to advocate on a larger stage, and supports the Association. In 2014, membership included individuals with brain injury, family members, friends, advocates, providers, professionals, and organizations of all sizes.



Traumatic Brain Injury is a factor in one third of all injury

- Gary Busey set the bar as the 2015 Keynote Speaker for the Annual Conference; who could be next?
- · Advocating for an Office for Brain Injury is a priority. Keep a look out, we need your voice!
- · First Advocacy Day in Albany is scheduled for March 2016. Join Us!

## **UNITED WE ARE :: EMPOWERING LIVES**

## HER FACE TELLS THE STORY... MEET ROBIN COHN OF CLIFTON PARK, NY

Robin's life forever changed as a result of a severe car accident on June 19, 1996 in which she suffered a TBI. After many months of doctor appointments, physical therapy, occupational therapy, pain management, and cognitive and visual rehabilitation, Robin finally found her way to the Brain Injury Association of NYS. Soon, she found people who understood her frustrations, isolation, and despair. "I felt very connected, empowered,



and valuable... something I had been struggling to find in my derailed life following my injury," said Robin. In 2004, Robin began co-facilitating the BIANYS Women's Support Group. "I have taken what I was dealt, empowered myself, and feel blessed to be alive and of value in this world!" concluded Robin.

### **EMPOWERMENT MEANS**

### **ACCESSING RESOURCES**

BIANYS operates the Family Helpline, a toll-free information and resource clearinghouse. The Helpline is staffed with knowledgeable individuals and maintains an extensive directory of services across the state.

### **CONNECTING WITH OTHERS**

Support groups enable individuals with brain injury and their caregivers to exchange ideas in a confidential atmosphere where both positive and negative perspective and experiences can be expressed without judgment. Support groups may provide hope, information, friendship, sharing, self-advocacy, problem-solving skills, and opportunities for personal growth.

### SHOWCASING TALENT

The Brain Injury Association of New York State exhibits artwork created by individuals with brain injury. We invite the public to view the work of artists from across the state while learning more about brain injury.

### **JOINING TOGETHER**

Strength is often demonstrated in numbers! Individuals with brian injury, family members, caregivers and professionals laced up their sneakers to raise vital funds and awareness for BIANYS Participating in the 2014 March On for Brain Injury at the majestic Walkway Over the Hudson in Poughkeepsie.

- Building on the success of the 2014 March On for Brain Injury, two "March On" events will take place in 2015, expanding the event to Rochester, NY.
- As the transition to Managed Care begins, the
   Helpline will be an essential informational resource.



## UNITED WE ARE :: SPREADING AWARENESS AND PROVIDING EDUCATION

## HIS FACE TELLS THE STORY... MEET DR. STEVEN FLANAGAN, PHYSIATRIST, RUSK INSTITUTE, NYU LANGONE MEDICAL CENTER, NYC

Brain injury is a complex condition, impacting those who are injured, their loved ones and their community. "Phrasing it slightly differently, brain injury treatment is analogous to a team sport, consisting of players with various skills who come together to coordinate a plan of action with a winning goal in mind" stated Dr. Flanagan.



Hospitals, clinics and doctors' offices come to mind when we think of delivering health care, but there's so much more. Education, not only of the injured person and their families, but also of healthcare providers is an important component of health care. But to be truly effective, education needs to be bidirectional. "As a physician, I learn as much from my patients as they do from me. In New York State, one of the most optimal means of bringing together health care professionals with those with brain injuries is through the Brain Injury Association of New York State. It is the one State organization that has dedicated its resources to bringing people with brain injuries and their families together with health care providers in a wide variety of venues", states Dr. Flanagan.

### AWARENESS AND EDUCATION MEANS

### **WEBINARS**

In this day and age of technology, 59% of individuals seek resources to assist in their decision making process; BIANYS has created many informative webinars that discuss issues related to brain injury. Accessibility to topics such as Small Voices... *Children of Parents with Brain Injury*, *Overview of Benefits for Veterans with Brain Injury*, and more, are only a click away. In 2014 more than 800 webinars were viewed/attended.

### **CERTIFIED BRAIN INJURY SPECIALIST TRAINING**

Certified Brain Injury Specialist Trainers (CBIST) offer CBIS Review classes and exams in accordance with the Academy of Certified Brain Injury Specialists (ACBIS). This class is specifically designed to help review material for the certification examination and to strengthen the network of professionals who specialize in brain injury specialists. In 2014, 20 individuals successfully completed the CBIS training and certification.

### PROFESSIONAL SYMPOSIUM

The Brain Injury Association of NYS Professional Symposium brings together incredible minds in the fields of brain injury medicine and rehabilitation. The Symposium is a great opportunity for professionals in many fields to access cutting edge research and information. In 2014, 55 professionals from across NYS convened to the BIANYS Professional Symposium.



Every year, about 4,000 New York children age 19 and younger are treated at hospitals for sports-related traumatic brain injuries.

- Increase the visibility and profile of the Professional Symposium to other arenas of expertise and expand the Credited Educational Units (CEU's) to those related fields.
- Increase the expansion of the Certified Brain Injury Specialist Training, offering offsite throughout training facilities.

# UNITED WE ARE :: ENGAGING IN STRONG ADVOCACY EFFORTS

### HIS FACE TELLS THE STORY... MEET CORY OF ROCHESTER, NY

Cory was born with Cortical Dysplasia, a brain disorder that was discovered after he began seizing at just 36 hours of age. By the age of 7, he was seizing up to one hundred times per day. The decision was made to perform a hemispherectomy to remove the affected tissue in order to stop any possible progression to the left side



of his brain. The surgery caused a brain injury. "In rehabilitation, we found BIANYS and met with a FACTS Coordinator who was instrumental in giving us the knowledge and tools to help Cory move forward. They helped us to meet Cory's educational needs." said Julie Alberti, Cory's mother.

### **ADVOCACY MEANS**

### **ONE-ON-ONE ASSISTANCE**

The BIANYS FACTS (Family Advocacy, Counseling and Training Services) Program offers support services for individuals who sustained a brain injury (prior to the age of 22) and their families throughout New York State. With funding from the Office for People with Developmental Disabilities (OPWDD), trained Coordinators offer supportive counseling, information and referral, linkage with state and local service system, support groups, education and advocacy. In 2014, 274 families were supported across New York State by FACTS Coordinators.

### **PUBLIC POLICY INITIATIVES**

Advocacy efforts became very focused in 2014. BIANYS Public Policy Committee created a listing of priorities that included the reintroduction of their efforts to pass legislation A1437 for the creation of a NYS Office of Brain Injury to oversee and coordinate brain injury services and supports. We also attended Congressional Brain Injury Awareness Day in Washington DC and advocated for brain injury awareness.

### **EDUCATION**

Our Brain Injury Training Program incorporates the Department of Health HRSA project. An onsite Brain Injury Training Specialist leads the direction of all project activities, including program development, trainings and public awareness campaigns. We conducted 20 webinars and in-person trainings, with nearly 2,000 attendees. Additional training workshops were conducted for a variety of audiences, including veterans groups, school districts, athletic staff, SUNY & CUNY college campuses, and parents. BIANYS also convened Sports Concussion TBI Roundtables for Professionals. In 2014 more than 300 individuals attended these training programs.

- Implementation of a new curriculum to school personnel and educators on brain injury.
- Advocated for the postponement of the NHTD and TBI Waiver transition to Managed Care.
- Implementing new marketing strategies to increase enrollment in FACTS Program.

## **UNITED WE ARE:: INVOLVED IN THE COMMUNITY**

Brain Injury Association of New York State has a network of community based chapters throughout New York State. This provides an outlet for the Association's membership to gather and meet other members within their local community. Chapters provide hope, information, personal growth opportunities, and advocacy to individuals with brain injury and their



families and friends. Association staff provided the assistance necessary to enable these groups to strengthen their capabilities. Quite often, chapters meet monthly and often have guest speakers and at times, organize recreational activities. Presently, there are chapters on Long Island, NYC, Rockland, Syracuse, Rochester, Amsterdam and Westchester. To learn more about a chapter in your community, please contact info@bianys.org

### COMMUNITY INVOLVEMENT MEANS....

### **ACTIVE CHAPTER PARTICIPATION IN CHAPTER EVENTS SUCH AS:**

- NYC Chapter picnic on July 15, 2014 in Battery Park City and Brain Injury Awareness Month activities at Jefferson Market Library, Dana Foundation Conference, NYU Community Brain Fair, and NYU BioBus at Washington Square Park.
- The Long Island Chapter's Biking with Brains Event on May 17, 2014 at Eisenhower Park in East Meadow and Global Picnic in September 2014.
- Rochester Chapter members organized outings to several sporting events throughout 2014.
- Amsterdam, Rochester, Rockland and Westchester Chapters provide monthly support group meetings for members of their community.
- Syracuse Chapter Golf tournament bought together supporters, professionals and family members in June 2014.
- Tri-Lakes Support Group participated in the Saranac Lake
   Winter Carnival parade on February 21, 2014.





### **2015 & BEYOND**

 Chapter members engage in activities with other chapters as demonstrated by the NYC and Long Island Chapters attending a Global Picnic in September.



That a person who sustains a brain injury is 3x's more likely to sustain a second?

## WAYS TO GIVE:: THE BRAIN INJURY ASSOCIATION OF NYS

### **BECOME A MEMBER**

If you're not already a member, please **join BIANYS today. Membership is Power!** When the Association advocates for increased funding and services for individuals with brain injury and their families, for stronger laws and policies, or for greater public education about brain injury and prevention, our membership strengthens our voice and our impact.

### **DONATE**

Supporting BIANYS with your tax deductible gift allows us to continue to provide advocacy, information, resources and support services to individuals impacted by brain injury and their loved ones.

## MARCH ON FOR BRAIN INJURY

BIANYS is hosting two opportunities to connect with the local brain injury community, show support for those impacted by brain injury, and increase our ability to meet our mission by raising funds!

### **CONNECT WITH LOCAL CHAPTERS**

The Association has Chapters in many areas of New York that host activities and lectures, attend community events, and promote brain injury awareness on a local level.

### **LEAVE YOUR LEGACY**

**Make a gift that lasts beyond your lifetime!** A planned gift naming the Brain Injury Association of NYS in your will and gifts of stock are some of the most important investments you can make to ensure the future of our services.

### TO LEARN MORE GO TO WWW.BIANYS.ORG







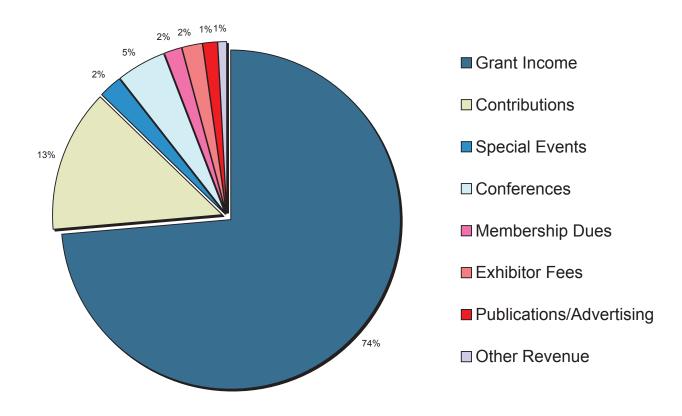




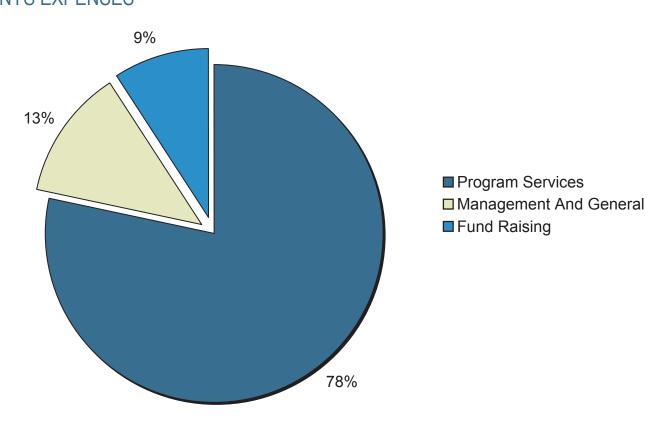
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## **2014 FINANCIALS**

## **BIANYS SUPPORT & REVENUE**



## **BIANYS EXPENSES**



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