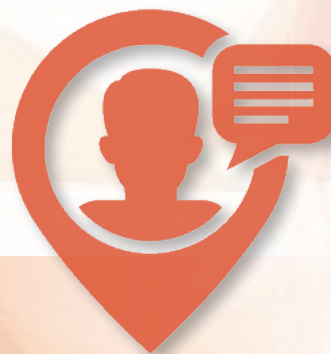


Advocacy is a powerful tool, one that BIAMI used to great effect last year. During Capitol Day 2016, over 120 constituents met with 34 state senators and 56 state representatives to discuss an array of issues.

Our advocacy successes include:

- Adding new measures to the existing Sports Concussion Law, which now allows:
 - the Department of Health and Human Services to review the programs and recommend changes
 - requires adults involved in youth sports to complete training once every three years
 - requires written clearance for youth athletes who sustain concussions to be kept on file until they turn 18 or are enrolled in college.
- Eliminating a "sunset provision" to previous legislation that would have allowed Michigan's blood alcohol legal level to increase from 0.08% to 0.1% this October, thus lowering the impaired driving threshold
- Defeating the Auto No-Fault bill during the lame duck session of the state legislature that would have:
 - Capped benefits for uninsured children, seniors, bicyclists, and pedestrians
 - Cut family-provided attendant care for catastrophically injured accident victims
 - Created an unbalanced fraud authority funded by the auto insurance industry



FUNDRAISING



In 2016, BIAMI held a variety of exciting fundraiser events including golf tournaments, concert and the annual Spring Tribute Legacy Society Dinner:

Spring Tribute Legacy Society Dinner
\$266,937 | 1,101 attendees

The Eastern Grand Invitational Golf Outing
\$68,052 | 222 attendees

The Western Grand Invitational Golf Outing
\$36,161 | 152 attendees

Rockin' for Rehab
\$35,164 | 287 attendees



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THE REAL MEANING OF HELP, HOPE, AND HEALING

We've long communicated that brain injury is neither an event nor an outcome. Instead, it's the start of an often misdiagnosed, misunderstood, underfunded neurological disease. But as accurate as that statement is, nothing expresses its truth quite as much as personally experiencing a traumatic brain injury. As many of you know, that's precisely what happened to my son and, as parents, my wife and I immediately understood just how critically we required expert trauma care, specialized rehabilitation, and long-term disease management in order to ensure his very best possible outcome.

That's one primary reason why my understanding of what the Brain Injury Association of Michigan (BIAMI) does for survivors and families isn't just intellectual or operational, but visceral. And it's why former President & CEO Mike Dabbs, and now I myself in that role, have been and remain so committed to fulfilling the Association's mission and bringing its services – education, advocacy, treatment, research, and most importantly, support – to even more individuals, organizations, professionals, and caregivers in the brain injury community.

As many of you reading this 2016 Annual Report know, the BIAMI is both comprised of, and serves as, the critical link between those living with a brain injury, their families, and the nation's largest, most comprehensive statewide network of CARF*-accredited brain injury rehabilitation centers, medical treatment facilities,

care providers, programs, and professionals. We are a patient advocacy organization that strives to establish, protect, and preserve the laws, policies, and systems that comprise the very foundation of Michigan's robust network of brain injury care. At the same time, the BIAMI seeks to help provide immediate and equal access to these services for all brain injury survivors and their families.

Through 20 chapters and support groups statewide, the BIAMI works on a grassroots level to offer support and community involvement opportunities for survivors and family members regardless of domicile. It's also through these chapters and support groups – as well as via strategic partnerships with similarly-minded organizations – that prevention messaging, information, and activities are shared with communities throughout Michigan.

Our educational conferences, seminars, and webinars provide valuable information on the most recent trends and findings in brain injury treatment and care, while offering Continuing Education Credit opportunities for professionals. On a daily basis our Information & Resource associates take calls from individuals recently sustaining a brain injury and their families, many of whom are desperately seeking assistance, answers, or a knowledgeable and sympathetic ear.

The generosity of our corporate and individual supporters, sponsors, and friends is what enables all of these activities and functions. Essentially, that generosity is what makes it possible to fulfill our mission and help retain Michigan's position as a national center of excellence in brain injury and treatment and care. As always, we are enormously grateful for and appreciative of their financial support.

I encourage you to review our accomplishments in the following pages and to share your thoughts and suggestions with us so we can continue to raise the bar in serving Michigan's brain injury community and fulfilling our motto of *help, hope, and healing*.

Tom Constand

Thomas J. Constand, BIAMI President and CEO

An estimated 58,500 Michigan residents sustain a traumatic brain injury every year. Of these:



* The Commission on Accreditation of Rehabilitation Facilities

PUBLIC RELATIONS AND BRAIN INJURY AWARENESS MONTH

BIAMI furthered public knowledge of brain injury in 2016 through 39 news stories that were picked up by either print or broadcast media and mentioned BIAMI by name. In addition to traditional media, our website saw another record-breaking year with 166,925 visitors (150,019 unique visitors) and 212,699 page views. BIAMI gained 487 new followers on Facebook and 122 new followers on Twitter. BIAMI reached 128,432 users on Facebook and 142,852 users on Twitter.

Additionally:

- BIAMI exhibited at 14 different public events, including: The Ann Arbor Art Fair, West Michigan Brain Injury Symposium, Mid-Michigan Brain Injury Symposium, Area Agency on Aging Caregivers Expo, National Alliance on Mental Illness
- BIAMI participated in Communication Action Day at the Salvation Army in Warren, which resulted in a call back to conduct a presentation to homeless brain injury survivors

Brain Injury Awareness Month in March is key to BIAMI's public relations efforts, and, more importantly, sets the tone for the awareness aspect of our mission the rest of the year. Last year, we sponsored free screenings statewide of the movie *Concussion*, based on the true story of Dr. Bennet Omalu and his discovery of Chronic Traumatic Encephalopathy, a progressive degenerative disease found in people who have had repeated blows to the head.

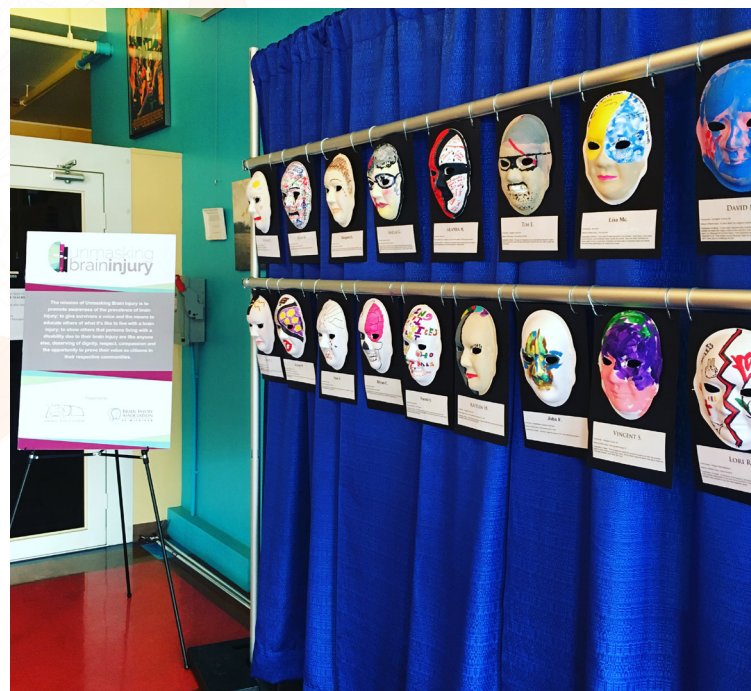
Other highlights include:

- Distribution of 96,000 Concussion Awareness pamphlets throughout Michigan
- Paid placement of 1,100 PSA's in 11 markets across the state
- Brain Injury Awareness Night with the Detroit Red Wings and Grand Rapids Griffins with in-game mentions of BIAMI, 30 second PSA's, exhibits, giveaways, program ads, and website links
- Four digital outdoor boards in metro Detroit with 90,000 total spots delivered and 12,000 webpage visits
- Distribution of "PR-in-a-Box" kits to all of BIAMI's chapters

UNMASKING BRAIN INJURY

Last year, the Brain Injury Association of Michigan introduced "Unmasking Brain Injury" to several of our chapters, as well as several of our corporate members. To date, we have collected 114 masks and will continue bringing "Unmasking Brain Injury" to all of our chapters and any interested corporate members across the state.

We hope to have 1,000 profoundly moving masks on display for the Fall Conference. These masks have added a thought provoking and emotional element to our events, including a special appearance at the State Capitol Building in Lansing in honor of Brain Injury Awareness Month. While the creation of masks for "Unmasking Brain Injury" will only continue for another year, the stories they tell will speak for many years to come.



SUPPORT

BIAMI's Information and Resources Associates are essential to the support aspect of our mission, providing all who call and email with the resources they need. In 2016, they handled over 2,100 calls, emails, and personal visits with survivors, their family members, and professionals. Our 20 chapter and support groups across the state continued to hold monthly meetings and frequent social events throughout the year.

Other highlights include:

- Four individuals and one family in various parts of the state were aided through BIAMI's "Adopt a Family" program during the holidays.
- BIAMI developed and brought our Disability Awareness Training to some of our corporate members.
- Chapters have seen an increase in membership and involvement.
- Tickets to Detroit Tigers games were distributed to BIAMI brain injury survivors, as well as members of veterans groups.

EDUCATION

BIAMI works to ensure professionals, survivors, caregivers, and the general public alike remain educated on all things related to brain injury. As such, we hold three annual educational conferences: The Fall Conference, the Legal Conference, and the Quality of Life Conference.



Pictured from left: Dr. Bennet Omalu, former BIAMI President and CEO Michael Dabbs, and current BIAMI President and CEO Thomas Constand

- The Fall Conference, held in conjunction with the MBIPC, is the largest of its kind in the country. The goal is to provide information on cutting edge treatments, therapies, and medical devices for brain injury survivors. Last year's conference was our most significant to date. Not only was it the second largest with 1,479 attendees, but we were fortunate to have Dr. Bennet Omalu as our keynote speaker on the first day of the conference. Last year's Fall Conference was also the last for Mike Dabbs as BIAMI's President.
- The Legal Conference is a one-day conference focused on legal issues relating to brain injury. Last year's legal conference was the most attended to date with 186 attendees.
- The Quality of Life Conference is a half-day conference that helps brain injury survivors, their family members, and caregivers learn stress management strategies and increase movement. There were 103 attendees at last year's Quality of Life Conference and marked the first time this conference was held in Grand Rapids.
- BIAMI received 30 applications in the first part of 2016 to register for webinars before ACBIS changed to their new curriculum.

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