For over 25 years the Ontario Brain Injury Association (OBIA) has been an instrumental force and resource for those whose lives have been affected by acquired brain injury (ABI).

The journey of OBIA began when several determined families whose loved ones lives had been devastated by ABI came together to form what is now OBIA. For many, OBIA has provided support and advocacy in such a way that it is a “guiding light” helping to navigate the path of rebuilding a life after brain injury. Through personal advocacy services for survivors of brain injury, we work closely with our provincial network of community associations, health organizations and professionals in the field, including healthcare centres, rehabilitation companies and law firms. OBIA’s mission is to enhance the lives of Ontarians living with the effects of ABI through education, awareness and support.

Education
For twenty years, OBIA has been a leader in providing education to professionals working in home and community-based rehabilitation. This includes a collaborative partnership with Brock University, offering six courses in ABI taken by over 6,500 professionals to date. In 2006, the popular Brain Basics was added. Brain Basics is a course designed to provide frontline healthcare workers, caregivers and others with an introduction to ABI. Close to 3,000 people have taken the course. In 2014 OBIA launched an online version of the course.
Awareness
Few people realize that brain injury is the number one cause of death and disability of persons under the age of 45. In children under the age of 16, brain injury accounts for more deaths than all other causes combined. Underlying everything the Ontario Brain Injury Association does is the goal of creating greater awareness of acquired brain injury – its prevalence and effects – and eliminating the stigma for those who have sustained an injury.
OBIA has been researching the personal cost of ABI and its effects on survivors and caregivers. Our most recent publication, The OBIA Impact Report 2012, delivers a snapshot of Acquired Brain Injury and its Effects on Survivors and Caregivers. It provides an overview of statistical information related to the recovery process and the impact on daily living. The research was collected from nearly 750 ABI survivors and caregivers from across Ontario.

Support
At the core of OBIA’s work is supporting ABI survivors and their families. The establishment of a support services department along with the Support Line has been key to OBIA’s services since its inception. OBIA’s Peer Support Program connects individuals with lived experience (the Mentor) with an individual who is living with the effects of ABI and who requires support (the Partner.) In addition, we have been recognized as a leader in providing advocacy to survivors and family members with income support programs, discharge from hospitals and finding appropriate placement for those with ABI. We are committed to providing ongoing support directly or in collaboration with our provincial network of community associations - at no cost to survivors or family members.
Becoming a Corporate Champion

By joining with OBIA in making a difference in the lives of those effected by ABI...

YOU will be instrumental in bringing help, hope and healing to those whose lives have been forever changed by brain injury.

YOU will have the opportunity to reach your target audience and enhance your company’s brand and reputation through benefits exclusive to Corporate Champions.

YOU will be furthering OBIA’s mission of providing education, awareness and support to those living with the effects of ABI.

YOU will be part of making a real difference in the lives of the many individuals we touch on a daily basis.
## CORPORATE CHAMPIONS AT A GLANCE...

<table>
<thead>
<tr>
<th>Feature</th>
<th>Diamond Champion</th>
<th>Platinum Champion</th>
<th>Gold Champion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Champion Logo</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Online Logo Placement</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Educational Videos</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>OBIA Review Magazine</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Corporate Champions Promo Banner</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Social Media Promotion</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Online Bookstore</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Guest Speaker Opportunity</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Training Programs</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
</tbody>
</table>

Silver and Bronze Sponsorship levels also available, see pages 12-15.

Some sponsorship levels may include: Recognition at AGM and Annual Report, Directory of Services listing, Wall of Corporate Champions, Provincial Webcast.
DIAMOND $25,000

Benefits Include:

- **OBIA’s Diamond Champion Logo**: The right to use OBIA’s Diamond Champion Logo and approved messaging for promoting your generous support of OBIA on your corporate website and other marketing materials. You will also receive a Diamond Corporate Champion plaque to display in your office acknowledging your support.

- **Online Logo Placement**:
  - Website: Your corporate logo rotating on OBIA’s home page, linked to your corporate website. Our website offers information on ABI for survivors, family members and professionals.
  - Exclusive Corporate Champion Page: Your company’s generous support will be acknowledged on OBIA’s Corporate Champions page and linked to your corporate website.

- **Educational Videos**: Opportunity to introduce one of four educational videos on OBIA’s YouTube channel with acknowledgement of your Diamond Sponsorship and logo at the end of the video. This sponsored video can be featured on your corporate website.

- **OBIA Review Magazine**:
  - Advertorial: Your company provided content on an ABI relevant topic will be featured as a full-page advertorial in one issue of the quarterly OBIA Review magazine, subject to approval/appropriate editing by OBIA.
  - Corporate Champion Page: In addition, your corporate logo will be included in a full-page feature acknowledging all Corporate Champions in each issue of the OBIA Review.

- **Corporate Champions Promotional Banner**: Your logo will be recognized as a Diamond Corporate Champion on the OBIA Banner proudly displayed (where appropriate) at various events that OBIA attends including conferences, training programs and special events.

- **Social Media Promotion**: Your company’s support will be acknowledged as a Diamond Corporate Champion monthly on OBIA’s social media sites.

- **OBIA Online Bookstore**: Your corporate logo displayed on OBIA’s Online Bookstore and featured on print collateral promoting the bookstore. The online bookstore was created in 2012.
to provide professionals, survivors and caregivers with a wide range of resources. Topics such as neurorehabilitation, cognitive rehabilitation, substance abuse, legal/financial and concussion management are available in a variety of different mediums such as workbooks, training manuals, biographies and videos.

- **Guest Speaker Opportunity:** OBIA’s Executive Director will attend a mutually agreed upon event to speak about acquired brain injury.

- **Training Programs:** Your Company recognized as a champion of OBIA’s ABI training programs offered in conjunction with Brock University. Thousands of program and case managers, rehabilitation workers, discharge planners, occupational and physiotherapists, healthcare educators and medical consultants have taken our courses! Your corporate logo will be displayed on the training page of OBIA’s website and on a feature page in the printed classroom materials for the courses held during your Diamond Champion commitment.

- **Provincial Webcast:** Recognized as a Diamond Corporate Champion at the OBIA Advisory Council (OAC) meetings, held three to five times per year in Toronto. The OAC is comprised of representatives from OBIA and each of our 20 affiliated community associations, which together, comprise our province-wide ABI network. Your company will be recognized at the beginning of the video conference as Diamond Corporate Champion. Your company logo will be displayed at the meeting and on each webcast and archived video.

- **Annual General Meeting (AGM):** Your company will be acknowledged as a Diamond Corporate Champion at OBIA’s Annual General Meeting and your logo featured on the back cover of our Annual Report, which is distributed at the AGM, disseminated to OBIA’s many stakeholders and available through our website.

- **Directory of Services:** A complimentary enhanced listing for your company in OBIA’s online Directory of Services.

- **Wall of Champions:** Your company will be proudly featured as a Diamond Corporate Champion in the reception area of the OBIA office.
PLATINUM $15,000

Benefits Include:

- **OBIA’s Platinum Champion Logo**: The right to use OBIA’s Platinum Champion Logo and approved messaging for promoting your generous support of OBIA on your corporate website and other marketing materials. You will also receive a Platinum Corporate Champion plaque to display in your office acknowledging your support.

- **Online Logo Placement**: 
  - **Website**: Your corporate logo rotating on OBIA’s Support Services page, linked to your corporate website. Our website offers information on ABI for survivors, family members and professionals.
  - **Exclusive Corporate Champion Page**: Your company’s generous support will be acknowledged on OBIA’s Corporate Champions page and linked to your corporate website.

- **Educational Videos**: Acknowledgement of your Platinum Sponsorship (name only) at the end of an educational video on OBIA’s YouTube channel. This sponsored video can be featured on your corporate website.

- **OBIA Review Magazine**: 
  - **Advertorial**: Your company provided content on an ABI relevant topic will be featured as a half-page advertorial in one issue of the quarterly OBIA Review magazine, subject to approval/appropriate editing by OBIA.
  - **Corporate Champion Page**: In addition, your corporate logo will be included in a half-page feature acknowledging all Corporate Champions in each issue of the OBIA Review.

- **Corporate Champions Promotional Banner**: Your logo will be recognized as a Platinum Corporate Champion on the OBIA Banner proudly displayed (where appropriate) at various events that OBIA attends including conferences, training programs and special events.

- **Social Media Promotion**: Your company’s support will be acknowledged as a Platinum Corporate Champion twice yearly on Facebook and four times yearly on Twitter.

- **OBIA Online Bookstore**: Your corporate logo displayed on OBIA’s Online Bookstore and featured on print collateral promoting the bookstore. The online bookstore was created in 2012 to provide professionals, survivors and caregivers with a wide range of resources. Topics such as neurorehabilitation, cognitive rehabilitation, substance abuse, legal/financial and concussion.
Platinum Champion support is exclusively available to four Corporate Champions who commit to annual support of $15,000 each. OBIA welcomes Platinum Champions to commit for a two-year period.

management are available in a variety of different mediums such as workbooks, training manuals, biographies and videos.

- **Guest Speaker Opportunity:** OBIA’s Executive Director will attend a mutually agreed upon event to speak about acquired brain injury.

- **Annual General Meeting (AGM):** Your company will be acknowledged as a Platinum Corporate Champion at OBIA’s Annual General Meeting and your logo featured on the back cover of our Annual Report, which is distributed at the AGM, disseminated to OBIA’s many stakeholders and available through our website.

- **Directory of Services:** A complimentary enhanced listing for your company in OBIA’s online Directory of Services.

- **Wall of Champions:** Your company will be proudly featured as a Platinum Corporate Champion in the reception area of the OBIA office.
GOLD $10,000

Benefits Include:

• **OBIA’s Gold Champion Logo**: The right to use OBIA’s Gold Champion Logo and approved messaging for promoting your generous support of OBIA on your corporate website and other marketing materials. You will also receive a Gold Corporate Champion plaque to display in your office acknowledging your support.

• **Online Logo Placement:**
  - **Website**: Your corporate logo rotating on OBIA’s Brain Injury Information page, linked to your corporate website. Our website offers information on ABI for survivors, family members and professionals.
  - **Exclusive Corporate Champion Page**: Your company’s generous support will be acknowledged on OBIA’s Corporate Champions page and linked to your corporate website.

• **Educational Videos**: Acknowledgement of your Gold Sponsorship (name only) at the end of an educational video on OBIA’s YouTube channel. This sponsored video can be featured on your corporate website.

• **OBIA Review Magazine**: Your corporate logo will be included in a full-page feature acknowledging all Corporate Champions in each issue of the OBIA Review.

• **Corporate Champions Promotional Banner**: Your name will be recognized as a Gold Corporate Champion on the OBIA Banner proudly displayed (where appropriate) at various events that OBIA attends including conferences, training programs and special events.

• **Social Media Promotion**: Your company’s support will be acknowledged as a Gold Corporate Champion twice yearly on Facebook and four times yearly on Twitter.

• **Annual General Meeting (AGM)**: Your company will be acknowledged as a Gold Corporate Champion at OBIA’s Annual General Meeting and your name featured on the back cover of our Annual Report, which is distributed at the AGM, disseminated to OBIA’s many stakeholders and available through our website.
Gold Champion support is exclusively available to **four** Corporate Champions who commit to annual support of $10,000 each. OBIA welcomes Gold Champions to commit for a **two-year** period.

- **Directory of Services:** A complimentary enhanced listing for your company in OBIA’s online Directory of Services.

- **Wall of Champions:** Your company will be proudly featured as a Gold Corporate Champion in the reception area of the OBIA office.
Silver Champion support is exclusively available to Corporate Champions who commit to annual support of $5,000 each. OBIA welcomes Silver Champions to commit for a two-year period.
$5,000 SILVER

Benefits Include:

• **OBIA’s Silver Champion Logo**: The right to use OBIA’s Silver Champion Logo and approved messaging for promoting your generous support of OBIA on your corporate website and other marketing materials.

• **Online Logo Placement**: Exclusive Corporate Champion Page: Your company’s generous support will be acknowledged on OBIA’s Corporate Champions page and linked to your corporate website.

• **OBIA Review Magazine**: Your corporate logo will be included in a full-page feature acknowledging all Corporate Champions in each issue of the OBIA Review.

• **Corporate Champions Promotional Banner**: Your name will be recognized as a Silver Corporate Champion on the OBIA Banner proudly displayed (where appropriate) at various events including conferences, training programs and special events.

• **Annual General Meeting (AGM)**: Your company will be acknowledged as a Silver Corporate Champion at OBIA’s Annual General Meeting and your name featured on the back cover of our Annual Report, which is distributed at the AGM, disseminated to OBIA’s many stakeholders and available through our website.

• **Directory of Services**: A complimentary enhanced listing for your company in OBIA’s online Directory of Services.

• **Wall of Champions**: Your company will be proudly featured as a Silver Corporate Champion in the reception area of the OBIA office.
Bronze Champion support is exclusively available to Corporate Champions who commit to annual support of $2,500 each. OBIA welcomes Bronze Champions to commit for a two-year period.
$2,500  BRONZE

Benefits Include:

- **OBIA’s Bronze Champion Logo:** The right to use OBIA’s Bronze Champion Logo and approved messaging for promoting your generous support of OBIA on your corporate website and other marketing materials.

- **Exclusive Corporate Champion Page:** Your company’s generous support will be acknowledged on OBIA’s Corporate Champions website page.

- **Corporate Champions Promotional Banner:** Your name will be recognized as a Bronze Corporate Champion on the OBIA Banner proudly displayed (where appropriate) at various events including conferences, training programs and special events.

- **Annual General Meeting (AGM):** Your company will be acknowledged as a Bronze Corporate Champion at OBIA’s Annual General Meeting and your name featured on the back cover of our Annual Report, which is distributed at the AGM, disseminated to OBIA’s many stakeholders and available through our website.

- **Wall of Champions:** Your company will be proudly featured as a Bronze Corporate Champion in the reception area of the OBIA office.
That day in November 2001 began like any other day. On this particular day, the sun was shining and winds were brisk. I said good bye to my wife and four kids, got into my car and began my short trek to the school where I taught grade 7. Just a short distance from work, as I proceeded into an intersection on a green light, I heard squealing tires and braced myself for the collision that was impossible to avoid. My life changed in that instant ~ the instant that I acquired my brain injury.

Since that time, my brain injury made it next to impossible to teach in a classroom setting so I had to relinquish my position. My personal connections were a struggle for me and because of this, I have had to rebuild the relationships with my wife and children. I have often thought that if I had a bandage on my head, people would understand why I tire so easily, why I can’t remember simple tasks or why a phone number leaves my head the minute it enters. There is no bandage, no obvious physical evidence, but my injury has altered my life and that of my family forever. My family was able to turn to the Ontario Brain Injury Association (OBIA) when we needed help. I am so grateful for the support OBIA provided to me and to my family.

Tom – Brain injury survivor
Over **500,000** Ontarians are living with the effects of an acquired brain injury

**ABI is...**

- **15** times more common than spinal cord injuries
- **30** times more common than breast cancer
- **400** times more common than HIV/AIDS

It is estimated that there are **27,000** children with acquired brain injuries in Ontario’s schools

**76%** of survivors have trouble with depression some or most of the time

**Brain injury** is the number one cause of death and disability for Canadians under the age of **45**
STRATEGIC PLAN: 2013-2018

Vision
To advance the understanding and eliminate the stigma of acquired brain injury.

Mission
To enhance the lives of Ontarians living with the effects of acquired brain injury (ABI) through education, awareness and support.

Core Values
- Representation
- Support
- Collaboration
- Leadership
- Inclusion

Empowering Attributes
- Expertise in ABI
- Collaboration
- Advocacy
- Education
- Training/Conferences
- Leadership Role
- Recognized Voice
- Awareness
- Support
- Research

Priorities
- Capacity Building
- Heightened Awareness
- Organizational Sustainability
- Systemic Advocacy

Goals
- GOAL 1:
  Maximize education, awareness and support.
  - Heighten awareness and understanding of acquired brain injury within the broader public.
  - Be a financially stable organization.
  - Represent the best interest of those living with the effects of ABI with respect to public policy.
- GOAL 2:
  Increase the scope and reach of services delivered.
  - Develop strategies that increase the public profile and recognition of OBIA throughout the province of Ontario.
  - Maximize organizational efficacy.
Affiliated Community Associations

Belleville
BIA of Quinte District

Chatham-Kent
New Beginnings ABI & Stroke Recovery Association

Dufferin County
Headwaters ABI Group (HABI)

Durham Region
BIA of Durham Region

Fort Erie
HIA of Fort Erie & District

Hamilton-Wentworth
Hamilton BIA

London and Region
BIA of London and Region

Niagara Area
BIA of Niagara

North Bay Area
BIA of North Bay and Area

Ottawa
BIA of Ottawa Valley

Peel-Halton
BIA of Peel & Halton

Peterborough Area
BIA Peterborough Region

Sarnia-Lambton
BIA of Sarnia-Lambton

Sault Ste. Marie
BIA of Sault Ste. Marie & District

Sudbury and District
BIA of Sudbury & District

Thunder Bay
BIA Thunder Bay & Area

Timmins
Seizure & Brain Injury Centre

Toronto (GTA)
Brain Injury Society of Toronto

Waterloo-Wellington
BIA of Waterloo-Wellington

Windsor-Essex
BIA of Windsor and Essex County

York Region
BIA of York Region