

Who would support you,
if you or a loved one
acquired a brain injury?



Think about it!



Brain Injury Association of Canada
Association canadienne des lésés cérébraux

Think about the facts!

Brain injury is the number one killer and disabler of Canadians under the age of 40.

- More than half the people with brain injuries are under the age of 20
- Traumatic brain injuries are PREDICTABLE and usually PREVENTABLE.

Every year, 50,000 Canadians sustain brain injuries.

- Each day, over 100 individuals sustain a brain injury
- Families provide the majority of care for people with brain injuries.

Every year in Canada, over 60 children will die as a result of bicycle related injuries, the majority from brain injury.

- Over 5,000 children will be seriously injured
- 75 percent of all cycling deaths involve brain injuries
- The use of helmets reduces the risk of brain injury for bicyclists by 88 percent.
- Long-term consequences of brain injury affect the lives of about 26,000 individuals

The human skull provides little protection for the brain, as it is less than 1/4 inch thick and has a tendency to crack under pressure.

- Damaged brain cells DO NOT REPAIR or REPLACE themselves



Think about our organisation!

The reasons are as sound as improving the quality of life for all Canadians affected by acquired brain injury and promoting its prevention! We are committed to the fact that provincial associations and the Brain Injury Association of Canada (BIAC) share the belief and conviction that an effective national brain injury association will move the cause of persons living with the effects of acquired brain injury (ABI) forward.

Acquired brain injury has no boundaries. It can hit at any age, from a baby falling down stairs, to a bike or car crash or with the onset of a health condition such as a stroke or a spinal cord injury. Speech, balance, emotions, sex, memory and family are just a few aspects of one's life that are affected from an ABI. Could you imagine leaving home and not remembering how to get back?

These children and adults are still in recovery from their acquired brain injury. It is a long road back and things will never be the same again.

BIAC contributes in many ways:

- Wipe Out, a documentary highlighting the consequences of brain injuries through the eyes of three individuals participating in extreme sports
- Brain Injury Awareness Month in Canada – in June of every year
- Bursary program to assist survivors in pursuing post-secondary education opportunities
- A national conference for brain injury survivors, their families, and caregivers to attend presentations and workshops offered by health professionals
- A website and newsletter dedicated to brain injury issues
- Hawaiian Oyster Odyssey fundraisers help fund prevention and awareness programs, promote research, provide education and networking for brain injury survivors

Without the help of the Annual Fund, we would not be able to provide the bursaries to our ABI survivors in pursuing post-secondary education opportunities.

BIAC wants to raise the Canadian bar from 22nd out of 30 OECD countries to the medal podium when it comes to preventable childhood injuries and deaths through education programs on helmet use and think first programming.



Think about how you can help!

People can contribute to several areas in our campaign:

Founders Sustainability Fund

This fund will allow BIAC to continue to operate well into the future by providing the necessary funds and to fund resource development and communication to build our education programs, lobbying efforts, fund development resources, communication and advocacy efforts to name just a few.

Education Bursary Fund

This fund will allow BIAC to support those ABI survivors who wish to follow post secondary education the financial support needed to pursue their academic career at the institution of their choice.

Awareness Prevention and Outreach Fund

BIAC works towards increasing awareness and prevention of acquired brain injury (ABI) in Canada, and to improve the quality of life of Canadians living with Brain Injury, through funding of innovative outreach programs and services.

We have a strong financial management group and funds will go to those areas as directed by the donor or the area of greatest need if not earmarked by the donor.



Other ways to support BIAC

Matching Gifts

If you work for a company that supports a matching gift program, you can double or triple the value of your gift. Call for more information.

Adopt a Student

Small businesses and friends of BIAC who give to adopt a student program will allow us to nurture the potential of ABI survivor to receiving a supportive and quality post secondary education.

- \$4,000 – shared adoption
- \$8,000 – full adoption
- \$100,000 – endowment



Think about how you can give!

Century Club

Consider what a gift of \$ 10 million could do for BIAC! 100 Friends of the Brain Injury Association and benefactors insuring their lives for \$100,000 would allow us to attain this goal. The plan assumes a ten year payment on premiums. For more information contact the BIAC office at 1-866-977-2492 or e-mail us at info@biac-aclc.ca.

You can also discuss this with your insurance provider.

Premiums are tax deductible.

Bequests, Memorial Gifts and Trusts

A planned gift not only reflects your personal satisfaction in supporting future generations of injured people and the excellent work of the

Brain Injury Association of Canada, but also provides you with immediate and future tax benefits.

Please contact Harry Zarins at the BIAC office at 1-866-977-2492 or e-mail at harry.zarins@biac-aclc.ca to learn more about wills, memorial gifts and bequests, charitable gift annuities, gifts of insurance or gifts of securities. Fax 819 595 2458



The Brain Injury Association of Canada is a registered charity.
Charitable Number 86277 1540 RR0001

Remember that wearing a helmet reduces the risk of brain injury for bicyclists by 88 percent.



Time to act!

You may donate to Brain Injury Association of Canada in one of four ways:

1. Credit Card

Complete the donation form and fax it to Brain Injury Association of Canada at (819) 595-2458.

This is a secure fax site and your information will be kept strictly confidential. Please remember to include your complete credit card information.

2. Cheque

Complete the donation form and mail it with a cheque to **Brain Injury Association of Canada**

c/o Harry Zarins

28 Rue Caron

Gatineau, Québec. J8Y 1Y7

3. By Phone

Call 1-866-977-2492 and donate by credit card.

4. Online

Through CanadaHelps by going to canadahelps.org and completing the donation information.

If you have any questions about donating to Brain Injury Association of Canada, or you wish to make arrangements for planned giving, please contact the Executive Director at harry.zarins@biac-aclc.ca or phone 1-866-977-2492.

Thank you for considering the Brain Injury Association of Canada for your donation. Your generosity is appreciated.



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