



**Brain Injury
Association**
of Windsor & Essex County

SPONSORSHIP PACKAGE

SUMMER 2020

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ABOUT US

The Brain Injury Association of Windsor and Essex County's (BIAWE) mission is to enhance the lives of those affected by an acquired brain injury through education, support and awareness. BIAWE is a registered charity. BIAWE offers facilitated programs providing support to help relieve stress, isolation and stigma. Its in-school STAR (Stop, Tell, get Assessed and Rest) educational presentations and its Helmets for Kids program continues to educate children on brain injury prevention. BIAWE now offers all of its support programs on-line. Because people with a brain injury are vulnerable to anxiety and depression, exacerbated by the current social isolation, it has introduced weekly coffee chat socials to support those feeling isolated or lonely. Volunteers call weekly to check on our clients.

BIAWE is a leader in supporting those affected by a brain injury, brain injury prevention and current brain injury information. We recognize that those affected by an acquired brain injury need as many resources as possible to help them reclaim their lives and see hope in an uncertain future.

In 2020, BIAWE moved to a new office that has comfortable and welcoming meeting rooms for its various support group meetings. This is one example of growth that was only made possible through the generosity of BIAWE's past and current benefactors. Through the generosity of our donors and sponsors, BIAWE's services remain free to individuals who have been impacted by a brain injury.

KEY BRAIN INJURY DEFINITIONS

Acquired Brain Injury (ABI) :

Damage to the brain that occurs after birth from a traumatic or non-traumatic event. ABI is not related to a congenital disorder or degenerative disease, such as Alzheimer's Disease, Multiple Sclerosis or Parkinson's Disease.

Traumatic Brain Injury (TBI) :

Damage to the brain caused by a traumatic event such as a blow to the head, a fall, a motor vehicle or sports related injury.



Non-traumatic Brain Injury :

Damage to the brain caused by illness such as meningitis or encephalitis, oxygen deprivation (anoxia) or stroke.

Concussion :

A concussion is a brain injury which can be caused by a sudden acceleration of the head and neck resulting from a blow or contact to the body. You do not need to lose consciousness to have sustained a concussion. Concussions can occur from many different activities including falls, assault, motor vehicle collisions, sports or being struck by an object. Symptoms can appear immediately or, in some cases, days following the initial injury.

PROGRAMS AND SERVICES

STAR:

(Stop, Tell, get Assessed and Rest) is an hour long program approved by the Greater Essex County District School Board and the Windsor-Essex Catholic District School Board for grades 7 to 12. It teaches basic brain biology, how an injury affects the brain and senses, concussion prevention and what to do after you have hit your head. The important theme is to tell a responsible adult if you have hit your head.

HELMETS FOR KIDS:

In this program we fit and provided helmets to children who otherwise could not afford one. New in 2020 is an injury prevention presentation by trained volunteers. In 2019 over 200 helmets were provided through our community partners.

SUPPORT GROUPS (CHILDREN AND PARENTS):

NEW in 2020. The Support Group for Parents of children under the age of 18 needs are unique and this helps them to better understand their children and aid them in recovery. They learn about resources and coping mechanisms from each other in a facilitated setting. The Support Group for Children under 18 years of age will allow emotional support from other children who understand their situation. This helps in their recovery and prevents more serious mental health issues.

YOUNG ADULT SUPPORT GROUP:

For ages 18 to 29. This facilitated support group is in recognition of the fact that issues related to an acquired brain injury are unique for these ages. It is complicated by school, work, dating and other young adult experiences. The setting is less formal – usually at a coffee shop, where they feel more comfortable.

YOU ARE NOT ALONE SUPPORT GROUP:

A monthly drop-in for survivors and their caregivers. The group is facilitated by an experienced social worker and is a place where participants feel safe and emotionally supported. The group is free to explore issues relevant to them relating to their acquired brain injury. Guest speakers are invited to provide new information.

SURVIVOR SOCIAL:

Is an opportunity for survivors of an acquired brain injury to meet, socialize and engage in activities. For some participants, this is the only social outing they attend all month, as social isolation is a factor for many people with an ABI. Staying active and being with similar minded people is a factor in decreasing and limiting depression.

GOALS:

A six week program that brings people together in an environment that fosters motivation, relationship building and trust. It is guided by a facilitator to learn various goal setting techniques to benefit a person with an ABI in every area of their life. Participants focus on providing support, sharing ideas, and problem solving.

PEER SUPPORT PROGRAM:

Connects people with a lived experience (the Mentor) with an individual who is living with the effects of an acquired brain injury and who requires support (the Partner). This program is available to survivors, family members and unpaid caregivers. The matches are time specific and are made based on similar experiences, needs and personal interests. Support is provide via the telephone or internet and allows the participants to participate in the comfort and privacy of their home.



PROGRAMS AND SERVICES



EDUCATION

ANNUAL ABI CONFERENCE:

The conference brings health care providers, legal professionals and ABI survivors together to learn the latest in ABI research and treatment. The theme and topics vary each year and the committee is composed of health care professionals in the community. This is a social enterprise event for BIAWE. Each year approximately 70 to 100 health professionals attend this conference.

LOWE'S HERO PROGRAM:

We were the recipient of a donation and we purchased much needed appliances and home renovation materials for survivors. We have been able to help 16 people who otherwise may not have been able to afford to make repairs or replace obsolete appliances.



"Since Windsor (BIAWE) joined the Peer Support Program, we have had successful and amicable matches between our associations. I especially treasure the relationships between all the Peer Support Coordinators. We support each other and assist where possible."

Sue Brushey, The Brain Injury Association of Peel & Halton



Brain injuries are 15 times more common than spinal injuries, 30 times more common than breast cancer and 400 times more common than HIV/AIDS.

2020 EVENTS

DUELLING PIANO FUNDRAISER:

Dueling Pianos provided an opportunity to get together and have fun while raising awareness about acquired brain injury. It was held for the first time in 2019 and it was a big success in 2020. We displayed the Unmasking Brain Injury project, bringing awareness of the effects of a brain injury to those in attendance.



THE BUTTERFLY MONUMENT:

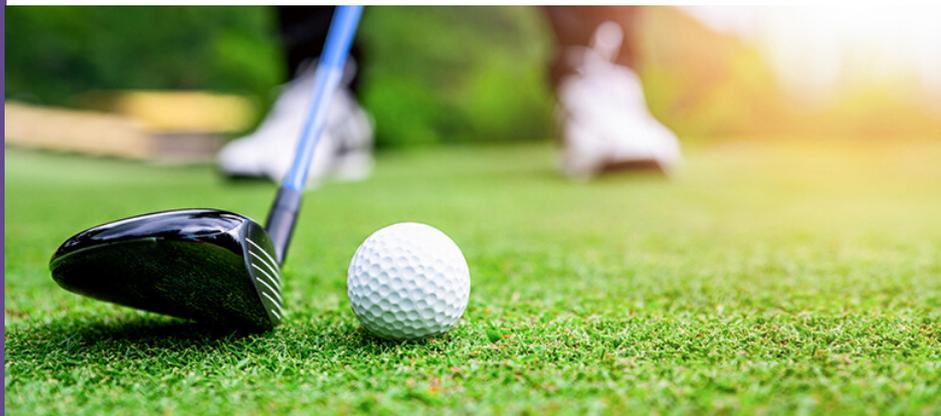
The Butterfly Monument was added to the riverfront in 2014 and is the first memorial sculpture in Canada dedicated to those affected by an acquired brain injury. The life of a butterfly symbolizes the life of an individual with a brain injury. Much like a butterfly that develops from a caterpillar during the chrysalis process, the journey of a person with a brain injury can be transforming. Often, an individual with a brain injury is not the person that they once were.

The goal of the sculpture and the ceremony surrounding the unveiling of new names is to raise awareness of the prevalence of brain injuries, which includes concussions, and to remind us that there are those in our community who have a brain injury and those who have died as a result of a brain injury.



ANNUAL GOLF TOURNAMENT:

The Annual Golf Tournament is our biggest fundraiser of the year and is held at the Kingsville Golf and Country Club. This shot-gun style golf tournament features a fabulous meal and an opportunity to win an assortment of prizes donated by community-minded businesses.



2020 EVENTS

ANNUAL ABI CONFERENCE:

The Annual ABI Conference is held to educate health care professionals and those with an acquired brain injury about topics relevant to them. Each year expert speakers update the audience about the latest information in ABI research.



UNMASKING BRAIN INJURY PROJECT:

The Unmasking Brain Injury project was started in 2018 and the display continues to be shown at various events and venues. Its goal is to bring awareness about the prevalence of brain injury and to how it affects the survivor.



PERSONAL STORIES

I have lived in several places in Ontario since my acquired brain injury. I have had access to several agencies that serve people with acquired and my opinion is that the BIAWE is one of the best."

-L

The Goals group means I have something to look forward to, to be with people who have the same struggles as me, to learn to stay focused on my goals, socialize."

-B

"The BIAWE has been a godsend to me since a family member suffered a catastrophic brain injury 5 years ago. It is good to realize there are people who are going through what we are experiencing and that we are not alone in this difficult journey."

-C

AT BIAWE

WE OFFER

Assistance navigating the health care and legal systems

Providing information about local services

Facilitated support group meetings, peer mentoring and socials

Introducing you to others who have experienced an ABI for support and understanding

Volunteer opportunities for our fundraisers and outreach programs

Up-to-date information on the latest in ABI research and treatment



OUR MEMBERSHIP BENEFITS

For one annual membership fee , individuals and families can become members of both the Ontario Brain injury Association (OBIA) and the Brain Injury Association of Windsor and Essex County (BIAWE)

Vote at annual meetings for OBIA and BIAWE

Receive the “OBIA Review” publication and BIAWE’s “Step Ahead” newsletter.

Participate in the Peer Mentoring Program

Free access to OBIA’s Resource Library

Eligible for discounts on most of OBIA’s training programs

Your voice will be heard locally and provincially.

Annual Fee:

Individual \$ 30

Family \$ 50

Subsidized \$ 5

www.obia.ca/dual-membership/



SPONSORSHIP OPPORTUNITIES

	Title \$25,000	Partner \$20,000	Advocate \$15,000
Program Support	Peer Support and Youth Support Group	Caregiver Support Group	Social Program
Duelling Pianos	10 Tickets	10 Tickets	10 Tickets
Golf Tournament	Corporate Logo on signage & Foursome golfer tickets	Corporate Logo on signage & Foursome golfer tickets	Corporate Logo on signage & Foursome golfer tickets
Annual Conference	2 Tickets & Logo on the Program	2 Tickets & Logo on the Program	
Membership	1 year membership	1 year membership	1 year membership
Social Media	Logo and Link on Facebook	Logo and Link on Facebook	Logo and Link on Facebook
Advertisement	Full page, Quarterly in "Step Ahead"	Half Page, Quarterly in "Steps Ahead"	Quarter Page, Quarterly in "Steps Ahead"
Directory	Full Listing with Link	Full Listing with Link	Full Listing with Link
Website	Logo + Link	Logo + Link	Logo + Link
General Annual Meeting	Logo & Audience Address	Logo in the Program	
Corporate logo - concussion program	Logo on the Program		
More
More

