

2025-2026 Donor Impact Report

*To serve those affected by brain injury
through Advocacy, Education, Prevention,
Service, and Support.*

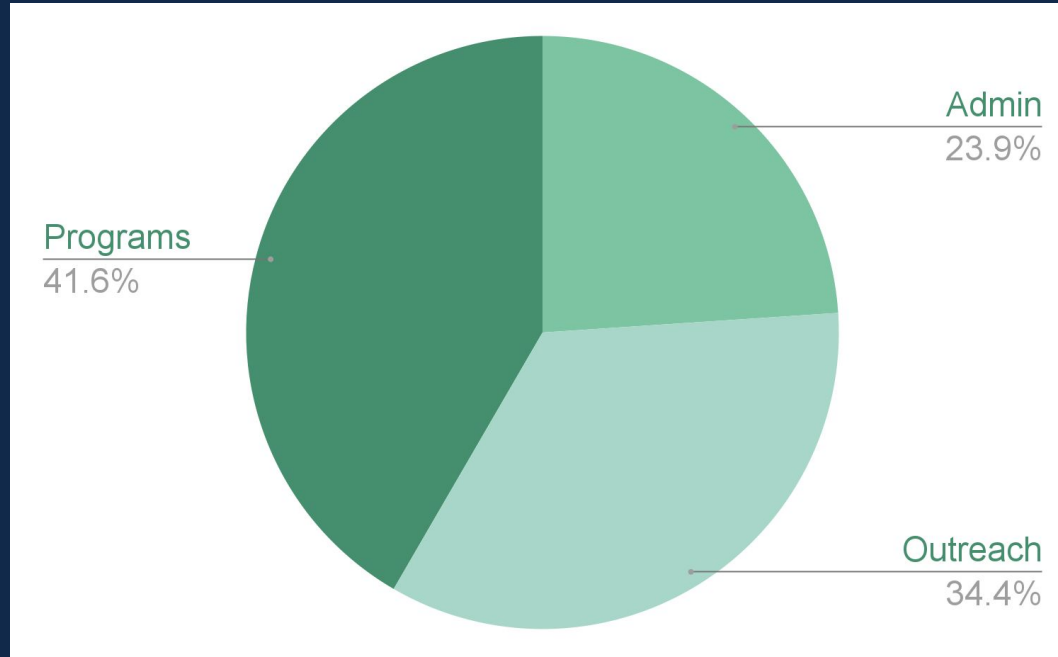
Program Cost Overview

- Brain Injury Conference
 - ◆ \$4,173
- Community Events & Support Group
 - ◆ \$8,940
- Direct Financial Assistance
 - ◆ \$3,985
- Casework
 - ◆ \$3,230
- Other Programs (Grocery Delivery, Transportation, Scholarship, Helmet)
 - ◆ \$1,425.00

Total cost of programs serving our mission: \$24,753

Total Impact

- Costs of Programs Serving Our Mission - \$24,753
- Administrative Costs - \$12,514
- Marketing/Outreach/Fundraising Costs - \$17,992





Top Programs

In 2025

01

Bridges Support Group - Provides a source of support and community events for those impacted by brain injury, cost includes food, entry, facilitator, and other expenses.

Total Cost: \$ 8,940 Total Served: 40 Per Capita Cost: \$224

02

Direct Assistance - Provides direct funding and assistance to those affected by brain injury to help them with grocery delivery, transportation, supplementing the costs of living with brain injury and scholarships

Total Cost: \$ 5,410 Total Served: 28 Per Capita Cost: \$193

03

NKY Brain Injury Conference - Teaches the latest therapies and treatments to medical professionals and those impacted by brain injury

Total Cost: \$4,173 Total Served: 140 Per Capita Cost: \$30

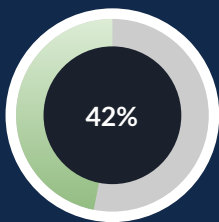
04

Casework - Provides a fee-free point of contact to assist in connection to resources

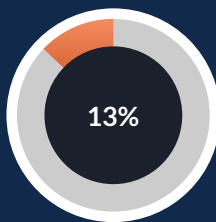
Total Cost: \$3,230 Total Served: 65 Per Capita Cost: \$54

How Labor Costs Factored In

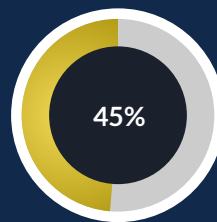
- Brain Injury Conference - \$1378
- Bridges Support Group - \$4189
- Casework/Direct Financial Assistance - \$3239
- Administrative - \$2756
- Marketing - \$447
- Outreach - \$5095
- Fundraising - \$3996



Programs that
Support our
Mission



Administrative



Marketing,
Outreach,
Fundraising



How do Marketing and Outreach Differ?

- Outreach: Labor and expenses are categorized as “Outreach” when they are targeted at the community of we serve. These expenses are for making sure those affected by brain injury know our resources exist and know how to reach us.

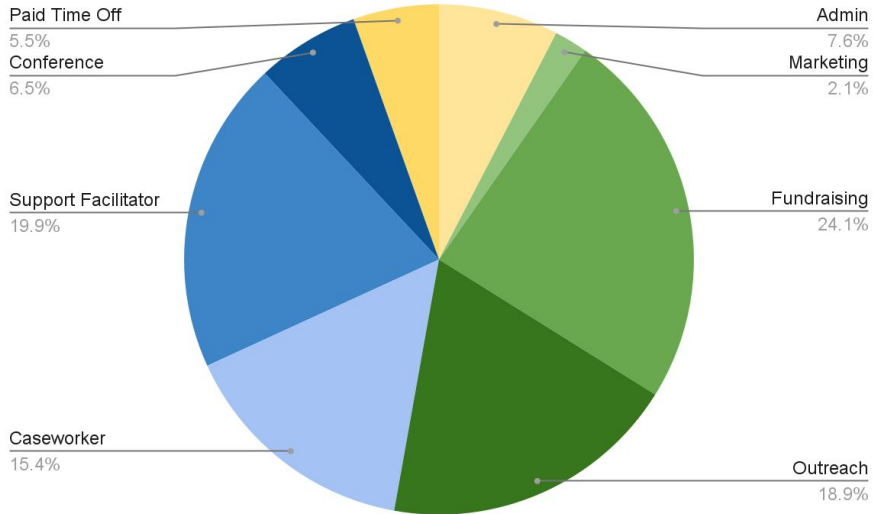
In 2025, we spent \$5,095 on outreach labor.

- Marketing: Labor and expenses are categorized as “Marketing” when they are targeted at the greater community for fundraising purposes.

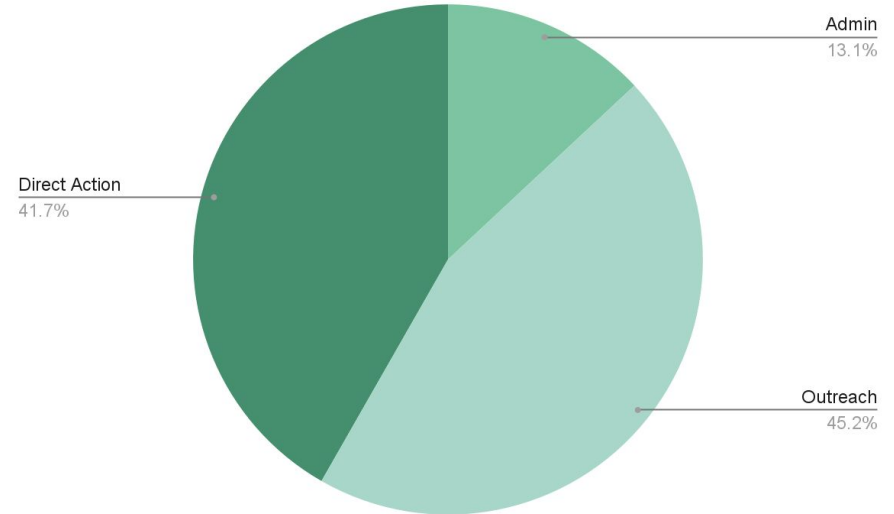
In 2025, we spent, \$447 on marketing labor.

2025 Labor Cost Breakdown

Complete Breakdown



General Breakdown



Top Projected 2026 Needs

In 2025, We Added:

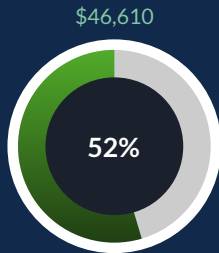
- Expanded transportation program
- Expanded financial assistance for those experiencing hardship
- Brad Fritz Brain Injury Scholarship

In 2026, We Received Requests For:

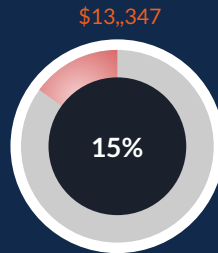
- Additional Financial Help
- Respite Care
- Helmet Giveaways - we gave away 217 helmets from inventory in 2025

2026 Overview

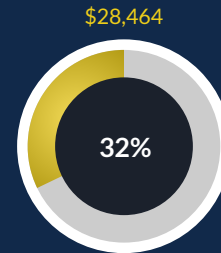
- We are planning a bold expansion of programs to directly support those affected by brain injury
- In 2025, we had an aggressive outreach strategy to make the populations we serve aware of our programs. While we are gaining momentum, we hope to maintain this momentum in 2026.
- In 2025, we added new fundraisers with the Bourbon Raffle and Humor Heals netting us over \$25,000 in income. These fundraisers will return in 2026. Fundraising costs are projected to more than pay for themselves in 2026.
- We will continue to keep administrative costs as low as possible by using volunteer hours to help manage the business so our employees can focus on the populations we serve.



Programs that
directly support
our mission



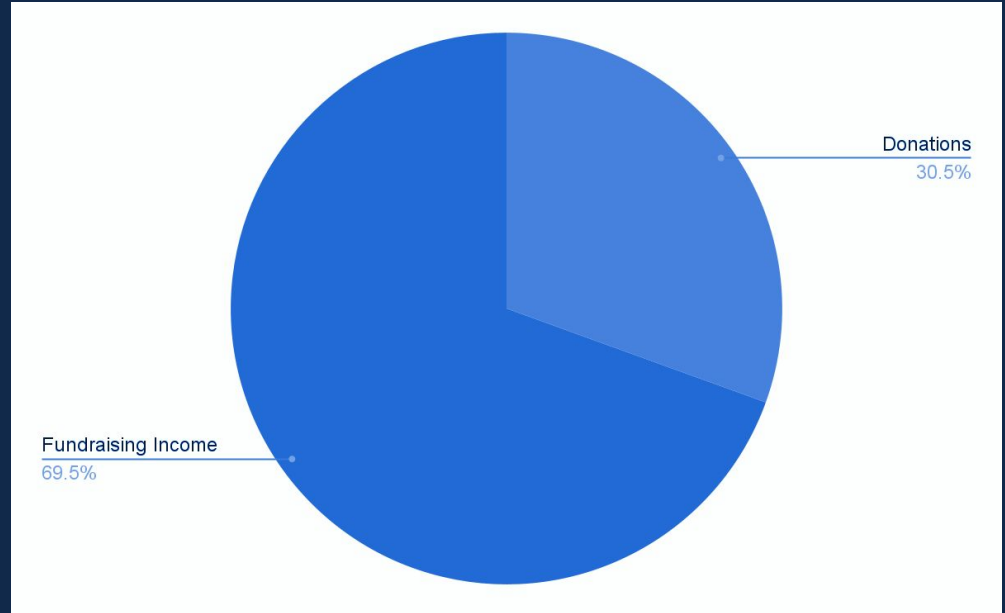
Administrative



Marketing,
Fundraising,
and Outreach

2026 Projected Income Sources

- Donations - \$27,000
- Fundraising - \$61,500





Thank you!



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biank.org/donate

to donate to our cause