



BRAIN INJURY CENTER OF VENTURA COUNTY

BOARD RECOMMENDATION

TO: BIC Board of Directors
FROM: Jeanette Villanueva, Executive Director
DATE: December 9, 2014
SUBJ: Mission Statement

BACKGROUND

A mission statement declares an organization's reason for existence. For fundraising and grant opportunities, it should inspire support and ongoing commitment. Ultimately, our mission statement should articulate our purpose to brain injury survivors, caregivers, donors, sponsors, and the community.

Over the years the Brain Injury Center of Ventura County has used several versions. In order to have one statement that describes who we are and why we exist, the issue was presented at the October 2014 Board meeting. However, it was decided that more input was needed. Over the past two months, the Board of Directors have participated in brainstorming via email and offered significant input.

RECOMMENDATION

To adopt the following mission statement:

Our mission is to raise awareness, provide support and resources to survivors and caregivers, and improve the quality of life for those impacted by brain injury.

Depending on the placement, it may also be written:

The mission of the Brain Injury Center of Ventura County is to raise awareness, provide support and resources to survivors and caregivers, and improve the quality of life for those impacted by brain injury.

FINANCIAL CONSIDERATIONS

None

BOARD ACTION REQUESTED

To approve the above mission statement.