



***FY25 Budget Narrative***

Presented by Linda D. Wilkinson, MC, CFRE  
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To the BIAV Finance Committee  
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**Methodology & Purpose**

The budget is one of the greatest tools nonprofits have to affect impact toward successful execution of mission-aligned strategies. This budget is presented with this intention – to affect dramatic change to the organization’s Strategic Plan AND to innovate new initiatives and strategies designed to improve the lives of people with brain injury, their families and caregivers, and the professionals that support them.

The budget is laser focused on deliverables in current government contracts and grant-funded projects, as well as allowing the professional staff at BIAV to develop new, responsive programs to various constituencies. The budget process was inclusive of ALL staff. They were asked to evaluate the current Strategic Plan and contracts to determine what types of services were missing to have the greatest impact on BIAV’s community. The suggestions, and questions, posed by staff were included in the development of the budget and subsequent policy proposals for the committee’s and board’s consideration.

No organization can remain relevant and responsive without strong, reliable data – this area has been identified by the BIAV staff & leadership as an area of opportunity. Each team at BIAV (i.e. Program, Development & Finance) relies on accurate and timely data to inform numerous decisions. BIAV has been without this dedicated, strategic and focused position for at least a year. It is time to concentrate efforts to create data quality controls across all aspects of the organization to ensure efficiencies and effective delivery of services to our constituents. Thus, I am recommending that a PT (approximately 20hrs/week) position be made FT effective July 1, 2024. I believe there is an excellent internal candidate to fill the FT role in Victoria Kercado. As with all positions at BIAV, Victoria’s personnel costs can be allocated across many, if not all, current contracts and grants.

**Revenues at a Glance**

BIAV is overly reliant on government grants/contracts for its operational expenses. As with any government grant/contract, the funding is restricted and even prescriptive. Government funding does not allow for the professional team of subject matter experts to innovate or experiment. I have been recommending to BIAV for 20 years that it rely less on government funds and diverse its funding sources. With FY25 and new development efforts lead by Liz Wilson, Director of Development, BIAV could be headed to a new phase in its lifecycle with less reliance on government funding, but this will take time to develop – perhaps 3-5 years of intense development strategies. In the meantime, the following revenues are projected for FY25:

## Revenues:

- Unrestricted Donations (4010 & 4011)- \$72,000 Mail, social media, etc. fundraising efforts
- Sponsorships (4020) – \$66,500 appeals to individuals and companies to directly support certain programmatic or fundraising efforts such as Golf, Camp, or Legacy. Funds from these sponsorships are UNRESTRICTED for general operating
- Event Registrations (4030) – \$71,400 fees charged to participants for activities such as Golf, Camp or Legacy.
- Membership Dues (4050) – \$42,250 various levels with specific benefits. This is an area that the Development & Marketing Team (Liz Wilson & Kathy Baba) can/will develop to expand BIAV’s reach around the state. This area has great potential given the number of people in Virginia with a brain injury – 300,000! Their strategies will involve more marketing/advertising and branding using social media and other formats & media.
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- **Restricted Grant Income - \$879,812**
  - \$577,812 DARS BIRN Contract – CONFIRMED for FY25 (have had this contract with multiple deliverables for at least 3 years)
  - \$15,000 (requested \$30k) Sheltering Arms Grant – ANTICIPATED for FY25 (have had grant from SH for several years; primary deliverable to supporting Amy Smith’s office hours at SHI)
  - \$24,000 CNI subgrantee with VCU – CONFIRMED for FY25 (1<sup>st</sup> year of grant project; focus of research grant is to identify discrimination in access to brain injury services; this is a 3-year grant)
  - \$110,000 VDH Domestic Violence grant – CONFIRMED for FY25 (this will be the 4<sup>th</sup> year of this project to have local DV programs screen for brain injury)
  - \$48,000 DARS CONFIRMED - marketing funding for unserved or underserved areas/populations; anticipate using some of this funding to translate materials and website into Spanish
  - \$105,000 DARS, NEW state funding from 2024 General Assembly Session (could add an additional \$125k depending on outcome of negotiations with the GA & governor on 5/13/24);
  - \$125,000 DARS, NEW funding for CSB trainings; similar to VDH DV initiative

**TOTAL \$879,812**

## Expenses

- **Salaries** – Increased all salaries by 5% for performance-based increases during annual reviews
  - **ED salary \$130,000** is an estimate; the Search Committee is evaluating resumes at the present time; previous ED salary was \$110k. Used \$130k as an average salary in RVA for Executive Director for similar size organizations
  - **Director of Programs** – \$82,000 vacant as of 5/13/24; should be hired by 6/1/24
  - **Data Quality Coordinator {NEW}** – have had a PT person; needs to be FT for effectiveness; have a possible internal candidate to move into this position effective 7/1/24 depending on committee and board approval for budget change
  - **Community Engagement Coordinator** – was FT in FY24; may need to make PT (\$25k), but if funding permits, this position is essential for outreach especially to professionals and in underserved and unserved communities and should be FT @\$48k
  - **Community Resources & Services Manager** – \$63,000; Christine Bagginni retiring effective 6/30/24; hoping for successor to start on/around 6/23/24 for training
  - **Camp Directors** – increase from \$1865/week per director to \$2000/week per director
  - **Camp Counselors** – increase from \$325/week to \$350/week for 40 counselors across the 2 weeks (\$375/week for PCAs)

- **Benefits**

- **Dental** – \$1,000. BIAV currently pay 25% of dental for each FT employee who chooses to participate. I recommend changing this to 100% covered by BIAV. Anticipated costs are based on adding additional new employees; plan is re-evaluated in August/September 2024 with potential new rates
- **Health** - \$50,000. BIAV currently pay 75% of health benefits for each FT employee who chooses to participate. Anticipated costs are based on adding additional new employees and expected increase in costs; plan is re-evaluated in August/September 2024 with potential new rates. BIAV's current average contribution per employee per month is \$462. Will probably not be this full amount because not all employees participate
- **Vision {NEW}** – \$1,000. BIAV currently does not offer a Vision benefit; this is a low-cost, high-impact benefit for team members. New Vision coverage would go into effect with new health policies in September 2024. I recommend BIAV cover 100% of this cost.
- **Long & Short-term Disability Insurance {NEW}** - \$1,500. BIAV currently does not offer a LT/ST Disability benefit; this is a low-cost, high-impact benefit for team members especially considering BIAV's mission. New coverage would go into effect with new health policies in September 2024. Benefits will help employees if they are ill or injured and out-of-work for extended period of time.
- **Cell Phone Stipend {NEW}** - \$5,400. BIAV currently does not offer a cell phone stipend to any employee. The proposed budget allows for \$50/month per FT employee. All current employees use their cell phones while travelling for BIAV business. Cell phones are required for 2-part authentication for cyber security
- **Retirement - \$7,500**. BIAV currently contributes 3% to a fund for employees after 1 year of employment. BIAV's contribution requires the employee to contribute (i.e. match).