



**BRAIN INJURY SOCIETY OF TORONTO**



**EDUCATION**



**ADVOCACY**



**SUPPORT**



**AWARENESS**

ANNUAL REPORT 2016-2017



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## **A MESSAGE FROM THE CHAIR**

On behalf of the Board of Directors, I am very pleased to contribute a Message from the Chair to the Annual Report for the fiscal year ending March 31, 2017. Each year BIST has grown and evolved and the 2016-17 year was no different. Under the strong leadership of Melissa Vigar, Executive Director, with the assistance of committed BIST staff and a dedicated board of directors, BIST has continued to grow and to provide much needed services and opportunities for our members.

Through its staff and directors, BIST continues to work hard to execute our mission statement which is: to enhance the quality of life for people in the City of Toronto, living with the effects of acquired brain injury through education, awareness, support and advocacy.

In 2016-17 BIST continued to offer successful community meetings, support groups, and workshops. We have also remained active in promoting Brain Injury Awareness Month in June.

This year we saw the departure of Kat Powell as Programs & Services Coordinator. She is currently studying at Dalhousie University and we wish her the best. We were very fortunate to hire Julie Notto as our new Programs Coordinator. Julie, along with our Communications and Support Coordinator, Meri Perra, have been essential in keeping BIST running in good form in 2016-17. In particular, Meri has helped BIST grow our social media presence and has been integral in promoting BIST in the online world.

The BIST Board of Directors continues to be hard at work on implementing and meeting the goals set out in our operating plan. The primary goals of this plan are to continue to reach new individuals, increase our membership and to improve our programming.

BIST has also continued to organize and run successful fundraising events such as the Mix & Mingle (with OBIA), the 5km Run, Walk & Roll and the Birdies for Brain Injury Golf Tournament. In addition, our corporate sponsorship program has also provided much needed financial support to keep our programs running. We thank our corporate sponsors for their crucial assistance. We also thank our many volunteers for their tireless efforts to support and assist BIST in reaching its goals and supporting its members.

I am completing my four-year term on the BIST Board of Directors as of the Annual General Meeting in September 2017. However, I will continue to be involved with BIST as a volunteer and committee member. It is a fabulous organization and one that I have been very proud to be involved with. I want to thank all of the BIST Staff and the remaining board of directors for their commitment and assistance. I also want to welcome Kerry MacLean of CHIRS as incoming Chair of the Board of Directors. I know that BIST is in very good hands going forward.

*Ryan Murray, Chair—Board of Directors*

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## **2016 - 2017 Program Statistics and Information**

### **Compiled by Julie Notto, Programs and Services Coordinator**

This report offers a detailed breakdown of BIST programs offered in the 2016-2017 fiscal year. Monthly programming is discussed first; in the order programs are offered each month, followed by information on special events, workshops and pilot projects.

### **Monthly Programming**

#### **1<sup>st</sup> Tuesday Social Drop-In (SDI):**

Numbers stayed consistent over previous years. In March 2017 the program moved to the BIST office at 40 St. Clair Avenue East. This move reduced programming costs, facilitated better use of staff time and revitalized this group by providing a more accessible location, a smaller space, which, facilitated more socializing, deeper discussions and connections between members.

**Total Annual Number of Social Drop-in attendees: 155**

#### **2<sup>nd</sup> Tuesday Community Outings:**

Community Outings were irregular events prior to Fall of 2016. The launch for regular Community Outings was part of our **#BISTUESDAY** program strategy. The goal of this strategy is to remind, and engage, members and the larger Toronto ABI/TBI Community, in regular weekly Tuesday programming at BIST.

Key factors in the success of this program were:

- Successful Aquarium outing in August 2016 sponsored by Howie, Sacks and Henry LLP. This generated buzz about and provided an excellent platform for promoting this **#BISTUESDAYS**.
- Securing a membership to the **AGO Community Access Program**, which allows BIST members to visit the AGO for free, and provides our members with 4 AGO membership cards. Through our BIST program, as a group we visit the AGO on a quarterly basis and members can also sign out an AGO membership card at the BIST office, for 1 week. The card allows them to go to the AGO for FREE with up to 2 adults and 4 children.
- Frank Bruno's donation of his Scotia Scene card movie points to our quarterly **BIST Goes to the Movies** Community Outings. This covers 5 to 8 movie tickets. Combined with the reduction of rental costs for the monthly Social Drop In, BIST is now able to offer up to 16 members a free movie outing once a quarter on **#BISTUESDAY**. A post-movie discussion group follows over coffee - members share their experience of and ideas about the film and brainstorm movies selections for our next outing.

**Total Annual Number of Community Outing Attendees: 237**

### **3<sup>rd</sup> Wednesday Young Adult Group (YAG):**

The group is a 60/40 split of members who come with their parents, and members who attend the Parent Support Group. 60% of members attend on their own. 40% attend with a parent who is participating the parent support group. This group is co-facilitated with Carrie Mackinnon, Social Worker.

It provides youth with a safe place to discuss and have their ABI/TBI challenges validated. Members share experiences, coping strategies and report feeling an enhanced sense of self-esteem and a reduced sense of isolation, anxiety, and loneliness as a result of participating in the group.

In September of 2016, we facilitated a group brain storming session. The group consensus was to reduce games and make the group a place to discuss and share challenges, coping skills and resources.

Requested YAG discussion themes:

- Navigating going back to and being in school
- Remaining safe and cope with anxiety in public spaces
- Dealing with cognitive communication challenges
- Relationship challenges
- Coping with sleep issues
- Managing emotions

In the Fall of 2016, we had Vimal Kodia, an adult BIST member; present a power point detailing his injury and recovery.

**Total Annual Number of Young Adult Group Member Attendees: 103**

### **3<sup>rd</sup> Wednesday Evening Parent Support Group (PSG):**

This is a small and dedicated group that is facilitated by Sarah Warren, Social Worker, and Kevin \_\_\_\_\_, a volunteer who has a family member with an ABI.

In the Fall of 2016 members requested quarterly presenters. As such, the following presentations were coordinated:

- November 2016: Mr. Chuck Mezei presented on Thought Field Therapy. Mr. Mezei is a Senior Thought Field Practitioner who traveled from Hamilton to provide a short presentation, hands-on demonstration, take-home information sheets and free follow-up consultation for interested members.
- In February 2017 Sami Canada Financial presented to the PSG on how to set up and maximize a Registered Disability Savings Plan (RDSP).

Both presentations were well received but the group is conflicted about whether to continue quarterly presentations going forward as it decreases discussion time. With this in mind, BIST Program Coordinator is focusing on engaging the PSG in our #BISTUESDAY Community Outings and #BISTEVENINGS Community Meetings.

**Total Annual Number of Young Adult Group Member Attendees: 73**

#### **Monthly Community Meeting – Event & Presenter List**

##### **2016**

April: Volunteer Appreciation Night

May: How to Save Money on your Electricity with Lilia Esi Shillingford Ontario Energy Board

June: Centre Island Trip in partnership with CHIRS

July: Annual BIST Picnic at High Park

August: Yoga with Zubin J. Dotiwalla

Sept: Annual General Meeting

Oct: Inspiration Boards with Celia Missios

Nov: Team Therapeutix with Victoria Tolmatshov, ODSP Physiotherapy program & exercises

Dec: Holiday Party

2016 Sub -Total: 404

##### **2017:**

January: Intro to Adult Support Group

Feb: Nordix Walking Poles with Greg Bellamy

March: Creating Art Together

2017 Sub-Total: 54

**Grand Total of Community Meeting Attendees: 458**

#### **Special Events**

BIST has a small but dedicated Special Events Committee, made up of BIST members, that drives the development, coordination, and delivery of our special events.

**Annual Picnic:**

The Annual Picnic is a member and staff favourite. At July 2016 Annual Picnic BIST said goodbye to amazing long time staff member Kat Powell and introduced new staff members Julie Notto, Program & Services Coordinator & Melissa Vigar, Executive Director.

**Total number of BIST member attendees: 62** *\*Numbers tracked under Community Meetings.*

**Halloween:**

In collaboration with CHIRS, BIST participated in the October 2016 Halloween Party. BIST Program Coordinator Julie Notto attended planning meetings, assisted BIST member Frank Bruno in securing a pizza donation for this event and helped staff this event.

**Total # of BIST member attendees: 11**

**Giving Tuesday Pop-Up Thrift Shop:**

BIST Staff brainstormed a creative way to engage in the Canada wide Giving Tuesday campaign and thus the Pop-Up Thrift Shop was born and launched on Nov 29, 2017.

Our Special Events Committee, Board Members, and the BIST Community coordinated and secured donations for this event.

Our Pop-Up Shop provided an excellent platform for:

- Raising awareness across all social media platforms
- Local Community Outreach and Awareness –people from our office building and the local community came to our Pop-Up. They left with a new awareness about ABI/TBI, BIST resources, and amazing Pop-Up Shop items.
- BIST members to secure gently used much-needed items, they otherwise couldn't afford, for themselves and/or give as holiday gifts. One member was going back to school and was able to purchase a gently used laptop for which she was extremely grateful. Another was able to purchase a winter coat and teacher gifts for her son, she advised that she wouldn't have been able to do this without our event.
- Raising over \$800 – the most amount raised during Giving Tuesday since BIST began participating in 2014.
- Ended up running for 3 days instead of 1 due to popular demand.
- All left over goods were incorporated in the Annual Holiday Party and were offered to members free of charge.

**Total number of individuals served: 98**



**Holiday Party:**

BIST Special Event Committee planned and facilitated an outstanding 2016 Holiday Party that included special event stations for games, food, chair massage from Alma Spa, and carolling. This event also incorporated BIST's Pop-Up Thrift Shop donations.

**Total number of BIST member attendees: 72 \* *Numbers tracked under Community Meetings***

**Educational Workshops**

Below is the list of workshops offered during the 2016- 2017 Annual Fiscal Year. BIST workshops continue to provide a platform for providers, survivors and caregivers to obtain further education on brain injury, family and caregiver needs and various community supports.

**Concussion Series:** A six-week series offered during April and May of 2016 for persons experiencing persistent concussion symptoms six months to two years post injury. Discussion topics included understanding concussion symptoms, coping skills and return to life.

**Total number of members served: 11**

**Brain Basics:** Offered in May 2016 in collaboration with OBIA. The Brain Basics Training Program is designed to provide frontline Health Care Workers, Caregivers and others with an introduction to the world of Brain Injury.

**Total number of attendees = 26**

**Brain Fitness:** Held on two consecutive Fridays in May 2016, presented by Brain Gym® creator Paul Hyman. It provided practical and natural solutions to deal with the pressures of caregiving and explored new self-care techniques.

**Total number of attendees = 83**

**Speakers Forum:** Offered in May 2016, it provided a platform for professional and members to share their experiences, insights, and resources. With guest speakers, Dr. Robin Greene, Paul Hyman, Dr. Peter Runmey and Anthony Aquan-Assee

**Total # of members served = 49**

**Advocacy Workshop:** Offered in the November 2016, it offered information and resources on how to advocate post-accident for services and support and what you can do if you feel your rights are being

violated. It featured presentations and small group discussions led by Katie Muirhead OBIA Advocacy Specialist and Disability Lawyer and advocacy specialist Dianne Wintermute, from ARCH Disability.

**Total # served = 39**

**Caregiver Workshop:** Offered in Feb 2016 this workshop was co-presented by Stacy Levine, Behavioural Therapist and Carrie Mackinnon, Social Worker and provided information and resources on how communicate with individuals with cognitive impairments as well as self-care strategies for caregivers.

**Total number of attendees = 50**

## **2017 Q1 Pilot Projects**

### **Tuesday CHIRS & BIST – Around the World Game Day**

Brainchild of CHIRS Mentor Coordinator Dave Slonim, our goal was to share resources and introduce members to the services offered by each organization. Due to holidays and winter storm warnings the group was only held once during the time frame of this report. This pilot continued until June 2017 to provide an accurate assessment of BIST member interest.

**Total Number of BIST members served 1st Quarter of 2017: 4**

### **Adult Support Group:**

BIST members and staff identified the need for an Adult group in the Fall 2016. The goal was to pilot a barrier-free group that members could attend in person or via virtual participation. BIST reorganized and repurposed its' office space and converted the large back room into a group program room. We researched and set up secure virtual access for members via GotoMeeting. This group served 19 members the first night, and 1 to 3 regular virtual participants monthly. The group will provide support for our Young Adults when they age out of their group. This pilot has become a regular monthly BIST program.

**Total Number of Adult Support Group attendees served 1st Quarter of 2017: 40**

## **Fiscal Year Metrics Summary 2016 -2017**

- **Total# of Members Served = 1,415**
- **Total # Parents/Caregivers Served = 142 (group & workshops)**
- **Total # Young Adults Served = 121 (group & holiday party)**
- **Total Number Served 2015/16:1,310**
- **Increase Number of Members Served = 105**
- **Percentage Increase Year Over Year = 9.25%**

## **Peer Support Mentor Program**

**By Carrie MacKinnon, Peer Support Coordinator**

BIST continues to offer the Peer Support Mentoring Program in partnership with the Ontario Brain Injury Association (OBIA).

The Peer Support Mentoring Support Program connects an individual who is a “veteran” in living with the effects of Acquired Brain Injury (ABI) with a “partner” who is coping with a similar ABI-related situation and is in need of support from a knowledgeable friend. The program is available to survivors, family members or unpaid providers of care. Mentoring can be done over the telephone, email and/or Skype, making it accessible for people who otherwise would not attend our programs.

As the program is growing there is always a need for new Mentors in all of the categories (ABI survivors, parents and spouses). At the moment, we continue to target recruitments for family members who are spouses and parents.

Awareness about this program in our community continues to grow. BIST held two mentor training sessions at our office in July and November 2016. Our Peer Support Coordinator completed 32 partner intakes, 8 mentor intakes, had 25 partnerships successfully completed and 19 partnerships started.

**BIST FINANCIAL REPORT**

**By Josh Himmel, Treasurer**

Overall, BIST had another strong year in fiscal 2017. BIST has utilized fundraising proceeds and corporate sponsorships from the year to reinvest in the organization and its members. This has allowed BIST to bring on some amazing staff members and expand its core program and service offering while constantly expanding its reach to new members of the community. BIST also has a strong cash and investment position at year-end representing an increase of approximately \$50K from the prior year indicating that BIST is in a great position moving forward. I would like to take this opportunity to thank our members, board members, community partners, and sponsors including our new corporate sponsors, OBIA and our dedicated staff for all their work. Without these significant efforts BIST would not be the organization it is today.

## Financial Report

CDN \$	Year ended March 31, 2017	Year ended March 31, 2016
Gross revenue	227,830	258,345
Contractors fees	(23,880)	(34,291)
BIST Program expenses	(96,603)	(90,977)
Fundraising Event expenses	(57,250)	(69,673)
Admin and other expenses	(48,407)	(45,732)
<b>Surplus/ (Deficit)</b>	<b>1,690</b>	<b>17,672</b>

CDN \$	As at March 31, 2017	As at March 31, 2016
Cash	64,193	33,827
HST receivable	37,361	43,340
Accounts receivable	4,859	4,854
Prepaid expenses	5,760	11,485
Investments	60,736	40,472
<b>Assets</b>	<b>172,909</b>	<b>133,978</b>
Deferred revenue	56,701	21,555
Accounts payable	21,031	18,936
Retained earnings	95,177	93,487
<b>Liabilities and Equity</b>	<b>172,909</b>	<b>133,978</b>

### BIST VOLUNTEERS

BIST continues to be fortunate in having so many hard-working and dedicated volunteers. Our volunteers sit on committees, help plan and lead our programs, plan our fundraising and social events and contribute to our blog. Our volunteers are survivors, family members, health care professionals, lawyers and individuals interested in giving back to their community and supporting the mission of BIST.

Our Volunteer Committee works hard to plan a Volunteer Recognition evening in April to celebrate Volunteer Appreciation Month. Our sincere thanks to the Volunteer Appreciation Committee Members: Bev Melamed (Chair), Colleen Boyce, Deanna Gilbert, Kerry MacLean and Melissa Vigar.

### Volunteer of the Year Award

BIST continues to honour one BIST Volunteer each year with the Vetter Volunteer of the Year Award. This award is named for Esther and Alfred Vetter who have an adult son who sustained a brain injury many years ago, and have been instrumental in brain injury awareness over the years. Esther Vetter was the founding Executive Director of the Head Injury Association of Toronto.

Congratulations to all of our deserving nominees!

**This year's winner was Frank Bruno!**

Frank, featured here with Deanna Gilbert Volunteer Committee Member, has been volunteering with BIST since our days as the Head Injury Association of Toronto. He is always willing to help out – to set up tables before community meetings, to share his story at [areyouaware.ca](http://areyouaware.ca) to use his connections with professional sports to give BIST members a free trip to the Hockey Hall of Fame, or donate NHL-signed hockey sticks for BIST fundraisers. Frank is always willing to help others living with the effects of brain injury learn how to thrive post-ABI. We are truly grateful for all the hours Frank puts in to benefit BIST and our members.

## AWARENESS

For the 2016 Brain Injury Awareness Month, the Awareness Committee worked in partnership with the community to raise awareness and understanding about the effects of brain injury. For the first time, an ad campaign was run in TTC subway cars directing passengers to our Awareness Website [www.areyouaware.ca](http://www.areyouaware.ca), with the incentive of winning an iPad during the month of June. Also for the first time, the City of Toronto declared June as Brain Injury Awareness Month. Information booths were also set up at the following hospitals:

- Rumsey Centre
- Sick Kids
- Holland Bloorview
- Sunnybrook Health Sciences Centre
- University Centre

BIST's Young Adult Support Group Members created a video, 'Busting ABI Stereotypes' and a Faces of Brain Injury campaign was placed on [www.areyouaware.ca](http://www.areyouaware.ca). Both of these were also broadcast on social media to increase brain injury awareness in the community.

For more information on this campaign visit  
<http://www.areyouaware.ca/category/faces-of-brain-injury>

For the first time, the CN Tower was also lit in Blue and Green, the colours of brain injury awareness, on June 13<sup>th</sup>, the same date as the BIST/OBIA Mix and Mingle.



Many thanks to our Awareness Committee for their creativity, time and resources. Committee Members: Alex Piotti (Chair), Colleen Boyce, Matthew Chung, Celia Missios, Vivian Ng, Ian Bowles, Miranda Hong, Ian Furlong, Joseph Pileggi, Jordan Assaraf, Meri Perra, Tonya Flaming, Kelly-Anne Rover

## Social Media Update

### By Meri Perra, Communications Coordinator

BIST continues to use social media as a way for members to connect with us, learn about programs and services as well as to spread awareness and information on brain injury on a global platform.

### BLOG: Brain Injury Blog TORONTO

Brain Injury Blog TORONTO - statistics from April 2016- March 2017				
Month	Views	Visitors	Top Post	Top post - views
April - 2 posts	2160	1626	6 Things to Never Ever Say to a Brain Injury Survivor (posted June 2015)	889
May - 2 posts	1599	1185	6 Things to Never Ever Say to a Brain Injury Survivor (posted June 2015)	638
June - 4 posts	3657	2796	6 Things to Never Ever Say to a Brain Injury Survivor (posted June 2015)	2229
July - 2 posts	1092	666	6 Things to Never Ever Say to a Brain Injury Survivor (posted June 2015)	96
August - 3 posts	1766	1300	6 Things to Never Ever Say to a Brain Injury Survivor (posted June 2015)	619
Sept - 8 posts	1391	897	6 Things to Never Ever Say to a Brain Injury Survivor (posted June 2015)	178
Oct - 6 posts	1272	874	Planned Structure and why it's important post ABI (posted October 2016)	83
Nov - 2 posts	1327	914	BIST Review: CBC Documentary on the Brain's Way of Healing (posted October 2016)	85
Dec - 6 posts	1660	1247	6 Things to Never Ever Say to a Brain Injury Survivor (posted June 2015)	462
Jan - 1 post	1502	1017	17 Activities to Pass the Time When Recovering from a Concussion (posted November 2016)	227
Feb - 1 post	1689	1225	17 Activities to Pass the Time When Recovering from a Concussion (posted November 2016)	536
March - 3 posts	2377	1574	17 Activities to Pass the Time When Recovering from a Concussion (posted November 2016)	721
<b>TOTAL</b> - 40 posts	21492	15321		6763

Views and visitors on Brain Injury Blog Toronto continue to grow. Despite posting fewer articles this period, blog visits increased by 24% from the previous period. Thank you to all our contributors and a special thank you to our top writers, whose following posts brought significant eyeballs to Brain Injury Blog Toronto

**Alison:**

- *7 Activities to Pass the Time When Recovering from a Concussion*

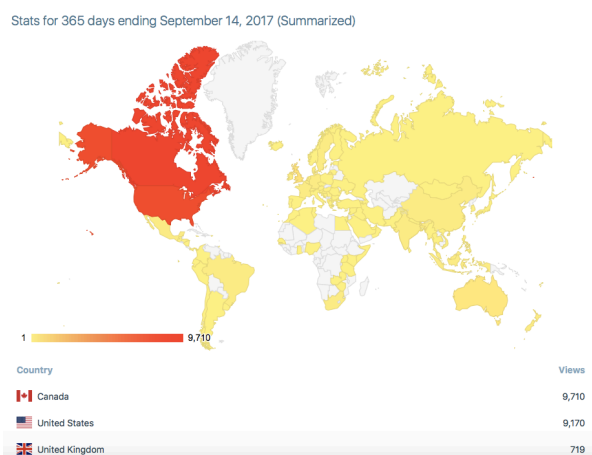
**Celia:**

- *6 Things to Never Ever Say to a Brain Injury Survivor*
- *Planned Structure and Why it's Important post ABI*

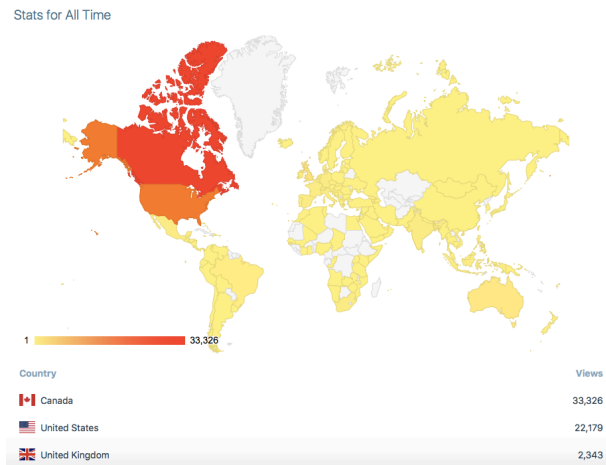
During this time, we had 10 volunteer writers contribute articles to the blog, 9 of whom identify as brain injury survivors, and one brain injury professional. Our BSW student, Jaleesa Thomas, also wrote an article on Wheeltrans Changes.

**Visitors by Country**

BIST's current free plan with WordPress has limitations with how this data can be calculated. Having said that, the following screen shots show the blog receives a significant percentage of visitors from the United States of America and the United Kingdom.







## Brain Injury Blog TORONTO

Period	April 2015- March 2016	April 2016 – March 2017	Difference
Views	17268	21492	+ 24.46 %
Total Posts	63	40	- 36.51 % -

TWITTER: @BrainInjuryTO

Our Twitter account continued to gain followers. We began the period with **1904** followers on April 1, 2016 and ended with **2,380** followers on March 31, 2017, marking a **25% increase**. Compared to the previous period, however, engagement rates decreased.

Month	Impressions	Engagement Rate	Link Clicks	Re-Tweets	Likes	Replies
April 2016	27.K	0.9%	59	69	56	10
May 2016	33.9 K	0.7%	95	56	64	13
<b>June 2016</b>	<b>71.8 K</b>	<b>1.3%</b>	<b>215</b>	<b>202</b>	<b>246</b>	<b>28</b>
July 2016	25 K	1.3%	93	80	109	3
Aug 2016	21.5 K	1.1%	60	48	89	11
Sept 2016	23.8 K	1.2%	62	80	112	13
Oct 2016	33.7 K	1.3%	89	132	213	18
Nov 2016	26 K	1.6%	117	94	125	14
Dec 2016	20.5 K	0.9%	49	54	62	9
Jan 2017	24.7 K	1.7%	85	98	106	23
Feb 2017	24 K	1.7%	88	82	117	21
March 2017	36.7 K	1.9 %	137	174	199	17
<b>TOTAL</b>	<b>3 688 000</b>	<b>1.3% (average)</b>	<b>1149</b>	<b>1169</b>	<b>1498</b>	<b>180</b>

**Twitter @BrainInjuryTO**

Time Period	April '15- March '16	April '16 – March '17	Difference
Total Followers @ period end	1906	2380	+ 25%
Total Follows @ period end	956	1294	+ 26%
Engagement Rate (Avg)	1.78 %	1.3%	- 0.48%
Total Link Clicks	2170	1149	- 47%
Total Re-Tweets	1746	1169	- 33%
Total Likes	1381	1498	+ 8.47%
Total Replies	261	180	- 31.03%

Impressions: The times a user is served a Tweet in a timeline or search results.

Link clicks: Clicks on a URL or Card in the Tweet

Re-tweets: Times a user re-tweeted the Tweet

Likes: Times a user likes a Tweet

**FACEBOOK: @BrainInjurySocietyTO**

October was the most popular month on Facebook, mostly due to two events: a link to a news story about an employee with Lowes who works with his service dog, where we tagged Lowes Canada, and photos from the BIST 5K Run, Walk or Roll. We gained 284 Likes, a 53% increase.

Month	Total Posts	Reach	Clicks	Reactions, Comments, Shares	Total Likes at Month End (New Likes)
April 2016	39	12 684	559	1360	571 (11)
May 2016	41	23 065 Organic – 4 536 Paid – 13 787	511	251	589 (18)
June 2016	48	37 109 Organic – 6 868 Paid -13 565	1448	745	619 (30)
July 2016	43	10 321	1773	160	672 (53)
August 2016	36	14 016	542	148	688 (16)
Sept 2016	32	20 543	305	191	703

Month	Total Posts	Reach	Clicks	Reactions, Comments, Shares	Total Likes at Month End (New Likes)
October 2016		Organic – 5 811 Paid -12 096			
	50	405 566 Organic – 5028 Paid - 5565	2 518	531	770
Nov 2016	52	13 321 Organic – 6 441 Paid – 2 096	524	285	800
Dec 2016	41	9 377	664	220	815
January 2017	41	12623 Organic –5 669 Paid – 1 958	610	368	828
February 2017	48	11 404	688	388	842
March 2017	55	15,554	728	333	855
TOTAL	398	585 583	8 352	4 980	284 New Likes

Reach: Total reach of people who see the post including organic, paid and distribution through other sources (i.e. people who search for our page, or share the post.)

Organic: the total number of people who see the post through our own unpaid distribution

Most Popular Facebook post by Month BIST Created Content in Green				
Month	Reach	Total Clicks	Total Reactions	Post Type

<b>Most Popular Facebook post by Month BIST Created Content in Green</b>				
<b>Month</b>	<b>Reach</b>	<b>Total Clicks</b>	<b>Total Reactions</b>	<b>Post Type</b>
April 2016	2616	119	137	Image – Chronic Fatigue Meme
May 2016	940	135	21	News Article Link – SnapChat in Motor Vehicle Collision lawsuit
<b>June 2016</b>	<b>3860</b>	<b>172</b>	<b>115</b>	<b>BIST Blog Post – 6 Things ... By Ceila M</b>
<b>July 2016</b>	<b>456</b>	<b>1591</b>	<b>12</b>	<b>Mix &amp; Mingle Pictures</b>
<b>Aug 2016</b>	<b>544</b>	<b>11</b>	<b>5</b>	<b>BIST 5K Promo, featuring Frank Bruno</b>
<b>Sept 2016</b>	<b>723</b>	<b>38</b>	<b>26</b>	<b>BIST Blog Post Women &amp; ABI – By Alison</b>
<b>Oct 2016</b>	<b>24,969</b>	<b>454</b>	<b>277</b>	<b>News Article Link – Lowes Canada</b>
<b>Nov 2016</b>	<b>395</b>	<b>19</b>	<b>10</b>	<b>Blog Article – 17 Useful Ways ... by Alison</b>
Dec 2016	1005	71	23	News Article Link – Most Winter Boots don't Protect from Falls
Jan 2017	1223	87	38	Link - Basic Income Survey
Feb 2017	1013	60	36	News Link – Self Care via The Mighty
March 2017	1650	32	39	News Article Link – Coasters made out of cars in motor vehicle collisions

The following table shows BIST's Facebook numbers have increased significantly from the last period. Of note, in 2015-16 Facebook used 'Impressions' in its *Insights Data* whereas now this has been changed to 'Reach'. Impressions refers to how many times a person has seen a post. Reach refers to how many people have seen the post. Impressions are usually higher numbers than reach, since the same person can view a post more than once. For this reason, our increase in Reach / Impressions number is even more significant.

### Facebook

Time Period	April '15-March 16	April '16 – March 17		Difference
Total Posts	286	398		+ 39.16%
Reach / Impressions *	58603 Impressions	585 583 Reach		+ 899.24 %
Clicks	3 953	8 352		+ 111.28 %
Reactions	2 354	4 980		+ 111.55 %
Likes	208	284		+ 36.54 %

### Instagram

BIST joined Instagram in August 2016, an initiative created by one of our BIST members. The following analytics are available from that period. We are currently looking into new ways to improve our Instagram data and reach.

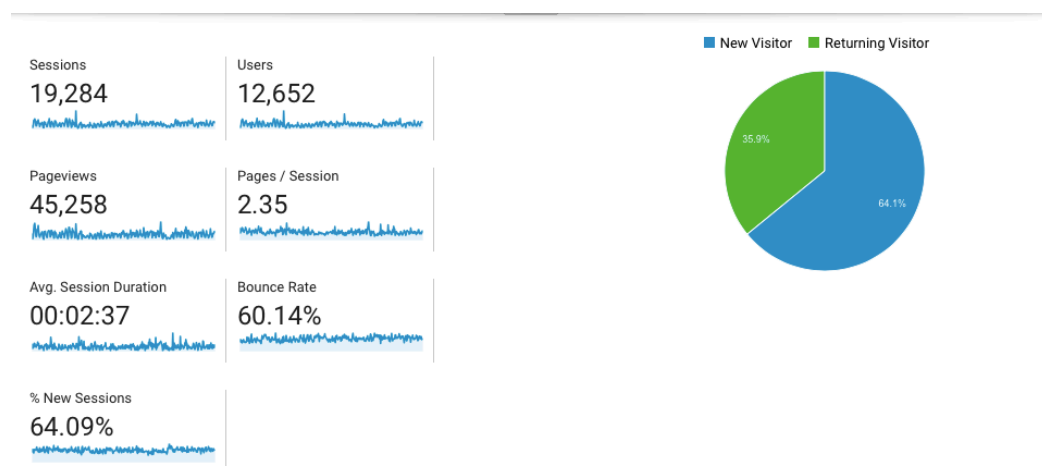
<i>Month</i>	<i>Total Posts</i>	<i>Total Videos</i>	<i>Total Views</i>	<i>Total Likes</i>	<i>Total Comments</i>
August	5	1	17	10	1
September	6	0	0	54	1
October	9	3	114	152	13
November	38	2	69	343	18
December	24	0	0	234	18
January	12	0	0	163	6
February	22	2	101	252	8
March	14	0	0	292	10
<b>Total</b>	<b>130</b>	<b>8</b>	<b>301</b>	<b>1500</b>	<b>75</b>

## BIST Websites

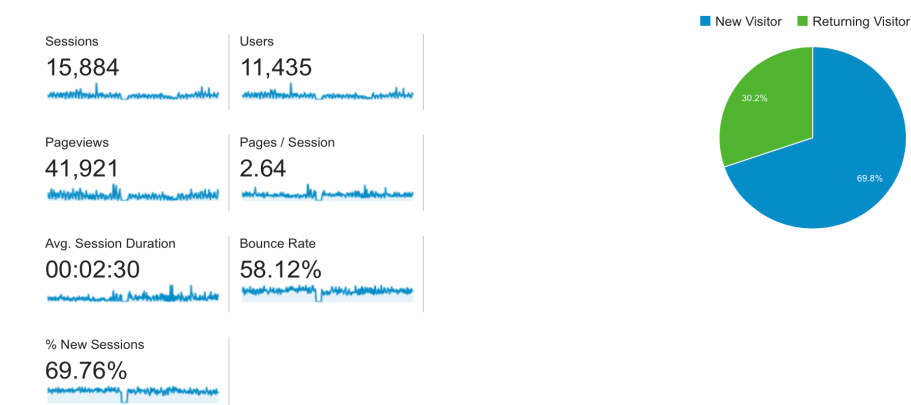
[www.bist.ca](http://www.bist.ca) and [www.areyouaware.ca](http://www.areyouaware.ca)

[bist.ca](http://bist.ca) and [areyouaware.ca](http://areyouaware.ca) are on Google Analytics, which provides different data than the free WordPress platform on the BIST blog. The following screen shot from Google Analytics shows how [bist.ca](http://bist.ca) performed throughout **April 1, 2016 - March 31, 2017** - indicating our numbers are slightly up from the previous period. Brain Injury Awareness Month in June drew slightly more traffic to the site.

### April 1 2016 – March 31, 2017



### April 1 2015 – March 31, 2016



**Sessions:** What one site visitor views during their visit to the site - during a specific time period (i.e. 30 minutes). So if a visitor visits the site once in the morning, and once in the afternoon, this counts as two sessions.

**Unique Page Views:** If a user visits the same page more than once in a session, this counts as one unique page view.

Bounce Rate: When a visitor leaves the site after going to the landing page without clicking further

Google Analytics - <a href="http://bist.ca">bist.ca</a>						
Month	Sessions	Users	Page Views	Pages / Session	Avr. Session Duration	Bounce Rate
April	1 658	1 240	4 662	2.81	2:58	49.1%
May	1 630	1 248	3 892	2.39	2:25	58.65%
<b>June</b>	<b>1 893</b>	<b>1 432</b>	<b>4 621</b>	<b>2.44</b>	<b>2:21</b>	<b>54.83 %</b>
July	1 078	771	2 785	2.58	2:42	54.45%
Aug	1 278	860	2 876	2.25	2:30	59.39%
Sept	1 764	1 264	3 484	1.8	2:04	63.89%
Oct	1 817	1 315	3 787	2.08	2:43	64.61%
Nov	1 743	1 114	4 168	2.39	3:05	59.67%
Dec	1 325	909	3 343	2.52	3:03	61.58 %
Jan	1 674	1 251	3 823	2.28	2:39	63.92%
Feb	1 655	1 230	3 765	2.25	2:51	65.80%
March	1 769	1 310	4 092	2.31	2:40	63.71%

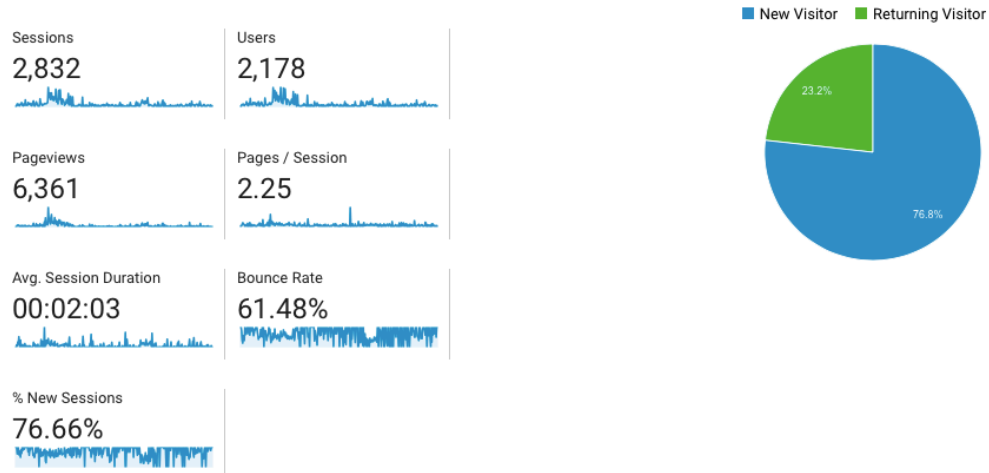


## BIST Awareness Site

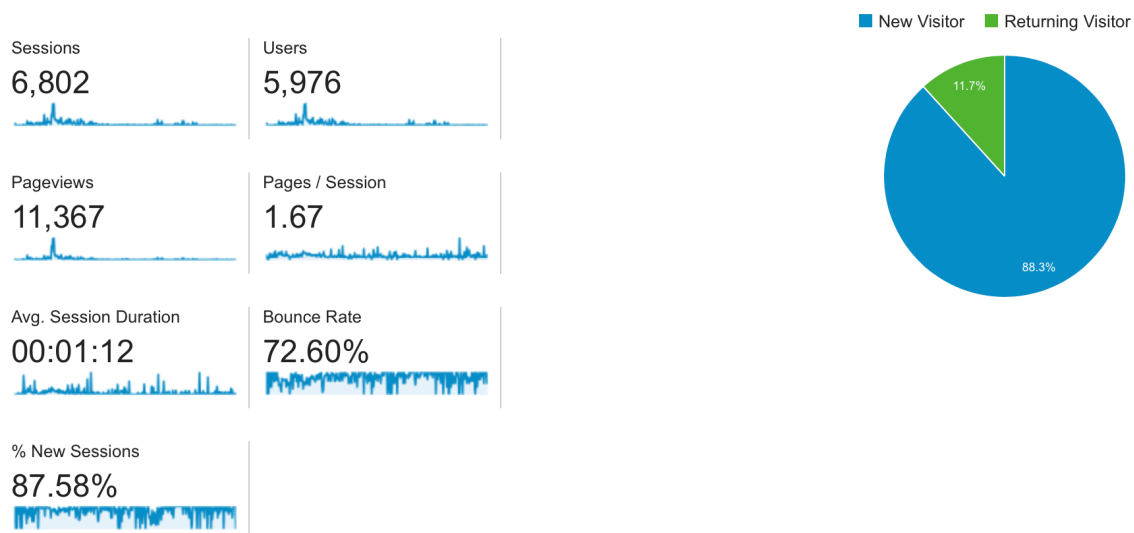
[www.areyouaware.ca](http://www.areyouaware.ca)

BIST promotes the [areyouaware.ca](http://areyouaware.ca) site during Brain Injury Awareness Month in June. In 2016, we promoted [areyouaware.ca](http://areyouaware.ca) via social media and through ads in TTC subway cars. We encouraged site visits with an iPad give-away at the end of the month. The data shows that traffic to [areyouaware.ca](http://areyouaware.ca) was considerably down from the previous period, with the only significant increase being the amount of time people spent on the site, due to new videos we created.

### April 1, 2016 – March 31, 2017



### April 1 2015 – March 31, 2016



### Google Analytics - areyouaware.ca

Month	Sessions	Users	Page Views	Pages / Session	Avr. Session Duration	Bounce Rate
June 2016	857	638	2274	2.65	2:52	72.58%
June 2015	2467	2101	5359	2.17	1.49	60.40%
Difference	- 65.26 %	-69.63%	-57.57 %	+ 2.21 %	+ 69.13 %	+12.18 %

### MEDIA RECOGNITION

On December 30, 2016 Celia Missios, BIST Board Member, was interviewed on The Disability Channel during an Accessible Daily Living Segment, speaking out how she was able to thrive after her brain injury. On January 6, 2017, Melissa Vigar, Executive Director, spoke on the same show about brain injury awareness, BIST and the supports and services we provide. Both these segments helped to increase awareness on brain injury as well as community supports. You can find both these episodes on The Disability Channel on YouTube.



*From Left to Right, John Groe Host of Accessible Daily Living's show, Celia Missios, BIST Board Member & Melissa Vigar, Executive Director*

### SOCIAL WORK STUDENT

This year we were pleased to welcome our first Social Work student, Jaleesa Thomas from Thomson Rivers University. Jaleesa was a wonderful addition to our team who helped run groups, coordinate outings, assist with workshops, provide information and resources to caller inquiries, begin our Fundscrip Program and liaised with TTC Wheeltrans to provide updated and accurate information to our members. We are grateful to Jaleesa for all she did for us and are pleased that she remains connected to the BIST world!

