



**SUPPORTING SURVIVORS  
OF ABUSE AND BRAIN INJURY  
THROUGH RESEARCH**

## OVERVIEW

Supporting Survivors of Abuse and Brain Injury through Research (SOAR) works with academic researchers, health care providers, and community partners to investigate the intersection of brain injury and intimate partner violence, and apply scientific evidence to increase awareness and improve supports and services. Founded in 2016, SOAR is a registered charity and the only organization in Canada with a singular focus on brain injury from intimate partner violence.

## MISSION

To significantly improve outcomes for survivors of brain injury from intimate partner violence by conducting and advancing research, increasing education and awareness, and influencing and enhancing policies and professional practice.

## VISION

A society where brain injury from intimate partner violence is recognized and prioritized, and survivors have fair and easy access to the supports and services they need to thrive.

## KEY ACTIVITIES

### EXPLORE

Explore brain injury from intimate partner violence and how it affects survivors.

### EDUCATE

Educate on how to recognize and respond to brain injury from intimate partner violence.

### EMPOWER

Empower survivors to get the care, supports, and services they need.

## VALUES

### ACCOUNTABLE

We centre integrity, transparency, justice, equity, diversity, and inclusion, and take responsibility for everything we do.

### COLLABORATIVE

We recognize we are better together, and partner with survivors and others to amplify collective impact.

### SURVIVOR-CENTERED

We are guided by the phrase "Nothing about us without us," and grounded in trauma-informed practice.

### INNOVATIVE

We embrace ground-breaking approaches and transformative solutions through research, education, and advocacy.

### EVIDENCE-BASED

We are research-driven, and rely on scientific rigour to ensure credibility and applicability of everything we do.



## STRATEGIC GOALS 2025-2028



### Diversify Funding Sources

**in order to create a variety of reliable revenue streams that will lessen reliance on grants, and support long-term financial sustainability. We will:**

- Develop and launch a social enterprise revenue stream.
- Identify and secure new grant opportunities.
- Plan and execute a fundraising campaign to secure donations.



### Increase Brand Reputation

**so SOAR is widely known as the go-to expert and collaborator on all things related to brain injury from intimate partner violence. We will:**

- Expand and extend training and presentation opportunities.
- Nurture and secure relationships and collaborative partnerships.
- Create and launch a marketing and communications strategy.



### Create Organizational Sustainability

**such that the right people, policies, and practices are solidly in place to allow SOAR and its work to thrive for years to come. We will:**

- Develop and implement organizational policies.
- Create and integrate a community advisory board (CAB).
- Write and execute an organizational succession plan.

