

MoCrazy Strong

Brain Injury Foundation

Final Presentation

Gabi Bailey

**MoCrazy
STRONG** **PCCAPS**

What is MoCrazy?



Informational One Pager

ALIVE TO THRIVE EVENTS

MoCrazy Strong Foundation started delivering Alive to Thrive events helping brain injury survivors accomplish the impossible by safely bringing them on snow regardless of their disabilities along with delivering community-focused evenings.



LIFE GETS MOCRAZY

Hosted by
Jamie MoCrazy



LIFE GETS MOCRAZY PODCAST

"Life Gets Mocrazy" is a podcast started by MoCrazy Strong Foundation that focuses on the recovery journeys of brain injury and trauma survivors. Through Jamie's interviews with survivors, scientists, therapists, and doctors, the podcast explores how building positive habits can transform synaptic connections and promote healing. It aims to encourage listeners to take an active role in their recovery, fostering connection and community while providing valuable insights into the science of rehabilitation.

#MOCRAZYSTRONG SHORT FILM

Producer: MoCrazy Strong Brain Injury Foundation

MoCrazy Strong produced their first film #MoCrazyStrong which went to over twenty film festivals, won four awards, screened in front of decision-makers on Capitol Hill, and is now public on Amazon Prime. The 18 minute film is the opener for panel discussion or Jamie's keynote speaking at schools, corporate conferences, universities and nonprofits. The film #MoCrazyStrong's powerful narrative not only raises awareness about the struggles of brain injury survivors but also fosters a sense of community and hope among those affected by similar experiences.



MOCRAZY METHODS & SCHOLARSHIPS

The MoCrazy Strong team started several virtual MoCrazy Method programs to help brain injury survivors and their family caregivers learn to create the quality of life they want to live. As of last year, 22 participants took six classes with complete scholarships.

Our Team



FLYERS



SAN DIEGO
WORLD
AFFAIRS
COUNCIL



SEATTLE
UNIVERSITY

REINTEGRATION AFTER BRAIN INJURY

**OCT
17TH**

**6:30
P.M.**

JOIN US FOR AN OPEN AND FREE
CONVERSATION.

SDSU ALUMNI CENTER



MONICA J. CASPER
DEAN, COLLEGE
OF ARTS AND
SCIENCES,
SEATTLE
UNIVERSITY



DAVID KIERAN
COLONEL RICHARD
R. HALLOCK
DISTINGUISHED
CHAIR IN MILITARY
HISTORY
COLUMBUS STATE
UNIVERSITY



JAMIE MOCRAZY
MOCRAZY STRONG
FOUNDATION



GRACE MAUZY
MOCRAZY STRONG
FOUNDATION



YOGASIX

MoCrazy STRONG

MIND & MOVEMENT

Yoga & film for brain injury survivors

OCTOBER 26TH | **YOGASIX**
Sugarhouse

2165 S Highland Dr, Salt Lake City, UT 84106

Normal all-level flow:- 3:00p.m. - 4:00p.m.
MoCrazy Short Film - 4:15p.m. - 4:35p.m.
Brain injury survivors yoga - 5:00p.m.-5:45p.m.

KENDRA SCOTT
supporting
MOCRAZY STRONG
BRAIN INJURY FOUNDATION

NOV 8TH | **3-6 P.M.**

LOCATION: KENDRA SCOTT AT
SALT LAKE CITY CREEK CENTER

20%
PROCEEDS GO
TO MOCRAZY

DONATE HERE:


CAN'T MAKE IT IN PERSON?

USE CODE: **GIVEBACK-HLBVQ**

ONLINE
AT: www.kendrascott.com

PUBLIC RELATIONS

Press Releases



PRESS RELEASE

Press Release

MoCrazy Strong Brain Injury Foundation Hosts "Reintegration After Brain Injury" Event in Collaboration with SDSU and Seattle University

MoCrazy Strong Brain Injury Foundation, dedicated to raising awareness and support for individuals affected by brain injuries, is proud to announce its upcoming event, "Reintegration After Brain Injury." Scheduled for October 17th, this inspiring gathering will take place at [Venue/Location], bringing together students, professionals, and advocates from San Diego State University (SDSU) and Seattle University to foster a dialogue on the challenges and triumphs of reintegration following brain injuries. Founded to honor those affected by brain injuries, the foundation aims to illuminate the path toward recovery and reintegration, providing a platform for sharing experiences, resources, and innovative strategies for healing. The event will feature keynote speakers, including leading experts in neurorehabilitation, and personal experiences from brain injury survivors. Participants will gain valuable insights into the complexities of reintegration, exploring topics such as community support, mental health resources, and advocacy for those impacted by brain injuries. The collaboration with SDSU and Seattle University underscores a commitment to education and community involvement, bridging the gap between academic research and real-world applications in the field of brain injury recovery.

Join us on October 17th for a day of inspiration, education, and connection. Together, we can create a supportive environment for those navigating the journey of reintegration after a brain injury.

Interested in more about the MoCrazy Strong Brain Injury Foundation?
Contact info@mocrazy.org

[A Fresh Start on the Mountain That Changed Her Life - The New York Times](#)

[Jamie MoCrazy nearly died in a skiing accident. Now, she wants to help others who have suffered traumatic brain injuries | CNN](#)

[Jamie MoCrazy's Horrific Ski Crash, And How She's Overcoming It](#)



FOR IMMEDIATE RELEASE

Jeanee Crane-Mauzy
info@MoCrazyStrong.org

Yoga Six in Salt Lake City Hosts Fundraising Event for the MoCrazy Strong Brain Injury Foundation

Salt Lake City, UT – Join us for a transformative evening at Yoga Six on October 26th as we raise awareness and funds for the MoCrazy Strong Brain Injury Foundation, dedicated to supporting brain injury survivors. This special event will feature a screening of the inspiring film *Mo Crazy Strong*, along with two unique yoga sessions designed to promote healing and community connection.

Event Details:
Date: October 26th
Time: 3:00 p.m. - 6:00 p.m.
Location: Yoga Six Sugarhouse, 2165 S Highland Dr, Salt Lake City, UT 84106
Cost: FREE

The evening kicks off with an hour-long all-level flow yoga session. This will be open to participants of all skill levels, this invigorating flow session invites everyone to connect through movement, breath, and community spirit. Following the initial yoga session will be the screening of a powerful multi-award-winning short documentary film that follows the journey of individuals overcoming brain injuries and redefining strength. Jamie, a brain injury survivor and founder of MoCrazy Strong Brain Injury Foundation will be there to start an interactive conversation. After the film, attendees can participate in yoga for brain injury survivors, a session is specially designed to accommodate and support individuals recovering from brain injuries, providing a safe and nurturing environment to explore movement and mindfulness. Donations collected from the event will directly benefit the MoCrazy Strong Brain Injury Foundation, which provides resources, support, and advocacy for brain injury survivors and their families.

For more information, or to learn about the MoCrazy Strong Brain Injury Foundation or YogaSix, visit <https://www.mocrazystrong.org/> or <https://www.forbes.com/sites/flash/2021/03/24/jamie-mocrazy-horrific-ski-crash-and-how-shes-overcoming-it/> or <https://www.yogasix.com/about>

SDSU Event



Yoga SIX Event



Pass the Bass

We have been working with a brain injury survivor, Dylan, who owns a company named Pass the Bass. He needed a new banner incorporating his style with MoCrazy's style.

Before:



Pass the Bass

We have been working with a brain injury survivor, Dylan, who owns a company named Pass the Bass. He needed a new banner incorporating his style with MoCrazy's style.

After:



TURNOUTS

Yoga Six Turnout



Jamie with our poster



Post-film Q&A



Yoga participants



Raffle winner

Yoga Six Turnout

Interning at the event



Photos for SDSU Event

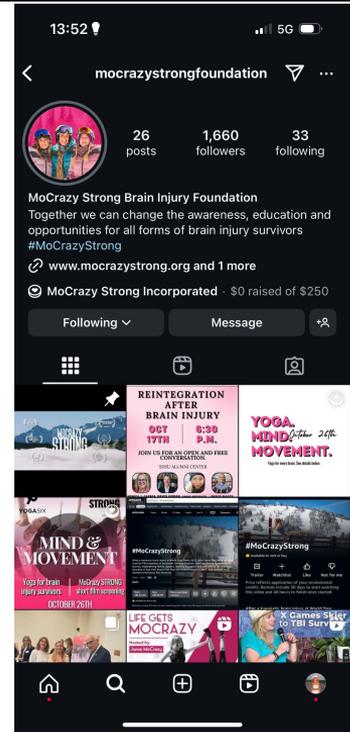


INSTAGRAM/MARKETING

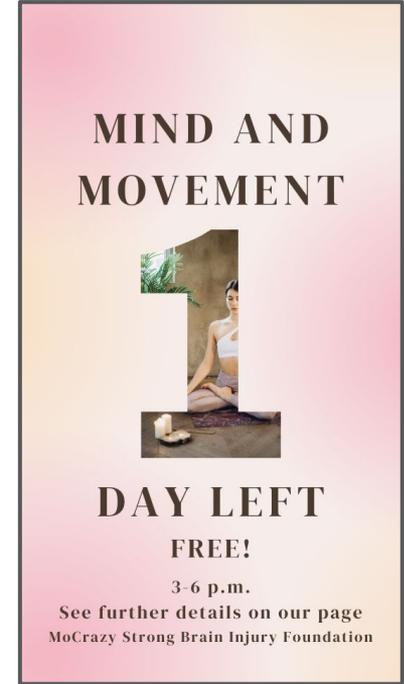
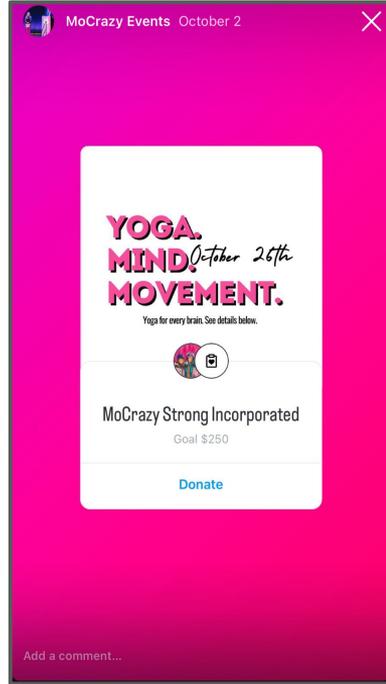
Managing Instagram

- Scheduled posting and story times
- New consistency with color scheme
- Targeted follower growth
- Posting consistency
- Specific event marketing tactics

[Link to the slideshow](#)



Managing Instagram: stories



Managing Instagram: posts

MoCrazy STRONG
YOGASIX
MIND & MOVEMENT
Yoga & film for brain injury survivors
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CAN'T MAKE IT IN PERSON?
USE CODE: GIVEBACK-HLBVQ



YOGA. MIND. MOVEMENT.
October 26th
Yoga for every brain. See details below.



Following Increase

← **mocrazystrongfoundation** ...



29 posts **141** followers **33** following

MoCrazy Strong Brain Injury Foundation
Together we can change the awareness, education and opportunities for all forms of brain injury survivors #MoCrazyStrong
www.mocrazystrong.org and 2

Targeted Marketing
Followers increased
By 11x



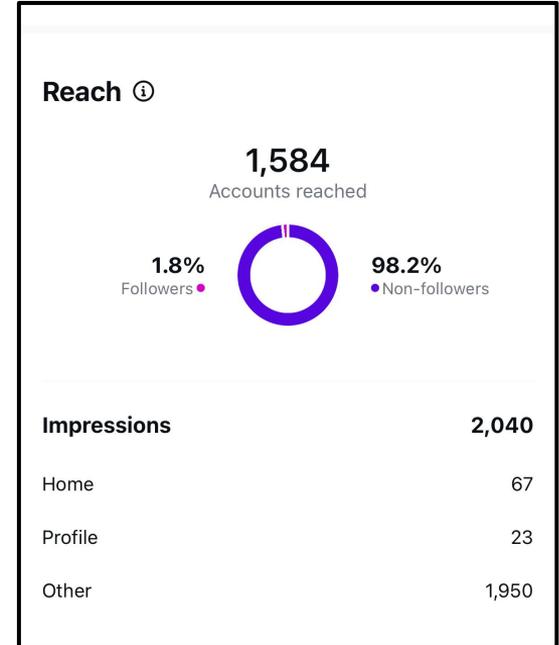
← **mocrazystrongfoundation** ...



35 posts **1,914** followers **35** following

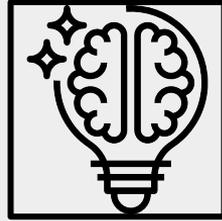
MoCrazy Strong Brain Injury Foundation
Together we can change the awareness, education and opportunities for all forms of brain injury survivors #MoCrazyStrong
www.mocrazystrong.org and 2

Insights & Impressions



TAKEAWAYS

Challenges & Solutions



Creativity



Collaboration



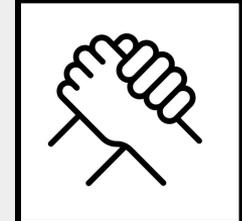
Workload
Balance



Utilizing
Class Time



Lack of
Resources



Community
Partnerships

Knowledge & Skills Acquired

- Marketing techniques
- Managing social media
- Understanding data
- Internship experience
- Learning to work with people of all abilities

Thanks to...

MoCrazy Strong Brain
Injury Foundation

PCCAPS Business Program

All other supporters