



CRF MISSION STATEMENT

The Choroideremia Research Foundation has the following mission statement:

"To raise funds in support of scientific research leading to a treatment or cure of Choroideremia, a hereditary retinal-degenerative disease that causes blindness; to educate people affected by the disease; and to inform the public."

THREE YEAR STRATEGIC PLAN SUMMARY – 2021-2024

Board Approved 4/25/21

RESEARCH

1. Expand Number of Publicly Available iPsc Cell Lines
2. Develop Porcine Model
3. Create New/Better Mouse Model
4. Continue to Work with SAB and Research Partners to accelerate Gene Therapy, including non-viral based gene therapy options, Stem Cell Replacement Therapies, RNA therapies and other innovative treatments
5. Develop and Roll Out Eye Donor Program
6. Develop and Distribute Female Carrier Survey and Possible Study
7. Finalize Staging Document
8. Evaluate and Refine Research Grant Submission Process/Priorities
9. Launch Peter G. Boone Endowment Research Awards
10. Pursue Additional Collaborations with Allied Nonprofits to Encourage and Leverage Co-Funded Awards
11. Plan and Execute Scientific Symposia or other Scientific Networking Meetings



PUBLICATION & COMMUNICATION

1. Increase Awareness of CRF through Media Relations, Digital Platforms & Community Engagement
2. Enhance CRF Member Engagement
3. Initiate & Expand CHMer Identification Initiatives

FUNDRAISING

1. Create Planned Giving Society
2. Launch Major Gift Campaign
3. Build Peter G. Boone Endowment Fund
4. Build unrestricted annual revenue to \$1MM within 5 years
5. Initiate Monthly Email and Snail Mail Lapsed Donor Appeal (LYBUNT- Last Year But Unfortunately Not This year)
6. Re-Initiate In-Person Team CHM and other Fundraising Events Post-Pandemic
7. Increase Sponsorships of Regional Meetings, International Conference and Scientific Symposia
8. Expand Online Merchandise Store
9. Create Monthly Giving Society

PATIENT ENGAGEMENT

1. Expand Patient and Family Education and Support Services and Online Programming
2. Increase CRF Membership
3. Expand CHM Registry Participants and Natural History Information Collected
4. Plan and Execute Regional Meetings
5. Plan and Execute 2022 Member Conference

ADVOCACY & GLOBAL REACH

1. Expand Global Presence in Rare Disease, Industry (pharma and biotech) and Academic Communities through launch and expansion of International Choroideremia Research Network



2. Work with International Partners to Build, Support and Promote CRF Mission
3. Advocate for CRF/Rare Disease by Participating, Leading and Presenting at International Medical Professional Conferences
4. Increase engagement with Retina International/RI CHM special interest group

GOVERNANCE AND MANAGEMENT

1. Hold In-Person Board of Directors Retreat in 2021
2. Increase Board Member Engagement and Activity
3. Increase Committee Member Engagement and Activity
4. Identify new CRF mailing address and establish patient engagement succession plan