



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 – 2024-2027

RESEARCH

1. Develop translationally relevant animal models
2. Partner with industry, academia and nonprofit organizations to discover molecular and cellular therapies, sight replacement therapies, adaptive technologies, and assistive technologies
3. Promulgate the inclusion of female carriers in research
4. Collaborate with allied organizations to co-fund awards and projects
5. Plan and execute scientific symposia, International Choroideremia Research Network (ICRN) activities and other research and networking meetings
6. Optimize Scientific Advisory Board and ICRN Membership
7. Standardize nomenclature and metrics related to the burden of disease

COMMUNICATION

1. Seek out pro bono marketing support
2. Enhance CRF communication activities for:
 - Increase awareness of CRF through media relations and digital platforms
 - Enhance CRF Member engagement
 - Expand CHMer identification initiatives
 - Increase vision professional outreach and education through direct communication, conference attendance and webinars
3. Market the Availability of Publicly Available iPSC Cell Lines and Animal Models
4. Continue and Enhance education related to eye donations



Choroideremia

RESEARCH FOUNDATION

FUNDRAISING

1. Create Planned Giving Society
2. Cultivate and improve Major Gift Program
3. Market the Peter G. Boone Endowment Fund to achieve \$1M funding goal
4. Build unrestricted annual revenue to \$1MM within 5 years
5. Improve and Expand Lapsed Donor Appeals
6. Initiate a “take action-don’t wait” program
7. Expand Team CHM opportunities
8. Continue to increase third party Fundraising Events
9. Increase Sponsorships of CRF Regional Meetings, International Conference and Scientific Symposia
10. Expand Monthly/Recurring Giving Opportunities
11. Grow paid memberships

PATIENT AND FAMILY ENGAGEMENT

1. Look to initiate additional CHM family chat groups
2. Continue to offer educational webinars
3. Expand chat facilitator pool
4. Plan and execute 2 Regional Meetings per year on non-conference years
5. Plan and Execute 2025 International Conference

ADVOCACY

1. Expand Global Presence in Rare Disease, Industry (pharma and biotech) and Academic Communities through participation in and periodically presenting at related conferences
2. Work with International Partners to Build, Support and Promote CRF Mission
3. Increase engagement with Retina International and Foundation Fighting Blindness

GOVERNANCE AND MANAGEMENT

1. Hold Annual In-Person Board of Directors Meeting or Retreat
2. Increase Board Member Engagement and Activity
3. Increase Committee Member Engagement and Activity
4. Increase Research Committee Membership in By-laws



Choroideremia

RESEARCH FOUNDATION

5. Seek opportunities to utilize earned income from the Peter G. Boone Endowment Fund
6. Establish patient engagement succession plan
7. Increase the number of trained CRM users
8. Convert from Salsa to EveryAction CRM database