

# Communications Update



**Presented by the  
Communications Team**  
June 26, 2025

# Marketing & Communications



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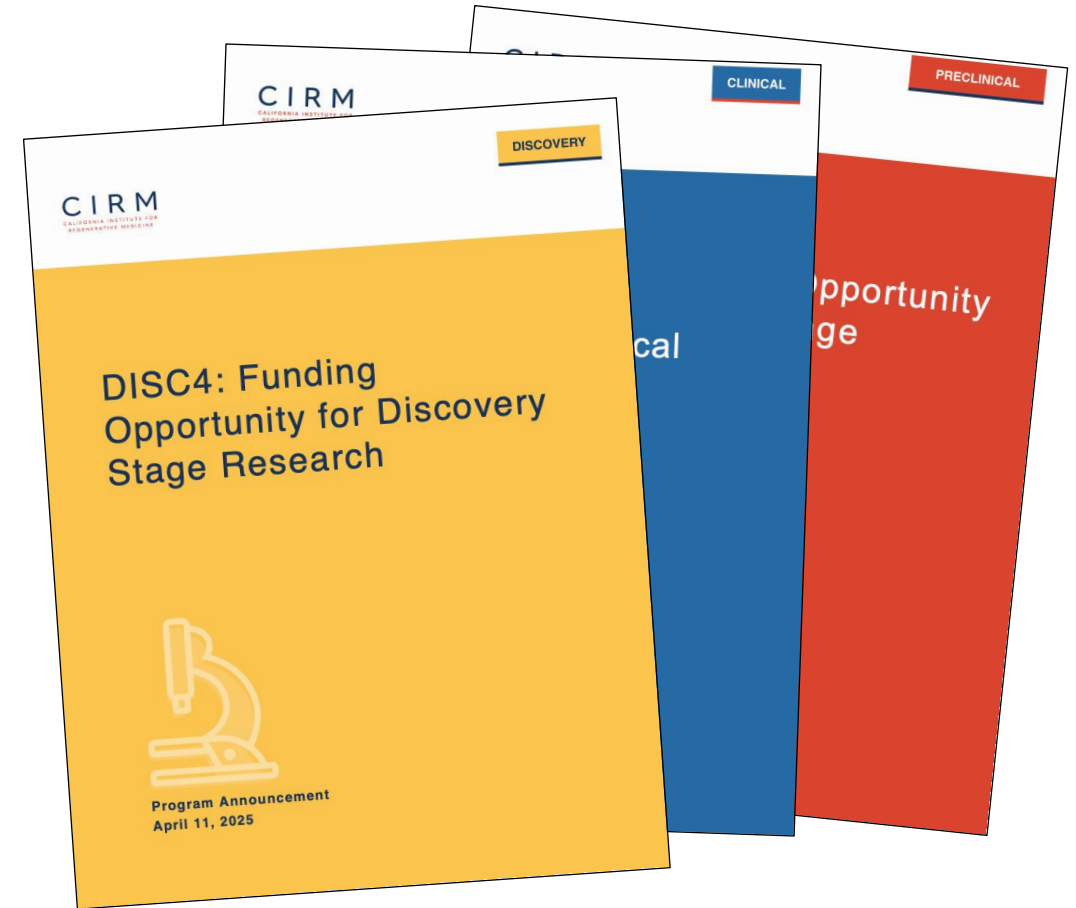
**Christina Smith**  
Social Media & Content  
Specialist

# Funding Program Rollout

Supported program teams with launch of new and updated funding opportunities, including Discovery, Preclinical, Infrastructure, and Clinical Programs

Deliverables:

- Website landing pages
- Messaging support
- Email marketing
- Social media
- Partner and institutional outreach



# Funding Program Rollout



## Keck School of Medicine of USC

### Weekly Notice of Funding Opportunities

A Publication of the KSOM Office of Research

Wednesday, June 11, 2025

#### New This Week

#### CIRM Preclinical Development (PDEV) Award

**Deadline:** Pre-submission forms due June 12, 2025

**Award amount:** Up to \$13M for up to five years

CIRM's [Preclinical Development \(PDEV\) funding program](#) supports completion of preclinical studies, FDA Investigational New Drug (IND) clearance, and clinical trial start-up for innovative stem cell-based and genetic therapies. This partnership model helps applicants navigate key preclinical milestones and maximizes the likelihood of success. This vision is achieved through a critical path approach emphasizing collaboration, knowledge sharing, and strategic alignment with CIRM's broader goal of advancing 15-20 therapies into late-stage clinical trials. The awards may support a range of activities from candidate optimization to IND-enabling studies and trial startup, ensuring a smooth path toward clinical readiness.



## New Funding Opportunity: DISC4 Awards

The DISC4 Awards will support cross-disciplinary research teams in California to advance innovative approaches to understanding and treating human diseases.

Image Credit: Cedars-Sinai

#### Opportunities

[Preclinical Development \(PDEV\) Awards](#) will support stem cell-based and genetic therapies that not only offer potential for transformative clinical impact but also meaningfully address current barriers to patient access and affordability with up to \$13 million in funding over a five-year period. Review the [Program Announcement](#), attend the [information webinar](#) on **May 22**, and submit a [presubmission form](#) by **June 12**.

[DISC4 Awards](#) will support collaborative research teams with up to \$13 million in funding over a four-year period. Upcoming key dates:

June 10 | [ReMIND Awardee Panel discussion](#)

June 16 | [Presubmission Form deadline](#)

#### Preclinical Development (PDEV) Awards

Accelerating Therapies to the Clinic

DISC4 Pre-submission forms are now available. Pre-submission forms due by June 12, 2025.

CIRM CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE



## New Funding Opportunity: DISC4 Awards

# Website Launch

- Improved navigation
- Fresh, modern design to improve usability
- Consistent branding for a cohesive look
- New and engaging content
- Translation and accessibility widgets
- Improved mobile performance
- Streamlined content updates



# Communications Guidelines for Awardees

Grants Management System | CIRM Hub Portal | Contact
English

About | For Researchers | Our Programs | Patient Resources | News and Events

## Media and Communications Guidelines

The California Institute for Regenerative Medicine (CIRM) is committed to amplifying the work of awardees, researchers, and our partners. This toolkit provides tips and information to foster collaboration and advance our respective missions.

### CIRM Leadership

- Governing Board Bios
- Executive Bios

### News

- Press Releases
- The Stem Cellar

### Printable Documents

- CIRM Annual Reports

### Videos

- CIRM YouTube Channel
- Igniting Innovation
- Providing Opportunities

## Brand Assets

Please follow these guidelines:

- Use of the main logos is preferred except when a single-color logo is required.
- Except for resizing, do not alter the logos.

**Communication Guidelines for Your CIRM Award**

### Introduction

The California Institute for Regenerative Medicine (CIRM) is committed to amplifying the work of awardees, researchers, and our partners. This toolkit provides tips and information to foster collaboration and advance our respective missions.

### Crediting CIRM in Press & Planned Media

As a publicly funded state of California organization, it is crucial to recognize CIRM's contribution to the field of regenerative medicine and science.

- Any publications, announcements, presentations, and press releases, or public statements related to a CIRM award must recognize CIRM as a key funder pursuant to CIRM intellectual property (IP) regulations.
- CIRM requests reasonable notice (1-2 weeks) of news releases and/or public statements related to your award to give CIRM an opportunity to review and make recommendations so that our messaging is aligned.
- To recognize CIRM support and funding, please include: "The [research, project, or study] was made possible by funding from the California Institute for Regenerative Medicine (CIRM), a state of California Agency that funds regenerative medicine, stem cell, and gene therapy research. (Grant Number \_\_\_\_\_)."\*

### Issuing a Press Release About Your CIRM Award

CIRM encourages you to share announcements and press releases about your CIRM award. Press releases must be shared with the CIRM communications team pursuant to CIRM intellectual property (IP) regulations.

If you choose to issue a press release, please ensure you provide proper attribution to CIRM by including our boilerplate at the bottom of your press release (see below).

- CIRM requests reasonable notice (1-2 weeks) of news releases and/or public statements related to your award to give CIRM an opportunity to review and make recommendations so that our messaging is aligned.
- With adequate lead time, our communications team can work with our internal leadership team to provide a media quote for use in your press release and/or communications.
- Press releases and quote requests can be sent to the CIRM communications team at [press@cirm.ca.gov](mailto:press@cirm.ca.gov).

**CIRM boilerplate for use in applicable press releases**

About the California Institute for Regenerative Medicine (CIRM)  
The California Institute for Regenerative Medicine (CIRM) is a funding agency established by Californians to accelerate regenerative medicine research to deliver treatments for patients with unmet medical needs. Established in 2004 through the passage of Proposition 71, CIRM was initially funded with \$3 billion from the state of California to support ongoing research, and in 2020, was funded again with another \$5.5 billion through Proposition 14 to continue the Agency's important work.

CIRM has provided billions in funding to support stem cell, genetic research, and development programs in its portfolio. Through the Agency's research, infrastructure, and education programs, CIRM aims to transform the field of regenerative medicine, stimulate economic growth, and improve the lives of diverse communities throughout the state. For more information go to [cirm.ca.gov](http://cirm.ca.gov).

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# Patient & Trainee Stories

California Institute for Regenerative Medicine  
Published by Christina Smith  
December 16, 2024

With funding support from CIRM, including a recent \$14.7 million grant, Donald Kohn, MD, of Broad Stem Cell Research Center at UCLA's gene therapy for ADA-SCID offers n... See more



BLOG.CIRM.CA.GOV  
Gene Therapy Brings Hope to Families Affected by Rare Immune Disorder  
Photo Courtesy of [unclear]  
See insights at [unclear]

## Breaking barriers in rare disease: A gene therapy transforms cystinosis treatment


MARCH 11, 2025 / CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE (CIRM) / EDIT



A 12-year-old Kurt Gillenberg. Photo courtesy of Kurt Gillenberg.

California Institute for Regenerative Medicine (CIRM)  
10,222 followers  
1mo • Edited •

After a life-changing accident left **Jake Javier** paralyzed, he faced a choice: try an experimental stem cell treatment or accept his injury as final. He ...more



Battle and 59 other

## Diving into a new era of treatment: A patient's journey with an epilepsy stem cell therapy

APRIL 16, 2025 / CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE (CIRM) / EDIT



## A CIRM Bridges student discovers a passion for engineering

MARCH 21, 2025 / CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE (CIRM) / EDIT

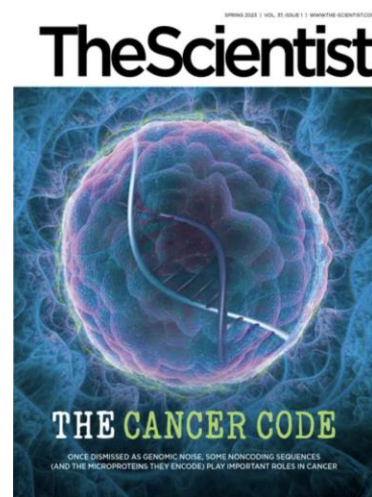
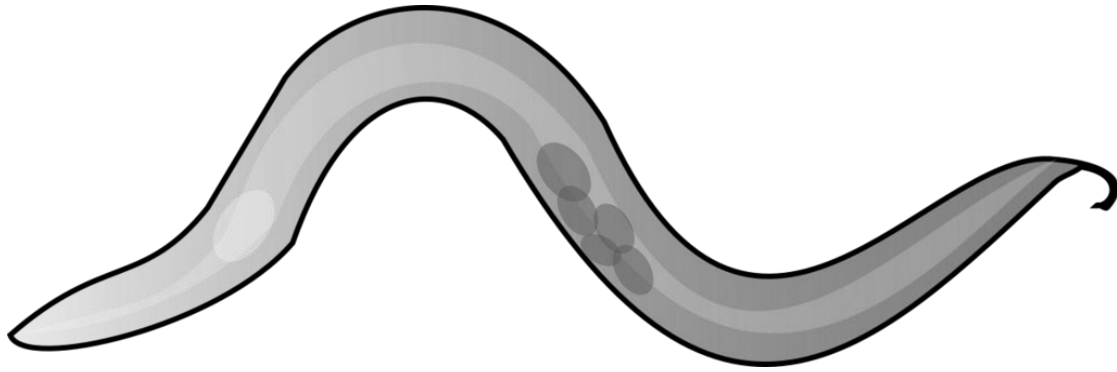


CIRM Bridges student Esme Ruiz-Garcia

Esmerelda "Esme" Ruiz-Garcia grew up in California in a Mexican-American family, where pursuing a career in healthcare is considered a family calling, with most of her relatives in the nursing and medical fields. "I've always loved science, but I was not that interested in the medical field itself," said Esme. Now, she's a student intern in the CIRM-funded Bridges program at California State University (CSU), San Bernadino.

# Senior Director Hiring Update

# Introduction



# What I'm hearing

Why don't more people know about CIRM?

- Our successes
- Our focus areas
- Our impact in the state

Gene Therapy  
Agency  
California  
CIRM  
Regenerative Medicine  
Cell Therapy  
Stem cells  
Institute

# Initial priorities

Help all of CIRM sing the same song

- Consistent way of describing who we are
- Consistent examples of our successes
- Consistent messages about our focus and progress



# Discussion

How do you tell CIRM's story?

# Thank You!