

January 29, 2026

# Communications Update

**Amy Adams**

Senior Director of Communications



CIRM

To accelerate world-class science and deliver transformative regenerative medicine treatments in an equitable manner to a diverse California and the world

Driving **awareness of**  
& **support for**  
CIRM's progress & accomplishments



Create the  
story

Tell the  
story

Deliver  
the story

Measure  
the impact

# Communication Toolkit

## Available now

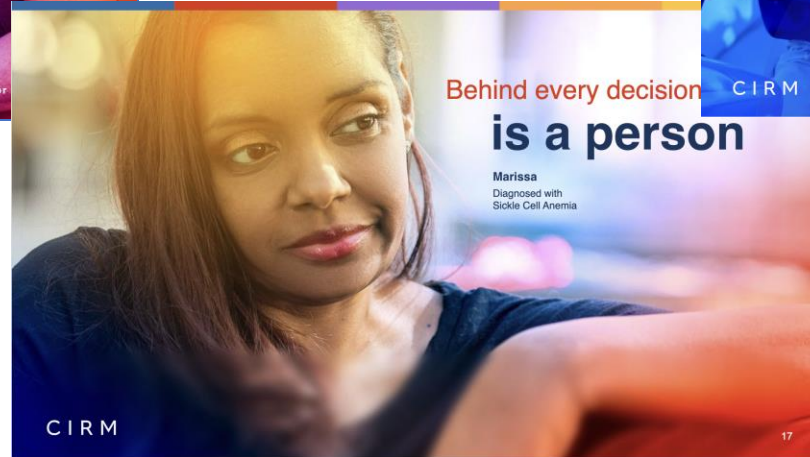
- Narrative & Deck
- Messaging
- Elevator pitch & FAQs

## Coming soon

- Patient & student story compendium
- Proof points

# Narrative & Deck

## Personal & Visual





# Communication Toolkit

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# Key messages

## Focus on the themes, not the words

- Accelerating breakthroughs in regenerative medicine that lead to cures.
- Driving access to life-changing cell and gene therapies to people in California.
- Creating new employment and economic opportunities.
- Advancing California's leadership in a new frontier of medical science.

# Four key concepts

## Focus on the themes, not the words

- Behind every number is a name.
- Behind every disease, condition, or injury is a person.
- We have the power to create cures that change lives.
- All this, because Californians chose to invest in world-class science.

# Mission in Motion

(Hint: it's the SAF)

Developing a bite/snack/meal approach to discussing our goals

**Bite:** Very high level, lay-friendly.

ie: The First Step Toward a Cure: Finding the Target

**Snack:** A bit more detail, still lay-friendly

Goal 1: Identify at least four new targets or biomarkers — the genes, proteins, or biological signals that reveal what's gone wrong and guide the development of new therapies.

**Meal:** SAF language

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# Elevator pitch — Bite

## Unknown audience

CIRM is a **California** agency that funds **research** intended to produce **therapies** for **people** with incurable diseases.

# Elevator pitch —Bite & Snack

## Unknown audience

CIRM is a California agency that funds research intended to produce therapies for people with incurable diseases.

**For example:** CIRM is a **California agency** that funds research intended to produce **therapies** for people with incurable diseases. You might remember that in 2004 there was a proposition to fund stem cell research in the state. That's how we were created. In 2020 another proposition extended our funding to include gene therapy, and to include a focus on neurological diseases. We fund science—from research breakthroughs through clinical trials—**train students** to work in regenerative medicine and make sure Californians all over the state can **access** our clinical trials.

# Elevator pitch — several bites

## Unknown audience

CIRM is a California agency that funds research intended to produce therapies for people with incurable diseases.

## Maybe a scientific audience (or unknown subject area)

CIRM is a California agency that funds **stem cell and gene therapy** research intended to produce therapies for people with incurable diseases.

## Probably a scientific audience

CIRM is a California agency that funds cell and gene therapy research **from discovery research through clinical trials**.

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## Patient name(s)

### Disease

- Trial details
- Link to award information
- Disease prevalence (U.S., CA, by community, if possible)
- Total CIRM funding for that disease area
- Link to patient story for quotes and background
- Link to other images



# Proof points (last updated 1/26)

Additional information and background available [here](#)

## CIRM funds

**\$4.6** Billion approved as of 2025

## 2019 Economic impact report

**56,000+** Full-time equivalent jobs

**50+** new businesses

**\$24** Billion additional industry

**\$10.7** billion sales revenue

**\$641.3** million of additional state/local tax revenues

**\$726.6** million of additional federal tax revenues

## Education

**4,300** trainees

## Patients

**85+** diseases/conditions across all research and clinical programs

**4,300+** participants in clinical trials supported by CIRM (CIRM + alpha clinics)

**115+** CIRM-funded clinical trials

**250+** Alpha clinics clinical trials

**40+** disease areas represented in the Alpha Clinics

**2,000+** participants in Alpha Clinics clinical trials

# Roll out

## Available to all advocates

- Will hold trainings for CIRM Team & board members
- Can review personal amendments
- Will update based on community feedback
- Can provide additional FAQs as needed





# Community outreach

Students, rotary clubs, patient advocacy



**STEAMM**  
Into 2026 Conference  
Exploring Careers in Health Sciences

Icons: Heart with ECG, DNA helix, Medical shield, Pills

Saturday, January 31, 2026  
UCLA, 8:45 am - 3:30 pm

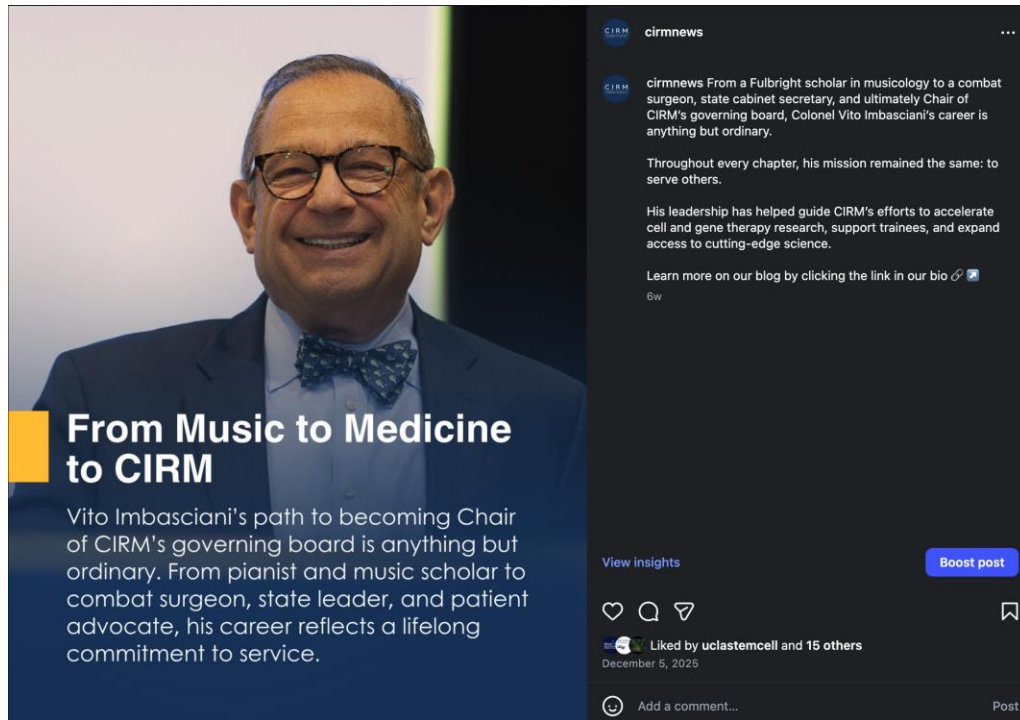
The complex block contains a blue hexagonal banner for the STEAMM conference, two images of medical professionals in scrubs, and a photograph of a student in a lab.





# Board stories prove popular

## Plus students



**From Music to Medicine to CIRM**

Vito Imbasciani's path to becoming Chair of CIRM's governing board is anything but ordinary. From pianist and music scholar to combat surgeon, state leader, and patient advocate, his career reflects a lifelong commitment to service.

Like by uclastemcell and 15 others  
December 5, 2025



**California Institute for Regenerative Medicine (CIRM)**  
12,686 followers  
5mo · 🌐

Every advance toward new therapies relies on a team of skilled scientists, and CIRM has supported the training of thousands of them. ...more

**20 Years of CIRM: Building the Workforce**  
California Institute for Regenerative Medicine (CIRM)

👍👍👍 104  
5 comments · 11 reposts

# Thank You

**C I R M**  
CALIFORNIA INSTITUTE FOR  
REGENERATIVE MEDICINE