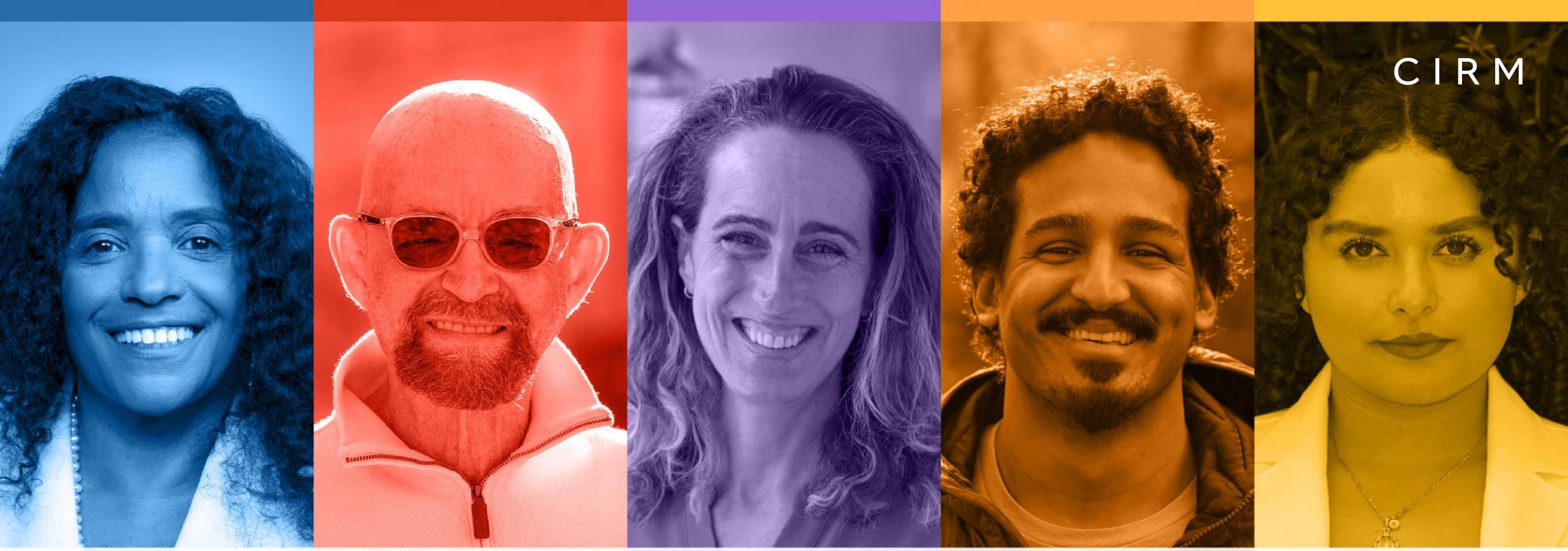


January 29, 2026

Communications Update

Amy Adams

Senior Director of Communications



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

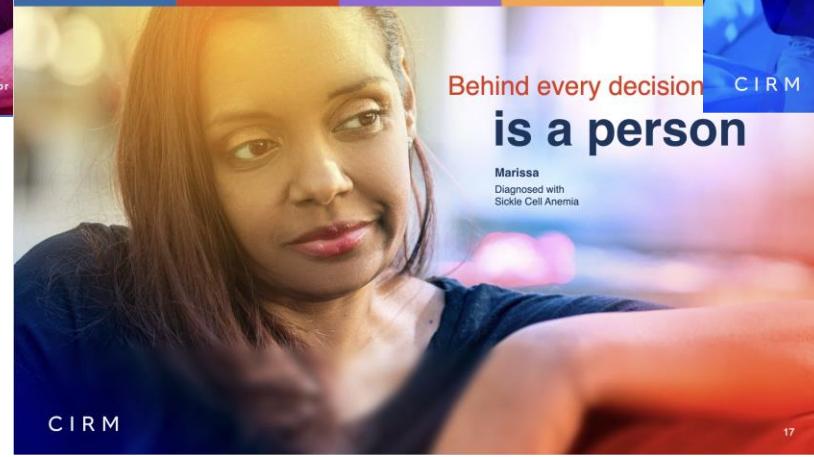
- Narrative & Deck
- Messaging
- Elevator pitch & FAQs

Coming soon

- Patient & student story compendium
- Proof points

Narrative & Deck

Personal & Visual





Create the story

Tell the story

Deliver the story

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New messaging

New words



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 & FAQs**

Coming soon

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- Proof points

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





Create the story

Tell the story

Deliver the story

Measure the impact

Community outreach

Students, rotary clubs, patient advocacy





Create the story

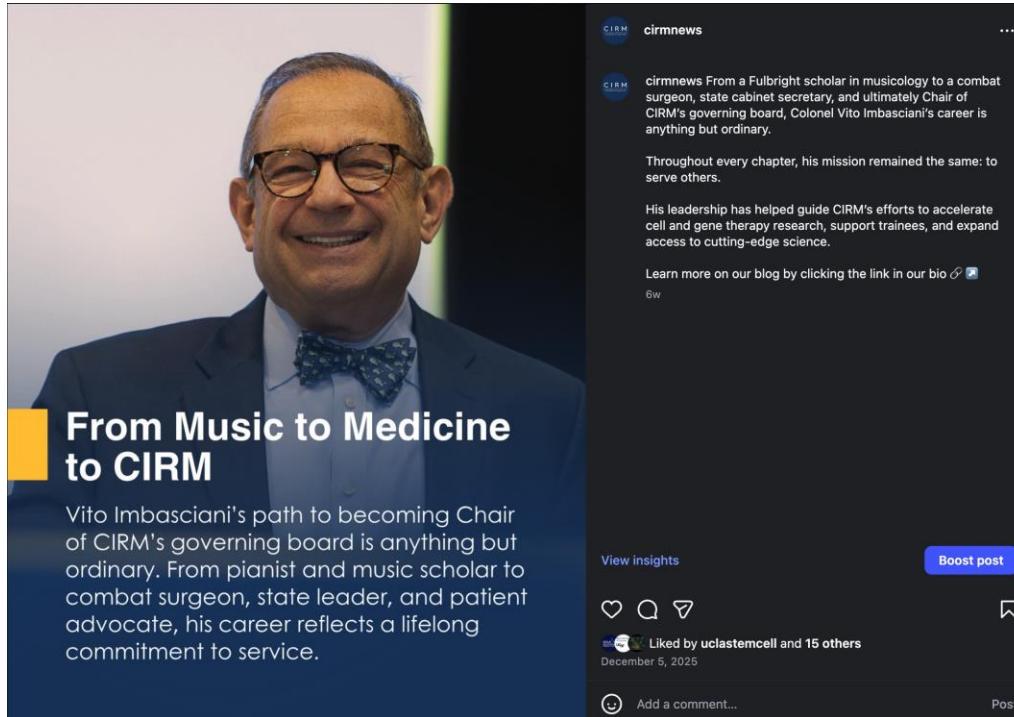
Tell the story

Deliver the story

Measure the impact

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.

cirmnews From a Fulbright scholar in musicology to a combat surgeon, state cabinet secretary, and ultimately Chair of CIRM's governing board, Colonel Vito Imbasciani's career is anything but ordinary.

Throughout every chapter, his mission remained the same: to serve others.

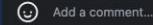
His leadership has helped guide CIRM's efforts to accelerate cell and gene therapy research, support trainees, and expand access to cutting-edge science.

Learn more on our blog by clicking the link in our bio

6w

[View insights](#) [Boost post](#)

 Liked by uclastemcell and 15 others December 5, 2025

 Add a comment... Post



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

A graphic element consisting of a large, stylized, curved shape on the right side of the slide. The shape is composed of several concentric, slightly irregular arcs in a dark blue color. It is outlined with a thin red line and a thin yellow line. The background behind the shape is a lighter shade of blue.

C I R M
CALIFORNIA INSTITUTE FOR
REGENERATIVE MEDICINE