

January 29, 2026

# Communications Update

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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

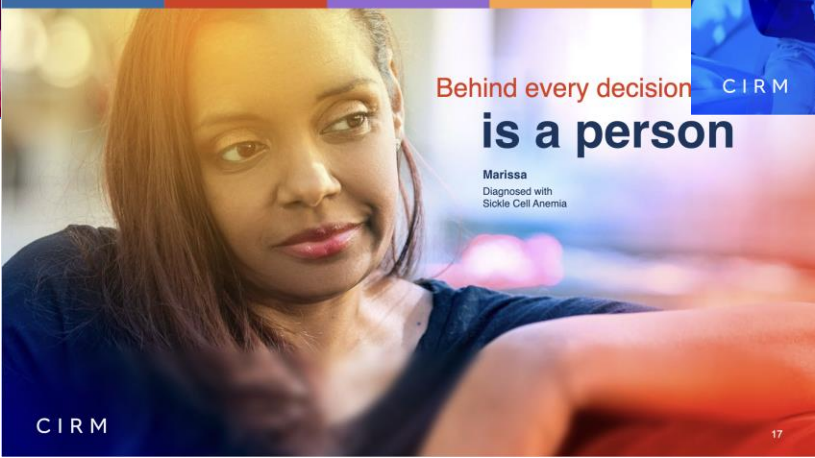
- Narrative & Deck
- Messaging
- Elevator pitch & FAQs

## Coming soon

- Patient & student story compendium
- Proof points

# Narrative & Deck

## Personal & Visual





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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 — 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





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# Community outreach

Students, rotary clubs, patient advocacy





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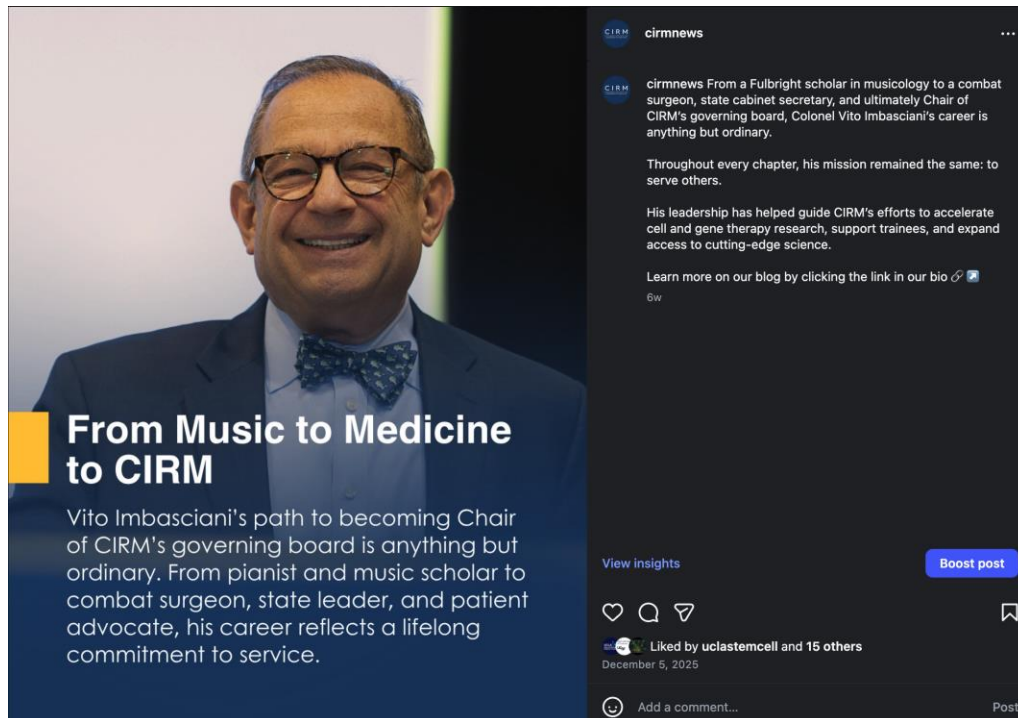
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# Board stories prove popular

## Plus students



# Thank You

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