

## Message Guide

Ensuring Effective and Consistent Brand Communications



Cures. **By California.** For The World.

## Our Mission:

The mission of the California Institute for Regenerative Medicine is to accelerate world-class science to deliver transformative regenerative medicine treatments in an equitable manner to a diverse California — and the world.

## Who We Are:

CIRM is a state agency created by the people of California to advance scientific research with the goal of generating therapies. We do this in three ways by:

- Funding stem cell and gene therapy research – from promising breakthroughs through clinical trials.
- Training the regenerative medicine workforce of today and the future.
- Putting the resulting therapies within reach of people in California – and the world.

## Key Messages:

Cures. By California. For the World. CIRM is:

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

## At the heart of our work are simple truths:



Key Messages and Supporting Proof Points
The numbers behind the names

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Key Messages			
1 Accelerating breakthroughs in regenerative medicine that lead to cures.	2 Driving access to life-changing stem cell and gene therapies for people in California.	3 Creating new employment and economic opportunities.	4 Advancing California's leadership in a new frontier of medical science.
What it means			
We speed the development – from basic research through to late-stage clinical trials – of new therapies for Californians with no other options.	We're working to put California's medical discoveries within reach for everyone in our state who can benefit from them.	We're preparing Californians for regenerative medicine careers through education and training, while also attracting companies that create jobs and strengthen California's economy.	At a time when research funding is declining, California's voters are investing in CIRM to advance breakthrough science.
Sample proof and data points to support it			
(always refer to current data available xxxwhere/howxxx)			
<ul style="list-style-type: none"><li>CIRM is prioritizing neurological disease research with more than \$1.5 billion in planned investments to accelerate treatments for conditions like Parkinson's disease, Alzheimer's disease, and others.</li><li>CIRM-supported research has produced 50+ new businesses and hundreds of patents, speeding discoveries into development.</li><li>CIRM-funded stem cell and gene therapies have already changed lives for some of the more than 4,300 clinical trial participants:<ul style="list-style-type: none"><li>50+ SCID cures</li><li>Restoring sight</li><li>Sickle cell cures</li></ul></li><li>CIRM has supported more than 250 clinical trials across 85 diseases, streamlining patient access to cutting-edge therapies.</li></ul>	<ul style="list-style-type: none"><li>Every CIRM-funded clinical stage project includes a plan for how to make resulting therapies widely available.</li><li>We have built a Patient Support Program to reduce financial barriers to participating in clinical trials, starting with a \$15.6 million Patient Assistance Fund.</li><li>Community Care Centers of Excellence are expanding equitable access to clinical trials, prioritizing underserved communities statewide.</li><li>CIRM-supported therapies have the potential to reduce lifetime healthcare costs by curing or significantly improving chronic and rare diseases.</li></ul>	<ul style="list-style-type: none"><li>CIRM's education and workforce programs have trained more than 4,600 students, interns, and fellows in regenerative medicine fields.</li><li>CIRM-funded research has helped launch at least 50 new California companies, supporting job creation and regional economic growth.</li><li>Independent analyses show as of 2019 CIRM's programs had created more than 56,000 new jobs (FTEs) and generated more than \$1.3 billion in new state and local tax revenue, benefiting the state financially as well as medically.</li><li>As of 2019, CIRM-funded research had attracted over \$24 billion in additional industry investment from biotechnology and pharmaceutical partners. These partners continue the development of CIRM-funded discoveries.</li></ul>	<ul style="list-style-type: none"><li>CIRM has funded over 1,400 projects and supported more than 250 clinical trials, bringing cutting-edge medical research directly to Californians and establishing the state as a global leader in stem cell and gene therapy.</li><li>More than 4,300 patients have participated in CIRM-supported clinical trials—giving Californians access to innovative treatments that would not exist without their investment.</li><li>California is now home to a vast regenerative medicine research network, spanning academic, clinical, and commercial sectors.</li></ul>





# Key Messages by Audience

CIRM is a state agency created by the people of California to advance scientific research with the goal of generating therapies.

Key Messages				
	California Public	Lawmakers	Patients/Advocates	Science/Industry
Desired Action:	Support CIRM. Support research funding.	Support CIRM (policies, funding). Advocate for and support CIRM.	Participate in clinical trials. Advocate for and support CIRM. Engage in outreach.	Apply for funding. Engage in outreach. Advocate for and support CIRM.
1 Accelerating breakthroughs in regenerative medicine that lead to cures.	<ul style="list-style-type: none"><li>CIRM speeds the development of breakthrough therapies and makes sure Californians are among the first to benefit.</li></ul>	<ul style="list-style-type: none"><li>CIRM’s funding strategies are designed to bring therapies to patients faster—delivering measurable health and economic returns for California.</li></ul>	<ul style="list-style-type: none"><li>CIRM helps move potential cures from the lab to the clinic faster—because we know for patients, every day matters. [+ “Mission in Motion” messages]</li></ul>	<ul style="list-style-type: none"><li>CIRM streamlines the path from discovery to clinical trial, helping innovators translate science into approved therapies. [+ “Mission in Motion” messages]</li></ul>
2 Driving access to life-changing stem cell and gene therapies for people in California.	<ul style="list-style-type: none"><li>CIRM works to put regenerative medicine therapies within reach for every Californian who can benefit from them.</li></ul>	<ul style="list-style-type: none"><li>CIRM has a legal mandate to put regenerative medicine therapies within reach for every Californian who can benefit from them.</li></ul>	<ul style="list-style-type: none"><li>CIRM’s patient access programs break barriers to care—helping Californians join clinical trials and benefit from life changing treatments.</li></ul>	<ul style="list-style-type: none"><li>CIRM’s access and affordability mandate expands the reach of new therapies—supporting effective, scalable innovation.</li></ul>
3 Creating new employment and economic opportunities for California.	<ul style="list-style-type: none"><li>CIRM is growing high-paying biotech careers for Californians and building economic opportunity across every region of the state.</li></ul>	<ul style="list-style-type: none"><li>CIRM’s programs train thousands of students to participate in the state’s growing regenerative medicine industry and strengthen California’s innovation economy.</li></ul>	<ul style="list-style-type: none"><li>CIRM is creating opportunity, empowering communities through education and inclusion in California’s biotech future.</li></ul>	<ul style="list-style-type: none"><li>CIRM invests in California talent—training a skilled workforce that drives the future of biotech innovation, manufacturing and commercialization.</li></ul>
4 Advancing California’s leadership in a new frontier of medical science.	<ul style="list-style-type: none"><li>While public science funding declines elsewhere, California is all in. CIRM reflects voters’ commitment to cures, access, and opportunity for all.</li></ul>	<ul style="list-style-type: none"><li>CIRM keeps California at the forefront of a new frontier in medicine that improves lives, creates jobs, and strengthens our economy. While public science funding declines elsewhere, California is all in. CIRM reflects voters’ commitment to cures, access, and opportunity for all.</li></ul>	<ul style="list-style-type: none"><li>Because of CIRM, cures once thought impossible are now within reach—your voice and advocacy help make them available to more Californians and to others around the world.</li></ul>	<ul style="list-style-type: none"><li>At a time when research funding is endangered across the country and around the world, California’s voters are all in—powering CIRM and creating unparalleled funding opportunities for breakthrough science.</li></ul>



# CIRM'S Mission in Motion

Californians created CIRM to do one thing: bring life-changing therapies to the people of our state. Today, that mission is in motion through a strategic funding allocation framework that is deeply thoughtful, highly transparent, and measurable. That means:

- Every investment and project we support is guided by clear goals.
- We are advancing new discoveries from the lab to patients, with access and opportunity for Californians as foundational pillars.
- Through our mission-driven funding strategies, we are honoring Californians' trust in us.

That funding strategy has clear goals:

## Accelerating World-Class Science in Regenerative Medicine

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

**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.

### Creating the Technology That Moves Medicine Forward

**Goal 2:** Develop at least five new technologies to improve the safety, efficacy, and quality of therapies, and design them to be used across many different types of research.

## Developing Cures and Treatments that Transform Lives

### Fueling Cures – not just hope – for the Millions Living with Rare Diseases

**Goal 3:** Advance at least four rare disease research projects to FDA approval.

### Accelerating Proven Science Toward FDA Approval

**Goal 4:** Propel at least 15 projects targeting common conditions affecting Californians (like cancer, heart disease, neurological disorders, and diabetes) to late-stage clinical trials.

## Creating Opportunity for Every Californian

### The True Measure of Progress Is Who It Reaches

**Goal 5:** Ensure every FDA-ready project includes a clear plan for patient access and affordability, addressing challenges like access to clinical trials in all regions of the state.

### Empowering Californians with Skills to Develop Life-Changing Therapies

**Goal 6:** Bolster workforce training programs to meet evolving demands in California's growing regenerative medicine environment and create pathways to careers developing regenerative medicine therapies. Draw talent from every background and region of California, so research and development teams reflect the patients they serve.

