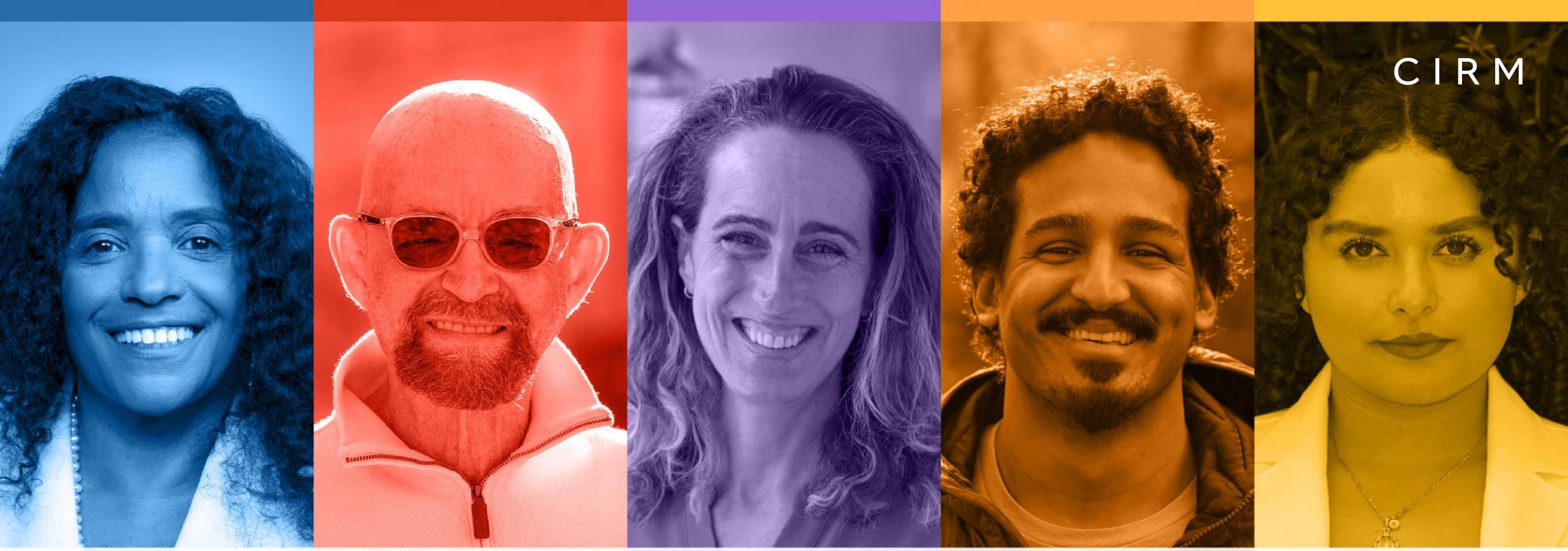


January 13, 2026

Communications Subcommittee

Storytelling Toolkit

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

Agenda

- 1 Recap
- 2 Messaging
- 3 Elevator Pitch & FAQ
- 4 Toolkit next steps



Recap

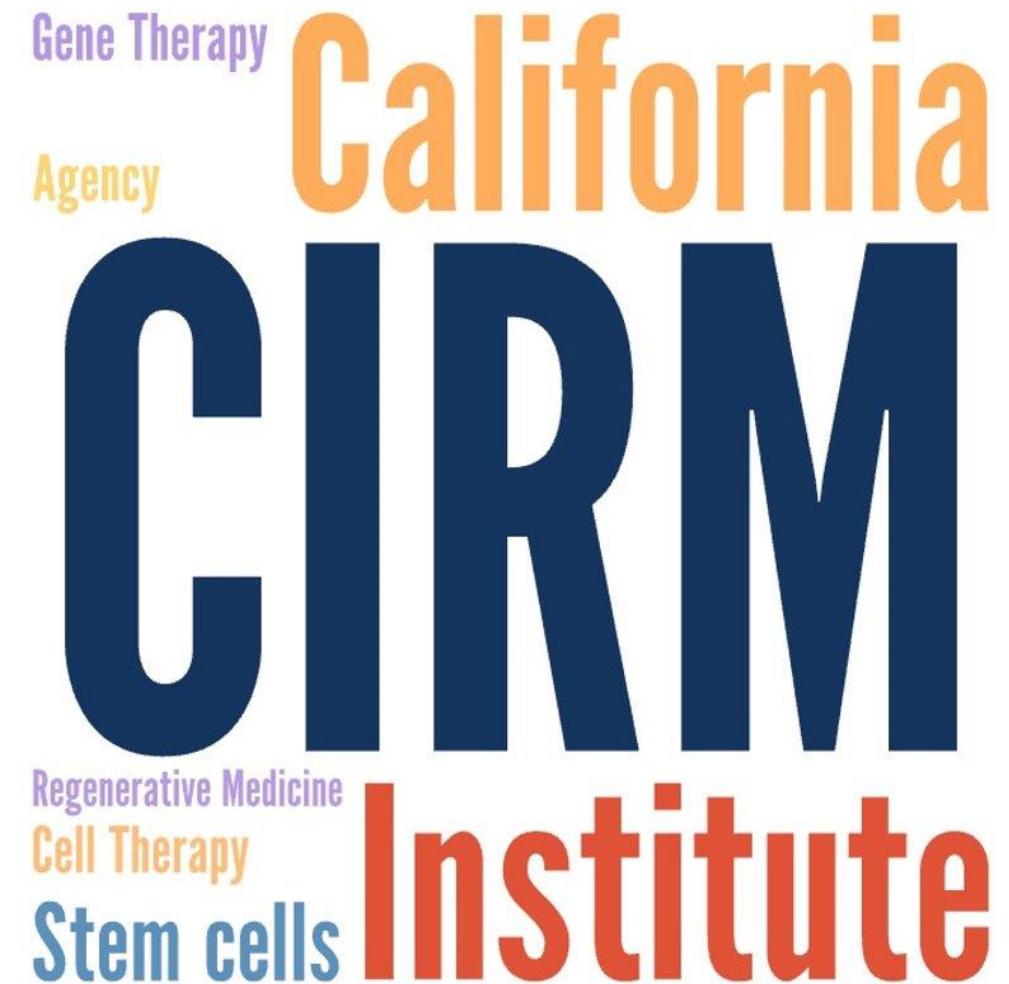
What led us here



What I'm hearing

Why don't people know CIRM?

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



Initial Priorities

Help people sing the same song

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



Think/Feel/Do foundation

Do

CA public
Support

Patients/patient advocates
Participate, Be advocates

Lawmakers
Support

Scientists
Apply, Be advocates

Think/Feel

Hope

Pride

Confidence

Excitement

Trust

Channels

Emails

Social Media

Newsletters

Outreach events

1:1 Meetings

Website

Content

Press release

Blog

Videos

Web content

Email

Webinars

Annual Report

Flyers



Create the story

Tell the story

Deliver the story

Measure the impact



Ronnie

Diagnosed with
X-SCID

A Future Once Impossible

Toolkit

Messaging



Communications Toolkit

Components

- Narrative & Deck
- Messaging
- Elevator pitch & FAQs

Dec ICO meeting

Today

- Patient & student story compendium
- Proof points

New messaging

New words



Key Messages

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

- 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.

At the heart of our work are four simple truths

- 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

Toolkit

Elevator pitch & FAQs



CIRM

CIRM description

Unknown audience

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

CIRM description

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.

CIRM description

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**.

Toolkit

Next steps



Patient compendium example

Patient name

Disease

- Trial details
- Link to award information
- Disease prevalence and other details
- 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



Thank You

A graphic element in the bottom right corner consists of a large, stylized, curved shape. It is composed of several concentric arcs in different colors: a dark blue arc on the outermost edge, followed by a red arc, a yellow arc, and a purple arc on the innermost edge. This shape is set against a white background on the right side of the slide.

C I R M
CALIFORNIA INSTITUTE FOR
REGENERATIVE MEDICINE