Communications Subcommittee

Telling CIRM's story ... continued

Amy Adams, Senior Director of Communications



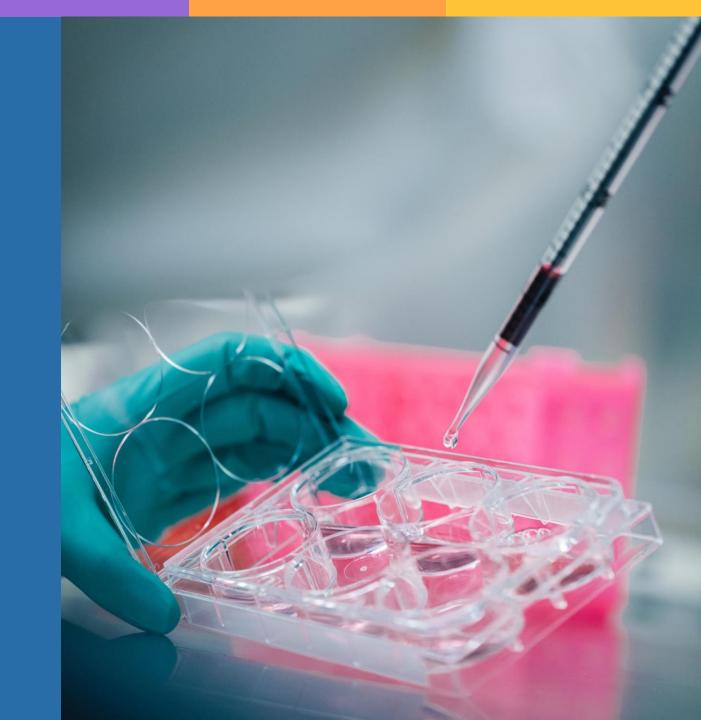


To accelerate world-class science and deliver transformative regenerative medicine treatments in an equitable manner to a diverse California and the world

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

Agenda

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



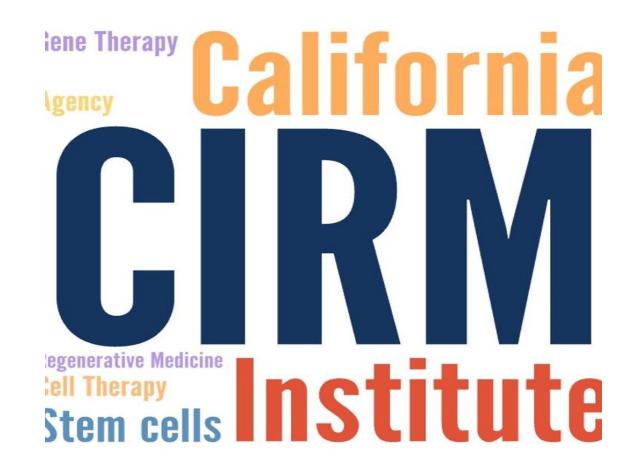


Recap

What I'm hearing

Why don't people know CIRM?

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



June ICOC meeting

Recap

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



June ICOC meeting

Think/Feel/Do foundation

Do	CA citizens support	Patients/patient advocates participate, do outreach	Lawmakers support	Scientists apply, do outreach
Think/Feel	Hope	Confiden Pride	ce Trust	Excitement
Channels	So Emails	ocial Media Outr Newsletters	each events 1:1 Meeting	Website
Content	Press release	Blog Web conto	ent Webinars Email	Flyers Annual Report

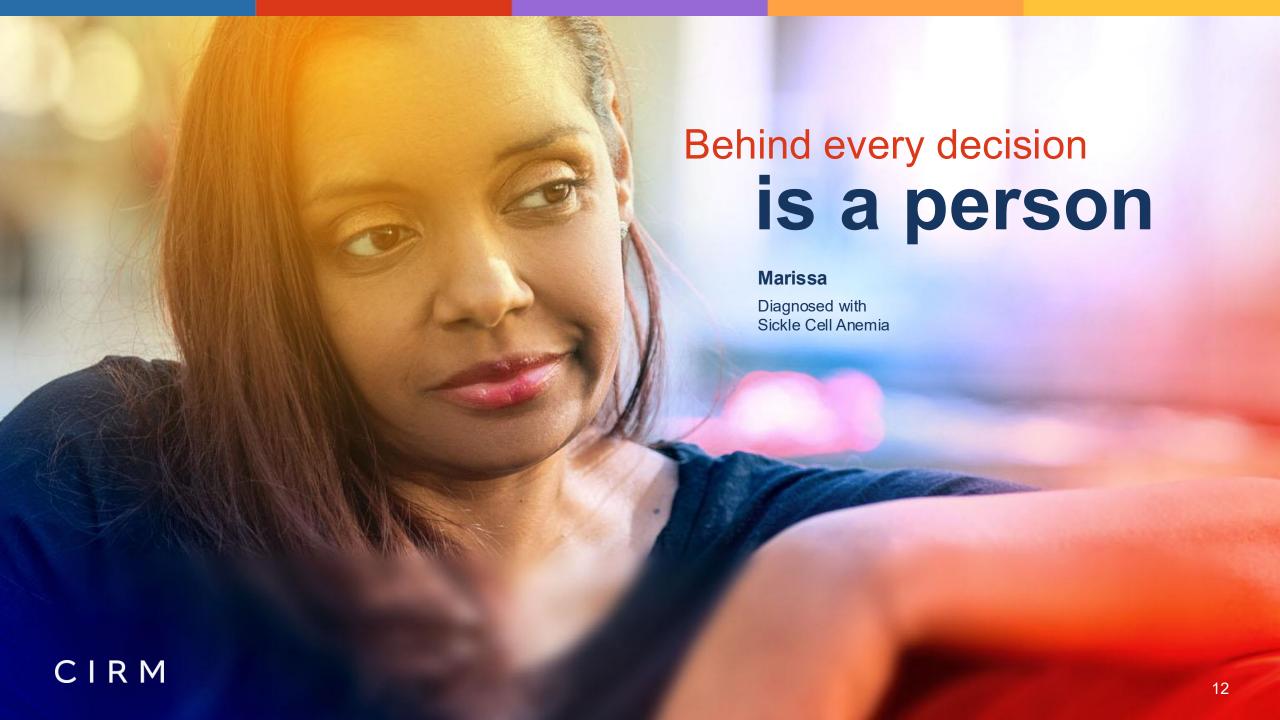
September Communications subcommittee

Recap









Toolkit

Messaging



Communications Toolkit

Components

- Narrative & Deck
 Dec ICOC meeting
- Messaging
- Elevator pitch & FAQs

- Patient & student story compendium
- Proof points

Toolkit: Messaging

New messaging

New words



Toolkit: Messaging CIRM

Key Messages

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

- Accelerating breakthroughs in regenerative medicine that lead to cures.
- Delivering 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.

Toolkit: Messaging CIRM

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.

Toolkit: Messaging CIRM

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: <u>Identify at least four new targets or biomarkers</u> — the genes, proteins, or biological

signals that reveal what's gone wrong and guide the development of new therapies.

Meal: SAF language



Communications Toolkit

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Toolkit: Elevator Pitch & FAQs

CIRM

Elevator Pitch & FAQ

Is not

- Prescriptive
- A complete answer to every question
- A mandate for all conversations about CIRM

Is

- A conversation starter
- A guide for answering basic question
- A starting point for you to then talk about your role and other aspects of CIRM

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. 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.

Toolkit: Elevator Pitch & FAQs

CIRM

CIRM description

Maybe a scientific audience (or unknown subject area)

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

Toolkit: Elevator Pitch & FAQs

CIRM

CIRM description

Probably a scientific audience

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

Toolkit

Next steps



Toolkit: Next steps

Communications Toolkit

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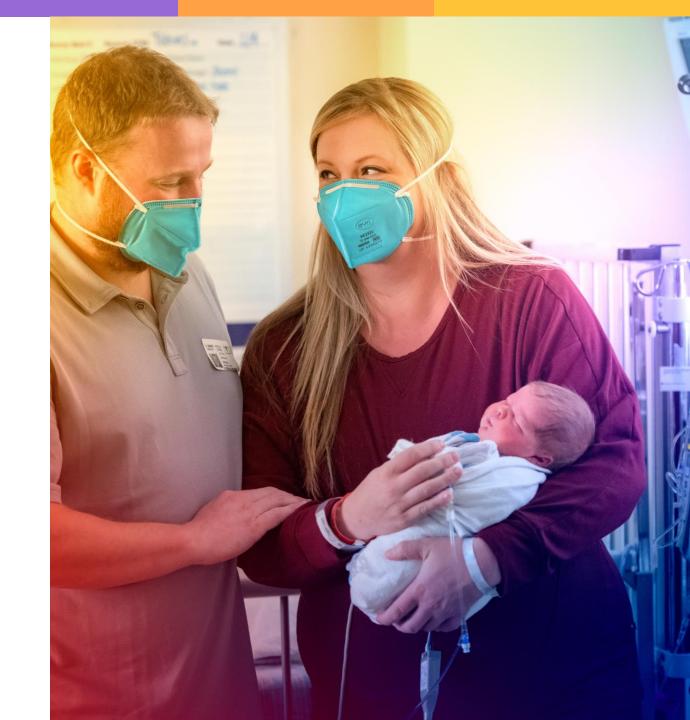
In deck

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



Toolkit: Rollout CIRM

Proof points (last updated 1/26)

Additional information and background available <u>here</u>

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

Toolkit: Next steps

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

