American Kidney Fund
Strategic Plan 2019-2022

Our Vision
Our vision is a world without kidney disease.

Our Mission
We fight kidney disease and help people live healthier lives.

Our Values
- **Putting people first:** Our foremost priority is to meet the needs of the people we serve. People affected by kidney disease are at the center of all we do.
- **Leading with integrity:** We are a leading national health nonprofit that is independent, transparent, ethical and an exemplary steward of the donated dollar.
- **Building a culture of excellence:** Our employees and volunteer Board of Trustees together create a mission-focused culture that is characterized by respect, collaboration, diversity, creativity and accountability.
- **Being a valued partner:** We are an innovative and respected partner to communities and organizations working together to help people at risk for, and affected by, kidney disease.
- **Making kidney disease a national priority:** We work to advance kidney disease awareness, prevention, early detection, treatment and research because these are the keys to saving lives.

Our Strategic Priorities
- **SP1:** Strengthen and expand the American Kidney Fund’s resources for people at risk for, and affected by, kidney disease, through programs that address awareness, prevention, early detection, health education and disease management.
- **SP2:** Strengthen and expand the American Kidney Fund’s resources for people affected by kidney failure through programs that address health education, disease management, treatment options, financial assistance, and transplant.
- **SP3:** Develop AKF’s brand as a strong, independent, recognizable and distinguishable nonprofit that fights kidney disease effectively on all fronts.
- **SP4:** Lead a long-term strategic advocacy effort that engages patients, caregivers, policymakers and other stakeholders to build awareness and support of AKF and our policy positions in support of kidney patients and the prevention and treatment of kidney disease.
- **SP5:** Manage a multi-channel revenue program based on leveraging all organizational assets, utilizing data in a strategic way, delivering quality stewardship, increasing the donor base, acquiring new donors, and expanding our share of the marketplace.
- **SP6:** Continually strengthen and improve AKF’s infrastructure and recruit and retain a top-quality workforce to support AKF’s programs and services.