2024 Strategic Plan

Christopher & Dana Reeve Foundation
What is our Vision?
Where do we want to be by the end of 2024?

Our Vision:
*Our work and research have changed the culture and reality of spinal cord injury and paralysis.*
Key Pillars / Themes

We will achieve our 2024 Vision Statement by focusing on:

• Care
• Cure
• Community
• Financial Sustainability

By 2024:
We have changed the culture and reality of spinal cord injury and paralysis
2024 Strategic Goals

We know that we will be successful in achieving our 2024 Vision Statement, by reaching the following strategic goals...
By 2024: Four Strategic Goals

1. Reeve will have 5-7 identified therapies in the pipeline, and one treatment widely available

2. Reeve will grow diverse income portfolio, increasing the organization’s private side budget to $10 million annually

3. Reeve will be the comprehensive resource for all things related to paralysis

4. Reeve stakeholders will be active (engaged) members of the Reeve Foundation community
2024 Success Measures

How will we measure success...?
2024 Success Measures

Four strategic goals...
2024 Success Measures

How will we measure success...?

Five Success Measures...
## 2024 Success Measures

**Strategic Goal #1:**

Reeve will have 5-7 identified therapies in the pipeline, and one treatment widely available.

**Success Measure #1: How will we know we’re successful?**

By the end of 2024 Reeve will have...

- 5-7 identified therapies in the pipeline
- 1 treatment widely available
Strategic Goal #2:
Reeve will grow a diverse income portfolio, increasing the organization’s private side fundraising to $10 million annually

Success Measure #2: How will we know we’re successful?
By the end of 2024 Reeve will have...
• An annual private side budget of at least $10m
## 2024 Success Measures

### Strategic Goal #3:

Reeve will be the comprehensive resource for all things related to paralysis

### Success Measure #3: How will we know we’re successful?

By the end of 2024...

- Reeve’s annual stakeholder survey will yield an average score of 8 out of 10 in response to “how strongly do you agree that Reeve is the comprehensive resource for all things related to paralysis”
2024 Success Measures

Strategic Goal #3:
Reeve will be the comprehensive resource for all things related to paralysis

(Two success measures)
Success Measure #4: How will we know we’re successful?
By the end of 2024...
• Reeve will maintain their continued position as the National Paralysis Resource Center, as funded by the ACL
# Strategic Goal #4:
Reeve stakeholders will be active (engaged) members of the Reeve Foundation community

# Success Measure #5: How will we know we’re successful?
By the end of 2024...
- Per Reeve’s annual stakeholder survey, 75% of stakeholders will indicate active engagement with the organization
Strategic Priorities

Where will we focus our efforts and resources, in order to achieve our strategic goals and success measures?
Six Strategic Priorities

1. Improve Research structure and impact to support bold advancements toward a cure
2. Increase and diversify fundraising revenue
3. Increase engagement opportunities for community members
4. Strengthen organizational brand and brand value proposition
5. Strengthen data collection and data integrity
6. Improve organizational structure and staffing model