2023 At a Glance

2023 Foundation Goals

- Increase and diversify fundraising revenue with an emphasis on major gifts; $7.5M in '23; plan to achieve $10M by 2025
- Cement NPRC as the comprehensive resource for all things paralysis; execute yrs 2-3 of workplace revitalization
- Establish Reeve as main catalyst for field enabling research and engage industry; serve as vital hub for SCI research
- Continue to refresh and modernize the Reeve brand of care and cure
- Maintain a workforce that is adequately trained, supported and motivated to successfully contribute to the achievement of the Foundation goals

2023 HIGH LEVEL ACCOMPLISHMENTS

- "$6-7M raised in 2023
- "30-40% increase in proposals
- First "Eve with Reeve"
- Managed Year 2-3 workplace changes
- Modernized NPRC programs, budget, policies, activities, evaluation, tools
- Coordinated advocacy campaign to protect $10M NPRC funding
- Increased advocate recruitment, cultivation, and engagement
- Increased representation of the Foundation/NPRC at the national level and cultivated new partnerships focused on advancing disability legislative and policy initiatives
- 2 NeuroRestore contracts for clinical trials
- Psychogenics contract for STRIVE SCI model development
- Univ of Alberta Open Data Commons contract
- Butterfly IQ/Kessler clinical trial
- Preclinical Industry RFA
- First SCI Symposium
- New website launched
- Hubspot integrated
- Featured at SIGW
- Expanded Peloton partnership
- Created Outdoors for Everyone campaign
- Comms staff training completed
- New process implemented
- New wide-ranging media policy created
- Launched OpenSesame training
- Created clear "line of sight" to Foundational goals