

# Scleroderma

RESEARCH FOUNDATION

## 2021 Strategic Plan

Strategic Focus Category	Strategic Plan
<b>Development Operations</b>	Increase efficiencies, maintain operational infrastructure and develop analytical metrics to support all fundraising initiatives
<b>Finance Administration</b>	Employ proven financial management practices that build stability and flexibility while maintaining high standards of fiscal responsibility
<b>Fundraising</b>	Increase fundraising pipeline & revenue to grow research program
<b>Human Resources</b>	Manage the employee lifecycle, link positive investment in people to business results
<b>Organizational Administration</b>	Establish and document best practices for efficient and effective operational integrity
<b>Patient Community</b>	Strengthen and increase overall communications & develop measurable, impactful patient engagement strategies
<b>Research Grant Administration</b>	Strengthen overall functional administration, streamline processes, and improve communications with key stakeholders.
<b>Research Program</b>	Continue impactful, broad and deep funding of the most promising scleroderma research. Foster and facilitate increased collaboration among the scientific community to tackle ambitious research projects and achieve large, cross-disciplinary goals.
<b>Special Events</b>	Leverage success of annual Cool Comedy-Hot Cuisine 2020 virtual format: expand outreach to global audience, drive increased sponsor revenue. Expand Education & Awareness content