



Vision 2025 Pillars

1- Cross **\$25M+ in total funding** from revenue-share and traditional fundraising methods; execute campaigns by type; acquire donors from within the CMT community and outside of it; grow revenue from overseas

2– **40+ programs funded** leading to 2 or more clinical trials by 2025; aggressively identify the best projects with a global scouting team.

3– Build innovative Venture Fund to ensure CMTRF financial sustainability. Raise **\$50 million+** in impact investment fund.



**CMT
Research
Foundation**

Pillar 1: Reach \$25M in total fundraising since inception

Marketing and Fundraising Approach

Build a sustaining and broad base of donors from both within and outside the CMT community, with a focus on moving donors up the giving pyramid as efficiently as possible.



Pillar 1: Reach \$25M in total fundraising since inception

Build a broad base

CMT community

—Search

—Engagement vehicles: Convention, Ambassador Program, Personal Fundraising, Email Capture, Social Growth, Match Challenges

Outside CMT community

—Print Mail

—Face to Face at retail locations



Pillar 1: Reach \$25M in total fundraising since inception

Increase donations from donors - up the giving pyramid

—1A campaign

—Accurate and timely reporting of research progress: convention, major donor webinars, Quarterly Stewardship Report, individual calls and visits

Pull in major donors directly at the major donor level:

—Events: Dinners, AJ concert events, campaign events, Golf

—Work from inside out through concentric circles of staff, Board, 1A Committee, Volunteers



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Midlevel donor approach

—From broad base of new donors, conduct wealth screen. Identify highest propensity. Develop deeper knowledge and relationships.



Pillar 1: Reach \$25M in total fundraising since inception

Other Revenue Sources

- Corporate: Step 1 is develop “asset(s)” that will create a value exchange with a corporate marketing partner; Then go out to various verticals and seek exclusive partnerships in key verticals
- America’s Charities
- Revenue-share / licensing



Pillar 2: 40+ programs funded leading to 2 or more clinical trials

Research Approach

- Identify priority areas that can solve CMT, identified by the SAB
- Scout projects that match these priority areas, with a major focus on bringing in new researchers to CMT
- Vet projects with SAB
- Approve and manage projects to keep them on track and meeting milestones



Pillar 2: 40+ programs funded leading to 2 or more clinical trials

Identification Approach

- Represent CMT at key meetings and conferences and make active contact with the right biotechs, pharmas and researchers
- Leverage SAB and CSO to “bridge the gap” between outside researchers and the CMT opportunity
- Prioritize biotech/pharma because closer to clinic, speedier contract process, license/payout terms
- Focus on 1A as a result of campaign dollars
- Use Directed Funding from SAB members and RFPs to



Pillar 2: 40+ programs funded leading to 2 or more clinical trials

Vetting Approach

- SAB key part of this
- Ensure revenue share component in all contracts
- Set up realistic projects and milestone timeline



Pillar 2: 40+ programs funded leading to 2 or more clinical trials

Management Approach

- Check in very regularly with researchers on progress and adherence to milestone metrics and timelines
- Report out quarterly to Board and donors on progress
- Don't just tacitly approve milestone payments: Get what we paid for.

*Note: bringing on 1A-dedicated researcher to bulk focus on this critical initiative in FY23



Pillar 3: Raise \$50M+ by building innovative Venture Fund

Venture Fund Approach

- Create approach
- Vet concept widely with the right people
- Move aggressively toward execution
- Identify the right funding partner(s)
- Ensure some revenue flowing back to 501c3
- Ensure that all knowledge assets of the 501c3 are properly leveraged
- Ensure absolute commitment to the original mission of the organization



General: Operations, Finance, HR, Project Management

Approach

- Efficiency
- Outsourced/Variable cost specialists
- Low-cost but quality
- Be just out ahead of growth on systems and processes.
- Leverage staff resources effectively to wear multiple hats