

Amplifying Our Impact: JDRF’s Strategic Priorities

A world without type 1 diabetes (T1D) always has been JDRF’s vision. Thanks to unprecedented advances in T1D research and therapy development, we are now on the verge of that vision becoming a reality. JDRF has ambitious goals to further accelerate the path to cures and improve lives, and thereby amplify our impact in the United States and around the world.

Four Years, Four Strategic Priorities

Our goals are bold, designed for maximum impact, and will require deliberate decision-making at every turn. For the next four years, four strategic priorities will serve as the guideposts on our organizational road map.

Priority 1: Advance Therapies

We will drive more new therapies through the T1D research and development pipeline, from discovery research and clinical trials to therapy development, regulatory approval and healthcare access.

By 2025 We Will See:



20+ cures therapies (disease-modifying + cell therapies) in phase I, II, or III human clinical trials



1st ever disease-modifying therapy for T1D approved and accessible, a crucial step toward cures



10+ life-improving therapies on the market and accessible to people living with T1D

Disease-modifying therapies aim to stop the immune system from destroying beta cells—preventing the onset and advancement of T1D, and regenerating and protecting existing beta cells.

Cell therapies aim to implant insulin-producing beta cells without the need for chronic immunosuppressive drugs.

Life-improving therapies include smaller, smarter devices that improve T1D management; next-generation insulins; drugs that work alongside insulins; and drugs for complications, such as eye or kidney disease.

Priority 2: Raise More Funds

We will facilitate growth at all levels of giving: from our bedrock peer-to-peer programs like Walk and digital fundraising, to leadership gifts and corporate partnerships. We will drive for higher rates of growth from major donors while simultaneously stabilizing our foundational fundraising events and programs, which serve as an entry point for so many of our supporters.

By 2025 We Will See:



\$1 billion annually driven to T1D research and therapy development through our direct fundraising as well as our leveraging of government, investor, and partnership funding



80% of funds raised to mission (research, advocacy, and community engagement)



Double-digit, year-over-year revenue growth

**Leadership
Gifts =**

**\$10,000 or
more**

Priority 3: Activate More Volunteers

We will increase the number of people donating, fundraising, volunteering, and advocating on behalf of our mission. We will bolster our programs and make them more inclusive of the full spectrum of people whose lives are improved by our mission, cultivating a more diverse, global constituency. We will strategically deploy our volunteers' strengths so that they are empowered to make the greatest impact possible.

By 2025 We Will See:



Double the number of JDRF supporters with a more active, diverse, and global constituency

Priority 4: Power Progress

We will optimize and leverage our systems to gather the highest quality of data possible. This is so that we will focus on the opportunities that offer the most return on the investment of our resources. We will elevate the JDRF brand and activate more supporters by increasing engagement across our channels. And we will hire and retain the most talented people. All of these are crucial for us to advance mission progress and deepen our impact.

By accomplishing these goals in four years' time, we will break down more barriers across the pipeline and further accelerate life-changing breakthroughs, enabling better outcomes, and ultimately, cures.

2021

Every gift takes us one step closer to curing T1D. Find out how you can support JDRF and make a difference in the lives of people with T1D by visiting jdrf.org/donate.

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