

Strategy in Action

September 17, 2017



MILKEN INSTITUTE
CENTER FOR STRATEGIC PHILANTHROPY



Philanthropy is much more than charity – it's a profound commitment to understanding the needs of society and then rolling up your sleeves to help get it done.

Mike Milken – The Milken Institute



PHILANTHROPIC INVESTMENT IN MEDICAL RESEARCH



**OUTSIZED
IMPACT**



Big Ideas in Small Places

**A PLATFORM FOR VENTURE PHILANTHROPY
IN MEDICAL RESEARCH**

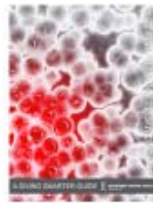
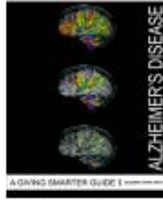
The TRAIN platform is surrounded by logos of numerous medical research organizations, including:

- alzheimer's association
- GW
- Addressed Cystic Carcinoma Research Foundation
- Hydrocephalus Research Foundation
- PanCAN
- the nathaniel Adamczyk Foundation
- Myelin Repair Foundation
- LIFE RAFT GROUP
- Charley's Fund
- HIDE & SEEK FOUNDATION
- IMHRO
- Alliance
- MDA
- NYS CF
- Tuberous Sclerosis Alliance
- Alzheimer's Drug Discovery Foundation
- LUNG CANCER RESEARCH FOUNDATION
- CURE EPILEPSY
- DR. SUSAN LOVE RESEARCH FOUNDATION
- JDRF
- Cystic Fibrosis Foundation
- MPN RESEARCH FOUNDATION
- THE BEN & IVY CATHERINE FOUNDATION
- ravi
- epilepsy therapy project
- AUTISM SPEAKS
- VASCULAR CURES
- THE NICHOLS FOX FOUNDATION FOR RESEARCH
- Children's Tumor Foundation
- Cure Autism
- CANCER RESEARCH INSTITUTE
- ALSTDI
- CureDuchenne
- THE VESICULAR COUNCIL INSTITUTE
- ONE MIND FOR RESEARCH
- Parent Project Muscular Dystrophy
- retts syndrome research trust
- Foundation Fighting Blindness
- Cure Alzheimer's Fund
- FOCUSED ULTRASOUND SURGERY FOUNDATION
- Fast Forward
- Damon Runyon Cancer Research Foundation
- MMRF
- Parkinson's Action Network
- CHORDOMA FOUNDATION
- TGEN
- CFIDS
- Melanoma Research Alliance
- LYMPHOMA RESEARCH FOUNDATION
- The Leukemia & Lymphoma Society
- ABC



A Decade of Deep Dives

Giving Smarter Guides





STRATEGY



1. Define Your Vision and Mission

Vision: Your end goal

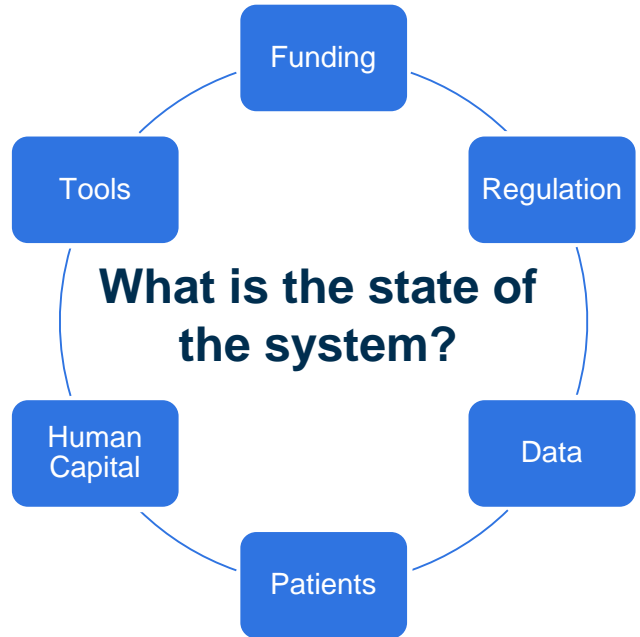
Mission: How you go about achieving that goal





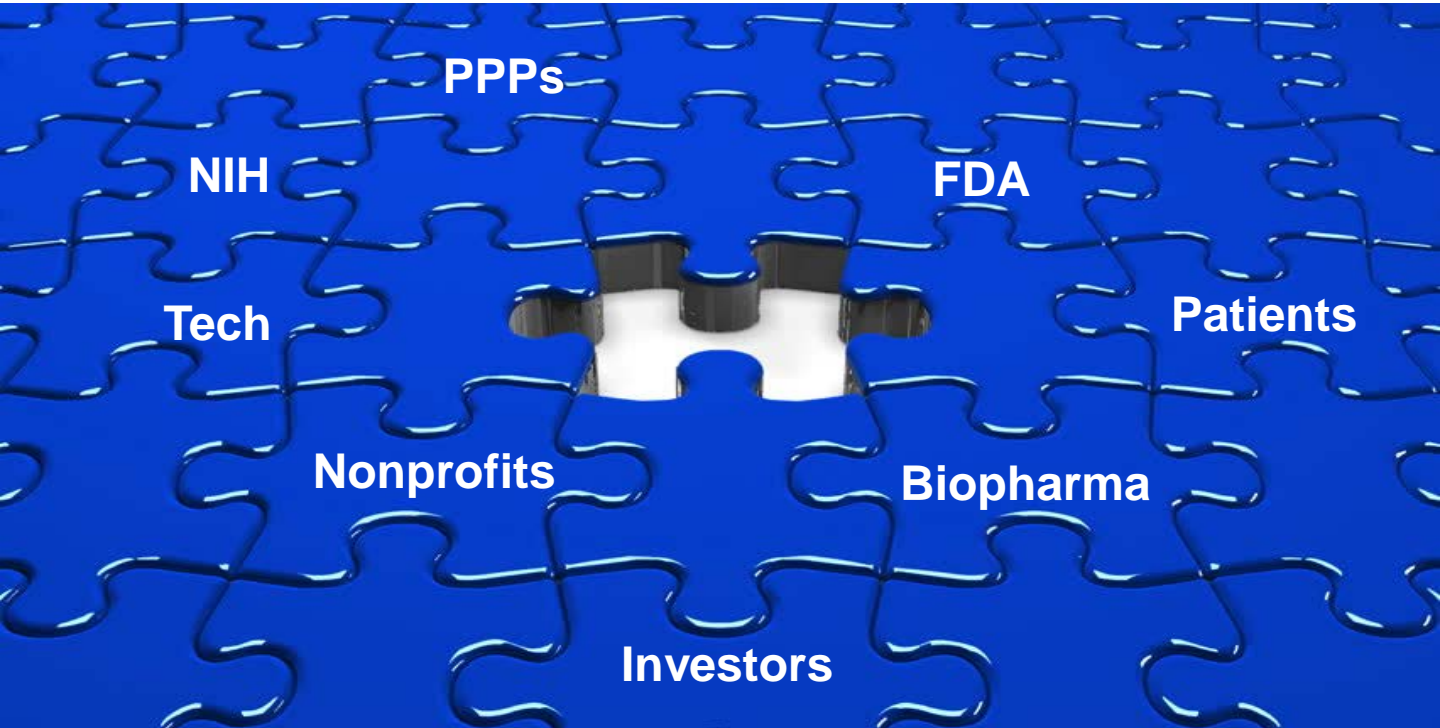
2. Understand the Current State

What is the state of the science?





3. Map Your Stakeholders





4. Identify Unmet Needs & Define Goals

GAPS to GOALS

MIND THE GAP



5. Find the Best Tool for the Problem



- What are the solutions?
 - Funding
 - Policy
 - Convening
 - Infrastructure
 - Others...
- What are your assets?
- What are your strengths?
- Who could be partners?



6. Measure What Matters

Use quantitative + qualitative metrics

Include patient-relevant outcomes

Know when to STOP





7. Walk the Walk

Actively use the plan to track progress and make decisions

Update 3 – 5 years *(or as needed)*





Lessons Learned



Carefully message to your core constituents.

Engage innovators from outside your field.

Know the system. Look for leverage.

Be disciplined, yet flexible.

Everyone has a plan 'till they
get punched in the mouth.

-Mike Tyson