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
Big Ideas in Small Places
A Decade of Deep Dives

Giving Smarter Guides
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 system?

- Funding
- Regulation
- Data
- Patients
- Human Capital
- Tools

What is the state of the science?

What is the state of the system?
3. Map Your Stakeholders

NIH
Tech
Nonprofits
Investors
PPPs
FDA
Patients
Biopharma
4. Identify Unmet Needs & Define Goals

GAPS to GOALS
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