Campaign for Our Future

Val D. Bias
Chief Executive Officer
Campaign for Our Future

NHF’s 5-year collaborative effort to achieve the following vision:

Access to Care Today,
Achieve a Cure Tomorrow

ACT!
Purpose of the Campaign

To support the development of a strong NHF, and create a national network of local chapter organizations, part of a coordinated and comprehensive system of care.

To build the essential capacity required to maintain, and achieve where lacking, access to care for people with bleeding disorders.
Purpose of the Campaign (cont.)

We have defined access to care as:

- Adherence to state of the art standards of care
- Access to Hemophilia Treatment Centers
- Access to treatment products appropriate for the individual
- Adequate reimbursement for these life-saving therapies
Our Goals

Through the ACT initiative, NHF and local organizations, through the establishment of a strong, coordinated national network, will be focused on enhancing efforts in 5 Priority Areas:

- Government Awareness and Support
- Education for All Life Stages
- Access to Care at HTCs and Beyond
- Research and Training

And to develop these areas we will build our national network including …

- Strong Local Organizations
Measuring Success

The structure of the Campaign will ensure accountability and keep us on track to reach our goals through:

- Campaign “Affinity Groups”
- Creation of a 5-year Plan
- CEO’s Strategic Council
Campaign “Affinity Groups”

Key Stakeholders from:

• Chapters/Local Bleeding Disorder Organizations
• Board of Directors
• MASAC
• HTCs
• Individual Donors
• Corporations
Five-Year Plan

- Priority Areas
- End Goals (Public Health Outcomes)
- Benchmarks to Achieve End Goals
CEO’s Strategic Council

- Provide expertise, advice and support for ACT initiative
- Ensure adherence to the 5-year Plan and review progress of ACT
- Make recommendations and strategize
- Involve key stakeholders at high level
Campaign Endorsement:
Craig Kessler, MD
Chair, MASAC

“As chair of MASAC, I offer my full support of Campaign for the Future and the vision that is guiding its actions - to build a stronger national organization and chapter network working in collaboration with their local HTC’s and others to provide a total comprehensive service model that will promote health, educate and empower people and insure the betterment of the individuals we serve.”
Campaign Endorsement:
Debbie de la Riva
Executive Director, Lone Star Chapter

“The Lone Star Chapter of the National Hemophilia Foundation is proud to partner with NHF in the Campaign for the Future. It is a fitting title to a worthy cause. The National Hemophilia Foundation and all affiliated chapters represent the future of the quality of life of all those affected with a bleeding disorder. There are many threats to our community due our size and our expensive treatment costs. We must be dedicated and cohesive to have a fighting chance in dealing effectively with these challenges. I encourage every chapter to be a partner in this campaign; to be a part of the solution.”
Campaign Endorsement:
Jackie Behr
Board Vice-Chair
Mary M. Gooley Hemophilia Center

“Chapters and HTCs share a basic mission of service. NHF's vision of being a strong national organization that is part of a coordinated and unified system will magnify our collective presence and amplify our voice to benefit people we all serve.”
Campaign for Our Future

Funds Raised to Date: $2,225,000

Initial Fundraising Goal: $5,000,000
We Need Your Commitment

- Make a Financial Commitment to the Campaign
- Join the Corporate Affinity Group
- Serve on the CEO’s Strategic Council
Thank You

Thank you for all that you do to invest in the future of NHF, local bleeding disorders organizations, and the entire bleeding disorders community.