



**Neurological Foundation Strategy
2020-2025**

The Neurological Foundation is able to fund life changing research through the generous continued donations from our supporters.

Since 1971, research funded by the Neurological Foundation has given neuroscientists and clinicians a greater understanding of disorders such as Parkinson's, Alzheimer's, Huntington's, motor neurone diseases, stroke, multiple sclerosis, ALS, migraine, epilepsy, dementia, traumatic brain injury and dozens of other debilitating conditions. The work of those funded by the Neurological Foundation has led to numerous ground-breaking discoveries and better understanding of the diseases and disorders of the brain and nervous system.

Together, we're working towards a brighter future, funding research to prevent or cure these disorders wherever possible, and to provide those who are effected with a much greater quality of life. Recent advancements have led to successful treatment options for some of these disorders where previously no treatment existed. We're proud that the work we fund saves lives and gives many people a greater quality of living, and with the help of our supporters we can continue to improve the lives of New Zealanders and people around the world.

The Neurological Foundation and the researchers we support, are on a journey – to create hope for patients, families and future generations who may be affected by a neurological disorder.

The path they take is never a straightforward one - but they have hope. That from future funding they'll be a step closer to learning more about neurological conditions, and leading patients to a better life through new treatments and maybe even cures.



Our Pathway To Hope

Our Strategy 2020 – 2025 provides insight and direction for the areas of strategic focus for the next five years.

This focus will allow the Neurological Foundation to continue to evolve to enable progress and impact in the neurological field, providing improved outcomes for future generations and ensuring the long-term sustainability of the Foundation.



OUR PURPOSE

Be a catalyst to improve the future quality of life for New Zealanders impacted by neurological conditions.

OUR VISION

An aspirational organisation, proudly enabling progress by investing in leading neurological research and education.

OUR VALUES



RESPECT

For our supporters, our stakeholders and each other.



SUSTAINABILITY

To ensure neurological research and the Foundation continues into the future.



STEWARDSHIP

Of our supporters, our people and our assets for the on-going benefit of New Zealanders.



TRANSPARENCY

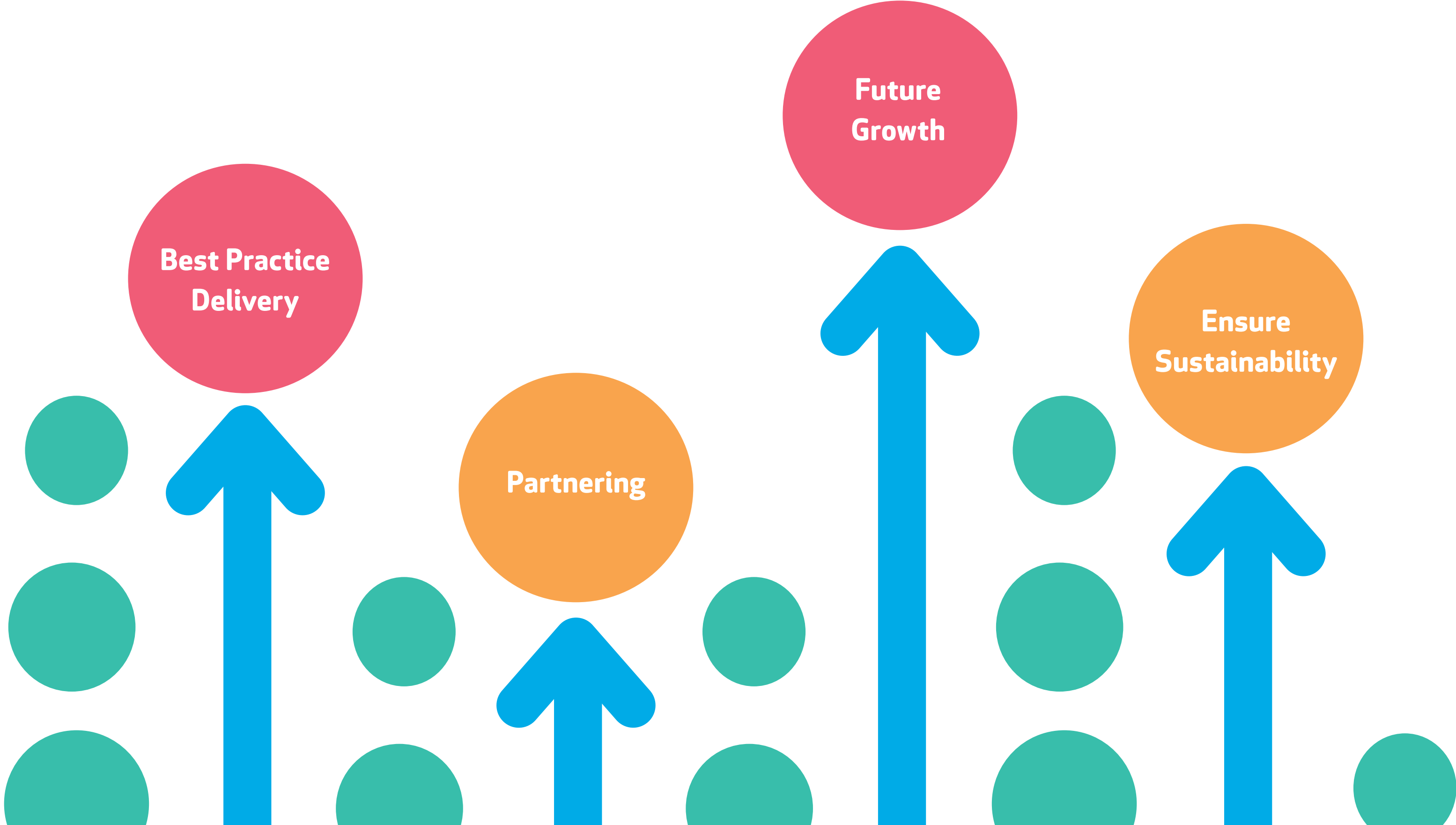
Of our funding, outcomes and our work.



COLLABORATION

Internally and externally to achieve the greatest impact.

Strategic Focus Areas



Ensure Sustainability

We are committed to working in innovative and collaborative ways, ensuring that we use future-focused approaches to sustain and grow our organisation, engage with our supporters, steward our resources and lead the way in neurological research funding.

Objectives:

1. Evaluate costs to maximise delivery of funding outcomes with the greatest benefits to neurological research and education
2. Grow, develop and invest in competent and engaged employees to retain skills and knowledge to build a strong support base for the business
3. Cross-skill key employees to reduce risk, and for improved efficiency within the business
4. Stay relevant for supporters and wider public through an active digital presence, ongoing stories and an improvement programme based on supporter needs
5. Acquire new audiences and supporters through improved targeting
6. Continue to actively cultivate, foster and appreciate our existing donor base to retain loyal supporters
7. Demonstrate the trajectory and measurable impact of funded research through regular reporting to supporters/stakeholders
8. Review investment strategies to optimise revenue to sustain the increasing cost of research
9. Reduce carbon in our footprint through improved use of technology
10. Be a leading funder of early-career researchers who will contribute their expertise to NZ research, and support the Foundation's long-term commitment to funding



Strategic Focus
 ONE

Future Growth

We are driven and passionate about raising more funds to support more neurological research and education for New Zealand. We ensure we keep setting and meeting goals through good planning, continuous improvements and commitment.

Objectives:

1. Increase research and education funding pool
2. Maximise partnering opportunities and fundraising activities
3. Diversify audiences and revenue opportunities through new and developing channels
4. Utilise technology to grow our digital presence and engagements
5. Broaden geographic reach and engagement opportunities
6. Improve and grow team knowledge and skills
7. Innovation culture to adapt to achieve best outcomes from our resources
8. Grow our capital funds through reinvestment and prudent funds management



Strategic Focus
TWO

Partnering

We work collaboratively with partners to achieve the very best outcomes for all New Zealanders. We are inclusive, open, creative and focused on working together with partners with transparency and commitment to support research, education and development across the neurological sector.

Objectives:

1. Develop mutually beneficial partnerships that positively impact on our service delivery, sustainability and future growth
2. Engage with communities throughout New Zealand
3. Facilitate and empower philanthropic giving from our supporters
4. Utilise the knowledge and expertise available to share research impact stories of our funded research
5. Build and strengthen relationships with research institutions and other funders in the research community
6. Work together with other neurological organisations for more efficient use of research funds
7. Identify and connect with new corporate partners
8. Collaboration that results in the best outcomes for all our partners



together everyone

Strategic Focus

THREE

Best Practice Delivery

Our commitment is to conscious improvement and we pride ourselves on how we engage and interact with our supporters, neuroscientists, clinicians, partners and the community. We are continuously learning, reviewing and innovating, and we are dedicated to delivery of nothing but the best practices across all our business areas.

Objectives:

1. Excellent supporter experience underpins everything we do
2. Embrace digital in all our ways of working
3. Focus on continuous improvement
4. Our teams take accountability for our outcomes
5. Approach everything with an enquiring mind
6. Deliver best practice for our supporter record management
7. Deliver best practice for our grants management
8. Facilitate a work environment that supports an engaged workforce, embracing the Foundation's values
9. Operate with integrity and transparency, building confidence and trust in our supporters and stakeholders



Strategic Focus

FOUR

Brand awareness and reputation

- The public knows us, what we do, benefits of neurological research and why we need their support
- Our educational engagements have a 'full house'
- We are known for impact reporting and transparency
- We are known for our donor experience and stand-out supporter service
- We assist to launch neuroscientists and clinicians into successful careers

Sustained income

- Steady income for organisational sustainability
- Engaged and growing supporter base
- Engagement from different demographics
- Create broader and more diverse range of income streams
- A top choice for donations

WHAT SUCCESS LOOKS LIKE

IF WE ARE SUCCESSFUL WITH OUR STRATEGIC FOCUS, WE WILL ACHIEVE OUR ASPIRATIONS.

Proud team

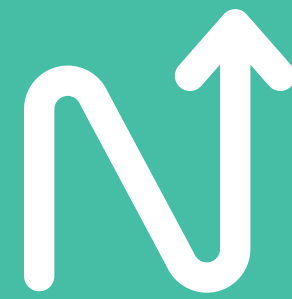
- Team is happy, active, supported and proud
- Engaged, energised and passionate team are our advocates
- A committed team with low turnover
- The Foundation has the level of skills and tools needed to perform

Investment in leading research and education

- An engaged and supportive community of grant recipients
- More opportunities for researchers and clinicians within neuroscience
- Increase in annual funding of projects; both value and number of grants
- Research makes a demonstrable impact
- Leading neurological research funder

Sustainable organisation

- Sustainable business practises and model
- Achieve fundraising best practise
- Innovative approach to the business
- Embrace technology to improve processes and reduce costs



**Neurological
Foundation**
A pathway to hope