



2021-2024 Strategic Plan

THE MISSION: To prevent pregnancy loss, childhood death, and disability due to congenital cytomegalovirus (cCMV).

STRATEGIC GOAL: Raise Awareness through Advocacy

Continue commitment to increase awareness of cCMV through federal, local and state advocacy efforts.

Priority Activities

1. Resubmit RUSP application to ACHDNC committee.
2. Advocate for federal or private funding to create a national cCMV patient registry and expand the development of a family database.
3. Advocate for federal or private funding to develop the implementation of a population-based newborn screening study.
4. Appeal to federal partners for opportunities to jointly create and better disseminate materials to national groups and state Departments of Health.

STRATEGIC GOAL: Accelerate Mission-Driven Research

Establish the National CMV Foundation as a respected leader in furthering cCMV research centered on pregnancy loss, childhood death, and disability caused by cCMV. Play a significant role in the direction and funding of research on the diagnosis, treatment, care, and prevention of cCMV through the expansion of private and public research funding.

Priority Activities

1. Invest in high impact cCMV research through the Foundation's research awards.
2. Partner with organizations, funders, and thought leaders to prioritize and advance cCMV research.
3. Provide funding for research centered on cCMV disparities through research awards.
4. Reconvene International CMV Consensus Group to prioritize cCMV research aims and goals.

STRATEGIC GOAL: Target Education Programs

Steadily increase National CMV Foundation's influence with healthcare providers and policymakers to achieve established federal and state policy priorities by developing productive and meaningful relationships.

Priority Activities

1. Improve practices of healthcare providers regarding cCMV prevention counseling and newborn screening protocols.
2. Serve as the premier source of reliable, current, and accessible cCMV information.
3. Expand CMV Community Alliance Program's reach, impact, and number of ambassadors.
4. Grow collaborations with the CMV Partnership Alliance internationally, nationally and locally to ensure access to resources, support services, and information.

STRATEGIC GOAL: Grow Resources in Support of the Mission

Grow annual revenue and resources in service of the mission, to build and support infrastructure for future organizational growth.

Priority Activities

1. Invest in and empower volunteers, staff, and board members through capacity-building to drive results.
2. Adhere to governance best practices for efficient and effective operations for sustainable growth.
3. Acquire and steward individual donors, peer-to-peer fundraisers, and corporate or grant funders, while increasing the diversity of donors and vendors.

STRATEGIC GOAL: Demonstrate Commitment to Diversity, Equity, and Inclusion

Cultivate and thoughtfully maintain an organizational culture of diversity, equity, and inclusion, while supporting ongoing diversity development and training of Foundation leadership. The organization will increase support of cCMV research, advocacy and programming efforts centered on diversity, equity, and inclusion.

Priority Activities

1. Ensure access to culturally and linguistically appropriate programming and educational materials and cCMV resources.
2. Increase efforts to improve representation of marginalized communities within the CMV Family Database.
3. Highlight cCMV research centered on better understanding cCMV disparities.
4. Prioritize drawing on the skills, talents, and perspectives of a broader and more diverse range of leaders to strengthen board deliberations and decision-making.
5. Create an accessible and inclusive culture for board members, staff, volunteers, and constituents that ensures significant opportunities to deepen the Foundation's impact, relevance, and credibility.