

AS WE CONTINUE TO RAISE FUNDS  
TO AID RESEARCH, TO INVESTIGATE  
POTENTIAL CURES, & PROVIDE GRANTS  
TO INDIVIDUALS SUFFERING FROM MND,  
WE WANT TO SHARE OUR VISION  
FOR THE FUTURE WITH YOU - OUR  
AMAZING, ESSENTIAL SUPPORTERS

THIS IS  
OUR **STRATEGIC  
PLAN** 2021

MY  
NAME'S  
DODDIE  
foundation





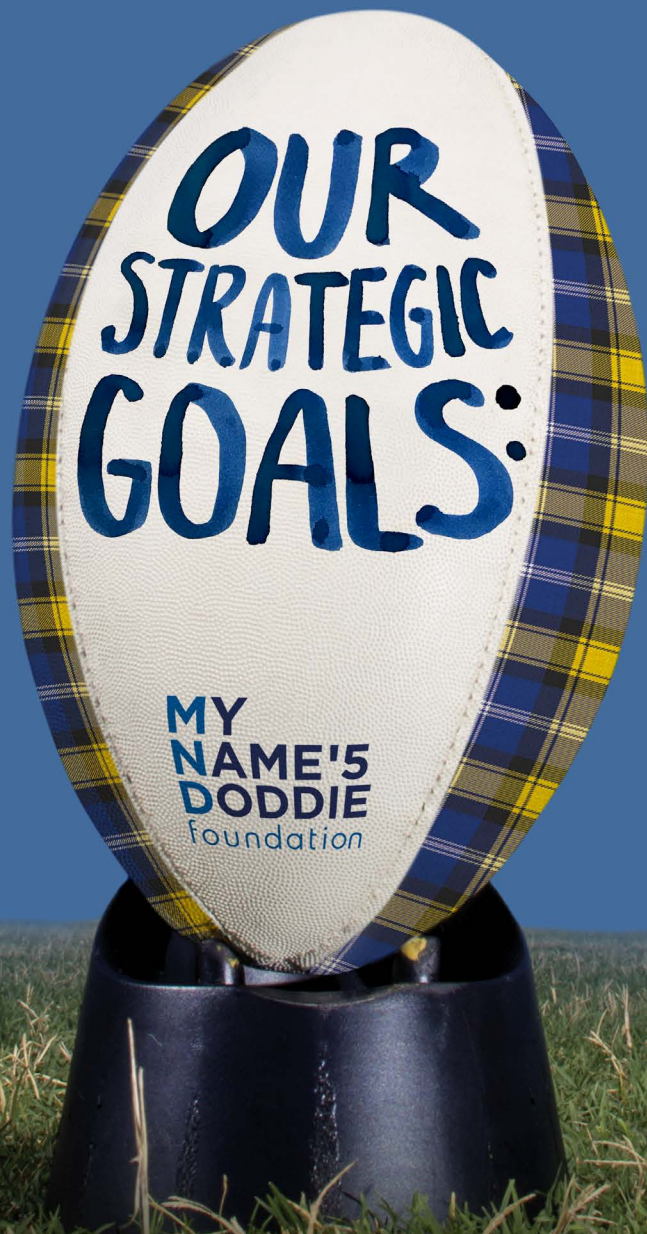
# OUR PROMISE:

WE PROMISE TO BE ABSOLUTELY COMMITTED TO  
OUR VISION OF A WORLD FREE OF MND,  
LEAVING NO STONE UNTURNED IN OUR RELENTLESS  
PURSUIT OF THIS GOAL.

WE WILL COLLABORATE  
OUR VISION AND  
TO ACCELERATE  
OF NEW TREATMENTS,  
AND COURAGE.

WITH ALL THOSE WHO SHARE  
FUND RESEARCH PROJECTS  
THE DEVELOPMENT  
WHILST GIVING HOPE  
TO THOSE LIVING  
WITH MND.





## INVEST

Invest in the research most likely to have an impact on MND patients, to find meaningful treatments and work towards finding a cure for MND.

## SUPPORT

Support MND patients and their families to help them live as fulfilled a life as possible.

## BUILD

Build a high-performing, resilient, and trusted organisation.

RESEARCH



LOVE, FUN & HOPE



OUR STRATEGIC PILLARS



SUPPORT

SUSTAINABILITY



AWARENESS

# 1. RESEARCH FUND, GUIDE & ENABLE THE SMARTEST, MOST EFFICIENT RESEARCH TO EXPEDITE NEW TREATMENTS FOR MND



# 1. RESEARCH

Work with the research community to agree priorities for MND research

Enable research that leads to an increased understanding of the genetics, biology and natural history of MND

We will fund priority research projects and work to raise the profile of MND research, as well as contribute to coherent national and international programmes. This will always be done with the sole focus of improving the lives of people with MND.

Support initiatives to accelerate clinical trial set up and recruitment

Influence the design of clinical trials to ensure relevance



Seek partnerships with industry, academia and private funders to expedite priority areas of research

# 2. SUPPORT

INFORM &  
SUPPORT  
PATIENTS &  
THEIR  
FAMILIES





## 2. SUPPORT

Better understand the needs of people with MND

We will support and partner with existing care and information providers to ensure people can make informed decisions about their treatment and care. We will provide funding to relevant care charities and organisations to deliver grant aid to people with MND and their families, to help them live as fulfilled a life as possible.



Work with partners to help meet these needs

Share information about latest developments and relevant clinical trials and their results

# 3. AWARENESS PROMOTE DISEASE EDUCATION, AWARENESS & ADVOCACY



# 3. AWARENESS

We will be a strong, evidence-based and trusted voice for people with MND and their families.

Collect and publish evidence of MND patients and family experiences

Ensure findings are used to shape clinical trials and general MND care planning

Influence the science, policy and political agenda



# 4. SUSTAINABILITY

BUILD A  
GREAT  
SUSTAINABLE  
BUSINESS



# 4. SUSTAINABILITY

Good governance,  
including  
accountability, focus  
and planning

We will ensure the Foundation  
is effective, sustainable and able  
to deliver for the MND community  
and those who embrace our  
core values.



Transformative  
funding with  
diverse and flexible  
income streams

Compelling  
communications,  
both online and  
offline, to all our  
audiences

A lean,  
efficient and agile  
approach which  
is measurable

A high performing  
and collaborative  
team

# 5. LOVE, FUN & HOPE



FOR ME, AND MAYBE YOU OR YOUR LOVED ONE, MND IS ONE OF THE BIGGEST CHALLENGES LIFE HAS THROWN AT US, AND SOME RISE TO FACE THAT CHALLENGE WITH ALL THE TOOLS WE HAVE AT OUR DISPOSAL. WHILE THE FIGHT TO FIND A CURE CONTINUES, WHAT TOOLS DO WE HAVE?

LIFE AND ALL THE GOOD THINGS IT OFFERS-



LOVE, FUN & HOPE

FIND OUT MORE ABOUT  
WHAT WE'RE UP TO AT  
[MYNAMESDODDIE.CO.UK](http://MYNAMESDODDIE.CO.UK)



MY  
NAME'S  
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foundation