



autoimmune
association

**STRATEGIC
ROADMAP**

2023-2027

EXECUTIVE SUMMARY

Dear Friend,

When I became CEO of this incredible organization it already had a 30+ year history. What I found was an organization that honored its past but was thinking hard about where it wanted and needed to be in the future.

The organization was in the midst of rebranding, had a revamped website, and we were beginning to change the way we talked about ourselves. It was exciting, but it left us asking, “How can we do more? Where do we want to be in 25 years?”

We set an aspirational goal for ourselves — to become a household name. The question was, “How do we get there?” We needed a road map — and this plan sets the course.

Four pillars support and guide our work — advocacy, awareness, education, and research. What you will see in this plan is how what we do in service of those pillars will be bigger and better.

The strategic priorities outlined in this plan are organized into eight focus areas ranging from awareness and brand reputation to people and partner organizations. Reading it will show you how we’re going to expand our advocacy efforts at the state and federal level, creating an army of advocates that will push for policies that are patient-centric.



Molly Murray

President and CEO
Autoimmune Association

You’ll also learn how we plan to strengthen the way we bring the research community together and how we plan to advocate for more funding for the National Institutes of Health. That’s just to start.

When I introduce the Association to someone new, I stress that at our core we are a convening organization because we bring the autoimmune community together and offer support and empowerment, regardless of the type of autoimmune disease a person may have. We serve as a home to all those in need of resources and a partner on their autoimmune journey.

After reading this plan, I want you to walk away knowing we are excited about the future. I want you to be inspired to partner and engage with us and to be compelled to invest in us — whether that’s time, money, sharing your story, or joining the conversation with the broader autoimmune community.

In short, I want you to walk away wanting to come back. There’s a bright future waiting for us — and I hope that we can realize it together.

With gratitude,

A handwritten signature in black ink that reads "Molly Murray". The signature is written in a fluid, cursive style.



For over 30 years, the Autoimmune Association has been a leader in **SERVING** autoimmune patients, **PROMOTING** research, **ADVOCATING** for access to healthcare, and **FOSTERING** collaboration to identify and explore the common threads that link autoimmune diseases.

In 2021, to mark our 30-year legacy, we rebranded from the American Autoimmune Related Diseases Association (AARDA) to the **Autoimmune Association.**

With a new logo and a new name that clearly defines our focus, we strengthened our commitment to leading the fight against autoimmune disease.

As we continue this momentum of growth and focus, **we have evaluated our current state and desired future by developing this roadmap** to guide the Autoimmune Association through the next five years and far beyond.



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A photograph of a diverse group of healthcare professionals in a meeting. In the foreground, a male doctor with a stethoscope around his neck is gesturing with his hands while speaking. Behind him, several other professionals, including women, are listening attentively. The entire image has a purple color overlay.

GUIDING PRINCIPLES



MISSION STATEMENT

The Autoimmune Association leads the fight against autoimmune disease by advocating and collaborating to improve healthcare, advance research and empower the community through every step of the journey.

CORE PURPOSE

The Autoimmune Association exists to advocate for and serve people impacted by autoimmune disease.

Our passion is to inspire hope, promote empowerment, and drive change. We convene and galvanize the autoimmune community.





CORE VALUES

- ▲ Lead with compassion
- ▲ Instill empowerment
- ▲ Act with integrity in all decisions
- ▲ Embrace different perspectives
- ▲ Champion diversity
- ▲ Foster collaboration
- ▲ Be fearless in innovation

A photograph of a scientist in a white lab coat and safety goggles looking through a microscope. The image has a purple tint. The text "STRATEGIC AREAS OF FOCUS" is overlaid in white, bold, uppercase letters on the left side of the image.

**STRATEGIC AREAS
OF FOCUS**

AWARENESS AND BRAND REPUTATION

Expand the nationally recognized name for all things related to autoimmune disease by increasing recognition of autoimmune disease, the Autoimmune Association and our work among the general public, state and federal policymakers, science and medical professionals and the media.

“Autoimmune diseases can be challenging to diagnose because symptoms tend to be vague. Raising awareness helps patients and doctors recognize the signs and symptoms earlier, leading to quicker diagnosis and treatment.”

Julie

Autoimmune Patient and Advocate

“Congress is an institution that responds to external pressure. We need everyone’s voices in this fight.”

Rosa DeLauro

U.S. Representative (CT-03)

ADVOCACY & PUBLIC POLICY

Advance our legislative priorities through nurturing and strengthening relationships with policymakers and government agencies. Amplify our voice and expand our reach by growing our base of partner organizations and passionate volunteers.

RESEARCH

Drive much-needed research by supporting early career investigators, increasing awareness of and participation in clinical trials and advocating for increased funding and greater coordination of autoimmune disease research at the National Institutes of Health.

“Before I joined the clinical trial for rheumatoid arthritis, my life was a constant battle with pain and limitations. Today, I am living a life I thought was lost to me. I am forever grateful to the researchers, doctors, and my fellow participants who made this journey possible. My story is one of resilience, discovery, and the life-changing impact of medical research.”

Colette

Research Participant

EDUCATION AND ENGAGEMENT

Increase outreach and understanding of autoimmune disease among the general public and the autoimmune community by expanding educational and informational resources, offering support, and ensuring that input from the community is considered in our content and programming.

“Connecting with others who have autoimmune disease can make having an isolating illness feel less like you’re fighting it alone.”

Alexandra

Autoimmune Advocate

“The significance of individuals uniting for a shared purpose cannot be overstated. When we collaborate toward a common cause, we channel our collective energy into a force capable of breaking down barriers and achieving remarkable outcomes. It’s through this synergy that we pave the way for lasting change and meaningful impact.”

Lilly Stairs

Chair, Autoimmune Association Board
of Directors and Founder at Chronic Boss
Collective and Patient Authentic

PEOPLE

Cultivate and nurture a robust and diverse group of dedicated people, including a visionary board of directors, knowledgeable and experienced medical and scientific council, skilled staff members and passionate volunteers, all united in their commitment to driving our mission and initiatives forward.

PARTNER ORGANIZATIONS

Build upon our strength as a convening body, continue to grow and enhance our coalition of partner organizations to expand our reach and opportunities.

“As a member of the National Coalition of Autoimmune Patient Groups, our voice is significantly louder. When we work together toward a common goal, we unleash extraordinary potential and amplify our impact far beyond our individual capabilities.”

Nicole Friedland

President and CEO
National Alopecia Areata Foundation

FUNDING

Increase funding to support the growth of programs and services through diversified sources and a robust individual giving program.

The Autoimmune Association is recognized by leading charity watchdogs for our financial responsibility, impact, leadership and more.



“Systems, processes, and metrics are essential to achieving success. Together, these elements empower organizations to navigate challenges, seize opportunities, and ultimately achieve objectives and goals.”

Indie Lee

Member of the Autoimmune Association Board of Directors and Founder of Indie Lee & Co.

PROCESS, SYSTEMS AND MEASUREMENT

Boost organizational efficiency by sharpening our standard operating procedures and expanding and refining technology capabilities.

These processes and systems will be used to closely monitor progress, measure outcomes and identify areas for improvement.

Our legacy of providing hope and support for those living with autoimmune disease has prepared us to ambitiously look forward and think big.

This roadmap captures our ambition and charts a clear course for the Autoimmune Association to expand our reach and become a household name. To accomplish this lofty goal, we are forging ahead with a focus on innovation, operational excellence and stakeholder engagement.

We invite you to join us as we embark on this transformative journey.



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