

2024-2026 Strategic Plan Focus Areas

GLOBALIZATION AND IMPACT:

- ❑ MGFA will **serve a leaderful role in the global MG space** in identifying and understanding gaps in both education and awareness. MGFA will work with other stakeholders around the globe to assist in developing educational tools and resources that will expand awareness of MG.
- ❑ MGFA will **expand its global footprint** through positioning the organization **as a convener and a thought leader on a significantly larger scale**. The value-add for our MG Community as a whole is increased education, advocacy, and awareness....which can potentially result in improved quality of life, expedited and accurate diagnosis, and connectivity which is paramount for those living with MG – no matter where they are in the world.
- ❑ MGFA will focus on globalization in the areas of **Programming (education and advocacy), Awareness, and Research**.

EDUCATION, ADVOCACY, and AWARENESS:

- ❑ MGFA will **involve and convene key stakeholders** including MG patients, international MG PAOs, MG healthcare providers, and industry partners **to understand patient and provider educational gaps and address unmet needs** that impact the MG community worldwide. MGFA will utilize current programs and events and implement new initiatives to maximize existing resources and develop new resources.
- ❑ MGFA will **foster strategic partnerships** with tech platforms, linguistic/translation services, influencers, and other key players **to create equitable access and consumption of existing/new educational resources for both patients and providers**. Doing so will allow the MGFA to expand our reach and leverage MGFA resources on a larger scale.
- ❑ MGFA will **initiate various educational efforts** including a **global MG awareness campaign and education programming for those adjacent to the MG** community such as emergency medical personnel/primary care providers to increase awareness and foundational knowledge around MG.
- ❑ MGFA will **engage and collaborate** with MG community members, healthcare professionals, industry partners, and related PAOs to inform a U.S. legislative agenda that seeks **to expand healthcare access, increase funding for rare disease R&D, and improve health policy reform through the inclusion of patient experience data**.

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RESEARCH:

- ❑ MGFA grant funding will always be determined by the depth and breadth of research projects which undergo a **rigorous review** by the research review panel following **NIH scoring standards which will greatly ensure quality and credibility**.
- ❑ MGFA will **extend all RFPs to the global research community** and continue working collaboratively with the MGFA global Medical and Scientific Advisory Council.
- ❑ MGFA will continue to **explore and seek out potential partnerships** where synergies can be merged **to increase impactful research funding and identify innovative projects**.
- ❑ MGFA will research and determine which model for **Centers of Excellence** is the best one for the organization to expand its research network and to conduct translational research.
- ❑ MGFA will **continue to assess and optimize the MGFA Global MG Patient Registry to develop the optimal strategy** for impacting MG research and clinical trial design while increasing patient enrollment to build the most up-to-date repository for MG patient information.

REVENUE GROWTH TO EXPAND STAKEHOLDER IMPACT:

- ❑ MGFA will **increase annual revenue** by 20% and reach a sustainable \$5MM by year-end FY26.
- ❑ MGFA will **diversify sustainable sources of funding** through new Strategic Initiatives, automating stewardship, and implementing best practices for Peer-to-Peer led programming and fundraising.
- ❑ MGFA will continue to **explore and identify the most impactful areas for investment with the greatest ROI**.
- ❑ MGFA will **grow and expand cornerstone programs and events** including National Patient Conference, Scientific Session, International Conference, Community Health Fairs and Walks.
- ❑ MGFA will **increase Individual Giving at all levels** including small, mid and major donor giving by 75%. The average gift size will increase by a minimum of 10%.
- ❑ MGFA will **re-introduce the MGWalk Program** and host 10 walks by year-end FY26.