

## Lupus Foundation of America Mission

Our mission is to improve the quality of life for all people affected by lupus through programs of research, education, support and advocacy.

### 'The Basic' Elevator Pitch

1. The Lupus Foundation of America is devoted to **improving quality of life** for people with lupus through research, education and advocacy.
2. Our research has **contributed to every major breakthrough in lupus research** in the past 40 years.
3. We have **redefined lupus research** beyond just awarding grants and are **tackling lupus from every direction** to identify the **causes** of lupus, discover better ways to **control** symptoms and, ultimately, find **cures** for lupus.
4. And we do this while **providing caring support** for people affected by this devastating disease and **leading advocacy efforts** to bring more funding for research and services.

### 'Our Essence' - Research Elevator Pitch

1. We have **redefined lupus research** to expand efforts **beyond merely funding research grants**; this fight requires **visionary leadership**. Our **approach** addresses the root problems that interfere with progress and **sets a course** to solve them.
2. Our focus is on three critical goals: identify the **causes** of lupus, discover better ways to **control** symptoms and find pathways to **cure** lupus.
3. Our advocacy efforts **generate hundreds of millions of dollars** in government funding for lupus research, **overcome regulatory hurdles**, and **incorporate patient perspectives** into the drug development and approval process so more and better treatments can get into the hands of people with lupus.

### 'Our Research' Expanded Elevator Pitch

1. **The Lupus Foundation of America** established the first national research program for lupus.
2. The studies we funded have contributed to **every major breakthrough in lupus research** during the past 40 years.
3. However, the exact **causes of lupus remain elusive**. It is **difficult to treat** and manage; **only one lupus-specific drug** has been successfully developed and approved. And, most urgently, there still is no cure in sight.
4. **This is unacceptable.**
5. We have **redefined lupus research** to expand efforts beyond merely funding research grants; this fight requires **visionary leadership**. Our **approach** addresses the **root problems** that interfere with progress and sets a course to solve them.
6. Our focus is on three critical goals: **identify the causes** of lupus, **discover better ways to control symptoms** and **find pathways to cure lupus**.
7. We have **generated hundreds of millions of dollars** in government funding for lupus research, **overcome regulatory hurdles** and **incorporated patient perspectives** into the drug development and approval process to put more and better treatments into the hands of people with lupus.
8. Your research investment today **drives new medical advances** – so those suffering from lupus can stop waiting and start living the lives they want.

# Redefining Lupus Research Narrative

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## Why do we exist?

We have only one mission – **improve the quality of life** for people with lupus. Our patient-first research approach delivers results. The Initiatives we funded have supported **every lupus research breakthrough** during the past 40 years.

## What's the challenge?

While medical science has made progress, we still don't know **why lupus affects so many people** in so many different ways. **Nor do we have the right treatments** to bring symptoms completely under control so people with lupus can lead the best lives possible.

## What's the urgency?

Today, a lupus diagnosis means waiting for new medical advances while managing potentially fatal symptoms. We can't afford to wait – **people's lives are at stake**. While dozens of pharmaceutical companies are engaged in lupus drug development and have **invested billions of dollars** in clinical research, **only one new lupus therapy** has managed to secure FDA approval. We cannot continue to look at lupus research in the same way. **The status quo is unacceptable**. We must **overcome this challenge** and ensure there is an **arsenal of treatments** for the diverse health effects of lupus.

## What's our solution?

We have **redefined lupus research** to expand efforts **beyond merely funding research grants**. This method alone is not successful. Our **approach** is innovative and addresses the root problems that interfere with progress and **sets a course** to solve them. **Our focus** is on three critical goals: identify the **causes** of lupus, discover better ways to **control** symptoms and, ultimately, find pathways to **cure** lupus. We will accomplish these goals by bringing together **leading experts** in every arena to determine what's holding us back and implementing comprehensive strategies to **accelerate meaningful advancements in the field**.

## What are we doing?

**We are tackling lupus from every direction**. We not only drive research to deliver the most significant impact on peoples' lives in the shortest time possible, we lead **sustained advocacy efforts** to secure hundreds of millions of dollars in government funding for additional lupus research that amplifies our efforts, including studies at top medical institutions across our nation. We help **overcome regulatory hurdles** and **incorporate patient perspectives** in the drug development and approval process to put more and better treatments into the hands of people with lupus.

Meanwhile, people with lupus need help now, so we deliver **education** programs and provide **vital services** through a **national network** of local chapters, regional offices, the National Lupus Resource Center, and our health educator team to help guide people through the complexities of living and coping with lupus.

## How can you help?

Just as research itself won't conquer lupus, we can't do it alone either. That's where you come in. Donate, raise funds, get involved. **Help Us Solve the Cruel Mystery**. Your research investment today **drives new medical advances** – so those suffering from lupus can stop waiting and start living the lives they want.