



**FAMILIES. RESEARCH.  
CLINICS. COMMUNITY.**  
WITH YOU FOR THE JOURNEY.

# 2024-2027 Strategic Plan

## Our Mission

The mission of the Angelman Syndrome Foundation is to advance the awareness and treatment of Angelman syndrome through education and information, research, and support for individuals with Angelman syndrome, their families and other concerned parties. We exist to give all of them a reason to smile, with the ultimate goal of finding a cure.

## Our Impact

The ASF provides essential access to resources, connection for emotional and physical wellbeing, fuel for innovation, research and world class clinical care while advocating for all—resulting in full and meaningful lives for everyone touched by AS

## Goals

1-year

Expand our reach and impact by positively influencing the lives of 30% more families

3-year

Expand our reach and impact by positively influencing the lives of 90% more families

### Family Support

### LADDER Learning Network

### Research

## ASF Objectives + Initiatives

### Provide ACCESS to wholistic resources

- Achieve a 20% increase in engagement with additional families
- Enhance and broaden our mental health services by a substantial 25%.

### Create CONNECTION for emotional and physical wellbeing

- Elevate the support experience by ensuring that 90% of families express feeling genuinely supported by the ASF.
- Amplify the level of support for caregivers of adults with AS, leading to enhanced reported satisfaction and assistance

### FUEL for innovation & research

- Achieve an ambitious growth of \$1 million for the "fuel" initiative.
- Pave the way for lasting impact through the establishment of an enduring AS Endowment.

### ADVOCATE for all

- Mobilize and empower 20% of the community to actively participate in influential Advocacy endeavors.

### Operations

- New revenue streams by 10%
- Establish a robust and resilient infrastructure for the LADDER Learning Network, ensuring its foundation is unyielding and its impact enduring.
- Launch Continuous improvement plan for staff
- Increase fundraising to \$6 million
- Foster a 30% surge in volunteer engagement to bolster our mission's impact and outreach.

## KPIs

Measures to track progress against the initiative