

AGA Research Foundation Strategic Plan

Vision: To be the pre-eminent foundation that supports young researchers in gastroenterology and hepatology.

Mission: To raise funds to support young researchers in gastroenterology and hepatology.

Goal 1: Implement a multi-component five-year long-term fund development plan to raise a minimum of \$7 million (average \$1.4 million/year) in restricted and unrestricted cash and pledge gifts for the AGA Research Foundation endowment fund.

Ob. A	Expand AGA Legacy Society program and Giving Circles program
Ob. B	Increase funding from major donors for major gifts at the \$100,000+ level and planned gifts commitments
Ob. C	Foster collaboration among AGA governing board members, AGA committee members and editorial leadership to recruit new donors
Ob. D	Expand partnership and collaborations to fund development pathway programs for research award recipients

Goal 2: Engage the gastroenterology community with the AGA Research Foundation

Ob. A	Explore long-term fundraising programs to further engage the GI community in supporting the AGA Research Awards program
Ob. B	Encourage AGA members to engage with the AGA Research Foundation through annual giving and stewardship programs
Ob. C	Develop targeted strategies to increase awareness of and engagement with the AGA Research Foundation

Approved by AGA Institute Governing Board July 2020