



The Agape Fund – Growth Update & Strategic Vision

1. Mission & Values

Inspired by Thomas Byrne, The Agape Fund was created to support the most promising medical research associated with neurodegenerative disease, with a focus on Down syndrome.

Our team is a collection of those who believe in the service of others, and specifically to those with especially challenging neurodegenerative conditions. Our aim is to develop an organization that can accelerate medical research in relevant conditions, and therefore contribute to the understanding of these diseases. That way, our hope is that we focus on the root causes and alleviate or prevent the development of these diseases in our citizenry.

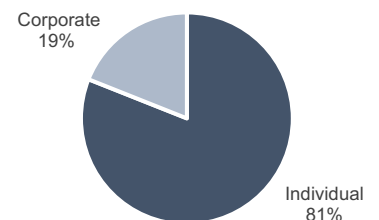
2. Performance & Vision

To-date, The Agape Fund ('Fund') has been structured as a non-permanent, open Donor-Advised Fund, having raised \$230,610⁽¹⁾ since its inception in 2021. With more than 206 different donors, the Fund has fundraised for 3 years, typically ahead of an endurance race which the team participates in. The Fund has deployed \$170,353 of philanthropic capital consisting of 6 grants to 3 institutions, with the primary beneficiaries being Dr. Jonathan Santoro's research at Children's Hospital of Los Angeles and Dr. Dan Gordon's research at Anglia Ruskin University.

The Fund's success has traditionally been driven by donations from individuals and families, especially within our community in the South Bay of Los Angeles. This was a natural evolution since our first grassroots fundraiser in 2021, which initially comprised those who have crossed paths with Thomas Byrne in life. As we've scaled since then, the % of donated capital by donor profile has continued to be largely individuals. This has been driven by the 3 Ironman competitions and 3 annual community fundraisers we have put on in the South Bay of Los Angeles in 2021, 2022, and 2023.

As it relates to our vision for the future, by 2026, the Fund aims to have raised more than \$500,000 in philanthropic capital and have executed 9 grants, which will reflect new research initiatives relative to what has traditionally been supported. Further, the Fund will build out a supporting nonprofit structure with the same mission which will allow more flexibility to execute on our vision for the future. Lastly, the % of total capital we raise will include corporate organizations or foundations with similar missions, relative to our current index into individuals and families. Ultimately, we strive to be a platform that cultivates research in neurodegenerative disease and connects that research to the broader citizenry and industry.

% of Donated Capital (2023)



3. Three Focus Areas

To achieve our vision, we have set three pillars of focus for the year which include:

1. Grant to research
2. Empower our community fundraiser
3. Cultivate sustainable funding sources

(1) Includes personal fundraising in 2021 before the formation of the Agape Fund, directed to Children's Hospital of Los Angeles



Focus Area 1: Grant To Research

A. Build relationships with reputable, talented researchers

To allocate donated capital appropriately and timely, it is important to cultivate new relationships with those that have the highest potential of net impact to the communities we're serving. This way, as we build confidence and relationships within the researchers we've already partnered with, we can allow ourselves to be open to new ideas and research projects, which may present additional funding opportunities.



(Research Supported)



(Research to Consider)

B. Finalize our grantmaking criteria

To accelerate learning and maintain discipline, it will be important to produce and finalize our criteria for grantmaking. This way, as we learn, we will be able to filter inbound research by our criteria and focus more intently on the research that best reflects our strategy. Our criteria will be shaped by leading indicators of success, which will be informed by our experience and reflection.

C. Set Objective Key Results Framework

Objective Key Results (OKRs)		
	Quarterly	FY2024
1. Develop relationships with reputable, talented researchers	<ul style="list-style-type: none"> +2 new relationships developed each fiscal quarter with emerging, reputable researchers (both universities and hospitals) 	<ul style="list-style-type: none"> +2 relationships each year which reflect a potential funding opportunity At least 2 different research projects granted towards
2. Finalize grant making criteria	<ul style="list-style-type: none"> In Q1'2024, finalize diligence process criteria for grants, such that donors can be aware of grant-making criteria 	<ul style="list-style-type: none"> +2 in-persons visits per year with researchers we're deeply considering a funding opportunity with

(1) Includes personal fundraising in 2021 before the formation of the Agape Fund, directed to Children's Hospital of Los Angeles



Focus Area 2: Empower Our Community Fundraiser

A. Create a meaningful experience for our community and donors

Our annual fundraiser brings together supporters, donors, family, community members, and friends to share in our mission. This not only builds community, but this event communicates progress to our existing of our impact. For example, the information shared by us helps build (or erode) conviction of community members in the way we've managed philanthropic capital. We must think creatively about the way in which we bring together our community and present the progress of our mission to our community, which may include local music, ample photography, speeches, selective events, and entertainment (if at all).

B. Facilitate the connection of our community with our mission

To stay true to our mission, we must find ways to connect our community with our mission, and specifically service to the neurodivergent community. In 2023, for example, we encouraged families with individuals with intellectual disabilities to attend (ie. Thomas Byrne) our fundraiser, with varied success. In 2024, it is important for us to find comfortable ways for our community to connect with these individuals, and to understand the significance of service to them.

C. Set Objective Key Results Framework

Objective Key Results (OKRs)		
	Quarterly	FY2024
1. Empower Community Fundraiser	<ul style="list-style-type: none"> In Q2'2024, onboard 1 event planner for annual fundraiser 	<ul style="list-style-type: none"> Host fundraiser in late summer or early fall of 2024 in Manhattan Beach
	<ul style="list-style-type: none"> In Q2'2024, send out hand-written invitations to community members invited to the fundraiser 	-
2. Facilitate the connection of our community with our mission	<ul style="list-style-type: none"> By Q2, identify a race / event for the Agape team to volunteer at in service of the neurodivergent community 	<ul style="list-style-type: none"> Find ways to bring the community we're serving into the fundraiser experience for their benefit!

(1) Includes personal fundraising in 2021 before the formation of the Agape Fund, directed to Children's Hospital of Los Angeles



Focus Area 3: Cultivate Sustainable Sources of Funding

A. Build a sustainable funding model

To-date, we have successfully raised donations through third-party platforms, such as GoFundMe and Eventbrite, in addition to our proprietary CCF-LA portal. Relatedly, through these platforms, we hope to develop a sustainable funding model which includes our generous individuals and families as well as more corporate organizations, as described below. This way, we can maximize our impact by working alongside our tight-knit community as well as larger, like-minded organizations driven by a common vision.

B. Perform outreach to mission-aligned, corporate organizations and brands

A focus will be on creating partnerships with mission-aligned corporate organizations with a common desire to support time-tested, impactful research in neurodegenerative diseases, such as Down Syndrome Regression Disorder.

C. Cultivate relations with donors of most support

It is important to recognize and update those which have most supported our organization to date, so an increased focus on cultivating relationships with these respective donors will be very important.

D. Set Objective Key Results Framework

Objective Key Results (OKRs)		
	Quarterly	FY2024
Develop relations with mission-aligned corporate organizations	<ul style="list-style-type: none"> 1+ contacts developed with philanthropic roles at corporate organizations 	<ul style="list-style-type: none"> 4+ contacts developed with philanthropic roles at corporate organizations
	-	<ul style="list-style-type: none"> +1 annual call scheduled with an organization to repeat each year
	-	<ul style="list-style-type: none"> +1 corporate partnership established over the long-term
Develop relations with consumer brands	-	<ul style="list-style-type: none"> +3 contacts developed with brands in the active lifestyle, wellness industry
Cultivate relations with influential donors	-	<ul style="list-style-type: none"> Make proactive effort to keep donor based informed all year and cultivate relations with the most supportive donors

(1) Includes personal fundraising in 2021 before the formation of the Agape Fund, directed to Children's Hospital of Los Angeles