Kidney Research UK
Strategy

Our Vision is: Lives free from kidney disease

Our mission is to:
- Fund and deliver life-saving research into kidney diseases
- Improve treatments for people with kidney diseases and enhance their quality of life
- Increase awareness of kidney health, and support the early diagnosis and prevention of kidney disease and damage

Achieving our mission - strategic priorities

Investing In Research
- Broaden support for research careers
- Build research capacity through collaboration
- Work with industry and other funding partners
- Increase innovation

Answering Key Questions
- Address evidence gaps in renal research
- Understand why black, Asian and minority ethnic groups are at higher risk
- Develop research methods to learn how to improve the healthcare system

Working With Patients
- Where appropriate, fully involve patients in all aspects of research and development
- More clinical trials

Raising Awareness
- Address health inequalities
- Develop health education
- Influence change

Enabled through income generation
- Significantly increase the number of supporters
- Increase lifetime value across income streams

- Invest more of every pound donated into research whilst sustaining the quality of our work

- Deliver an excellent supporter experience

Leading to strategic outcomes
- More people know about kidney disease and the risks
- More patients in clinical studies
- We are developing cures for some forms of kidney disease

- More people diagnosed earlier
- More people receive timely and effective kidney transplants
- Equal access to research and treatments

- People on dialysis live better for longer
- Transplanted kidneys work better and last longer
- Research culture embedded in clinical service

- The creation of a more robust research nurse capacity