

Kidney Research UK

Strategy



The kidney health problem

- Kidney disease currently has no cure
- Increasing kidney failure
- Black, Asian and ethnic minority groups at even higher risk
- Acute kidney injury
- Low awareness of kidney disease
- Impact of social, economic and political changes on CKD
- Treatment is expensive
- Poor quality of life on dialysis
- Transplants don't last long enough
- Not enough donated kidneys
- Late diagnosis
- Gaps in research evidence
- Not enough funding for kidney research
- Not enough research capacity
- Limited patient involvement

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
- Develop a highly skilled fundraising team
- Increase innovation in fundraising

Leading to strategic outcomes

- More people know about kidney disease and the risks
- More people diagnosed earlier
- People on dialysis live better for longer
- More patients in clinical studies
- More people receive timely and effective kidney transplants
- Transplanted kidneys work better and last longer
- The creation of a more robust research nurse capacity
- We are developing cures for some forms of kidney disease
- We are delivering breakthroughs that are changing people's lives
- Equal access to research and treatments
- Research culture embedded in clinical service