



**SUDC**  
FOUNDATION

## **SUDDEN UNEXPLAINED DEATH IN CHILDHOOD (SUDC) FOUNDATION 2018-2022 STRATEGY**

### **INTRODUCTION**

In May 2017, the SUDC Foundation initiated a five-year strategic planning process. After months of stakeholder interviews and data analysis, the members of the Board of Directors and staff of the SUDC Foundation met in September 2017 to clarify the Foundation's vision, mission and value proposition, develop the organization's priority objectives over the next five years and develop a strategy to accomplish them. Representatives from Sterling Foundation Management, the Foundation's strategic management partner, led the retreat. Below is an overview of decisions made.

### **OUR VISION**

A world without Sudden Unexplained Death in Childhood (SUDC).

### **OUR MISSION**

Promote awareness, advocate for research and support those affected by sudden unexpected or unexplained death in childhood.

### **OUR VALUE**

We are the only organization worldwide whose purpose is to promote awareness, advocate for research and support those affected by SUDC. SUDC is the fifth leading category of death in children ages one to four, yet SUDC receives no public funding. The SUDC Foundation provides all services at no cost to families.

### **STRATEGIC OBJECTIVE ONE**

#### **Improve advocacy efforts**

- ★ Create federal advocacy program to raise awareness and garner legislative support
- ★ Help create and implement national investigation standards and guidelines to improve data collection as well as care and treatment of families
- ★ Cultivate relationship with a nationally-recognized spokesperson to promote greater awareness
- ★ Evaluate obtaining additional support to improve awareness and outreach efforts

### **STRATEGIC OBJECTIVE TWO**

#### **Increase SUDC research**

- ★ Analyze existing SUDC Foundation data and publish findings to help better understand SUDC and ways to prevent these tragedies
- ★ Develop award program to attract new investigators to improve data collection efforts
- ★ Identify, apply for and obtain public and private grants to support research and related publications to help further raise awareness and understanding of SUDC

**To learn more, please visit [SUDC.org](http://SUDC.org).  
1-800-620-SUDC ★ [info@sudc.org](mailto:info@sudc.org)**



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### **STRATEGIC OBJECTIVE THREE**

#### **Enhance family services**

- ★ Enhance family gathering program to increase community and decrease isolation of those affected
- ★ Develop family outreach and engagement campaign to increase number of families supported by the SUDC Foundation
- ★ Improve virtual services to extend SUDC's reach and support to families

### **STRATEGIC OBJECTIVE FOUR**

#### **Increase awareness initiatives**

- ★ Expand annual SUDC awareness month proclamations to all 50 U.S. states
- ★ Develop awareness campaign to medical examiners, coroners, death investigators, medical students, pediatricians and other SUDC-related professionals
- ★ Engage with medical student associations and medical schools to integrate SUDC into curricula

### **STRATEGIC OBJECTIVE FIVE**

#### **Strengthen professional relationships**

- ★ Spearhead campaign to increase referral rates from medical death investigation professionals and pediatricians to the SUDC Foundation and the SUDC Registry and Research Collaborative to assist in reaching families affected by SUDC
- ★ Network with organizations that share common interests to build SUDC collaborative network

### **STRATEGIC OBJECTIVE SIX**

#### **Diversify donor sources**

- ★ Develop corporate sponsorship programs to increase corporate donations
- ★ Capitalize on corporate matching gift opportunities and increase number of corporations including SUDC Foundation as an approved charity for their employee giving program
- ★ Increase non-research grant applications to diversify SUDC funding
- ★ Grow cultivation activities over 12-month period to increase individual giving to SUDC Foundation
- ★ Enhance SUDC Foundation Special Events Program to initiate and coordinate fundraising events with private foundations and other community organizations

### **STRATEGIC OBJECTIVE SEVEN**

#### **Improve organizational development**

- ★ Enhance organizational effectiveness and efficiency
- ★ Develop a Governance Policy and expand Board of Directors to increase expertise and guidance to support the Foundation

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