

The below talking points can serve as a guide when talking about Proposition 14, but please provide your own narrative about why you're supporting this campaign and how this research could help you or someone you know. Share your story.

[ABOUT PROPOSITION 14]

- Proposition 14 – also known as the California Stem Cell Research, Treatments, and Cures Initiative of 2020 – will authorize \$5.5 billion in state general obligation bonds to continue funding stem cell research and the development and delivery of treatments in California.
- A vote for Proposition 14 is a vote to advance groundbreaking medical discoveries into treatments and cures that could save your life or the life of someone you love.
- Without the passage of Proposition 14, vital research will discontinue, and groundbreaking medical discoveries won't be able to progress to clinical trials. This means that the lifesaving and life-changing treatments and cures that are at our fingertips will be delayed for years or decades.

[BACKGROUND & PROPOSITION 71]

- Back in 2004, an overwhelming majority of California voters approved Proposition 71 to fund stem cell research and establish the California Institute for Regenerative Medicine (CIRM).
- Since then, CIRM has already:
 - Advanced research and therapy development for more than 75 diseases and conditions.
 - Supported 90+ clinical trials with 4,000+ patients enrolled or expected to be enrolled.
 - Awarded more than 1,000 grants to more than 120 institutions.
 - Produced 800+ patents pending for CIRM-funded discoveries – a future source of state revenue to improve affordability and access to treatments.
 - Published nearly 3,000 peer-reviewed medical discoveries.
- This research has already saved and improved lives:
 - A high school student who was paralyzed in a diving accident was able to regain function in his upper body and go on to college.
 - A mother who went blind from a genetic disease continues to experience improved vision.
 - Two FDA-approved cancer treatments are already saving lives.

[COST]

- This initiative is not a tax – it is a general obligation bond repaid from the state's General Fund.
- Chronic disease is the leading cause of death and the leading driver of the nation's annual health care spending.
 - More than 60% of adults suffer from at least one chronic disease.

- Chronic disease accounts for 90% of the nation's \$3.5 trillion in annual health care spending.
- In California alone, more than 30% of the state's budget is spent on health care. With this cost rising every year, it is a growing strain on California families and our state budget.
- If we hesitate to fund proper research to develop cures for chronic illnesses, our health care costs will financially drain California families, as well as our struggling state budget.
- This measure will cost the state less than \$5 per person per year – a small price to pay to potentially save millions of lives and billions of dollars in health care costs in the coming decades.

[LET'S CONTINUE OUR INVESTMENT]

- Stem cell research has the power to help the tens of millions of Californians suffering from an incurable disease, condition or injury including cancer, Alzheimer's, diabetes, heart disease, spinal cord injuries, blindness, HIV/AIDS, infectious diseases like COVID-19 and many others.
- The state's breakthrough medical research cannot continue without the passage of Proposition 14.
- Join us in supporting this critical investment to advance cures and save lives.