

# ALS CANADA STRATEGIC PLAN FRAMEWORK 2015 - 2018

It is with solid commitment and enthusiasm that ALS Canada embarks on the next stage of its growth and development through our **Strategic Areas of Focus**.

## STAKEHOLDERS

ALS Canada is accountable to a variety of stakeholders. While all are critically important to our mission and success, our Donors are paramount to the Society's ability to service and support all others. Advancing our relationships with donors will be a primary strategic direction.

Donors
Clients & Families
Health Care Professionals and Researchers
Federation Partners
Volunteers & Employees
Community Members & Prospective Supporters
Government
Health Care Organizations

## STRATEGIC AREAS OF FOCUS



## OBJECTIVES

### Accelerate Research Impact:

- Lead a comprehensive national ALS research program focused on translating scientific discoveries into treatments for ALS.
- Foster Canada's strong and networked ALS research community.

### Optimize Client Support:

- Facilitate access and support to resources and services that help the Ontario ALS community navigate their journey with ALS.
- Advocate on behalf of the community to ease the hardships caused by ALS.

### Expand Fund Development:

- Build a platform for a contemporary, diversified and sustainable fund development program.
- Demonstrate accountability and value to donors through exceptional stewardship.

### Engaged and Effective Leadership:

- Focus on active engagement for Board, volunteers and staff with clearly defined roles, responsibilities and shared accountability for growth.

## IMPLEMENTATION IMPERATIVES

The Mission, Vision and Values of ALS Canada provide direction to meet our objectives. Our leadership recognizes the need to focus with increasing resolve and effectiveness to deliver on the stated objectives within this Strategic Plan Framework. Strategic investments of time and resources will be made to optimize our success. The Board and CEO will be ultimately accountable for advancing this plan and reporting on its progress to our Stakeholders.

## Vision



By 2024,  
ALS is a treatable,  
not terminal disease.

## Mission



Together with our  
Provincial Partners –  
supporting Canadians  
living with ALS  
and funding research  
to make  
ALS a treatable,  
not terminal, disease.

## Values



Compassion  
Collaboration  
Accountability  
Resiliency  
Respect  
Integrity