



# LEAD DRIVE MOBILIZE EMPOWER

STRATEGIC PLAN 2024–2028



**Amyotrophic lateral sclerosis** (also known as ALS, Lou Gehrig’s disease, or motor neuron disease), a fatal neurodegenerative disease, results in progressive paralysis and eventually, the loss of the ability to move, speak, and breathe.

Nearly **4,000 Canadians live with ALS**. Each year about **1,000 Canadians will be diagnosed**, and we will **lose another 1,000** to this unrelenting disease. The ALS Society of Canada (ALS Canada) is working to change this reality.



At ALS Canada, we respond to the urgent unmet need for life-changing treatments by investing in high-quality research that will fuel scientific discovery; engaging industry; supporting increased clinical and research capacity; and advocating for equitable, affordable, and timely access to proven therapies.

We empower Canadians affected by ALS to navigate the current realities of ALS, be informed consumers of credible information on ALS, and advocate effectively for change.



In Ontario, we directly support people affected by ALS to ease their journey – through a hybrid model of in-home and virtual interactions, facilitated support groups, and provision of mobility equipment and communication devices.

## OUR NORTH STAR

Together we are working toward **a world free of ALS.**

As a collective, the ALS community within Canada and globally, play a critical role in shaping that reality.

This strategic plan is the North Star ALS Canada will follow to help get us there.

## MEANINGFUL IMPACT

Our strategic plan is grounded in **four impact goals** that speak to the areas of focus for ALS Canada in working toward our mission and vision.

### Vision

The future state we are driving toward

A world  
free of  
ALS.

### Mission

What we do

Improving the lives of Canadians affected by ALS through advancing research, care, advocacy, and information.

### Values

How we go about our work

- Accountability
- Collaboration
- Compassion
- Dynamic
- Integrity
- Respect

# IMPACT GOALS

## Strategic Impact Goal

## Objectives

## Outputs / Outcomes

**LEAD**  
Canada's contribution to **global ALS research**



**DRIVE**  
**equitable and timely access** to the best possible standard of care, treatments, and services



**MOBILIZE**  
**collective action to advocate** for maximum impact



**EMPOWER**  
**informed decision-making and recognition** of ALS



- **Invest** in the most impactful fundamental and clinical research
- **Facilitate** and **contribute** to strategic research initiatives of global significance
- **Build** research and clinical capacity within Canada

- **Catalyst** for improvements to clinical care and availability of treatments across Canada
- **Identify** gaps and **facilitate** services to underserved ALS populations in Canada
- **Deliver** valued community services in Ontario

- **Collaborate** for collective action
- **Empower** the voice of lived experience
- **Champion** unified advocacy efforts provincially, nationally, and internationally as a trusted leader

- **Trusted** go-to source for timely, credible information on ALS
- **Mobilize** knowledge exchange
- **Advance** awareness and understanding of ALS

Canada is a preferred location for the most promising ALS clinical trials.

Canadian ALS researchers and clinicians are recognized globally for their impact.

The individual needs of people affected by ALS are met through clinical care, services, and information.

ALS Canada is recognized as a trusted leader and go-to resource for all things ALS in Canada.

There is a unified voice and collective action for ALS in Canada.

ALS and the needs of people living with ALS are better understood by Canadians.



## ENABLERS FOR CHANGE

- 1 Continually adapt** to the changing needs and demographics of the ALS community. Informed by people affected by ALS, healthcare professionals, and researchers.
- 2 Maximize human resources –** employees, volunteers, and partners. Integrate Inclusivity, Diversity, Equity, and Accessibility (IDEA) throughout.
- 3 Grow revenue and leveraged investments –** payment for our services, leveraged investments, scale for revenue diversification, and nurture a culture of philanthropy.
- 4 Increase investment in research –** revenue growth, leveraged partnerships, and effective advocacy.
- 5 Utilize technology and innovation** to enable our organization and identify assistive technology to improve quality of life for people living with ALS.
- 6 Communicate transparently** to improve understanding, foster collaboration, and inspire action.

**ALS Society of Canada**

180 Bloor Street West, Suite 500

Toronto, ON M5S 2V6

T 416-497-2267 F 416-497-8545

Toll-free 1-800-267-4257

[www.als.ca](http://www.als.ca)



@ALSCanada