



2018 – 2022 Strategic Plan

Empowering Patients and the Lymphoma Community

OUR VISION: (The state we are working to create)

Life unlimited by lymphoma

OUR MISSION: (Why we exist)

Empowering patients and the lymphoma community through education, support and research.

OUR VALUES: (The beliefs we share & how we get things done)

- **Compassion** – Our work is rooted in empathy, respect and kindness.
- **Integrity** – We are honest and transparent, and adhere to high ethical standards, equality and fairness.
- **Excellence** – We are passionate and determined, and committed to being highly efficient and effective.
- **Influential** – We are credible and professional, and dedicated to making an impactful difference that is evidence-based and legacy-worthy.
- **Innovative** – We are resourceful, empowered and progressive. We deliver results through teamwork.

OUR STRATEGIC PRIORITIES (What we will focus on)

SUPPORT

To support and advocate on behalf of lymphoma patients, their families and health professionals for universal access and best care.

EDUCATION

To provide education to lymphoma patients, their families and health professionals.

RESEARCH

To fund research to improve outcomes for patients with lymphoma.

SUSTAINABILITY

To have the human and financial resources needed to achieve our mission.

OUR OUTCOMES (The results we will achieve)

- Education services are available in new centres
- Increased distribution of patient resource materials
- Increased national reach
- Increased unique website visits to patient resource materials
- Research grants are awarded annually
- Increased diversified fundraising revenue