



# 2019 – 2023 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)

Empower patients and the lymphoma community through education, support, advocacy 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 & EDUCATION

To support and educate lymphoma patients, their families and health professionals.

#### ADVOCACY

To advocate on behalf of lymphoma patients for universal access to best care.

#### 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