



2020 – 2024 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, financial and information resources needed to achieve our mission.

OUR IMPACT: (The results we will achieve)

- More people are served
- Education services are available in new regions
- More information is distributed
- Increased national participation in our services
- Research grants are awarded
- Increased diversified fundraising revenue