



# 2022 – 2026 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 from across Canada are served
- Increased participation in educational services & events across Canada
- More information is distributed
- Increased access to new therapies
- Research grants are awarded
- Increased diversified fundraising revenue
- Increased awareness of Lymphoma Canada & its services