



2026 – 2030 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)

- **Collaboration** – We deliver results through teamwork both internally and externally
- **Compassion** – Our work is rooted in empathy, respect and kindness.
- **Excellence** – We are passionate, determined and committed to being highly efficient and effective
- **Inclusivity** – We respect equity, diversity and accessibility in our programming and operations
- **Influence** – We are professional and dedicated to making an impactful difference that is evidence-based and legacy-worthy.
- **Integrity** – We are honest, transparent and adhere to high ethical standards, equality and fairness.
- **Innovation** – We are resourceful, empowered and progressive.

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 equitable access to best care.

RESEARCH

To support research to improve outcomes for patients with lymphoma.

SUSTAINABLE GROWTH

To have the resources needed to support 'life unlimited by lymphoma'.

OUR IMPACT: (The results we will achieve)

- More people from across Canada are aware & served
- Increased participation in educational services across Canada
- Increased access to new therapies
- Research grants are awarded and supported
- Investment in revenue growth