

2018 - 2035

Strategic Plan



Parkinson Canada is committed to effectively deliver on the Strategic Plan set out by our Board through 2035. Our vision is a future without Parkinson's. And until that moment, today, and every day we will work to achieve the strategic priorities and key goals on the reverse.

VISION

A better life today for people living with Parkinson's; a world without Parkinson's tomorrow.

MISSION

Our mission is to transform the lives of people living with Parkinson's. We do this through:

- **Research** leading to the end of Parkinson's
- **Advocacy** bringing the voices of Parkinson's to the forefront
- **Support** helping people living with Parkinson's live well through education

VALUES

As we carry out our mission and strive to achieve our goals, we will always be true to our core values. We believe in being:

- **Bold** by embracing new ideas and confidently taking action
- **Compassionate** by striving always to walk in the shoes of those we serve
- **Collaborative** by working cooperatively with all stakeholders so that together we can achieve more
- **Trustworthy** by keeping our word and always doing what we promise



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ACT

Be the Recognized Voice of Parkinson's

The difference we want to make: People come to Parkinson Canada as a known and trusted resource that readily links them to better care and treatment options enabling them to live well until a cure is found.

Together we will:

- ✔ Expand our reach to more people living with Parkinson's so that all who need help receive it from those who can best provide it.
- ✔ Promote and deliver excellent care and consistent services for people living with Parkinson's across Canada.

Meet Growing Needs

The difference we want to make: The growing needs of people living with Parkinson's are met proactively, efficiently, and effectively.

Together we will:

- ✔ Raise more money to support Parkinson Canada Strategic priorities.
- ✔ Allocate **\$10 million annually to research by 2035** to promote and increase funding of innovative research that will be leveraged for greater investment leading to better treatments and a cure.
- ✔ Be financially and operationally stable and exceed Imagine Canada Standards and obligations.
- ✔ Respond to the needs of our constituents with a standard of excellence built on customer service, efficiencies and best practices.

BUILD**ACT****BUILD****LEAD****ENGAGE**

The difference we want to make: Innovation and enhancements to programs, services, care and treatment are achieved and research is expedited to lead to a cure sooner through purposeful collaboration.

Together we will:

- ✔ Expand systemic capacity to accelerate treatment options and enhance services to improve quality of life.
- ✔ Expand Parkinson Canada's reach and establish partnerships increasing our effectiveness and ability to serve more people across the country.
- ✔ Increase funding of innovative research that will be leveraged for greater investment leading to better treatments and ultimately a cure.

LEAD

Demonstrate Pan-Canadian Leadership

The difference we want to make: The lives of people living with Parkinson's are transformed through a connected and united network of people with the right skills, passion, commitment and resources who are mobilized to ultimately end Parkinson's.

Together we will:

- ✔ Grow the number of people who are motivated to participate and take action by engaging with Parkinson Canada to advance our mission and vision.
- ✔ Foster a highly engaged work and volunteer force to strengthen our ability to deliver on our strategic plan and priorities.

ENGAGE

Engage the Parkinson's Community