

COMMUNITY. COLLABORATION. **COURAGE.**

STRATEGIC PLAN 2026-2029





We are proud to share our 2026-2029 strategic plan. Led by our Task Force, we included and engaged representative voices from all contributing groups across the organization and partnerships in meaningful consultation, with ALS perspectives at the centre.

In our sixth year and through transformative change, the urgency and devastation of ALS continues to drive our purpose, and the strong desire to maintain our focus and community-centred culture defines our approach.

Courage, and our evolving Courage to Fight ALS campaign, is a hallmark of our efforts. It's a concept that resonates deeply for all those impacted by ALS, as well as those not yet familiar with this disease. It's a characteristic that is expressed individually, but unites us all in our vision of lives not limited by ALS.

We know who we are as the only values-based, unique and necessary ALS patient-led organization in Canada, with increasing reach, influence and on the ground impact across North America.

Our roadmap pays tribute to and builds on our successes. This plan will guide us in maintaining our core purpose, nurturing what is sacred to our identity, and reaching for the stars in growing the movement.

We are by and for the ALS community. JOIN US



VISION

A life not limited by ALS.

MISSION

An ALS community-driven movement to accelerate treatments, increase advocacy and collaboration, and mobilize investment in ALS research.



VALUES

Community, Accountability, Integrity, Tenacity, Collaboration, Authenticity



GUIDING PRINCIPLES

We will:

- Empower the voices and experiences of people living with ALS and caregivers
- Be courageous and targeted in our advocacy
- Invest funds in the highest priorities of our ALS community to advance meaningful and measurable impact
- Define ourselves not only by what we do, but how we do it
- Grow the movement by choosing collaboration over competition

STRATEGIC OBJECTIVES

PEOPLE POWER



RAISE ALS VOICES

- Maintain our community-centred culture that is the heart of our identity
- Share and amplify stories to raise awareness and drive support for the ALS cause
- Address health policy through targeted thought leadership and advocacy, building relationships with and holding key decision-makers accountable
- Deliver knowledge, education and non-medical, community-based support through the ALS Community Group and other mechanisms



STRENGTHEN SUSTAINABILITY

- Recruit and engage ALS impacted volunteers to raise awareness, funds and support subject matter expertise
- Build strategic partnerships with allied organizations to pursue creative ways of being, collaborative funding or content opportunities
- Steward authentic and diverse funding relationships to strengthen long-term support
- to our community of volunteers, partners and supporters



BROADEN MEMBERSHIP

- Expand criteria for Membership to include all those impacted by ALS in Canada
- Pursue and increase Membership representation across Canada, particularly in under-resourced communities
- Foster meaningful engagement through connection, education, and activation



STRATEGIC OBJECTIVES



COURAGEOUS COLLABORATION



LEAD

- Canadian and North American movements to raise awareness, advocacy and financial investment in ALS care and research
- Drive and grow the Courage to Fight ALS campaign
- Galvanize an alliance of patient led organizations
- Empower corporate and community-led initiatives to support the ALS Super Fund



PARTNER IN

- Canadian and North American entities and initiatives to contribute to a united movement, expand to new audiences, and maximize resources
- Canadian Collaboration to Cure ALS
- ALS alliances with shared goals and values
- Partnerships, such as Charitable Impact, values-aligned vendor and provider relationships



AMPLIFY

- Organizations, leaders, and partners to promote each other's strengths, advance education, and reduce duplication
- Promote collaboration, offerings, and resources in service of the ALS community
- Explore and co-create innovative initiatives that share common values and goals to maximize capacity
- Demonstrate allyship as leadership in the charitable and ALS sectors



STRATEGIC OBJECTIVES

FOCUSED FUNDING

Fuel grant-making priorities of our ALS community, in collaboration with our ALS Super Fund Advisory Council, so our investments have the greatest impact through:



Essential and innovative research



Effective treatments



Raising patient and caregiver voices



Be accountable for the impact of our investments to our community of volunteers, partners and supporters



Work transparently, collaboratively and iteratively with organizations, communities, and initiatives across North America that require designated funding investment



PEOPLE

Engage Members representing all provinces and territories

Maintain continuous relationships and communication with Health Canada, Canada Drug Agency and pcPa

Publish 2 position/white/public domain publications per year on ALS health policy issues

Publish 12+ stories of ALS voices per year

Engage ALS Next Gen perspectives through representation, engagement, and storytelling

Maintain minimum 50% representation of pALS and cALS on the Board of Directors, minimum 25% pALS

COLLABORATION

Engage 32 NHL teams on Courage to Fight ALS

Activate or join 8 more ALS strategic partnerships/alliances across North America

Pilot expansion of Courage to Fight ALS in another professional sport league with 2+ teams

Achieve 2,000 unique donors

Establish minimum 3 collaborative funding opportunity with allied ALS organization/s

FUNDING

Secure annual and multi-year sponsorships for the Courage to Fight ALS campaign.

Identify and fuel our #1 funding priority to affect ALS

Designate all undesignated funding to Canadian ALS initiatives

Establish 5 more Giving Groups through Charitable Impact



ALS  **SLA**
ACTION
CANADA

COMMUNITY.
COLLABORATION.
COURAGE.

Join us at alsactioncanada.org

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