

INFORMED BY PEOPLE
LIVING WITH CF

DEDICATED TO
INNOVATION

GUIDING PRINCIPLES

NICHE
POSITION GLOBALLY

IN
PARTNERSHIP

STRATEGIC PLAN (2020-2023)

10 YEAR IMPACT

✓ Improved health outcomes ✓ Better quality of life
for all those living with cystic fibrosis in Canada



ADVOCACY

PRIORITY
1

IMPROVE ACCESS TO LIFE-CHANGING & LIFE-SUSTAINING MEDICINES

LEADING TO:

- More people in Canada have access to symptom management drugs & modulators

IMPROVE THE QUALITY OF CF CARE & TREATMENT EXPERIENCE

LEADING TO:

- Canadian CF standards developed and used by clinics
- Innovations in care have reduced the burden of care faced by people living with CF

PRIORITY
2



HEALTH CARE



RESEARCH

PRIORITY
3

ADVANCE RESEARCH ON PRIORITY HEALTH NEEDS

LEADING TO:

- Investments made on research initiatives impacting priority health needs and with potential for results in the near future

LEVERAGE DIGITAL STRATEGIES AND PEER CONNECTIONS

LEADING TO:

- Timely & relevant information provided by CF Canada & peers

PRIORITY
4



INFORMATION
&
SUPPORT

PRIORITY
5



PEOPLE

STRENGTHEN THE ORGANIZATION FOR IMPACT

LEADING TO:

- Mutually rewarding volunteer program
- Engaged, high-performing, collaborative staff teams
- High quality donor experience across the organization
- Sustained & growing revenue



REVENUE