



# Asthma.ca™

## Asthma Canada

### Strategic Plan (2018-2021) - At a Glance

#### Our Vision

A future without asthma.

#### Our Mission

Helping Canadians with Asthma lead healthy lives through education, advocacy and research.

#### Our Values



**Client Focused**



**We Listen**



**Caring & Compassionate**



**Collaborative**

#### How we Fulfill our Mission



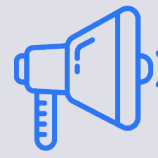
We **engage and empower** the asthma community



We **educate and inform** people living with asthma



We **support researchers** working to find better treatments



We **advocate for awareness and change** to improve access to healthcare



We strive for **excellence in service delivery** by best practices

### 2018 - 2021 Strategic Directions

#### Strengthen our Connections with the Asthma Community

Through our programs and support services, we reach, inform and engage people living with asthma. By building stronger connections with the asthma community, we can better identify and address their needs.

#### Expand the Focus on Asthma

We are ambitiously expanding our connections to the medical and scientific communities that work with researchers, patients, and families to help the asthma community take control of their symptoms.

#### Raise Funds to Support our Mission

In the next four years we are looking to diversify our donor base. Our work with corporations, foundations and individual donors ensures that more of the lives of Canadians affected by asthma are changed for the better.

#### Build Capacity and Optimize Operational Excellence

Over the next four years we need to invest in systems that will streamline operations and maximize best practices. We strive to operate at the highest level of governance and deliver the highest quality programs and services.