



# Strategic Plan 2025-2030

A Pathway to a Symptom Free Future

# Asthma Canada: Boldly Moving Toward a Symptom-Free Future

For more than 50 years, Asthma Canada has been the only national charity solely dedicated to improving the lives of people affected by asthma and respiratory allergies. Today, over 4.6 million people in Canada live with asthma—including more than 465,000 who face the daily challenges of severe asthma, a life-threatening condition that often remains uncontrolled even with the strongest treatments available.

Despite advances in care and growing awareness, the number of people diagnosed with asthma continues to rise across the country. Shockingly, half of people living with asthma still live with uncontrolled asthma, leading to avoidable emergency room and hospital visits, serious health impacts, and an economic burden expected to reach \$4.2 billion by 2030.

### That is why we are taking action.

Our 2025–2030 Strategic Plan, *A Pathway to a Symptom Free Future*, charts a bold new course. Over the next five years, we are committed to helping every person living with asthma in Canada to live symptom-free—through trusted education, powerful advocacy, innovative research, and stronger community connections.

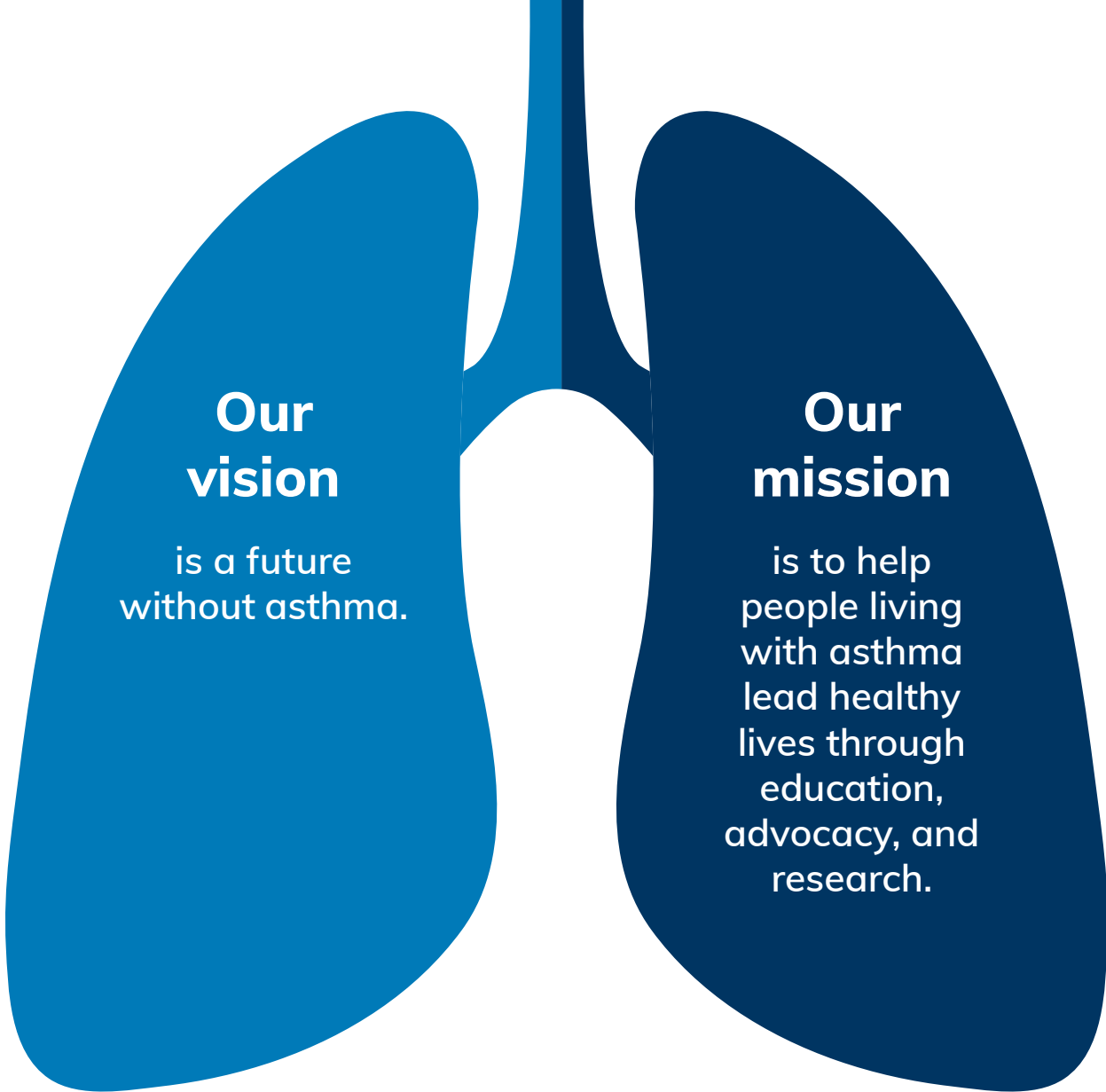
### Our key priorities include:

- Raising public understanding of how serious asthma can be
- Pushing for equitable access to care, medication, and support
- Advancing life-changing research centered on the priorities of asthma patients, their caregivers and healthcare providers
- Building a connected asthma community that supports both physical and mental wellness

We know there are real challenges ahead—like gaps in healthcare access, environmental causes and triggers, and the many myths and misconceptions around asthma control. But we also know there is tremendous hope. With a deeper understanding of asthma’s inflammatory nature, its links to other health conditions, and new breakthroughs on the horizon, we are more motivated than ever to drive change.

This new strategic plan was shaped with care—through a thoughtful, inclusive process involving national surveys, focus groups, expert input, and deep conversations with people who live with asthma every day. Guided by a passionate task force, external advisors, and the perspectives of diverse people with lived experience, the plan reflects what Canada’s asthma community truly needs—and sets us up to make an even greater impact in the years to come.

**Together, we are working toward a future where no one with asthma has to struggle to breathe. And we are just getting started.**



### Our core values

#### Empathy

We care about everyone affected by asthma and respiratory allergies, placing the patient at the centre of everything we do while fostering an inclusive community of those impacted by asthma.

#### Accountability

We accept responsibility for our actions, decisions and results, stewarding funds entrusted to us while focused on doing the right thing for the patient community.

#### Adaptability

We are agile and adaptable, responding to change with realistic optimism, partnering effectively, and going beyond every day to serve our community while staying true to our mission.

#### Respect

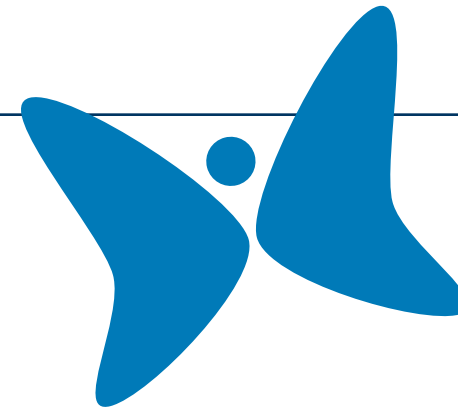
We treat each other and all constituents with respect and dignity, conduct business with a high standard of ethics, value a range of diversity and support one another in our successes and challenges.





## Our Strategic Priorities 2025-2030

# 1 Empower People Living with Asthma across Canada to Live Symptom Free Lives



Asthma affects more than 4.6 million people in Canada and can be fatal if not properly treated, yet many people underestimate its seriousness, with about half of patients experiencing uncontrolled disease. We aim to raise awareness and encourage people to take asthma seriously, showing that symptom-free lives are possible and the potentially devastating consequences of poor asthma management. While effective treatments and innovative medicines, including biologics, have made a significant difference for many, we recognize that not all patients respond to current therapies. Continued research is vital to ensure that every person with asthma can access treatment that works for them and lead a healthy, fulfilling life.

We will focus on educating patients about managing asthma holistically, including medication, triggers, and air quality. We will also stress the importance of vaccination to prevent complications from viral illnesses like influenza, pneumococcal and RSV. Additionally, we will address the physical and mental health challenges of asthma, supporting a community where patients can connect, share stories, and inspire one another.

### How will we achieve this

1

**Increase** concern and awareness about asthma across Canada

2

**Promote** the importance of vaccination as part of asthma management

3

**Build** an inter-connected community of people living with asthma across Canada

4

**Support** the mental health of people living with asthma

5

**Educate** patients and caregivers about asthma comorbidities and their management



# 2

## Advance Equitable Access to Asthma Treatment and Care

In Canada, most people living with asthma should be able to control their condition and live symptom-free, yet achieving this requires better access to diagnosis, treatment, and care. A timely diagnosis and personalized treatment plan are essential, but the lack of a national lung health strategy and provincial chronic disease strategies complicates this.

Many Canadians, especially those in underserved areas or without a family doctor or regular access to healthcare providers, face challenges in managing asthma. Marginalized groups, including Indigenous and racialized communities, newcomers, and low-income populations, are disproportionately affected. Climate change and poor air quality further exacerbate asthma rates, and environmental factors like wildfires have deadly consequences for those living with asthma. We will advocate for better air quality, cleaner energy solutions, and more resources for asthma care, aiming to unite the community and work with our partners to address healthcare inequities.

### How will we achieve this

1

**Increase** for policy changes and greater investments in the healthcare system to improve respiratory care and address inequalities

2

**Promote** and uplift the asthma community patient voice on issues related to equitable and timely access to care and innovative treatment options based on the best possible health outcomes, regardless of where someone lives or their economic or social circumstances

3

**Support** clean energy and air quality initiatives to protect the air we breathe and foster better lung health for all



# 3

## Accelerate Asthma Research and Knowledge Mobilization

Research has enabled people living with asthma to live well with the disease, and we have supported Canadian researchers since our founding in 1974. With over \$800,000 in funding for 30 researchers since 2017, we continue to support students and early career investigators and are proud of the work we have funded and enabled. We not only fund research but also actively participate in studies directly and by informing patients of research opportunities such as clinical trials..

Asthma research is underfunded in Canada when considering the number of people affected and the incredible toll the disease takes on the economy and healthcare systems. We have come so far but we need more research investments here in Canada to truly address the impact of asthma and related health concerns (comorbidities such as chronic rhinitis with nasal polyps). Looking ahead, we will enhance our role in asthma and comorbidity research. In 2024, we consulted patient and community stakeholders, clinicians and research scientists to develop a new research strategy to drive greater impact and patient involvement in the quest for a future without asthma.

### How will we achieve this

1

**Launch** a new research strategy for Asthma Canada guided by patient engagement and stakeholder input

2

**Build** upon existing and new partnerships to increase funding for research

3

**Expand** grant opportunities for student researchers to foster future generations of talented investigators in Canada

4

**Offer** new research grant opportunities research in Canada to drive advancement of the understanding and treatment of asthma and its comorbidities

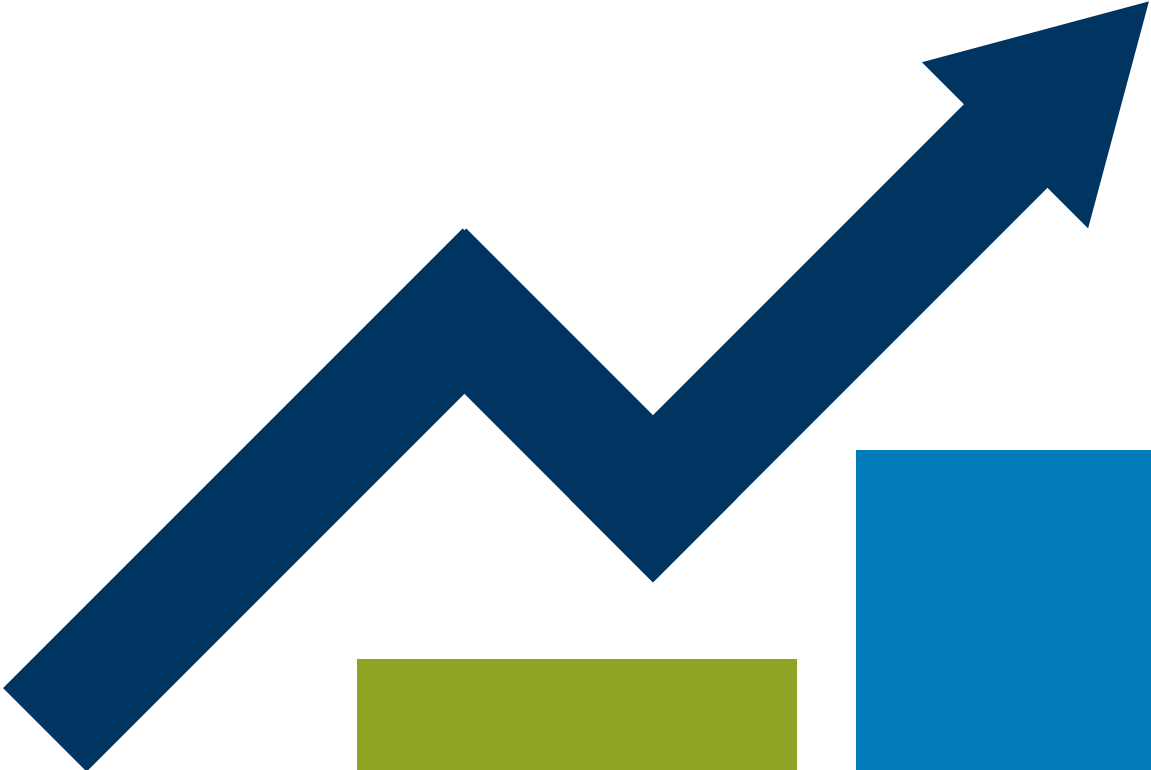
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**Ensure** a people with lived experience focus for asthma research in Canada and strengthen knowledge mobilization



# Foundational Priorities

In order to achieve our Strategic Priorities, Asthma Canada’s 2025–2030 Strategic Plan is built on three foundational priorities, which are commitments that will drive long-term impact, growth, and sustainability—**ensuring we can continue improving the lives of people affected by asthma for years to come.**



## Growing and Diversifying Our Revenue

To fuel our mission, we are committed to increasing our revenue by 20% by 2030 through innovative fundraising, expanding our donor base, strengthening corporate and foundation partnerships, and promoting legacy giving. We will continue to steward all funds with integrity, transparency, and a focus on impact.

## Strengthening Partnerships and Our Patient Community

Collaboration is at the heart of our work. We are building deeper partnerships with health charities, coalitions, and lung health organizations—while also growing a more connected asthma community. Together, we will amplify our voice in advocacy, share trusted education, and offer meaningful support to those who need it most.

## Advancing Operational and Governance Excellence

We are investing in strong governance and leadership, national representation, expert advisors, and staff capacity. With a focus on equity, accountability, and efficiency, we will pursue Imagine Canada Accreditation, strengthen risk management, and expand our volunteer network to support key initiatives from coast to coast.

# Amber’s Story

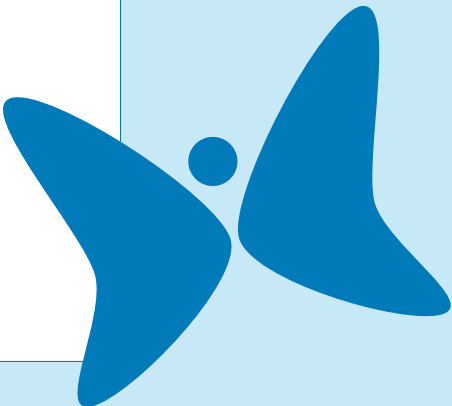


**Amber Marie McCollom from Ontario, was full of life—bright, loyal, and endlessly kind. She loved running track, laughing with her siblings, and chasing her dreams. But asthma followed her every step.**

She was just 14 years old when she left home to spend time with her friends. Hours later, her mother, Kim, received the call that no parent should ever have to hear. Amber had suffered a severe asthma attack that stopped her heart.

Paramedics fought to save her life. Doctors did everything they could. But just days later, Amber passed away.

Like so many, Kim thought asthma was manageable. She never imagined it could take her daughter’s life. But Amber’s story is a devastating reminder that asthma is unpredictable—and can be deadly.







**900,000**  
children under  
19 are living  
with asthma



**4.6M**

Over 4.6 million people  
are living with asthma  
in Canada



**800,000**  
adults over  
65 are living  
with asthma



**465K**

As many as  
465,000 people living  
with asthma in Canada  
have severe asthma  
(Including over 45,000  
children under 19)



**3rd**

Asthma is Canada's  
third most chronic  
disease



**300**

Over 300 families lose  
a loved one to asthma  
each year



**4.2B**

\$4.2 billion is the  
expected cost of  
asthma to the Canadian  
economy by 2030



**317**

317 people are  
diagnosed with asthma  
every day in Canada



**80K**

80,000 visits are made  
to the emergency room  
each year because of  
asthma attacks



**40%**

Some Canadians are hit harder by asthma; it is 40%  
more prevalent among First Nations, Inuit and Metis  
communities than the general population in Canada

## Josh's Story

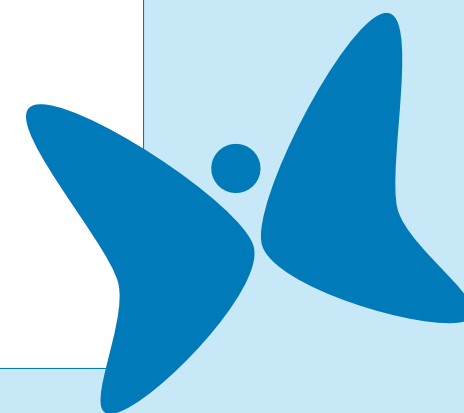


**Growing up with severe asthma, Josh Rheame originally from Nova Scotia, felt like he was constantly at war with his own body—frequent hospital visits, missed opportunities, and the fear that even breathing too hard could trigger an attack.**

He struggled to keep up, often misunderstood by teachers and sidelined in sports. But in June 2020, everything changed. Josh hit a breaking point and made a decision: to fight back. He started small—running just 500 meters at a time—and gradually pushed himself further, eventually reaching 25 kilometers.

That journey wasn't just physical; it was about reclaiming his life. With the right support, education, and determination, Josh discovered that asthma doesn't have hold him back. Now, he's passionate about advocating for early intervention, patient education, and access to support like Asthma Canada's HelpLine—because your asthma doesn't define you, you define your asthma.

**Join Asthma Canada—take charge, advocate, and support the asthma community. Learn more at [asthma.ca](https://asthma.ca).**





## Asthma Canada

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