



# ***Accelerating Impact*** 2025 Strategic Plan

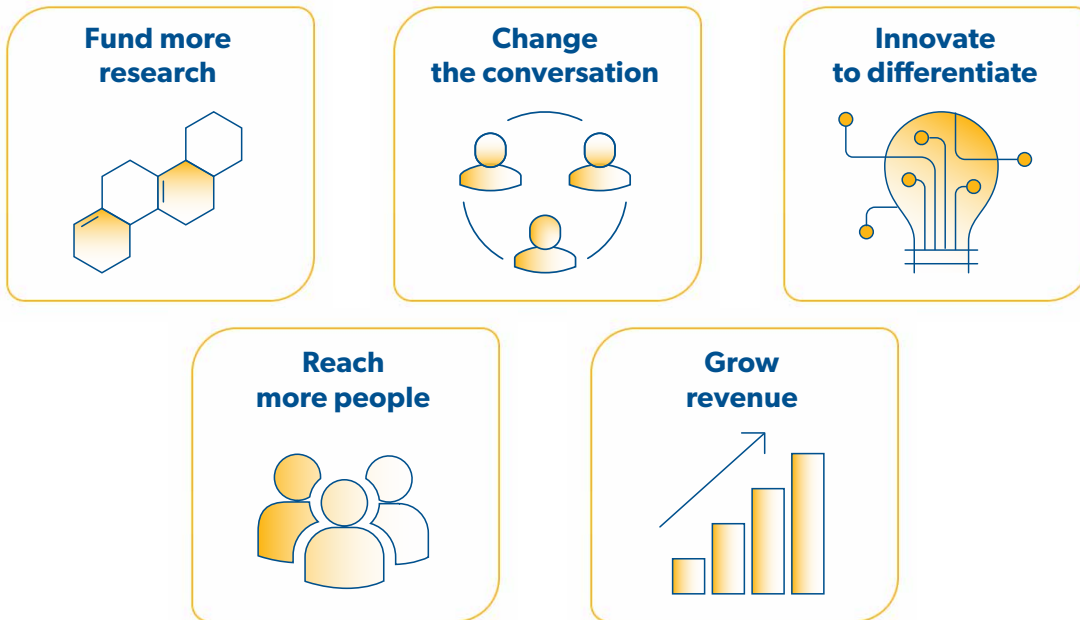
# Executive summary

Arthritis is painful. It's devastating. And it's in the business of denying six million Canadians a normal life. Without bold and sustained action, the number of Canadians with arthritis will rise to nine million by 2040.

Tackling arthritis requires dedication and a coordinated, strategic effort.

*Accelerating Impact*, the Arthritis Society's 2025 Strategic Plan, will guide our efforts.

## The Arthritis Society will:



*Accelerating Impact* is ambitious and bold, because that's what's needed to achieve meaningful change on this urgent issue. The Arthritis Society has a disease to crush and a constituency to elevate. We are **all in** to end arthritis, so people with arthritis can live their best life **free** from arthritis.

For more information, please contact us at [info@arthritis.ca](mailto:info@arthritis.ca).

## Vision

To live in a world where people are free from the devastating effects that arthritis has on lives.

## Values

*Accelerating Impact* is empowered by a diverse, agile and performance-driven culture with staff and a robust volunteer community living our values of:

- ▼ Integrity
- ▼ Passionate commitment
- ▼ Spirited teamwork
- ▼ Bold innovation
- ▼ Courageous leadership

# Fund more research

## What success looks like:

Research has a positive impact on health

INVEST  
**\$30M**  
in research

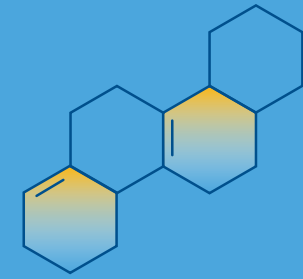
FUND  
**95**  
new innovative research  
projects

LAUNCH  
**380**  
new research careers

MULTIPLY  
**10x**  
our research investments by  
other funders

Our innovative research efforts will focus on:

- ▼ Pain
- ▼ Osteoarthritis
- ▼ Inflammatory arthritis
- ▼ Childhood arthritis
- ▼ Work



## WHY IT MATTERS:

“Research presents  
me with hope for  
the future.”

- David West,  
living with arthritis

# Change the conversation

## What success looks like:

People view arthritis as serious and have access to timely and effective care

ELEVATE  
arthritis to a  
**TOP 5**  
health concern

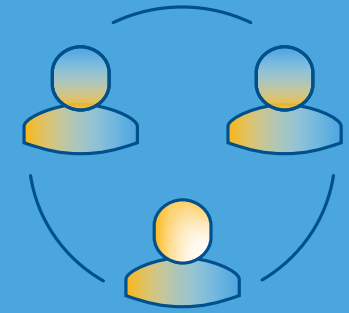
INSPIRE  
**25,000**  
actions by  
Canadians

ENGAGE  
policy makers on  
**300**  
occasions

IMPACT  
**30**  
public policies

Our awareness and advocacy efforts will focus on:

- ▼ Mattering more to more people
- ▼ Enhancing access to care and treatment
- ▼ Supportive socio-economic policies
- ▼ Encouraging robust investment in and government funding for innovative research



## WHY IT MATTERS:

"Arthritis is serious and doesn't get the attention it deserves."

- Gabe Koury,  
living with arthritis

# Innovate to differentiate

## What success looks like:

Innovation creates new ideas that change lives

**ACTIVATE**

at least

**3**

innovation  
programs

**IMPLEMENT**

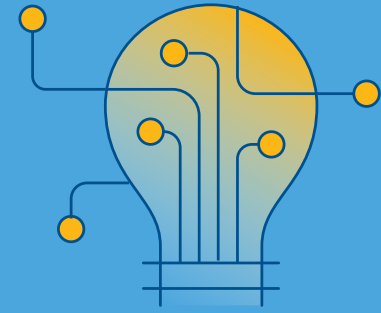
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**SOCIAL  
IMPACT**

investment

## Our innovation efforts will focus on:

- ▼ Creating the Arthritis Ideator Program, which will connect, assess and interact with arthritis-related entrepreneurs, start-ups and companies with new arthritis products
- ▼ Developing collaborative social impact partnerships with the power to make meaningful change for people with arthritis
- ▼ Launching high-risk, high-reward research innovation grants



## WHY IT MATTERS:

"It is time to get innovative.  
Time to change the way  
we have been thinking  
and how we have been  
doing things."

- From Unleashing Innovation:  
Report of the Advisory Panel  
on Healthcare Innovation

# Reach more people

## What success looks like:

People affected by arthritis are empowered and more resilient

**REACH**  
**3 MILLION**

Canadians each year with trusted information

**CONNECT**  
**300,000**

Canadians with our information and support programs

**EMPOWER**  
**90%**

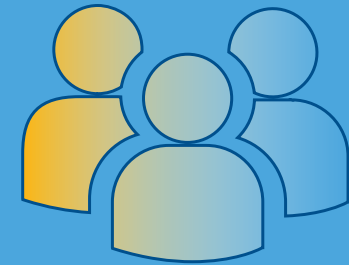
of program users to better manage their arthritis

**HELP**  
**3,500**

children and families to thrive with arthritis

## Our awareness and advocacy efforts will focus on:

- ▼ Developing and disseminating online tools and resources
- ▼ Establishing Arthritis Talks series to reach Canadians coast to coast
- ▼ Evolving our Arthritis Line to a nationwide program
- ▼ Supporting children through camps and information resources



## WHY IT MATTERS:

"It's so important that people have the right and most up-to-date information about this disease."

- June Henderson,  
living with arthritis

# Grow revenue

## What success looks like:

Donors are inspired and motivated to give to fuel our mission

**INCREASE**

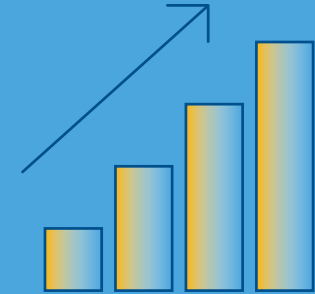
annual fundraising  
revenue by

**10 MILLION  
TO \$30 MILLION**



**DECREASE**

Cost-per-dollar-raised



## WHY IT MATTERS:

"I want arthritis to be something the next generation reads about in history books, because that's where it belongs: in the past."

- Anna Marie Frediani,  
living with arthritis



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