



Accelerating Impact 2027 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 2045.

Tackling arthritis requires dedication and a coordinated, strategic effort.

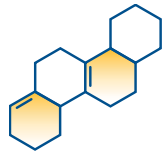
Accelerating Impact, Arthritis Society Canada's 2027 Strategic Plan, will guide our efforts.

Arthritis Society Canada will:

Create the nationwide
Arthritis Action Plan



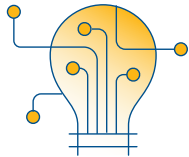
Fund more
research



Change
the conversation



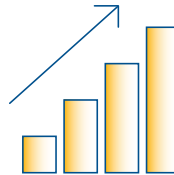
Innovate to
differentiate



Reach more
people



Grow
revenue



Accelerating Impact is ambitious and bold, because that's what's needed to achieve meaningful change on this urgent issue. Arthritis Society Canada 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.

VISION

We will extinguish arthritis

MISSION

To fight the fire of arthritis with research, advocacy, innovation, information and support.

VALUES

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

- **United:**
We are stronger together.
- **Impactful:**
We will create a bold future.
- **Transformative:**
We fearlessly work to achieve greatness.

Arthritis Action Plan

What success looks like:

**LAUNCH
ARTHRITIS
ACTION
PLAN**

**CHAMPIONS
SUPPORT
AND ADOPT**
the plan

**CONDUCT
20**
formal discussion
groups with diverse
audiences

**ENGAGE
100**
researchers/
institutions

**REACH
1 MILLION**
people to co-create
the plan

**INTERVIEW
25 CEOs**
minimum to inform
the plan

Our Arthritis Action Plan efforts will focus on:

- ▼ Meaningful engagement with 1 million people
- ▼ Ongoing relationship building with diverse communities
- ▼ Awareness and Advocacy: Raising the profile, elevating the urgency, setting a new standard for action
- ▼ Access to Care: All people, no barriers, no gaps to arthritis care
- ▼ Research and Innovation: Bold paths from prevention to cure, accelerating knowledge to action, increasing resources



WHY IT MATTERS:

“The possibility of curing this disease in the next 20 years is there.”

- Dr. David Robinson

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

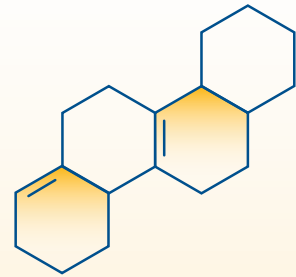
new research careers

MULTIPLY
5x

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
90
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

CREATE

150M

innovation-related
media impressions

IMPLEMENT

a

**SOCIAL
IMPACT**

investment

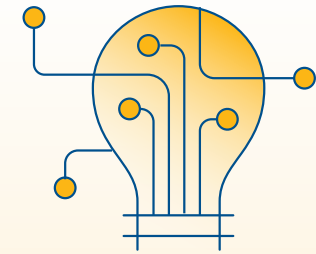
ENGAGE

90%

of employees to strongly
agree we are innovative

Our innovation efforts will focus on:

- ▼ Support the identification, development, mentorship and networking of arthritis innovations and entrepreneurs to bring new arthritis solutions to people with arthritis
- ▼ Development of collaborative social impact partnerships with the power to make meaningful change for people with arthritis
- ▼ Launch of 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
500,000

Canadians with our information
and support programs

EMPOWER
90%

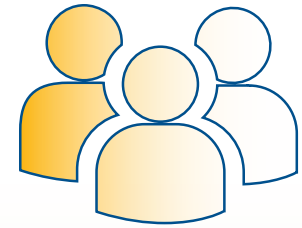
of program users to better
manage their arthritis

HELP
6000

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

5 MILLION TO
\$26 MILLION



DECREASE

cost-per-dollar-raised
to 35 cents



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



arthritis.ca

info@arthritis.ca 1.800.321.1433

CHARITABLE NUMBER: 10807 1671 RR0003

