



## **A Strategic Plan for WMFC: 2019 to 2025 February 2019**

The following plan was developed by the Board of the WMFC in January and February 2019. The plan is based on an assessment of our changing environment, and perspectives on the current state and future opportunities for WMFC. Our work included a survey of the membership that yielded a total of 54 responses. Members provided us with their insights on our strengths and weaknesses, opportunities we could leverage, threats we need to address and potential future directions for our work. An impressive 60% of respondents indicated that they are interested in volunteering for WMFC in the future.

This plan will guide our efforts over the coming years. It will be regularly reviewed and updated to ensure we are moving towards our vision and fulfilling our mission.

### **Vision 2030**

- Every person diagnosed in Canada is a member of WMFC
- Support groups are available in every province and territory (and in every major centre)
- Every Canadian doctor knows about WM and we have strong connections with the medical community
- Our investment in research into WM will help advance the move towards a cure
- We have a strong board and leadership

### **The Mission of WMFC**

**To support all Canadians with WM (and their families) by providing a range of services including:**

- Education
- Personal contact and support
- Support for accessing and navigating medical treatment
- Advocacy and support for research
- Links to the medical community

**...leading to enhanced quality of life and ultimately a cure for WM**

## Overview of Strategic Objectives 2019 to 2025

### **Primary (what we will do for our members):**

1. Increase membership in WMFC to 500 patients by 2025
2. Enhance direct support to members (support groups, online, Lifeline communications etc.)
3. Invest in research that advances the effective diagnosis and treatment of WM

### **Supportive (what we will do to support our work):**

4. Leverage partnerships to support our objectives
5. Increase connections with the medical community
6. Develop a revenue strategy for the future
7. Ensure a smooth transition to a sustainable organization
8. Strengthen the board (short-term and long-term)
9. Broaden and develop our volunteer base

### **Strategic Objectives & Supporting Strategies:**

- 1. Increase membership in WMFC to 500 patients by 2025**
  - a. Have stronger representation across Canada
  - b. Reduce barriers to membership (e.g. don't require payment for joining)
  - c. Increase awareness of the nature and value of WMFC services
  - d. Improve data collection about members (including where they live, when they were diagnosed, who is treating them)
- 2. Enhance direct support to members (support groups, online, Lifeline communications etc.)**
  - a. Develop one active support group in the major centers in every province e.g. Calgary and Edmonton (Active means they meet at least twice a year)
  - b. Identify priority gap locations
  - c. Recruit and train support group leaders (e.g. connect support group leaders)
  - d. Leverage support of IWMMF
  - e. Continue to ensure that members have access to relevant quality information on the web
  - f. Monitor and refresh website (digital transformation)
- 3. Invest in research that advances the effective diagnosis and treatment of WM**
  - a. Raise research money
  - b. Raise awareness of the impact of investment in research
  - c. (See also #5)

**4. Leverage partnerships to support our objectives**

- a. Evaluate current and potential partnerships (e.g. where we can work with others, and/or let go)

**5. Increase connections with the medical community**

- a. Raise profile of the WMFC with Canadian hematologists and provide value to them (e.g. new emerging information and relevant education)
- b. Explore the best way to engage leading Canadian hematologists in WMFC
- c. Mobilize support group leaders to reach out to local leading hematologists in their regions

**6. Develop a revenue strategy for the future**

- a. Develop a fundraising plan for: members; foundations; Pharma; and other partners (e.g. IWMMF, LLS, LC)
- b. Enhance ongoing relationships with donors
- c. Develop a board fundraising strategy

**7. Ensure a smooth transition to a sustainable organization**

- a. Develop a detailed understanding of work performed by our current President and other supporting individuals
- b. Evaluate the best ways to transition the work following her retirement
- c. Agree on an interim leadership model
- d. Develop a checklist of specific work that needs to transition

**8. Strengthen the board (short-term and long-term)**

- a. Over the next year increase the board size to at least 8 individuals (and add western representation, as well as accounting and marketing expertise)
- b. Develop a board development plan including:
  - Develop a board profile
  - Clarify board responsibilities
  - Decide on what committees are needed
  - Develop a board candidate list

**9. Broaden and develop our volunteer base**

- a. Summarize the survey feedback and post on the website
- b. Identify potential volunteer roles
- c. Recruit volunteers