

LEADING THE WAY:

STRATEGIC PLAN 2026 – 2031

PURPOSE

Leading the way to a future without cancer.

ASPIRATION

To be the most impactful cancer charity in Canada by:

- Saving lives
- Improving lives
- Driving collective action against cancer

VALUES

Courageous
United
Caring
Rigorous

GOALS

Increase cancer survival

PRIORITIES

- Discoveries and clinical trials for more effective cancer detection and treatment
- Faster access to more effective, affordable cancer detection and treatment
- Increased participation in screening and early detection

Stop cancer before it starts

- Discoveries and clinical trials in cancer prevention
- Policy changes to reduce cancer risk and limit exposures to carcinogens
- Understanding and reduction of individual cancer risk

Improve the lives of people affected by cancer

- Equitable access to affordable cancer support
- Trusted, credible cancer information for people with cancer and the public
- Quality of life research and implementation

ENABLERS

Fundraising strength • Focus on impact • Health equity lens • Future-oriented operations • Active community