

# Strategic plan 2026-2031

Leading the way to a future without cancer



Canadian  
Cancer  
Society

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Cancer  
Society

# 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

# Taking on cancer together

This is a new era of hope for cancer in Canada. Building on decades of progress, we can redefine what cancer looks like across the country. Our new strategic plan capitalizes on this moment with a commitment to courageous impact: to save lives, improve lives and drive collective action to benefit everyone affected by cancer. We will deliver progress through world-leading research we invest in, vital public health policies we advocate for, and the compassionate support we provide to people who need it, all across the country.

Cancer is the leading cause of death in Canada, and approximately half of us are expected to be diagnosed during our lifetime. It's a deeply personal issue. And to combat fear and embrace hope we need advancements in prevention, treatment and care. As our population ages and grows, and the costs to healthcare rise, the urgency to address the threat of cancer has never been greater.

We are here to lead the way to a future without cancer. We recognize the scale and complexity of the problem and we know that we can't face it alone. Taking on cancer takes all of us. It takes thousands of voices, experiences and expertise from patients, caregivers, healthcare professionals and scientists. It takes advocates for stronger health policies to reduce cancer risk. It takes caring volunteers supporting people with cancer in the toughest of times. It takes donors giving generously and fundraisers to drive progress. It takes healthcare organizations, innovators, businesses and government bodies. It takes a society to create the change we need.

The next 5 years are full of promise and ambition. Please join us as we take action to save lives today and improve lives for generations to come.



## Andrea Seale

Chief Executive Officer  
Canadian Cancer Society

## Christopher Wein

Board Chair  
Canadian Cancer Society

# GOAL 1

## Increase cancer survival



Two in five Canadians will be diagnosed with cancer in their lifetime and while tremendous progress has been made, the challenge grows as our population ages and expands, and as the environment that we live in shapes our health.

We are committed to ensuring that every person diagnosed with cancer has the best chance of surviving. The earlier we catch cancer, the more likely that treatment will be successful.

That's why we're focused on driving change in 3 main areas:

- research and clinical trials focused on more effective cancer detection and treatment;
- faster access to more effective and affordable cancer care detection and treatment; and,
- increasing participation in screening and early detection programs.

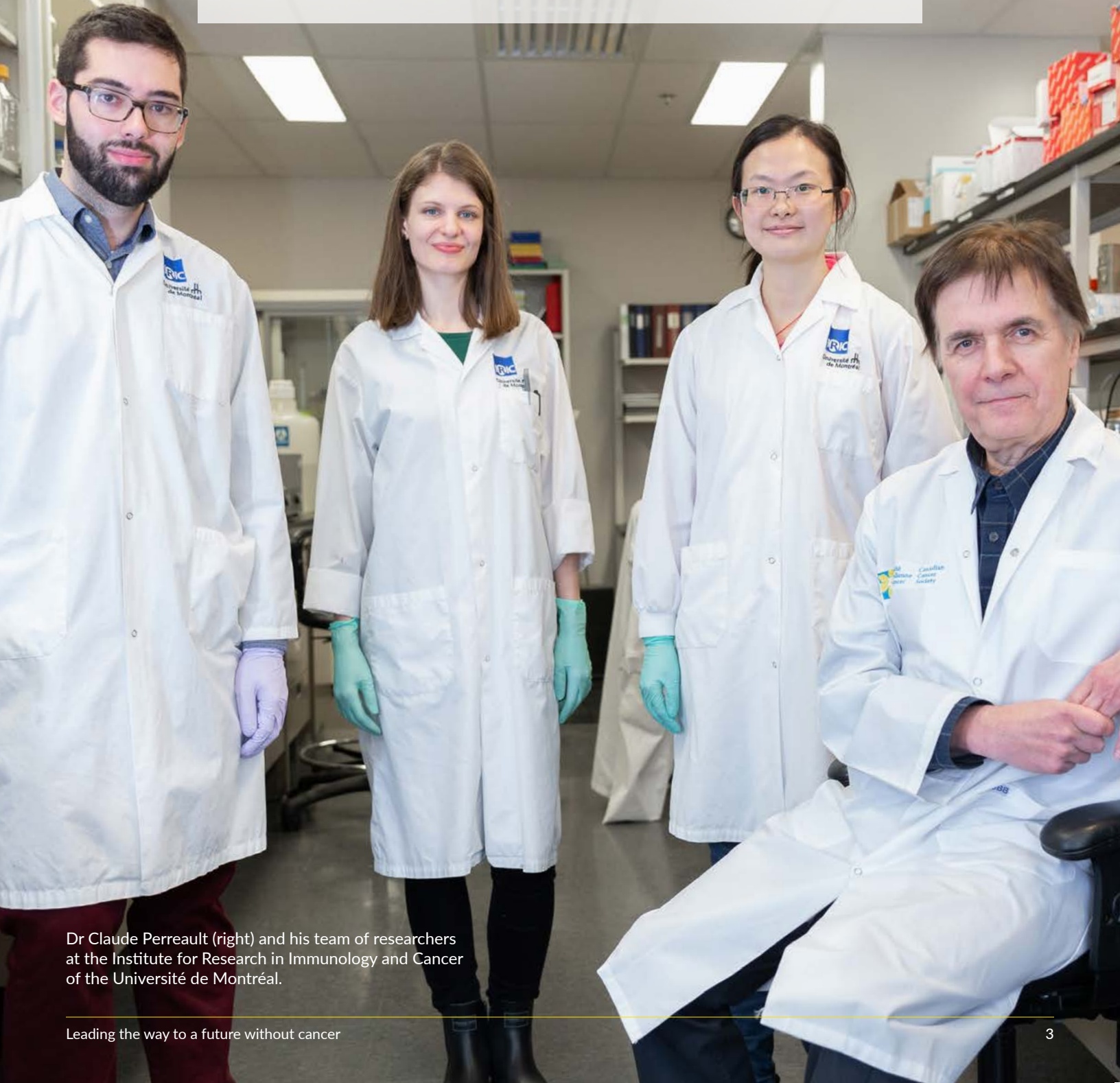


**“It’s almost been two years, and thanks to participating in a CCS-funded clinical trial, I’m still here today.”**

— Normand Canty, Lung cancer survivor



Thanks to research and early detection, 5-year cancer survival rates have increased steadily from **25%** in the 1940s to **64%** today—but we have more work to do.



Dr Claude Perreault (right) and his team of researchers at the Institute for Research in Immunology and Cancer of the Université de Montréal.

## GOAL 2

### Stop cancer before it starts



The most powerful way to save lives and stop cancer before it starts is through prevention. There are things we eat, drink, breathe and do that affect our cancer risk. We have made progress in learning how to lower cancer risk but there is still more to discover and more we can do to prevent cancer in Canada.

To stop cancer before it starts, we are:

- prioritizing discoveries and clinical trials in cancer prevention;
- advocating for policy change to reduce cancer risk and limit exposure to carcinogens; and,
- building public awareness so people can make informed choices to protect their health.



**“We can’t afford to slow down cancer prevention, research, education and advocacy. We owe it to people living with cancer and their loved ones.”**

— Alaina and Jillian Dhawan, Advocacy volunteers



Did you know about **4 in 10** cancer cases can be prevented through healthy living and policies that protect the health of Canadians?



2025 CIBC Run for the Cure participants.

## GOAL 3

### Improve the lives of people affected by cancer



A 2025 survey done in partnership with the Angus Reid Institute found that a majority of Canadians who have had cancer themselves, or are close to someone diagnosed, say that financial setbacks including unpaid time off or job loss had a major negative effect on their or a close friend or family member's mental health.\*

\*2025 Angus Reid Institute, *Cost of Cancer: Out-of-pocket expenses eat into two-in-five patients' retirement savings report.*

From diagnosis through treatment to life beyond cancer, we ensure that no one faces cancer alone, regardless of who they are, what type of cancer they have or where they live.

We are dedicated to improving the lives of people affected by cancer by:

- **prioritizing equitable access to affordable cancer support;**
- **providing trusted, credible cancer information; and**
- **funding quality of life research to better understand the survivorship experience.**



**“The Canadian Cancer Society found me and supported me. I wasn’t in a position physically or mentally to be looking for resources that I didn’t know existed.”**

— Julia Ellis, Storyteller, living with cancer



We offer **free**, accessible support for Canadians affected by cancer, including caregivers and loved ones. Ensuring that **no one** faces cancer alone.



Angus Pratt (1958 – 2025), a remarkable advocate and long-time CCS volunteer.

## Get involved

We are leading the way to a future without cancer—but we can't do it without you. Your support helps us invest in world-leading cancer research, influence policies to shape healthier communities and provide unwavering support to all who need it. Taking on cancer takes all of us—it takes a society.

Learn more at [cancer.ca/strategic-plan](https://cancer.ca/strategic-plan)





## Thank you

Our strategic plan was shaped by the many voices and experiences of thousands of people—patients, caregivers, experts, supporters and partner organizations. The valuable insights from these individuals have guided us and reflect the greatest opportunities for impact. It takes collective action to make a difference for everyone affected by cancer and our supporters like you are vital in achieving our bold goals for the future. Thank you.



**“The Canadian Cancer Society for over 8 decades has a legacy of saving and improving lives across Canada. By focusing on their commitment to impact against cancer, and uniting the right people to get the job done, they are rallying hope for the future.”**

— Dr Stephen Robbins, PhD Executive Director, Lady Davis Institute for Medical Research at the Jewish General Hospital, Professor and Researcher



## Contact us

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**IT TAKES A  
SOCIETY**

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