

Strategic Plan 2019 through 2023 At a Glance

Strategic Framework

- Vision:** A brighter future for Albertans living with Parkinson's today. A world without Parkinson's tomorrow.
- Mission:** Parkinson Association of Alberta is the voice of Albertans and their families living with Parkinson disease. Our purpose is to ease the burden through advocacy, education, client services and to support research aimed at finding a cure.
- Guiding Principles:** Albertans living with Parkinson's are at the center of all we do. Our work is to:
- Empower Albertans living with Parkinson disease to live active and productive lives
 - Support Albertans living with all stages of Parkinson disease, and their families
 - Invest in research that will uncover a better understanding of Parkinson disease and its treatment and ultimately a cure
- Values:**
- Collaboration** – we work together to achieve our Mission and encourage all voices to be heard
- Compassion** – we conduct our business in a manner that demonstrates empathy and respect for Albertans living with Parkinson disease
- Creativity** – we seek innovative ways to achieve our Mission
- Empowerment** – we enable Albertans living with Parkinson disease to take action so that they may live fully in their communities as vibrant participants in all that life has to offer
- Transparency** – we conduct our business in a manner that meets the most rigorous scrutiny and we are fully accountable in all that we do

Strategic Priorities and Goals 2019 through 2023

Enhance quality of life for people affected by Parkinson Disease and Parkinson Plus

- Plan business and programs to achieve priorities
- Deliver resourceful, expanded services with more reach
- Increase awareness: medical practitioners and specialists
- Enhance alternatives for regional reach.
- Deliver messages of urgency and hope
- Implement a diversity plan
- Collaborate with like-minded organizations

Increase Advocacy and Awareness

- Create greater understanding and reduce stigma
- Increase visibility in Alberta and the world community
- Enhance advocacy with governments and health professionals
- Teach people to help themselves access resources

Increase resources (financial and human)

- **Human Resources**
 - Ensure staff retention and growth, and regional reach
 - Ensure up-to-date HR manual and HR policies
- **Financial and Fund Development**
 - Develop integrated fund development model
 - Enhance Board participation in Fund Development

Continue to be a leader

- Build stronger communities, working with ANN
- Use PAA's business model in working with other organizations
- Continue Board leadership role(s)
- Strengthen ongoing Board oversight
- Provide leadership within the community

Research—Support by raising funds for provincial research

- Encourage and support research.
- Offer fact-based information
- Collaborate/partner with universities and institutions

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