

# STRATEGIC PLAN

2025 TO 2027



## VISION

A community where all affected by Parkinson disease and Atypical Parkinsonism feel supported, connected and informed.

## MISSION

Parkinson Association of Alberta empowers individuals and families throughout their Parkinson's journey, responding to each unique need with knowledgeable and compassionate support.

## CORE VALUES

**COLLABORATION**  
**COMPASSION**  
**CREATIVITY**  
**EMPOWERMENT**  
**TRANSPARENCY**

## 3 YEAR

### STRATEGIC PRIORITIES

#### CULTIVATE GROWTH & INNOVATION

Fostering a mindset of continuous learning and improvement across all levels of the organization to increase capacity while maintaining quality of support as the Parkinson's population increases.

- Expand & specialize staff; capitalize on current strengths and skillsets
- Foster stability & engagement as a culture
- Enhance systems & infrastructure, explore opportunities for complementary technologies

#### AMPLIFY AWARENESS AND ADVOCACY

Building awareness, raising the profile of PAA, and advocating for greater understanding of Parkinson disease and Atypical Parkinsonism.

- Expand relationships across community neurologists, primary physicians, continuing care, pharmacists and other allied health professionals
- Identify and participate in relevant working groups and conferences
- Increase outreach with all levels of Government

#### REIMAGINE RESOURCES & RESEARCH

Tailor & expand programs, services, educational offerings and research support to meet the evolving needs of diverse communities.

- Ensure support is accessible and needs-based
- Expand reach & footprint
- Grow & diversify programming
- Enhance educational resources

#### EXPAND FUNDING & PARTNERSHIPS

Developing sustainable funding models & strengthening strategic partnerships to ensure long-term financial stability.

- Expand & strengthen partnerships
- Explore opportunities for sustainable funding including social enterprise
- Enhance systems & infrastructure, explore opportunities for complementary technologies

## 2025

### PRIORITIES

#### PRIORITY #1:

Diversify funding & build strategy around partnerships.

#### PRIORITY #2:

Increase brand awareness & improve engagement with clients & the community.

#### PRIORITY #3:

Improve accessibility to enhance service delivery & client impact.

#### PRIORITY #4:

Unify internal team by clarifying roles & strengthening collaboration.

#### PRIORITY #5:

Modernize systems, explore new technologies & streamline processes.