



ONE CFocus 2020

OUR PLAN TO END CYSTIC FIBROSIS



EXCEL IN THE ADVANCEMENT OF CYSTIC FIBROSIS CARE AND ADVOCACY FOR PATIENTS AND FAMILIES

For decades, Cystic Fibrosis Canada has supported professional healthcare that patients rely on, resulting in one of the highest median ages of survival in the world. We will remain a world leader, and by 2020, our goal is to extend the median age of survival. We will ensure people living with CF receive the best care, treatment and support. This includes funding and accrediting clinics and working with government to optimize healthcare.

We are at an exciting crossroads on our journey to END CF. Significant challenges lie ahead, but also great opportunities to bring together our global CF community with the shared vision to improve the lives of those living with cystic fibrosis. The patient population is aging and revealing new complications. There are unprecedented numbers of new drugs in development and patients must be able to access them in the face of unpredictable financial support. We need to ensure the best healthcare professionals remain available.



END CF

NETWORK AND GROW REVENUE OPPORTUNITIES

To meet the complex needs of people living with cystic fibrosis and to bring us closer to achieving our mission, it is urgent that we build on our successful history of raising funds. We will leverage our dedicated partners, donors, volunteers, and friends to build new sources of support. We must be innovative as we expand our network of donors and launch new sources of revenue generation. We will be focused on growth and fundraising diversification to ensure a sustainable revenue stream.



END CF

DRIVE COMMUNITY AND VOLUNTEER ENGAGEMENT

The CF community and its volunteers are passionate, diverse and multi-talented. Through their extraordinary fundraising success, the organization can support the realization of research discoveries and enhance quality of life for people living with CF. With changing technologies and outcomes in cystic fibrosis research and care, we are now best positioned to expand the CF community's level of engagement and enhance our outreach to people living with CF and to their families.



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COMMUNICATE EFFECTIVELY AND DEMONSTRATE IMPACT

Cystic Fibrosis Canada will provide Canadians and families living with the challenges of cystic fibrosis with the communication tools and information they need to live full lives. Making a difference to the lives of people with cystic fibrosis and those who care for them each day is what drives us.

We will extend our message to key members of the CF community, including volunteers, donors, staff, chapters, corporate partners, board members, and the clinical care and research communities who can make a lasting difference in the fight against CF.

To reach these audiences, Cystic Fibrosis Canada will pioneer a leading-edge approach to communications and marketing with a mix of traditional and digital strategies. Excellent communications will connect the community and drive each initiative forward. We will work as ONE CFocus team, using consistent messaging across the organization, engaging our diverse audiences, and measuring the impact of our efforts to achieve our mission.



END CF

FOCUS ON ACCELERATING BREAKTHROUGHS IN CF RESEARCH AND DEVELOPMENT



Cystic Fibrosis Canada has invested \$170 million in research over the past 55 years. Many of the biggest advancements – from the discovery of the CF gene in 1989 to the development of novel lung transplant technologies in 2011 – have been made by researchers we fund. They have revolutionized our understanding of cystic fibrosis and enabled advances in therapeutics and care. However, health and quality of life challenges remain and significant progress can be made in the next five years to build on our successes and maximize the potential of both the research underway and new initiatives.

Cystic Fibrosis Canada can only fund 30 per cent of the outstanding applications we receive each year. By 2020, we will increase annual research investments across a broader range of programs to uncover more breakthroughs, transform research discoveries into new approaches to treat and manage CF, and bring us closer to a cure.

END CF



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HELP US END CF

Volunteer. Donate. Advocate.

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