

Parkinson

Alberta

Parkinson Alberta Society

(Parkinson Alberta)

Strategic Plan 2016-2018

Mission: Parkinson 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 find a cure through research.

Vision: A brighter future for Albertans living with Parkinson's today. A world without Parkinson's tomorrow.

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.

To this end, we are committed to excellence in funding research, advocacy, education and support. Our success comes through the dedicated effort of volunteers across Alberta working in partnership with a diligent team of professional staff.

Values:

1. Collaboration – we work together to achieve our Mission and encourage all voices to be heard
2. Compassion – we conduct our business in a manner that demonstrates empathy and respect for Albertans living with Parkinson disease
3. Creativity – we seek innovative ways to achieve our Mission
4. 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
5. Transparency – we conduct our business in a manner that meets the most rigorous scrutiny and we are fully accountable in all that we do

Critical Success Factors:

We recognize that our success will be dependent upon:

- Education and Awareness: to achieve an understanding of Parkinson Disease (PD) and the experience of Albertans living with Parkinson's
- Sustainable funding: to generate adequate funding to maintain and expand services and financially support research
- Consistency of service: to adhere to Parkinson Alberta Mission and Vision
- Effective measurement: accountable, consistent and to have available data to guide decision-making
- Recognized credibility: Parkinson Alberta is the recognized authority for Albertans living with Parkinson disease

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Circles of Influence



Education, advocacy and support are within client services

Strategic Priorities 2016-2018

Governance

Ensure good governance practices

- Goal 1: Develop & enhance Board policies to ensure transparency and high standards of governance.
- Goal 2: Ensure proper succession planning for Board and CEO.
- Goal 3: Enhance Board Development and Board Orientation processes.
- Goal 4: Ensure the Board has the skills, process understanding and encouragement to influence and represent the organization at the right levels externally.
- Goal 5: Establish regional advisory committees.

Client Services

Reach and engage all People Living with Parkinson Disease to help them maintain the best possible health, hope, control and quality in life

- Goal 1: Expand access to Parkinson Alberta services to all Albertans affected by Parkinson disease.
- Goal 2: Access to quality integrated services. Parkinson Alberta to advocate for and assist in obtaining services and programs optimized to assist People Living with Parkinson disease and their families/caregivers.
- Goal 3: Ensure Client Services is the primary response team and is part of the health team working with People Living with Parkinson Disease.
- Goal 4: Advocacy: Ensure People Living with Parkinson Disease have the tools for self-advocacy.
- Goal 5: Advocacy: Education for all Stakeholders.
- Goal 6: Pursue a major capital and operating project to enhance services and accessibility.
- Goal 7: Enhance data analytics to measure the impact of client services.

Research

Support and expand Parkinson Disease research

- Goal 1: Parkinson Alberta will advance research efforts through funding, advocacy and collaboration to improve the lives of those with Parkinson disease and to find a cure.
- Goal 2: Parkinson Alberta will work with provincial, national and international organizations to further those goals.

Communications

Work in partnership, sharing information, ideas and plans with our stakeholders, our community, government and other service organizations

- Goal 1: Develop and expand our communication network both internal and external.
- Goal 2: Create recognition of Parkinson Alberta through thoughtful, consistent, effective promotion of our message.
- Goal 3: Increase public awareness of Parkinson Alberta's role in Parkinson disease research.
- Goal 4: Develop and enhance relationships with all levels of government.

Fund Development

Strengthen and diversify funding

- Goal 1: Develop an integrated funding model to ensure sustainability.
- Goal 2: Engage new stakeholders.
- Goal 3: Build major donors and gifts.
- Goal 4: Develop data analytics to enhance fund raising effectiveness.