

# Strategic Plan 2024–2027





## Vision

A world free from Huntington disease.

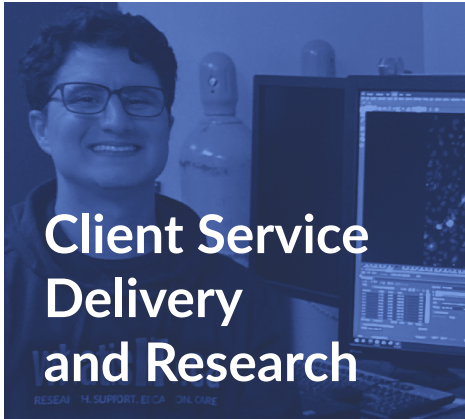
## Mission

To improve the quality of life for those affected by Huntington disease.

## Values

- Compassion
- Integrity
- Accountability
- Inclusiveness
- Collaboration
- Leadership
- Empowerment

# Huntington Society of Canada Pillars of Excellence



## Strategic Direction 2026

We will be recognized as a leader in the global HD community through increased client service delivery, research funding, awareness and advocacy. We will accomplish this while being fiscally responsible and sustainable by capitalizing on internal efficiencies, our strong internal alignment and governance, and by growing a robust and diversified funding model.



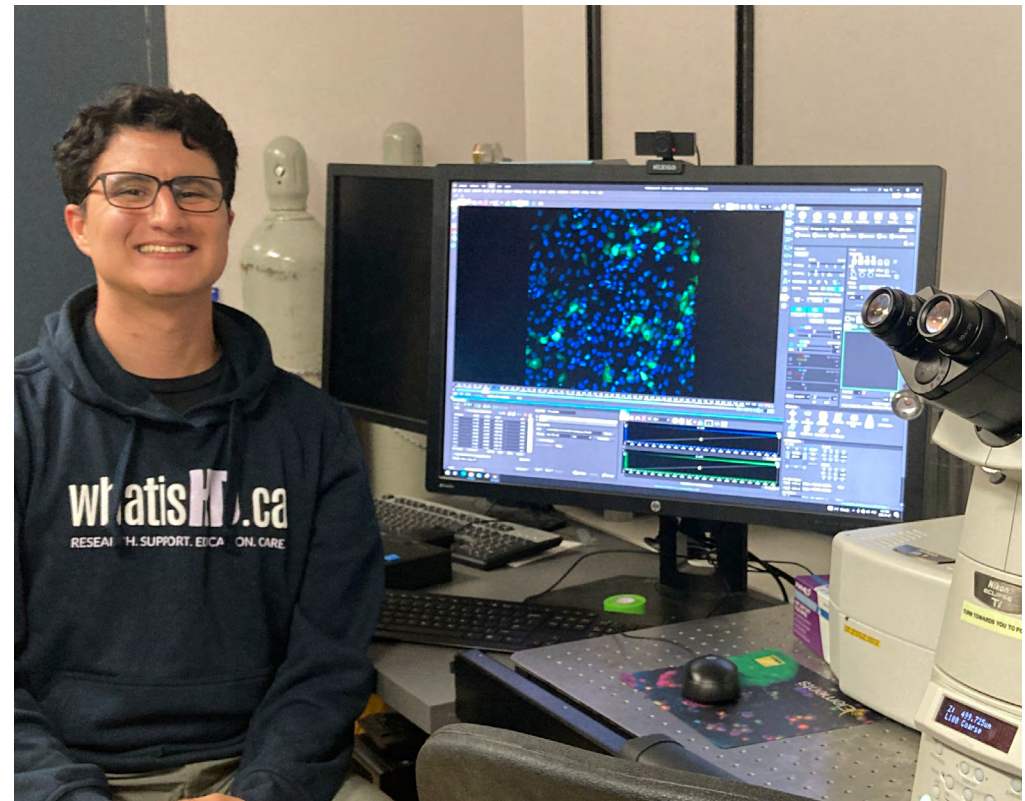


When HD manifests, there are so many layers to it that need support and adequate care. Right now, finding that care in one place, with people who understand Huntington disease, is a nightmare. And this disease – it's already that. So finding care shouldn't be.

The hope for the Centres for HD CARE is that people will have the chance to go to one place to get every single level of care without having to travel or having to bounce from office to office – they'll all be in one place. It's going to be a level of care we haven't seen before.



**Jaclyn Skinner**  
London, ON  
Past Chapter President



## Client Service Delivery and Research

### Goal 1: Scale family services and research to meet the needs of the HD community

HSC is excited to embark on the research and development of the Centres for HD CARE model, with the goal of funding the first ever Centre for HD CARE. We also commit to expanding HSC's research offerings, as well as supporting the expansion of movement disorder neurology services to meet the needs of the HD community.



## Awareness and Advocacy

### Goal 1: Increase advocacy and awareness

Key components of our mission at HSC include advocacy and awareness. We commit to defining measurable advocacy goals in order to develop a more focused advocacy strategy, while continuing to explore a variety of avenues to increase awareness of HD.

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I have a different approach to Huntington disease than that of my mother, who didn't talk about it very much. I can't change the fact that I have HD — it's been with me since birth. But I will do absolutely anything possible to make the world and disease better for the next generation.

”

**Mandy Urbach**  
Toronto, ON  
Chapter President





## Operational Excellence

### Goal 1: Increase and diversify revenue year-over-year to maintain a balanced budget

HSC is committed to financial stewardship, which includes constantly looking at ways to increase and diversify revenue streams while managing costs and finding efficiencies. This includes exploring options and working towards a more financially sustainable and inclusive conference model. We will also develop a national framework that allows for greater Chapter creativity and informed decision making within common objectives and guidelines.

### Goal 2: Foster a culture of continuous operational improvement

Imagine Canada has set the benchmark for nonprofit best practices that help organizations strengthen board governance, financial accountability and transparency, fundraising, human resources and volunteer involvement. HSC commits to utilizing the benchmarks for each of these domains to demonstrate continuous operational improvement.



I support the Huntington Society of Canada with monthly gifts because I was a caregiver to my late wife Judy, who was diagnosed with HD in the mid- 1990s and eventually passed on in early 2010.

We were both actively involved with the Northern Alberta Chapter. It was during this time I became aware of the terrible effect Huntington disease has on the family and friends of those facing the disease.

My small contribution alone will not do much to alleviate those effects. However, as a national effort led by HSC and involving thousands of others like me, perhaps we can make a difference.



**Ron Sandalack**  
Regina, Saskatchewan

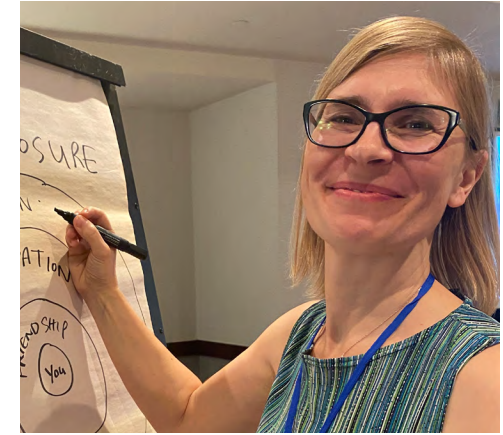


“

I had an amazing co-op experience at the Huntington Society of Canada. Throughout my four-month term working with the communications and marketing team, I had so many opportunities to expand my skills and challenge myself while working on some impactful projects for the Huntington disease community. I know there will be more opportunities for me at the Huntington Society of Canada and I am looking forward to it!

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**Lauren Theal**  
Fourth-Year Bachelor  
of Design Student  
Conestoga College



## People and Culture

### Goal 1: Retain and attract top talent

Employees and volunteers are at the core of executing our vision and mission. We are committed to employee and volunteer engagement strategies designed to retain and attract top talent. The principles of equity, diversity and inclusion are embedded in the work that we do.