



## STRATEGIC PLAN 2025 - 2028

### A FUTURE OF HOPE

Psoriasis Canada (PsoCan) is a Canadian non-profit established in May 2024 and led by board of directors comprised of those with lived experience of psoriatic disease, and those who care for them.

PsoCan brings together 26 years of combined expertise from its two founding organisations, the Canadian Psoriasis Network and the Canadian Association of Psoriasis Patients.

Recognizing this strong base from which PsoCan is formed, the overall focus of PsoCan's inaugural strategic plan is to assess, enhance, and unify its strengths and assets, creating an enduring foundation to meet our vision and mission.

### VISION

People affected by psoriatic disease in Canada live fully while we strive together towards a cure.

### MISSION

We are Canada's trusted experts on psoriatic disease, offering community, resources, and hope for a better future for those affected and those who care for them.

### WE WILL ACHIEVE THIS BY:

#### 1 INCREASING VISIBILITY AND IMPACT

We will position Psoriasis Canada as the trusted source of information, education, and support for psoriatic disease and equip people affected by psoriatic conditions with the tools needed to live their lives fully.

#### 2 ADVANCING EQUITABLE AND INCLUSIVE CARE FOR EVERYONE AFFECTED BY PSORIATIC DISEASE

We will strengthen awareness efforts while planning and engaging in the most effective campaigns and system-level change initiatives to improve access to care, including for structurally underserved communities.

#### 3 CHAMPIONING RESEARCH

We will strengthen our existing research and knowledge translation efforts while leveraging trusted relationships to establish partnerships for future research.

#### 4 BUILDING CAPACITY FOR SUSTAINABLE GROWTH

We will strengthen Psoriasis Canada's organizational resiliency and sustainability through capacity building, revenue diversification, and impact evaluation.



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### THIS WORK WILL BE GUIDED BY THE FOLLOWING VALUES:

#### TRUSTWORTHY

We are sought after because of our reliability, accountability, integrity, and evidence-based actions.

#### COLLABORATIVE

We work effectively with each other and actively partner, convene, and engage with community members, other organisations, networks, coalitions, and sectors to amplify impact.

#### INCLUSIVE

Without judgement, we welcome everyone in Canada affected by psoriatic disease and strive to create an accessible community that meets diverse needs and promotes a sense of belonging.

#### GUIDED BY COMMUNITY

We make decisions based on the strengths and needs of our community, guided by our Board of Directors, which is primarily composed of individuals with lived experience. Our approach is further informed by ongoing engagement with psoriatic disease communities in Canada and around the world.

#### COURAGEOUS

We embrace thoughtful risk and respectfully challenging the status quo to remain open to new ideas and to continually evolve.

#### CREATIVE

We are adaptable and innovative, constantly learning about the needs, opportunities, and solutions for improving the future for everyone affected by psoriatic disease in Canada.

[www.psoriasiscanada.ca](http://www.psoriasiscanada.ca)



@psoriasiscan1

