



## **MS Society of Canada, Manitoba Division Strategic Plan 2008 - 2009**

### **Stakeholder Perspective: How do we create value for our stakeholders?**

#### ***1. Find the cause, prevention and cure for multiple sclerosis in the shortest possible time.***

##### **MANITOBA OBJECTIVES**

- 1.1 Support National research initiatives by ensuring the dissemination of information specific to the prevention, treatment & repair of MS throughout Manitoba.
- 1.2 Enhance opportunities in Manitoba to develop the capacity for funding targeted research.
- 1.3 Raise awareness of MS at all government levels, and increase collaboration and partnerships to ensure a positive impact on local initiatives.

#### ***2. Enhance the quality of life of people affected by MS***

##### **MANITOBA OBJECTIVES**

- 2.1 Implement eight principles of the Nationwide Client Services Framework.
- 2.2 Define essential programs and services that primary clients identify as being the greatest benefit in quality of life.
- 2.3 Ensure essential programs and services are available to people affected by all types of MS throughout Manitoba. This includes caregivers and family members.
- 2.4 Expand and strengthen connections with those who work with people affected by MS (ie. Lawyers, physicians, nurses, insurance providers, Allied Health Care Providers and any others who work with people affected by MS).

### ***3. Increase general awareness of multiple sclerosis issues and the MS Society of Canada***

#### **MANITOBA OBJECTIVES**

- 3.1 Communicate in a coordinated and consistent manner to engage Manitobans to support the MS Society
- 3.2 Inform and educate Manitobans about MS and the MS Society in a coordinated and consistent manner.
- 3.3 Inform and educate Manitobans about MS Research.

### ***4. Increase responsiveness to MS issues among governments, local health authorities, corporations, and other relevant organizations***

#### **MANITOBA OBJECTIVES**

- 4.1 Increase efforts to influence governments at all levels to improve the lives of people affected by MS.
- 4.2 Manitoba Division will provide the required support and action to ensure that all levels of government receive a consistent message on how financial support will positively impact MS research.
- 4.3 Increase efforts to influence and collaborate with governments at all levels that positively benefit the MS Society as a valuable and credible health charity.

## **Internal Processes Perspective: To deliver on our mission, at what processes must we excel?**

### ***5. Foster internal and external collaboration and information exchange***

#### **MANITOBA OBJECTIVES**

- 5.1 Foster a collaborative environment among all levels of the MS Society.
- 5.2 Partner and collaborate with relevant, external partners.
- 5.3 Foster an environment where information is freely exchanged and readily available.
- 5.4 Strengthen the Society's chapters and enhance support to chapters.

## ***6. Foster a streamlined and accountable organization***

### **MANITOBA OBJECTIVES**

- 6.1 Improve the financial efficiency of the MB Division.
- 6.2 Increase organizational and individual accountability.
- 6.3 Improve governance processes at the Manitoba Division.
- 6.4 Build a culture where decisions are made based on due diligence and best available evidence.

## ***7. Cultivate innovation***

### **MANITOBA OBJECTIVES**

- 7.1 Foster an environment that embraces ideas that generates new value.
- 7.2 Increase organizational agility.

## ***8. Embrace technology***

### **MANITOBA OBJECTIVES**

- 8.1 Identify and incorporate National's technological advances into the Manitoba Division.
- 8.2 The Manitoba Division will stay abreast of new technologies.
- 8.3 Encourage staff to use new technologies.

## **Financial Perspective: Financially, what is most critical to us?**

### ***9. Grow Revenues***

#### **MANITOBA OBJECTIVES**

- 9.1 Build a shared and collaborative fundraising vision throughout Manitoba which engages all Chapters.
- 9.2 Ensure that fundraising efforts are efficient, effective, tactical, innovative and sustainable.
- 9.3 Ensure effective use of financial resources.

## ***10. Ensure fundraising remains non-profit sector leader***

### **MANITOBA OBJECTIVES**

- 10.1 Foster innovative approaches to diversify revenue development which considers community uniqueness and capacity.

## ***11. Build a donor-centered fundraising culture***

### **MANITOBA OBJECTIVES**

- 11.1 Achieve full integration of fundraising programs including planned giving, to ensure donors provide maximum benefit to the organization.
- 11.2 Maximize the philanthropic potential of MS Society donors, participants and other partners.

## ***12. Improve fundraising efficiency***

### **MANITOBA OBJECTIVES**

- 12.1 Increase fundraising efficiency through a focus on key performance indicators and resource optimization.
- 12.2 Maximize corporate support and involvement in all fund raising efforts.

## **Learning and Growth Perspective: How do we enable ourselves to grow and change?**

## ***13. Strengthen organizational culture***

### **MANITOBA OBJECTIVES**

- 13.1 Create opportunities and reward initiatives that foster a culture of excellence, collaboration and learning.
- 13.2 Strengthen organization alignment across the Manitoba Division and with all Chapters.

## ***14. Intensify volunteer engagement***

### **MANITOBA OBJECTIVES**

- 14.1 Develop pro-active and consistent practices for effective volunteer recruitment, retention and engagement.
- 14.2 Expand opportunities for learning that develop strengths and support growth areas.
- 14.3 Support volunteer leadership development.

14.4 Reward and recognize the contribution of all volunteers.

## ***15. Become employer of choice***

### **MANITOBA OBJECTIVES**

15.1 Implement progressive and strategic employee management practices.

15.2 Provide integrated tools and resources for employees in the organization that are aligned with National direction and supports.

15.3 Support management and leadership development that are aligned with National direction and supports.

## ***16. Promote diversity across the MS Society***

### **MANITOBA OBJECTIVES**

16.1 Value and promote diversity across the organization that supports the unique characteristics and capacities of all levels of the Manitoba Division.

**Approved unanimously by the Board of Directors on May 20,  
2008**