

Making myeloma matter:
Strategic plan 2025 - 2029

Looking forward,

to a life
uninterrupted
by myeloma



myeloma.ca

MYÉLOME
CANADA

MISSION : MAÎTRISER LE MYÉLOME



MYELOMA
CANADA

MAKING MYELOMA MATTER

Myeloma Canada

As a grassroots organization, we are dedicated to our community-centric/ person-first orientation and ethos which guides our programming, decision-making, investment and research strategies.

We are accountable to our commitments and to ensure the sustainability of our organization so that our actions today contribute to a healthier and more resilient future.

Honouring diversity, inclusivity and equity

We pledge to cultivate and maintain an inclusive environment for our community and our organization. This includes respecting and addressing the diverse needs of all people— First Nations, Métis, and Inuit; historically under-represented and marginalized populations; the LGBTQIA2S+ community; cultural, racial, and ethnic minorities—in all that we do.





Martine Elias
Chief Executive Officer
Myeloma Canada

Looking forward, to a life uninterrupted by myeloma

2025 marks the 20th anniversary of Myeloma Canada. While it's wonderful to look back at all that's been accomplished since we were founded in 2005 by Aldo Del Col and John Lemieux—both of whom had myeloma—it's more significant to look to the future of our organization and for Canadians with myeloma.

Representing and advocating for the diverse voices of our community is at the heart of who we are and what we do. It is only logical that when developing our 5-year strategic plan for 2025 - 2029, we turned to them for their invaluable insights. As such, the plan you are about to read is truly a collaborative affair with input from our respected community of Canadians living or caring for someone with myeloma, dedicated volunteers of our Patient Advisory Council (PAC), devoted volunteer support group leaders, our Board of Directors, and of course, Myeloma Canada's leadership staff.

To everyone who, in one way or another, believes in and supports our organization, thank you. Your dedication to all we strive to achieve for the myeloma community makes myeloma matter: increased awareness of myeloma, earlier diagnoses, and promising inroads in myeloma therapies are enabling people with the disease to live as full and long a life as possible.

Building tomorrow, today for every Canadian touched by myeloma is how, together, we will realize our vision: Life uninterrupted by myeloma.

Thank you,



What is myeloma?

Multiple myeloma, commonly known as myeloma, is the 2nd most common form of blood cancer, yet sadly, most people have never heard of it. Myeloma is associated with the abnormal behaviour and uncontrolled growth of a type of white blood cell—the *plasma cell*. Plasma cells are made in the bone marrow—the spongy tissue found inside bones—and are an important component of the body's immune system because they produce antibodies.

In myeloma, abnormal plasma cells (also known as *myeloma cells*) interfere with the production of normal healthy blood cells in the bone marrow and overproduce inactive clones of abnormal antibodies that can negatively affect different parts of the body such as the bones and kidneys.

The cause or causes of myeloma remain unknown, but there is increasing research that suggests possible associations between myeloma and a decline in immune function, genetic factors, and the environment.

To learn more, please visit our website at myeloma.ca.



Who we are

Myeloma Canada is the only national charitable patient organization created by, and for, Canadians impacted by multiple myeloma. We are driven to improve the lives of those affected by this disease by empowering our community through awareness, education, and advocacy programs, and by supporting clinical research to find a cure.

We are committed to making myeloma matter, and have been since our founding in 2005.

The number of Canadians diagnosed with myeloma is steadily increasing year after year. While there is not yet a cure, people with myeloma are living longer and better lives thanks to recent breakthroughs in research and treatment.

More needs to be done. We need to increase awareness of this disease; we need more funding and research to help improve the quality of life for Canadians living with myeloma; and ultimately, we need to find a cure.



Vision. Mission. Values.

The strength and loyalty of our community, the depth of our relationships, and the breadth of our national and international influence attest to our leadership, expertise, and steadfast reputation of honouring transparency, equity and continuous improvement. Our Imagine Canada accreditation speaks to this as well.

We work diligently to ensure these qualities remain central to who we are and what we do. As such, as an organization and as individuals within the organization, we take our vision, mission, and values to heart. Independently they have important stories to tell while living in harmony with one another. Together, they guide and ensure we deliver on our commitments and strategies to our community and invested parties.



Our vision

What we're striving for

Life uninterrupted by myeloma.

Our mission

What we're committed to

To improve the lives of all Canadians affected by myeloma by accelerating access to the best care while advancing research toward its cure and prevention.

Our values

Tenets that drive and define who we are

Community-centric

We prioritize the needs and well-being of the communities we serve, fostering connections and support systems that empower everyone involved.

Empathetic

We approach our community and the work we do to support them with compassion, always striving to understand and respond to the experiences and emotions of those affected by myeloma.

Trustworthy

We build and maintain trust through transparency, honesty, and steadfast dedication to our mission, the people we work with and serve.

Respectful

We treat our staff and community with dignity and respect, valuing diverse perspectives and fostering an inclusive environment where all voices are heard.

Curious

We embrace a spirit of inquiry and innovation, continually seeking new knowledge and approaches, and actively listening to improve the lives of people affected by myeloma.

Flexible

We adapt to changing needs and circumstances with agility, ensuring that we remain responsive and effective in our efforts.

Responsible

We honour and are accountable to our commitments and promise to ensure the sustainability of our organization so our actions today contribute to a healthier and more resilient future.



At a glance

Looking forward, to a life uninterrupted by myeloma

Our strategic goals: putting the person first

How our strategic goals
keep people affected by
myeloma at the centre
of all we do

1 **No one left behind:**
Meet the needs of the Canadian
myeloma community

4 **Bring out the best in
our people:** Invest in our
team to enhance support
for our community

2 **Mobilize and
empower for change:**
Bring about meaningful
change to improve
treatment and care

3 **Invest in science and research:**
Ensure the research that matters
most to Canadians living with
myeloma gets done





No one left behind

Meet the needs of the Canadian myeloma community



We are committed to meeting the diverse needs of Canadians affected by myeloma and its precursors, by being their trusted partners. We will strive for all Canadians to be supported fairly, quickly, and with the respect and inclusion they deserve, and that we do our utmost to meeting them where they are.

We will achieve this by:

- » expanding our regional presence to ensure that essential information reaches every Canadian hospital treating myeloma;
- » regularly engaging with patients, caregivers, families, and interested parties to understand their evolving needs and develop programs that serve them well;
- » providing equitable support to all patients (standard and high risk), empowering them to advocate for their own treatment, care, and well-being;
- » connecting with and providing support for those patients with MGUS (monoclonal gammopathy of undetermined significance) and SMM (smoldering multiple myeloma,) their families and caregivers, to promote early diagnosis;
- » continuously adapting our programs based on community feedback and changes in digital platforms, while continuing to build strong connections with our community;
- » supporting research that advances equitable treatment and care for historically marginalized and under-served communities and integrating these insights into our programs.





How we'll know we've succeeded

- » Over half (50 % or more) of the Myeloma Canada community of people living or caring for someone with myeloma, will have participated in at least one of our programs since joining our community.
- » 60% or more of those diagnosed yearly with myeloma will have visited our website, signed up for our newsletter, received/ downloaded our materials, or viewed our videos.
- » We will grow the overall Myeloma Canada community by 20%, reaching more people through our website, newsletters, print and digital materials, and social media.
- » We will connect with and engage at least 30% of community members who live in rural areas, and marginalized or vulnerable communities by tracking participation rates and feedback from our events.
- » Our programs and services will achieve at least 80% “Excellent / Very good” ratings and receive positive reviews from participants, as measured by participant feedback and usage metrics.
- » Through our programs, our outreach to people diagnosed with MGUS or SMM will increase by 20% as measured by surveys.





Mobilize and empower for change

**Bring about meaningful
change to enhance
treatment and care**



We will work tirelessly to ensure accelerated access to new and existing treatments and advocate for the best care.

We will achieve this by:

- » contributing, facilitating, and advocating for the creation of optimal models for treatment and care delivery, including increased clinical trials and improved access to them, enhanced healthcare provider awareness, better screening, and faster diagnosis;
- » supporting the scientific, clinical, educational, and developmental needs of healthcare professionals involved in myeloma care;
- » influencing and shaping policy design and systems improvements to better assess the value, benefits, and risks of new treatment, while growing our leadership position in public policy;
- » actively pursuing and creating partnerships with Canadian and international organizations to improve care for myeloma patients;
- » identifying regional and demographic disparities and advocating for enhanced access and improved care.





How we'll know we've succeeded

- » Measurable progress in contributing to positive changes across all levels of healthcare, with specific milestones tracked annually, will have been realized.
- » At least 50% of myeloma healthcare professionals who will have participated in our health care provider (HCP) programs recognize Myeloma Canada as having significantly improved their knowledge and practice in caring for myeloma patients, as measured by surveys.
- » We will have successfully influenced at least two key policies or systems for assessing the value, benefits, and risks of new treatments, with documented changes.
- » Participation in at least two collaborative, mission-aligned programs with other patient organizations (domestic or international) will increase our community reach by at least 30%.
- » We will have contributed to the implementation of at least two innovative reimbursement strategies to shorten access to patient timelines.
- » We will have demonstrated efforts to facilitate access to myeloma specialists in all provinces/territories and that at minimum, every myeloma patient is aware of their option to consult with a myeloma specialist.





Invest in science and research

Ensure the research that matters most to Canadians living with myeloma gets done



We will implement our research strategy to enhance patient outcomes and overall well-being.

We will achieve this by:

- » continuing to invest in myeloma research that aligns with and advances our research strategy and addresses the top research priorities identified by the Myeloma Priority Setting Partnership (PSP);
- » supporting and investing in promising myeloma cellular therapies developed in Canada;
- » continuing to strengthen our relationships with the medical and research communities;
- » enhancing the impact of our research funding by forming and nurturing strategic partnerships;
- » improving clinical trial practices to enhance clinical trial recruitment (i.e., speed, efficiency, and EDI);
- » educating and empowering patients, healthcare professionals, and funders of the importance of participating in research projects (i.e., clinical trials, bio-banking, real-world evidence).





How we'll know we've succeeded

- » We will have funded or co-funded at least 3 research projects that align with our research strategy and Myeloma Priority Setting Partnership goals per year.
- » We will have funded or co-funded at least one research project that facilitates Canadian myeloma cellular therapies to be developed and made accessible to Canadian myeloma patients per year.
- » We will have strong and long-lasting relationships with a minimum of one myeloma expert in each major province and actively engage them in one collaborative project per year.
- » By developing and implementing at least one new program focused on enhancing speed, efficiency, improving PROM measurements, and EDI in clinical trials, with a goal of testing the program in at least one research study or trial by 2029.
- » Targeted educational material on the importance of participating in research will have been developed and distributed to patients and caregivers, healthcare professionals, and funders with the goal of increasing the understanding of the benefits of research participation by at least 50% of our community by 2029, as measured through surveys.





Bring out the best in our people

Invest in our team to enhance support for our community



We will continue to grow as a high-performing and sustainable organization by supporting and developing our staff and our volunteer community leaders.

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We will achieve this by:

- » investing in the development of our dedicated team of staff and volunteers;
- » complying with legal requirements and adhering to accredited best practices in non-profit governance and management;
- » fostering the development of volunteer community leaders and building strong partnerships to advocate for the rights and interests of those affected by myeloma;
- » securing resources to continue to provide programs to meet the diverse needs of our community.



STRATEGIC GOAL 4



Bring out the best in our people: Invest in our team to enhance support for our community

How we'll know we've succeeded

- » Increased year-over-year satisfaction, engagement, and involvement maintaining an average rating of 'Satisfied' or higher on staff surveys, and employee retention remains higher than 80% year over year.
- » Every year, employees have a development plan and/or mentorship program with the goal of enhancing their competencies across various disciplines needed by the organization.
- » A collaborative working style will have been successfully implemented that increases staff participation in decision-making by empowering them to make recommendations and decisions based on program relevance to our mission and vision (as measured year over year).
- » A patient volunteer ambassador program of at least 20 trained myeloma ambassadors will have been developed and be supporting our programs, goals, and advocacy objectives.
- » We will have grown our reach with community members and interested parties, as assessed through website and social media analytics, engagement metrics, qualitative and quantitative surveys.
- » Our organization will have clearly communicated and actively demonstrated a commitment to corporate social responsibility (CSR) via positive environmental, social, and corporate governance (ESG) principles.
- » Our annual financial revenue targets will have been achieved while expenditures remain fiscally responsible.





Building
tomorrow,
today
for every Canadian
touched by myeloma.

The strength of Myeloma Canada lies within our incomparable community of volunteers, researchers, partners, donors, sponsors, and staff. Each person who supports our organization has a tremendous impact on the gains we have made for the Canadian myeloma community.

We believe in learning from, and honouring the past while moving full force to a future of life uninterrupted by myeloma. And so, we are prepared to do what it takes—while being fiscally conscious—to ensure that Myeloma Canada achieves the goals outlined in our Strategic plan.



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Visit our website to learn
more about Myeloma Canada,
receive important news and
surveys on myeloma, find
support, or make a donation.

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