



Canadian Hemophilia Society
Manitoba Chapter

STRATEGIC PLAN

2026 - 2030



PREAMBLE

VISION & MISSION

GOALS & STRATEGIES

Organizational Effectiveness & Leadership

Engagement & Community Building

Advocacy & Communications

Fundraising & Sustainability

MESSAGE TO MEMBERS

Preamble

The Canadian Hemophilia Society, Manitoba Chapter Inc. (CHS-MC) is a grassroots, not-for-profit organization that was formalized in 1965 and incorporated in 1979. CHS-MC was initially created to support individuals and families managing Hemophilia, an inherited bleeding disorder. The current organization has grown to embrace all inherited bleeding disorders. This includes rare bleeding disorders and the greatest addition being those affected by a common disorder, Von Willebrand's disease.

The current strategic plan is designed to guide CHS-MC leadership in reshaping the organization to meet the current needs of our members. The Board will examine the structure of the organization, staffing and leadership to ensure we have the resources and skills to meet the needs of the membership. The plan includes extensive consultations with all the bleeding disorders included in our community to identify the advocacy and service roles of CHS-MC. This work will inform the level of funding the organization requires to continue to meet the needs of the members and drive CHS-MC to seek new fundraising opportunities.

The 2026 – 2030 Strategic Plan reflects the dynamically changing day to day reality for our members as treatments improve, our commitment to identify and address underserved populations within our community and redefine the role of CHS-MC. CHS-MC has a proud 60-year history of serving the community and will continue to do so in ways that are meaningful to Manitobans.

1 Organizational Effectiveness & Leadership

Ensure the organization is structured and led to meet current and future opportunities and challenges

- The organization must adapt to remain effective for the community
- Leadership and structure need to evolve as roles and needs change including through the staffing transition
- Internal processes will help set direction and provide long-term stability

Strategic Objectives:

Review and define the senior staff member role, including responsibilities, job description, hiring process, transition, development plan, and relationship with the board

Review the committee structures, composition, and terms of reference to improve alignment with strategic priorities

Explore the structure and composition of the board including demographic and skill-base, and implement a robust succession plan



Engagement & Community Building

Expand and deepen connections with members, new groups, and key stakeholders

- The community's needs are evolving, with new groups and challenges emerging
- Strong engagement builds trust, relevance, and organizational resilience
- Relationships with members and volunteers bring new perspectives and energy

Strategic Objectives:

Expand and diversify services and outreach to underserved regions and groups, such as women, rural-based, individuals with VWD and rare bleeding disorders

Increase awareness and understanding of the evolving wants and needs within the community

Create and operate an engagement committee to facilitate get togethers and integrate new members

Strengthen partnerships with healthcare teams and other key entities

Offer increased and accessible opportunities for participation and idea-sharing from key community members and volunteers



Advocacy & Communications

Promote community needs and share clear, accurate information

- Advocacy is central to the organization's identity and impact
- Changes in healthcare, policy, demographics, and needs require ongoing adaptation
- Accurate and reliable information is essential for supporting the effective management of bleeding disorders

Strategic Objectives:

Keep advocacy central, focusing on both established and emerging needs, such as historically underserved groups

Find, develop, and share accurate, up-to-date information with members and the public

Develop a plan to assess the Canadian Hemophilia Society's rebranding efforts and explore rebranding within our provincial community

Communicate the organization's work and impact clearly to members and the broader public

4 Fundraising & Sustainability

Generate resources and efficiencies to support ongoing organizational work.

- Financial resources are necessary as some past funding sources may not continue to be available
- Inclusive fundraising approaches can build broader recognition and support
- Clear, consistent communication strengthens credibility and supports fundraising

Strategic Objectives:

Explore project fundraising opportunities and other ways to offset funding cuts

Reexamine our fundraising procedures and policies to incorporate contemporary strategies such as targeted fundraising

Review administrative tasks done within the organization to determine opportunities to be more efficient or cost effective
Develop new fundraising initiatives based on community size, volunteer and organizational capacity, and community needs

Message to Members

The success of the CHS-MC strategic plan relies on the membership to participate in building an organization that meets their needs. Please respond to communications asking you to share the challenges you face managing your bleeding disorder. Please consider volunteering your time.

The success of the CHS-MC strategic plan relies on strengthening partnerships with our national organization and our sister provincial organizations. Together we can learn from each other, share resources and share expertise.

The success of the CHS-MC strategic plan relies on strengthening partnerships with the Manitoba Bleeding Disorders Program, Manitoba Health and other healthcare stakeholders to ensure care for Manitobans meets the Canadian Integrated and Comprehensive Care Standards for Inherited Bleeding Disorders.
