



CENTRE FOR ADHD AWARENESS, CANADA
CSTC - Centre de sensibilisation au TDAH Canada

2025-2028 Strategic Priorities At A Glance

2026-2028 Strategy At A Glance

CADDAC's next three years will focus on working to establish the organization as **the trusted national voice on ADHD**, powered by education, advocacy, and partnerships that unlock capacity, funding, and reach.

Input from service users, volunteers, staff, board, and key partners highlighted four priorities:

1. **Sharpen our focus**
 - To make the strongest impact possible
2. **Modernize our digital presence**
 - Our website is the hub that makes our services accessible to all Canadians, we need to ensure Accessible Canada Act (ACA) compliance and create a better client experience
3. **Create sustainable funding**
 - Enable us to deliver on our priorities today and well into the future
4. **Strengthen advocacy**
 - Develop a clear strategy and sharpen our focus to remain a strong voice for the ADHD community

Strategy

OUR VISION: A Canada where people with ADHD are accepted, understood, and supported.

OUR MISSION: We improve the lives of Canadians affected by ADHD through awareness, education, and advocacy.

2026 - 2028 Strategy

Establish CADDAC as the trusted voice of Canadians with ADHD

Education & Support

Accessible & outcomes-driven

Objective: Deliver **evidence-based, virtual** learning that directly addresses the needs of our service users.

- **Audit current** educational materials and organize them into **modular learning paths** that can be accessed on demand.
- **Refresh** educational materials to reflect the needs of our service users and address emerging ADHD trends
- Build an **on-demand, self-serve** education experience aligned to a refreshed website.

Advocacy

Credible, research based, partnership-powered

Objective: Establish CADDAC as the **national advocacy leader** by partnering with clinical authorities, community partners and by producing **data-driven** positions and campaigns.

- Formalize partnerships (joint **advocacy initiatives, white papers**, data sharing, and **conference speaker pipeline**).
- Publish an **advocacy agenda** with 1-2 focused policy goals and measurable targets

Awareness

Brand, website, and community

Objective: Strengthen **brand awareness**, enhance **digital presence**, and optimize the website to grow an engaged, **nationwide community**.

- **Strengthen brand awareness and position**
- **Fully refresh website content and navigation**
- Set up an **always-on content engine**:
 - Monthly themes mapped to service user needs
 - Integrate newsletter + social + webinars into unified journeys
 - Address emerging ADHD trends and thought leadership in a timely manner
- Pilot **community formats e.g.**, moderated peer groups and Ask Me Anything (AMA)-style sessions with clinicians to counter misinformation, fast.

Strategy Enablers

Funding, Partnerships, Technology, Volunteers

To achieve our goal of establishing CADDAC as the trusted, national voice on ADHD, we need to build the foundations that will bring the strategy to life.

2026 - 2028 Enablement Strategy Build the **engine** that sustains CADDACs growth

Funding & Stewardship Strategy

- Develop resilient and diversified funding model to support mission and growth
- Expand strategic partnerships that advance awareness, education and advocacy
- Strengthen engagement with supporters, donors, sponsors and community stakeholders
- Foster excellence in stewardship, accountability and impact reporting to sustain long-term, meaningful investment in CADDAC's mission

Technology

- Develop technology modernization strategy
- Undergo full website refresh to best serve the needs of Canada's ADHD community
- Focus on Search Engine Optimization (SEO)

Board Composition and Governance

- Review current board composition and assess alignment with new strategy
- Recruit new board members/committee members with strategically aligned expertise
- Activate committees with defined charters
- Create Board Succession Plan
- Review By-laws, policies and procedures to ensure alignment to strategy and support CADDAC's future growth

Volunteers

- Establish a Conference working group
- Establish a Volunteer Lead Network
- Enhance stewardship of existing volunteers and onboarding of new volunteers to support growth