

Mission	We improve the lives of Canadians affected by ADHD through awareness, education and advocacy.
Vision	A Canada where people with ADHD are accepted, understood and supported.
Values	Empowerment Inclusion Impact Leadership Communication

Strategic Goals 2021-2026

<p>1. Expand access to educational programs and resources to ensure inclusivity.</p>	<p>2. Increase recognition of CADDAC as the leading national voice for people affected by ADHD.</p>	<p>3. Define advocacy priorities and implement a focused program to influence change.</p>	<p>4. Secure the organizational resources required for success.</p>
<p>1.1 Increase participation in provinces outside of Ontario and British Columbia.</p>	<p>2.1 Advance strategic partnerships with nonprofits and affiliates in mental health.</p>	<p>3.1 Identify one to two advocacy priority areas to focus on over the course of 2021–2023.</p>	<p>4.1 Increase revenue by 50% by end of 2023 and sustain a subsequent 10% annual growth rate.</p>
<p>1.2 Introduce programs and resources tailored to underserved groups and remove barriers to access.</p>	<p>2.2 Develop a virtual ambassadors network that is regionally and culturally inclusive.</p>	<p>3.2 Continue building and leveraging research partnerships strategically, ensuring they support advocacy priority areas.</p>	<p>4.2 Add professional support to enhance fundraising and operational capacity.</p>
<p>1.3 Increase availability of most popular education workshops and webinars to reduce waitlists.</p>	<p>2.3 Continue growing our online presence.</p>	<p>3.3 Mount a focused, realistic advocacy campaign with a specific goal.</p>	
<p>1.4 Determine whether peer support groups are a feasible programming addition.</p>	<p>2.4 Expand awareness advertising to cover additional geographic regions, exploring opportunities for donated advertising.</p>		
<p>1.5 Increase operational capacity to oversee, coordinate and host national and expanded educational programming.</p>			