

## Our 2016-2017 Strategic Plan

**Mission:** Save Your Skin Foundation is first and foremost an advocate for patients with skin disease. We offer clear, qualified information about the disease, direct patients to reliable sources for more information and help patients access the medical and financial support they need to navigate their journey.

**Vision:** Equal timely access to new treatments for all Canadians today. A cure for melanoma tomorrow.

## Personal support, **community**, current resources

### Reach More People

Make sure people know who we are, when they need us and have access to the most recent information on skin disease, from actinic keratosis to melanoma.

### Strengthen Our Voice

Champion a culture of collaboration and continued knowledge sharing about the latest treatments and developments in skin disease, such as immuno-oncology and biological therapies. Together, we are stronger.

### Inspire Hope

Continue to build the *imlivingproof.ca* program, which provides the first ever patient community of skin cancer survivors. Today, with new treatments becoming available, there is real hope for survivorship. Dollars raised through fundraising efforts, will support our continued focus on building programs that improve care and access for all Canadians.

---

We are here for patients every step of the way and are determined to raise more money every year so we can keep making a difference.

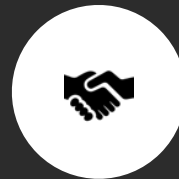
## Our core values



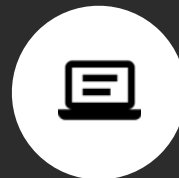
Patients First



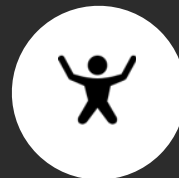
Compassion



Collaboration



Resourcefulness



Empowerment

