

2022-2025 Strategic Plan



Vision: A world without leukemia.

Mission: Our mission is to cure leukemia by funding innovative research, and to support patients and families.



Advance science

- » Identify optimal outcomes to demonstrate science advancement
- » Increase research funding
- » Expand portfolio of research grant program(s)



Cultivate strategic leadership

- » Attract new members and enhance the role of the Board of Directors, Medical Advisory Board, and Patient Advisory Committee
- » Develop a culture of learning and development



Expand our reach

- » Increase our network of patients, caregivers, donors, researchers, and healthcare professionals
- » Identify strategic partnerships and build new relationships



Enhance value

- » Obtain regular feedback from stakeholders
- » Better understand our audiences and their needs
- » Develop targeted programs and communications

Diversity, equity, and inclusion: We believe innovative breakthroughs are driven by teams with different perspectives, backgrounds, and thinking. We are deeply committed to diversity, equity, and inclusion (DEI) and have integrated DEI initiatives into various aspects of this strategic plan to ensure more equitable outcomes for every leukemia patient.