



LYMPHOMA
CANADA

Vision, Mission,
Governance, Board
Development, Risk
Management

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Why do we need Vision & Mission Statements?

- Provide focus
- Communicates what you are trying to do
- Common purpose

What is a Vision Statement?

A vision is your dream.

In general, your vision statement should be:

- Simple and easy to understand
- Shared by members of the community
- Broad
- Inspiring and uplifting
- Easy to communicate

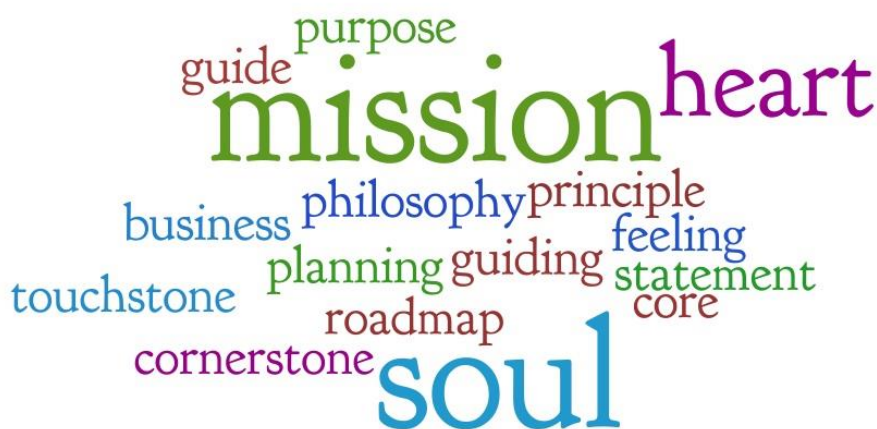


What is a Mission Statement?

A mission statement describes what you are going to do and why.

Guiding principles:

- Concise
- Outcome-oriented
- Inclusive.



How do we create them?

- You understand what is important to people in your community
- You have decided on the general focus (topic and scope) of your organization
- You have shared and obtained consensus on your vision and mission statements
- You have decided how to use your vision and mission statements



Case Studies



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CLLPAG

CLL PATIENT
ADVOCACY
GROUP



CLLAN

CLL ADVOCATES NETWORK

Life unlimited by lymphoma.

Empowering patients and the lymphoma community through education, support and research.

Advocate and provide education to improve access to health care that will extend the lives of Canadians affected by Chronic Lymphocytic Leukemia (CLL) and Small Lymphocytic Lymphoma (SLL)

Enhance CLL patient care and improve outcomes



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Now what?

- Brainstorm
- Discuss
 - Does it give hope for the future?
 - Will it draw people in?
 - Does it provide a good base for future planning?
 - Is it concise?



Communicate

You have to decide how to use these statements. The point is to get the message across.

Be creative!



Governance

Governance describes how volunteers, boards of directors, committees and staff work together to ensure the success of their organization.

Success is defined by the organization's mission.



Why is governance important?

Stakeholders and the general public are demanding more transparency and accountability regarding the oversight of organizations of all kinds.

Types of Organizations

- Formal
 - Informal
 - Partnerships
- Constitution or by-laws



Case Studies



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CLLAN

CLL ADVOCATES NETWORK

Formal

- Registered non-profit
- Incorporated

Informal

- Patient group
- Defined organization
- Strategic plan
- Letter of Agreement with partners

Partnership

- Committee of LePAF
- Memorandum of Understanding
- Defined organization
- Strategic plan



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Policies & Procedures

Governance framework must be supported by policies and processes that encourage good board dynamics & “customer” trust.

- Privacy or confidentiality agreements
- Code of ethics or conduct
- Conflict of interest/competition statement
- Transparency



Board Role

1. What is the fundamental work of the board?
2. How will the board add value?
3. How will the effectiveness of the governance framework be evaluated?



Board Members Duties

Diligence. Consider the best interest of the organization and its members.

Loyalty. Place the interest of the organization first.

Obedience. Follow the rules and regulations that apply to the organization.

Board Development

Board should be committed to independence, continuous improvement and strong relationships

- Skilled, experienced directors with courage, integrity, collegiality and good judgment.
- Diversity of experience and perspectives for credibility and sound oversight and decisions.
- Regular evaluation of the effectiveness of the board and the organization.
- A respectful, collaborative relationship with the organization's management

Board Development

CLL patient demographic:

- Average age diagnosis: 72 years
- Slightly higher in males
- CLL causes fatigue, high rate of infections
- No cure, so rotation through cycle of feeling well, feeling ill, treatment, back to feeling well (hopefully)



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Case Studies



Governance board

Working board

Steering committee

Risk Management

You have an obligation to ensure that policies, procedures and systems are in place to preserve, protect and minimize risk to your organization's mission, human capital, finances, operations and reputation.



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