



## Alliance Strategy 2026 - 2029

**ASPIRATION:** *What is our guiding purpose?*

**Vision:** A world free of ALS/MND

**Aspiration:** To drive global collaboration

**WHERE TO PLAY:** *Where will we focus on terms of geography, audiences and activities?*

**What geography will we serve?**

Global

**Who will we serve?**

The ALS/MND community

**What business are we in?**

To accelerate outcomes related to the fundamental rights of people affected by ALS/MND

**HOW TO WIN:** *What must we do, in distinct combination, to deliver on the aspiration?*

**Bring focus to quality of life for PALS and their community:** By understanding what PALS and CALS identify as important, we are more effective at advocating to improve outcomes.

**Include under-represented communities:** By practicing meaningful inclusion, we work with under-represented communities so geography does not dictate destiny.

**Increase awareness of ALS/MND:** By raising awareness of ALS/MND and the Alliance, we bolster our advocacy efforts at the global level, which also helps our members at the local level.

**Facilitate research coordination:** By bringing people together and facilitating research coordination across the globe, we gain a deeper understanding of ALS/MND and accelerate research.

**Leverage capacity:** By coordinating with our members and partnering in strategic international collaborations, we leverage collective knowledge and resources, thus positioning the Alliance as a trusted source of evidence-based information, best practices and tools.

**Grow the community:** By identifying and inviting ALS/MND organizations not yet part of the Alliance, and by supporting the creation and development of new organizations, we expand our ALS/MND community.