



# 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 in 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 in 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 & 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 doesn't 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.