



MSF CANADA STRATEGIC PLAN 2020-23: IN ESSENCE





MSF'S SOCIAL MISSION

DOCTORS WITHOUT BORDERS /
MÉDECINS SANS FRONTIÈRES (MSF) IS
ONE OF THE WORLD'S MOST EFFECTIVE
INDEPENDENT HUMANITARIAN MEDICAL
ORGANIZATIONS .

MSF delivers emergency assistance to people around the world who cannot access urgently needed medical care as a result of conflict, crisis, disaster or exclusion.

Our unwavering commitment to the fundamental humanitarian principles of humanity, independence, neutrality and impartiality help MSF teams to go where the needs are greatest, and to provide care to some of the world's most vulnerable people—regardless of who they are or where they live.

Our actions are guided by medical ethics, and we refuse to stay silent about what causes the suffering we respond to. We insist on remaining administratively lean; more than 80% of our budget in Canada and globally goes directly toward delivering our social mission.

OUR VISION

Through a network of tens of thousands of engaged supporters—staff, association members, donors, activists and influencers—MSF Canada is a *vital enabler of MSF's global social mission*, keeping the people we assist at the heart of everything we do.

We directly contribute to MSF's medical humanitarian action while co-creating the MSF movement to be fit for a dynamic future in which demographic, economic, technological, environmental and socio-political changes will continue apace.

OUR VALUES

We are a values-based organization. Humanity sits at the heart of our social mission and our organizational culture. We are results-driven and consistently conduct ourselves with respect and integrity.

We're committed to removing barriers that prevent active engagement in MSF's social mission, we proactively seek lived experiences and perspectives that challenge the status quo, and we resolutely promote norms that enable the meaningful participation of all in realizing our goals in Canada and around the world.

OUR STRATEGIC PRIORITIES: MSF CANADA'S CORE WORK

Our people, our voice and our supporters

- We **recruit** and **prepare** qualified and talented professionals to join MSF's front-line field teams around the world.
- We **use our voice** to raise awareness about the people we assist, and to provoke others to act to ease their suffering.
- We **cultivate a network of Canadian supporters** who share a commitment to our work by providing the **funds** to enable our assistance to people around the world who need it most.



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OUR STRATEGIC PRIORITIES: BEYOND THE CORE

1. CLIMATE, ENVIRONMENT AND HEALTH:

Recognizing that climate change and environmental degradation will increasingly drive humanitarian need, MSF Canada plays a key role in (re)positioning the global organization to effectively and responsibly respond to this unprecedented threat to humanity.

2. TRANSFORMATION AND INNOVATION:

Through the MSF-Canada-hosted Transformational Investment Capacity, we play a lead role within the MSF movement in identifying and facilitating the changes that will make our organization fit to meet tomorrow's humanitarian challenges.

3. TELEMEDICINE:

Connecting our front-line medics in crisis areas to medical specialists from around the world, the MSF-Canada-based Telemedicine program is changing the nature of our medical action, improving quality and increasing our field-level medical capacity.

4. THE SAFETY OF OUR FRONT-LINE WORKERS:

Through MSF Canada's Sharing Incident Memory and Mitigation program, we also promote a movement-wide culture of learning and mutual support in security management, enhancing our ability to prevent and respond to critical incidents.

5. MEDICAL ADVOCACY:

With public funding, Canadian researchers are developing drugs, vaccines and diagnostic tests that can improve medical humanitarian work globally; we advocate for these game-changing Canadian discoveries to be available and affordable to patients and health systems around the world.

We are proud to be part of a global movement with a singular purpose, rooted in the principle of humanity, to reach and provide medical assistance to people most affected by conflict, repression, neglect and disaster.

