



STRATEGIC PLAN

2026 - 2031

Five more years toward
a future free from ALS.

Care
Advocacy
Research

United Against ALS™



[ALSNorthwest.org](https://www.ALSNorthwest.org)

Our Plan Together



Cassy Adams
Executive Director

I am proud to share with you our strategic plan that serves as a roadmap for ALS Northwest. It is shaped by the collective strength, insight, and courage of our community. This plan comes at a moment of transition for our organization, marked by greater local autonomy and renewed leadership. We remain committed to our mission.

At its heart this plan is a reflection of you. Thank you for lending your voice, expertise, and belief in what we will accomplish together. With this plan as our guide, we are ready to move forward with clarity, purpose, and shared determination to advance care, drive advocacy, fuel research and deepen collaboration until we reach a world free of ALS.



Laura Geilenfeldt on a home visit with the Fox family.



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What We Do

ALS Northwest embodies the hope of people everywhere that amyotrophic lateral sclerosis will one day be a disease of the past, conquered by the dedication of thousands who have worked ceaselessly to understand and eradicate this perplexing killer.

Until that day comes, ALS Northwest relentlessly pursues its mission to help people living with ALS and to leave no stone unturned in the search for a cure for this progressive neurodegenerative disease.

Our Mission

To provide comprehensive support and advocacy for people with ALS and their families, while advancing research for new treatments and an end to ALS.



Person living with ALS Ron Newbury with his partner Carrie.

Our Vision

An end to ALS.



Person living with ALS Maria Fraga Perez and her daughter.

Our Approach



Care Services

We serve hundreds of people with ALS every year with comprehensive support programs.



Advocacy

We advocate for research, health & long-term care, and caregiver support on a statewide and national scale.



Public Education

We raise awareness about ALS through community outreach and media relations.



Research

We advance local and global ALS research to discover effective treatments to end ALS.

Process Summary



ALS Northwest is an amazing organization that changes lives for the better and gives us all hope for a day without ALS! Thank you for all you do and for reaching out to all of us in this survey and valuing our feedback!

- ALS Community Member



Landscape

ALS Northwest is entering a new era with greater local autonomy and fresh leadership. Our commitment to comprehensive support, advocacy, and research to end ALS will never waver. Our strategic plan will strengthen our impact, sharpen our vision, and connect us more deeply as we seek a cure and support people with ALS live life to the fullest.



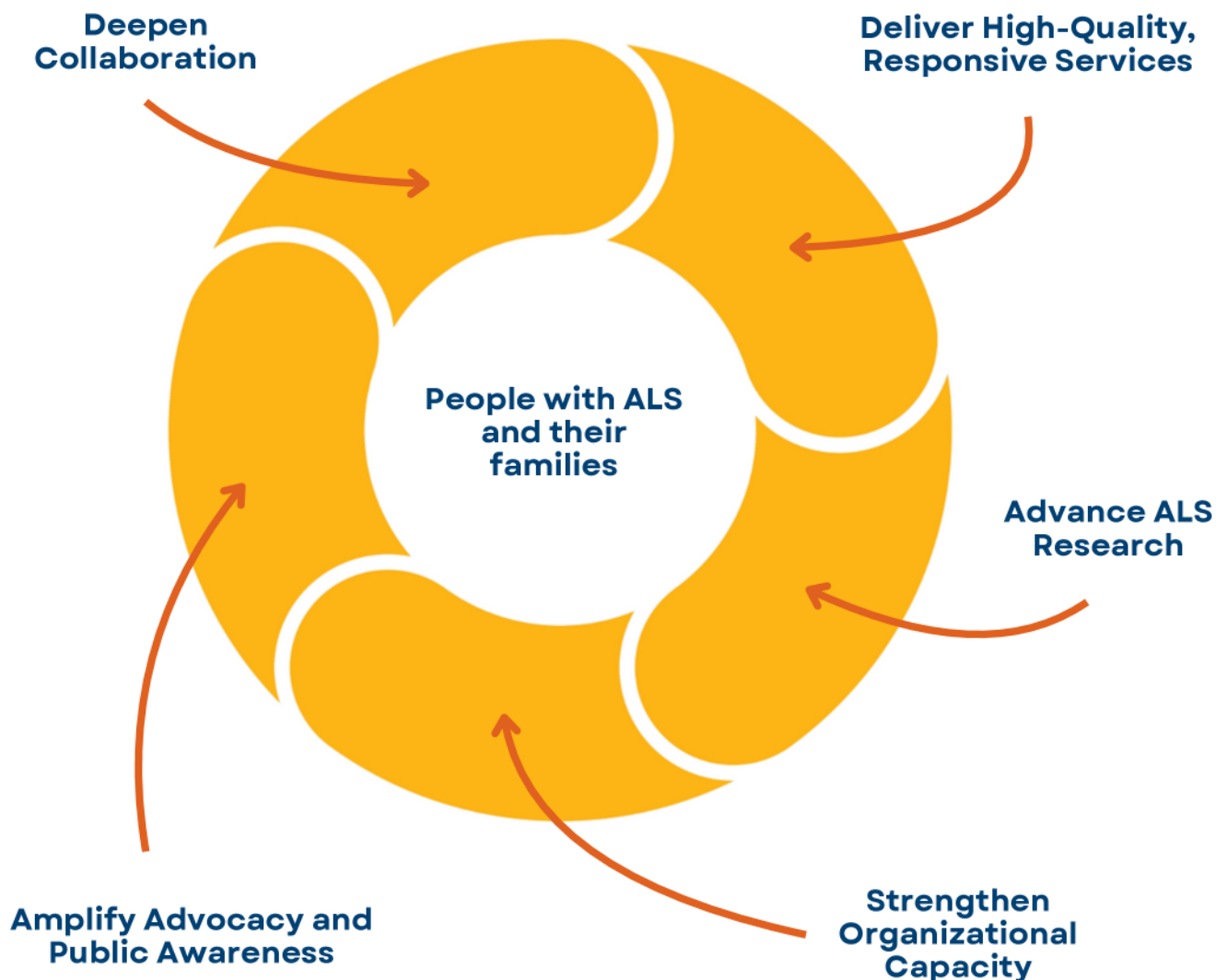
Response

With vision from our board, insights from hundreds of our community members, and input from our staff, this strategic plan will guide how we serve, support, and build community for people living with ALS—now and into the future.

New Strategic Priorities

Results

Through this collaborative community-based process, we have identified and refined **five equally important** initiatives that will drive our efforts forward. These initiatives are the framework of our strategic plan.



Strategic Initiative

Deliver High-Quality, Responsive Services

Commitment

Ensure equitable access to comprehensive ALS care and support services across the region

Pillars

Increase Clinic Access in Underserved Regions

Objective

- Identify and develop new clinic partnerships in underserved areas to expand access

Strengthen Healthcare and Academic Partnerships

Objectives

- Deepen and develop relationships with neurologists and healthcare providers across our service region
- Develop programs to educate medical students and professionals on ALS



Person living with ALS Robin McNeil at the Walk ALS SW Washington.

Strategic Initiative

Deepen Collaboration



Commitment

Expand our reach and impact through strategic partnerships, shared resources, and unified approaches

Pillars

Expand Geographic Reach and Partnerships

Objectives

- Identify opportunities to extend ALS Northwest's service footprint and partnership base to ensure consistent service delivery
- Develop and deepen partnerships with key healthcare leaders and providers to fill clinic access gaps

Collaborate with ALS United and Other Organizations

Objectives

- Coordinate efforts to increase impact in areas such as transportation, disability access, Medicaid and Medicare reform, assistive technology, and support groups.
- Develop joint initiatives to advance shared goals and elevate collective impact



Person living with ALS Deana Reed with her wife Jan Hartman receiving a home visit with Susan Pennock.

Strategic Initiative

Amplify Advocacy and Public Awareness

Commitment

Advance policies and public understanding to improve the lives of people living with ALS

Pillars

Mobilize a Robust State-Based Advocacy Program

Objectives

- Build a sustained presence in local and state policy spaces to advocate for our priorities
- Develop grassroots advocacy plan to increase engagement and impact

Increase Awareness of ALS and ALS Northwest's Mission

Objectives

- Launch targeted outreach campaigns to raise public understanding of ALS
- Develop brand visibility plan to increase consistent messaging and partnerships



Person living with ALS Meghan Kahn at Walk ALS Portland.

Strategic Initiative

Advance ALS Research

Commitment

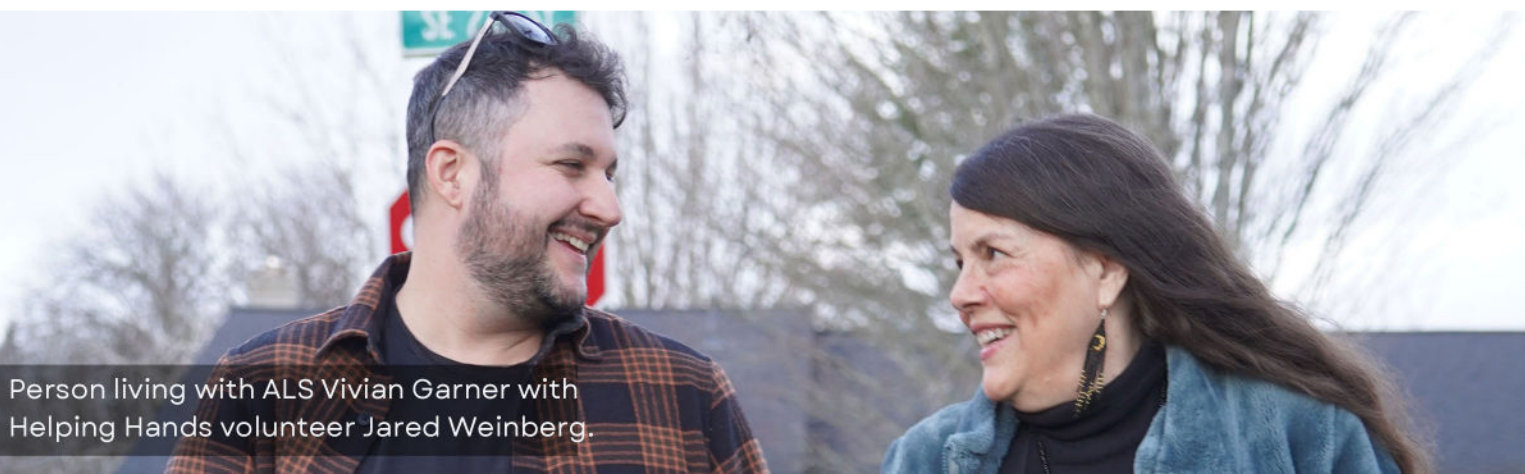
Support and accelerate ALS research through sustained investment and collaboration to discover treatments and improve quality of life

Pillar

Strengthen Research Infrastructure, Collaboration, and Awareness

Objectives

- Partner with ALS United and peer organizations to enhance and fund innovative ALS research
- Provide regular opportunities for individuals and families to engage in research through events, communications, and collaborative programs



Person living with ALS Vivian Garner with Helping Hands volunteer Jared Weinberg.

Strategic Initiative

Strengthen Organizational Capacity

Commitment

Enhance long-term sustainability and organizational culture to support mission-driven growth

Pillars

Maintain Excellence in Operations and Financial Stewardship

Objectives

- Increase donations to meet the changing needs of our communities
- Refine strategic approaches that maximize the impact of donor contributions and reinforce long-term financial stability

Foster a Thriving, Inclusive Organizational Culture

Objectives

- Develop a structured approach to assess staff well-being and engagement
- Establish a board recruitment and engagement plan to guide healthy organizational growth
- Drive innovation and equity to further cultivate a diverse and welcoming work environment

What We Heard About...



Our Team

“ALS Northwest's greatest superpowers are the human and relational interactions their employees share, nurture and develop with pALS and cALS.”

- ALS Community Member

“I feel so supported and cared for. Thank you!”

- ALS Community Member

“Just thank you. Thank you for all you have done, do, and will do.”

- ALS Community Member

Our Services

“Its really helpful to be able to leave a visit and make a call to the main line and connect with someone immediately to get questions answered for patients and hooking them up with specific resources for specific needs.”

- ALS Community Member

“I believe that all of the programs offered by ALS Northwest are essential.”

- ALS Community Member

The Future

“I love ALS Northwest and truly believe in the mission of our organization.”

- ALS Community Member

“Knowing that dollars donated go directly to support people here in Oregon and the Northwest is important to me.”

- ALS Community Member

Implementation and Evaluation



Empower Staff

Provide resources and support to implement initiatives, make informed decisions, and drive progress of the five-year strategic plan.



Responsive Plan

Incorporate feedback from community and staff to ensure responsiveness to evolving opportunities, resolution of concerns, and removal of barriers to success.

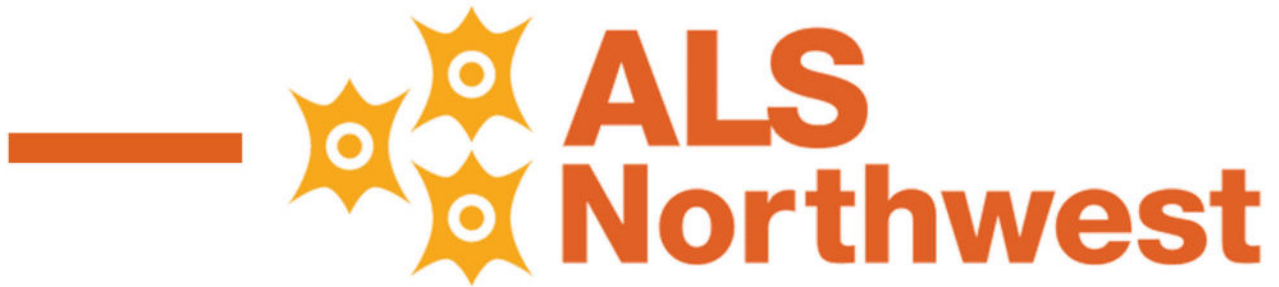


Share Updates

Provide regular, comprehensive updates to the board of directors detailing progress toward strategic goals, key initiatives, and emerging challenges to support informed decision-making and organizational alignment.



Top Row: Mary Rebar, Amy Easton, Ashley Loyning, Erica Clark, and Gabriel O'Brien. Bottom Row: Holly Miller, Annie Teer, Cassy Adams, Jennifer Jordan, Esther Szeto, Catherine Hodges, Taylor Maxwell, Susan Pennock, and William Coker. Not pictured: Rebekah Albert and Laura Geilenfeldt.



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Thank you to *yes ampersand* for assistance in creating this strategic plan.
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