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**FOR IMMEDIATE RELEASE**

Canadian Physicians for Aid and Relief (CPAR) is pleased to announce the launch of a new 2015-2018 Strategic Plan. CPAR is at a pivotal point in its 30 year history. As we continue to plan and implement exemplary programming in Ethiopia, Malawi and Tanzania, the world around us has changed - in Canada, in our countries of operation, and wherever our partners may be.

To guide this next stage of strategic change, we conducted a collaborative major planning process which created a framework that allowed for stakeholders themselves to envision a positive future for CPAR. Through roundtables conducted in Toronto, Ethiopia, Malawi and Tanzania, we solicited input from a broad range of talented, invested and passionate individuals including board members, staff, beneficiaries and external stakeholders such as government representatives and other NGOs.

Together the five pillars of a new three year plan were developed:

- To support the improvement of health and social outcomes in the communities in which we work
- To build the capacity of the organization and key stakeholders
- To have strong, diverse and sustainable revenue streams
- To develop and establish partnerships which enable the organization to better meet its goals
- To be an effective communicator about the focus and value of CPAR and reporting on outcomes in a clear, transparent and meaningful manner



The development of the strategic plan signals a time of increased and enhanced collaboration not just within CPAR and our partners, but in the entire sector. Progress cannot be achieved in isolation.

To lead us through this exciting new phase in CPAR's history, the CPAR Board of Directors is pleased to announce the appointment of Dusanka Pavlica as Executive Director. Dusanka joined CPAR in 2013 after having spent over 20 years working at and with a variety of Canadian NGOs. Dusanka's vision and strong leadership in the development of the new plan has set CPAR up for increased future stability and growth.



CPAR sees the new leadership and plan as building on our strengths to maximize our organizational effectiveness – ultimately benefitting the communities where we work.

Moving forward, we remain committed to the communities where we work, and to our contribution to positive health outcomes today and tomorrow.