

Vision: In 2029, the CBA is an established, recognized, and collaborative leader actively improving the lives of burn survivors across Canada.

Mission: The CBA advances burn care outcomes and prevention through education, research, innovation, and the development of clinical guidelines.

GOAL AREA 1: FINANCIAL SUSTAINABILITY

- Definition: Build long-term financial resilience and capital reserves.
- Key Success Metrics:
 - Maintain a \$200,000 baseline reserve in operating accounts by 2029.
 - Establish predictable, diversified revenue streams.
 - Generate a minimum annual operating surplus of \$50,000, investing extra reserves in low-risk growth vehicles.
- Action Steps:
 - Secure high-impact sponsorships with industry partners and burn care organizations.
 - Establish an official investment portfolio / foundational fund.
 - Expand revenue-generating CBA activities and programs.

GOAL AREA 2: GROWING AND ACTIVE MEMBERSHIP

- Definition: Foster a thriving, highly engaged community of burn care professionals.
- Key Success Metrics:
 - Reach 200+ paid active members.
 - Achieve a 70% annual member retention rate.
 - Sustain active Special Interest Groups (Dietary, Rehab, Registry, and Research).
- Action Steps:
 - Implement member incentive programs and clear tier value propositions.
 - Enhance digital value: provide exclusive online educational resources, collaboration hubs, and discussion forums.
 - Build a distinct CBA brand identity that fosters professional pride and nationwide recognition.

GOAL AREA 3: EDUCATION & KNOWLEDGE DISSEMINATION

- Definition: Establish the CBA as the national authority for Canadian burn care standards, prevention, and resource distribution.
- Key Success Metrics:
 - Develop and publish 3 core Canadian clinical guidelines (e.g., Burn Care, Frostbite, and Necrotizing Fasciitis).
 - Drive measurable increases in website traffic for member-facing educational materials.
 - Establish a comprehensive Pan-Canadian Emergency Preparedness Plan for burn care.
- Action Steps:
 - Create a standardized, national pathway for knowledge dissemination.
 - Identify and prioritize the top 5 clinical guideline/standard needs across Canada.
 - Form provincial working groups to feed into a unified national emergency preparedness committee.

GOAL AREA 4: FOSTER RESEARCH & INNOVATION

- Definition: Drive and facilitate collaborative Canadian research, novel treatment strategies, and clinical trials.
- Key Success Metrics:
 - Increase scientific abstract submissions and peer-reviewed publications.
 - Expand national support and participation in multicenter Canadian clinical trials.
 - Build strong research linkages between clinical investigators and industry partners.
 - Serve as the primary driver for novel burn care treatment strategies in Canada.
- Action Steps:
 - Launch research grants, awards, and presentation sponsorships.
 - Form a dedicated CBA Research Sub-Committee and initiate CBA-branded trials.
 - Develop a Unified Data Dictionary for standardized national burn data collection.
 - Act as a central matching platform connecting industry partners with multicenter trial sites.
 - Host a community board for ongoing research project collaboration.