

# 5 Year Strategy – 2026

Pulmonary fibrosis is a devastating condition that is under recognised and misunderstood. Action for Pulmonary Fibrosis is determined to change that and we will work to ensure that no one faces pulmonary fibrosis alone and that fewer lives are lost to this disease.

## Our Mission

We work together to stop lives being lost to pulmonary fibrosis.

## Our Purpose

We bring people together to drive change so that everyone affected by pulmonary fibrosis can live well for longer.

## Our Vision

A future where everyone with pulmonary fibrosis has access to effective, evidence-based care and ultimately, a cure.

## Strategic priorities

Our strategy is built around three bold priorities, each designed to drive meaningful change for people affected by pulmonary fibrosis.



### For Every Breath

Expanding trusted support, information and services.



### For Every Journey

Championing faster diagnosis, fairer care and a world leading healthcare model.



### For Every Future

Investing in bold inclusive research that brings us closer to a cure.

## Strategic Pillars

Alongside our three strategic priorities, we will invest in three strategic pillars, the internal foundations that enable delivery, growth and resilience:



### Shaped by Experience

Embed the insight and lived experience of people with pulmonary fibrosis.



### Stronger Foundations

Building the governance and infrastructure that allow APF to operate efficiently.



### Funding the Future

Growing diverse and sustainable income streams to deliver independent, high impact action.

## Values

We are a values-led organisation. In everything we do, we strive to be:



Compassionate



Expert



Bold



Collaborative