



Cancer Society of Finland

STRATEGY

4.11.2025

Operating environment of the Cancer Society of Finland

Current situation

The cancer burden within the population is changing rapidly.

The Finnish healthcare system is being transformed.

The Cancer Society of Finland (CSF) needs to be able to better demonstrate the effectiveness of its activities.

Period of transition

Desired future

Cancer will be prevented, detected and treated equitably and those who fall ill receive the necessary support.

Finland will be a pioneer in cancer research and innovation development.

The CSF will work within networks with other actors in a cost-effective manner.

What actions will lead to the desired future?

It is crucial to identify and define the focus of the CSF's activities.

It is important to secure research funding and influence policy domestically and in the EU.

The development by the CSF of quality cancer registries and the implementation of the National Cancer Strategy.

A good life without cancer and despite cancer.

Our values:

Reliability, humanity,
equality, sustainability

Our mission:

Cancer research, cancer advocacy,
cancer support



VALUES

Reliability

Humanity

Equality and fairness

Sustainability

Reliability

Reliability means doing what we promise. It means providing a quality service that meets people's needs, and conducting scientific research that increases knowledge and hope. It is also a matter of trust, which must be earned in every encounter.

We are a community where we rely on and support one another.

We operate professionally and transparently both within our work community and beyond.



VALUES

Equality and fairness

Everyone has the right to receive support and information.

We do everything we can to better reach people from different backgrounds and situations.

We treat everyone equally.



VALUES

Humanity

We ensure that people and their needs are at the heart of all decisions relating to cancer.

We foster a sense of community within our workplace and in wider society. Community is created when we come together as human beings.

There is a place for everyone in our activities. We know each other and help each other succeed.



VALUES

Sustainability

We set sustainability targets for our work and monitor their implementation.

We use our funds as we have promised, base our work on research-based knowledge and work with partners who share our common values.



VISION

A good life without cancer and despite cancer

In the future, many cancers will be avoided, cancers will be detected at an earlier stage than before and more and more people will recover and rehabilitate. Those who fall ill with cancer and their loved ones receive the treatment, support and information they need as well as a community around them. Alongside a good life comes also the right to a good and humane death.

This is possible because the CSF is a pioneering community in cancer prevention, research, support and advocacy.



MISSION

The CSF provides information, support and hope regarding cancer

We ensure that the voices of those with cancer and their loved ones are heard in public debate and decision-making. We invite donors, partners and volunteers to be involved in our work throughout Finland.



MISSION

Cancer research

We conduct, fund and apply high-quality cancer research. We collect and produce reliable data for research needs. We share evidence-based and research-based information.



MISSION

Cancer advocacy

We promote health, cancer prevention, early detection and equitable cancer treatment and rehabilitation. We participate in decision-making that concerns cancer.



MISSION

Cancer support

We provide psychosocial support throughout Finland to those affected by cancer and their loved ones.



Strategic priorities

1

Clear and competent
organisation and
stable finances

2

High-quality and
equitable own
services, support and
information

3

Effectiveness of
collaboration

A clear and competent organisation and stable finances

Resources

We have competent staff and volunteers as well as committed members and donors.

Thanks to successful fundraising and a solid financial and donor base, we have good resources to produce well-functioning services and reliable information.

Goals

- To have a professional, thriving, and continuously developing staff.
- To increase the number of committed and competent volunteers.
- To ensure that our organisation is clear and it is easy to participate in activities.
- To have a sustainable and predictable funding base.
- To have the best fundraising in Finland.
- To ensure that our brands are clear, recognised and valued.

Results

- To have acquired and used resources in a targeted and efficient manner.
- Our long-term activities are well managed.
- The tasks, roles and responsibilities of the CSF are clear to staff, clients and stakeholders, who are committed to them.
- The experience of our customers, donors and stakeholders has improved.

Impact

- The CSF is a stronger, more effective and more sustainable actor whose finances are stable over the long term.

High-quality and equitable services, support and information

Resources

The implementation of our services, support and information is supported by the CSF's skilled staff, active volunteers and effective communication that reaches the public. We also have a high-quality cancer epidemiological research institute.

We want to strengthen cooperation with the research and academic community, other organisations, public healthcare and, for example, educational institutions.

Goals

- Our services and the support and information we provide are accessible to all people, regardless of their background or place of residence.
- Based on research knowledge and through cooperation, to promote equitable and personalised cancer prevention, early detection and diagnosis, and access to treatment and rehabilitation in Finland.
- Finland will have a cancer quality registry.
- To develop high-quality cancer epidemiological research in Finland.
- To increase funding for effective research.

Results

- Our services and the information we provide are part of care pathways and reach those affected by cancer.
- Our role as a service provider among others who encounter and treat cancer is stronger than at present.
- Society's understanding of the causes of cancer burden is more comprehensive and cancer screenings are more effective.
- The quality register enables monitoring of the implementation of cancer treatments.

Impact

- Care pathways are coherent.
- Cancer mortality continues to decline, and the quality of life and functional capacity of those affected improve.
- Palliative care and end-of-life care are high-quality and equitable.
- Different population groups understand how to prevent the risk of becoming ill.

Effectiveness of collaboration

Resources

The CSF has already established services throughout Finland that complement public sector tasks. The CSF's existing national and international connections, as well as its expertise, support effective collaboration.

Objectives

- To create, together with other actors, a strong cancer community that promotes the objectives of the national cancer strategy.
- To influence cancer-related decision-making and participate in public discussion.
- To promote public health by influencing structures, communities and individuals.
- To participate in building an equitable and effective social and healthcare system.

Results

- Collaboration with other actors is goal-oriented and focused on specific themes.
- We play a significant role in implementing the National Cancer Strategy.
- We are a sought-after and valued partner and actor in the field of cancer, and our views are increasingly heard in society.

Impact

- The National Cancer Strategy is implemented, and its effects are visible in society.
- High-quality and wide-ranging cancer research is conducted in Finland.
- The cancer risk within the population decreases.
- Cancer mortality continues to decline, and the quality of life and functional capacity of those affected improve.



Cancer Society
of Finland

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