

STRATEGIC PLAN

2016 – 2019



An Impressive Past – An Ambitious Future

VISION

A community where people affected by cancer receive assistance and support in their time of need.

MISSION

The Cancer Assistance Program (CAP) is a community-based, not-for-profit organization, led by a team of volunteers and staff, offering free services to ease the physical, emotional and economic impact of those in our community affected by cancer.

VALUES

- Compassion
- Commitment
- Confidentiality
- Teamwork
- Responsible Stewardship



STRATEGIC PRIORITIES

Financial Stability

Given the existing and anticipated further increase in cancer burden, a corresponding increase in demand for practical supports can be expected. The Cancer Assistance Program (CAP) is committed to playing a significant role in meeting these needs. In order to effectively meet the anticipated increase, however, CAP must increase its profile amongst donors at all levels of giving, becoming a 'charity of choice' for these donors. CAP must similarly diversify its revenue stream, implementing various strategies for securing the funds needed to operate on an annual basis.

Increased awareness amongst individuals affected by cancer

Individuals affected by cancer have multiple and complex needs which no one service provider can address in their entirety. The Cancer Assistance Program (CAP) is committed to continuing to be an essential service provider, within the larger Circle of Care, that provides supports to address individuals' practical needs. In order to ensure that individuals affected by cancer are aware of and benefit from such supports, CAP recognizes the need to increase its profile across the community which it serves.

A valued partner within the healthcare/cancer care network

As an essential service provider for individuals affected by cancer, the Cancer Assistance Program is committed to engaging and partnering with the broader healthcare/cancer care network. These partnerships will contribute to more comprehensive care for individuals living with cancer. Strategic partnering will also support CAP's efforts to increase its profile in the community and with donors and other funders.

A robust volunteer program

Volunteers are an essential resource contributing to the Cancer Assistance Program's (CAP's) ability to provide its essential services to individuals affected by cancer. In order to effectively meet existing need and the anticipated further increase in need, CAP is committed to increasing its volunteer base, ensuring that volunteers are thoroughly trained and available to provide requested services. CAP is similarly committed to being a known and desirable charity with which to volunteer.