Strategic Plan

2019-2024

It’s time to be bold.
It’s time to save lives.
**Our Promise.** Our vision, purpose, and values drive everything we do.

**Vision**
A cancer-free future.

**Purpose**
To create more moments for Albertans facing cancer by inspiring our community to give to innovation in detection, treatment and care.

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**We inspire our team by:**

**Objective 1:**
Nurturing knowledgeable and engaged people that grow with the Foundation

**We Value**

**Compassion** - We meet the needs of patients, families, donors, staff and volunteers in a caring and compassionate manner.

**Collaboration** - We work and celebrate as a team and nurture partnerships that add value for Albertans.

**Boldness** – We are innovative in discovery and take balanced risks to continuously improve.

**Responsiveness** - Our work is grounded in purpose propelling us to be nimble and responsive to opportunities.

**Integrity** – We are truthful and accountable to each other and to our stakeholders.

**Energy** – We seize our purpose with energy and passion and bring a generosity of spirit to everything we do.

**Strategies:**

1.1 Create an engagement strategy that ensures a consistent voice among staff, the Board of Trustees, volunteers and stakeholders.

1.2 Build a robust talent management strategy that attracts, retains and develops talented employees that will help the organization focus on short and long-term priorities.

1.3 Develop and execute a volunteer engagement strategy through all levels of the organization.
We inspire Albertans to give by:

**Objective 2:**
Delivering province-wide, donor-responsive giving opportunities that leverage and maximize impact

**Strategies:**
- **2.1** Deliver high-profile hallmark capital campaigns for cancer centres across Alberta, anchored in the new Calgary Cancer Centre Campaign.
- **2.2** Innovate, grow and integrate donor centric fundraising programs with a focus on maximizing Social Return on Investment.
- **2.3** Pursue collaborative fundraising opportunities where they respond to donor interests and meet Foundation strategic objectives.
- **2.4** Embed a philanthropic culture with Foundation staff, Board Trustees, AHS and volunteers.
- **2.5** Retain and build donor relationships through robust stewardship.

**Objective 3:**
Communicating in a compelling way with donors, patients, families, partners and all Albertans to build affinity and inspire them to act

**Strategies:**
- **3.1** Enhance the relevance and reliability of the organization by engaging with donors and key stakeholders through effective communication and dialogue.
- **3.2** Strengthen brand publicly through compelling messages and by increasing reach to new markets across the province.
- **3.3** Create ways for audiences to be part of the Foundation’s story.
**Objective 4:** Focusing investments on high-impact projects informed by patients, donors, partners and stakeholders

**Strategies:**

4.1 Invest with urgency in the Foundation’s priority areas to ensure they are meaningful to donors, patients and their families.

4.2 Source opportunities that deliver high potential impact closer to home for all Albertans.

4.3 Leverage the impact of donor dollars wherever possible.

4.4 Provide efficient and effective oversight of Foundation investments.

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**Objective 5:** Enabling the Foundation to achieve its purpose in the most efficient and meaningful way

**Strategies:**

5.1 Optimize technology and business processes to increase revenue.

5.2 Deliver cost efficient operations.

5.3 Operationalize Phase 2 of the Technology Roadmap Project with the objective to develop an IT strategy over the next five years.