



It's time to be bold.

It's time to save lives.

Strategic Plan

2019-2024

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.

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.

We inspire our team by:

Objective 1:

Nurturing knowledgeable and engaged people that grow with the Foundation

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.



We will create more moments for Albertans facing cancer by:

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.

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.