CANCER CARE FOUNDATION
NEWFOUNDLAND & LABRADOR

EVERY STEP OF THE WAY

STRATEGIC PLAN: 2024-2028

Melissa Rose,cancer patient, with Oncology Nurse, Michelle Moore

Introduction

At the Cancer Care Foundation of Newfoundland and Labrador, we believe that every cancer patient in our Province deserves access to the best possible cancer care available, regardless of where they live, or their economic or life circumstances.

Our strategic plan, ***Every Step of the Way: 2024-2028***, embodies in its title our commitment to the challenges, experiences, and triumphs of those affected by cancer in Newfoundland and Labrador.

Extensive collaboration has been a cornerstone of this plan's research and preparation. Engaging our staff, Board members, and key stakeholders, including donors, volunteers, cancer patients, and government representatives, has been pivotal in shaping this strategic roadmap. Their invaluable insights and perspectives have ensured the alignment of our vision with the needs and aspirations of those we exist to serve.

As an organization, our mandate is clear - we will lead the way toward best-in-class cancer care for our Province, with hope, healing, and innovation. Together with our donors, partners and stakeholders, we are supporting our Province's cancer patients and cancer community every step of the way.

Our Vision

We envision a future in which every cancer patient's journey is transformed, and their experience is enriched, because of the role that we play.

Geography, money, culture or social standing are never barriers to receiving the best available cancer care and supports.

We amplify the voices of marginalized cancer patients within our population, and ensure they have equal access to the supports they need to have the best possible experience and outcomes.

We inspire everyone in our Province to help provide an environment of healing excellence for all the Newfoundlanders and Labradorians facing cancer, today and tomorrow.

Cancer Patient, Christine Tremblett

Our Mission

Josephine Billard, cancer patient, with Robin Park, Radiation Therapist

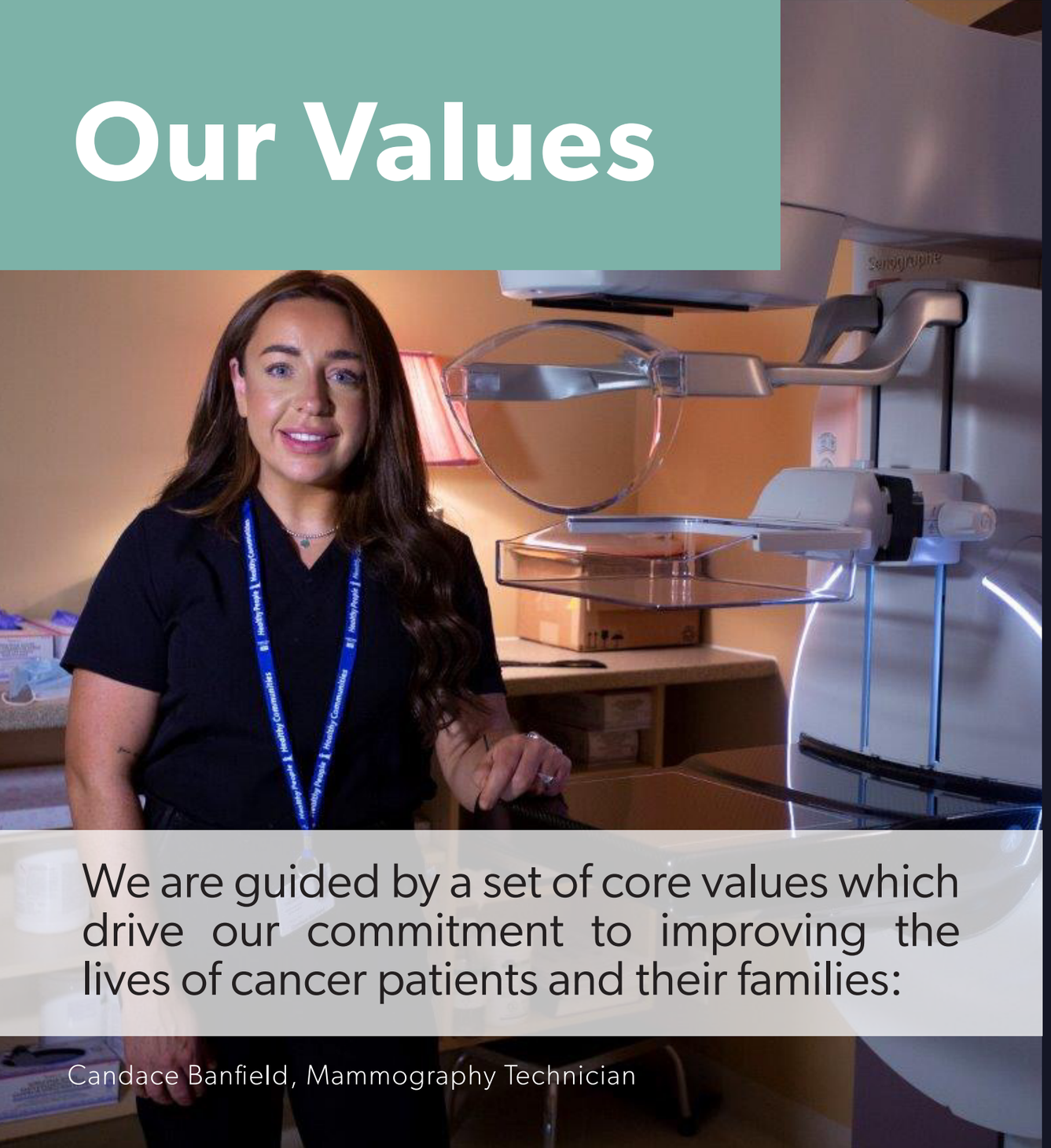
Our mission is to unite with Newfoundlanders and Labradorians in funding cancer patient programs, leading edge cancer treatment equipment, facilities, and continuing professional education initiatives for the direct benefit of cancer patients in our Province.

We spark the spirit of generosity of Newfoundlanders and Labradorians to join together in support of those among us who are on a cancer journey.

We enable innovation and best-in-class cancer care in Newfoundland and Labrador.

We raise funds in support of Newfoundland and Labrador's cancer centres and all affiliated chemotherapy infusion sites and cancer patient support programs and initiatives.

Our Values



We are guided by a set of core values which drive our commitment to improving the lives of cancer patients and their families:

Candace Banfield, Mammography Technician

- **Cancer Patient Focused**
- **Stewardship and Trust**
- **Innovation and Ambition**
- **Transparency and Accountability**
- **Dignity, Respect and Reputation**
- **Dedication to Making a Difference**

Strategic Goals

To realize our vision and fulfill our mission promise, we are committed to meeting clear strategic goals. Here is our 10-point plan.

1

Patient-Centered

Prioritize cancer patient well-being in making investments, and in designing and delivering programs.

2

Supplemental Funding

Raise funds to invest in resources that extend beyond government funding, to enhance cancer care.

3

Provincial Impact

Extend our reach and programs across NL for both fundraising, and cancer patient programming and investments.

4

One-Province Approach

Foster a diverse and inclusive approach to cancer patient support, champion marginalized voices, regardless of social, geographic, cultural or financial circumstances.

5

Leadership in Cancer Care

Invest in innovations that help propel NL toward nation-leading standing in comprehensive cancer patient care.

Strategic Goals

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6
Distinctive Presence
Develop a clearly recognized role and brand that is easily distinguishable from other charitable organizations.

7
Transparency and Trust
Maintain transparency and accountability to build and preserve trust among stakeholders.

8
Collaborative Partnerships
Foster collaborative relationships with government partners, aligning efforts for optimal cancer care.

9
Resource Optimization
Allocate resources strategically to maximize their impact on cancer patients and families.

10
Stakeholder Engagement
Actively engage donors, healthcare professionals, cancer patients, and the community to achieve our mission.

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www.cancercarefoundation.ca

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