ABOUT SHARSHERET

Sharsheret, Hebrew for chain, is the only national Jewish organization that provides personal, comprehensive support and education to women, families, and all people of Jewish descent. With callers and programming in every state, and regional offices in California, Florida, Illinois, New Jersey, and New York, we are where you are.

In 2019, we celebrated our 18th anniversary - a significant milestone for Sharsheret, an organization that began with the breast cancer journey of one exceptional woman, Rochelle Shoretz A"H, our dear founder.

Looking toward Sharsheret’s next 18 years, we are proud to introduce a new mission statement and tagline as expressions of our commitment to improving and saving lives.

SHARSHERET: THE JEWISH BREAST & OVARIAN CANCER COMMUNITY

Sharsheret improves the lives of Jewish women and families living with or at increased genetic risk for breast or ovarian cancer through personalized support, and saves lives through educational outreach.
THE STRATEGIC PLAN

The Strategic Planning Committee was appointed to oversee the strategic planning process. Committee members, including members of our Board of Directors and staff, were guided by a professional facilitator. The voices of more than 75 members of our community (women, families, caregivers, college students, and communal and healthcare professionals) and 25 cancer organizations informed the recommendations that follow.

Sharsheret’s new plan puts forth four key strategic imperatives designed to improve and save more women’s lives at every stage of breast and ovarian cancer – before, during, and after diagnosis:

1. To build on Sharsheret’s passion and expertise to improve and save more lives.

2. To enhance Sharsheret’s support programs.

3. To optimize Sharsheret’s educational outreach programs and resources.

4. To expand Sharsheret’s geographic reach and financial and technological capacities.

Progress of the strategic plan will be reviewed semi-annually by the Board and staff, and is expected to serve as the basis for identifying annual goals and organizational direction.
As we chart our path toward the future, we will build on our passions and expertise to improve and save more lives.

**Strategy 1**
Focus on training Sharsheret staff regarding our passion and expertise so we can better support and educate all people of Jewish descent and Jewish communities at-large.

**Strategy 2**
Promote partnerships with field leaders. Publicly and regularly reference our partners, including the CDC, the Federal Advisory Committee on Breast Cancer in Young Women, major medical centers such as Georgetown Lombardi Comprehensive Cancer Center with whom we publish peer-reviewed journal manuscripts about the impact of Sharsheret’s support programs, and national and local Jewish, and communal organizations.

**Strategy 3**
Activate Sharsheret stakeholders to assist with the design and implementation of Sharsheret programming.

**Strategy 4**
Ensure that Sharsheret’s Board of Directors, Honorary Advisory Board and Medical Advisory Board are composed of members passionate about Sharsheret’s work and committed to supporting and promoting Sharsheret.
We are passionate about providing programs for women and families affected by or at increased genetic risk for breast or ovarian cancer.

We are experts at serving Jewish women and families.

We are passionate that every person of Jewish descent, regardless of age, gender, background, or religious observance needs to understand their potential risk for breast cancer or ovarian cancer.

We are experts at delivering this message.

We are passionate that every Jewish person who is living with breast or ovarian cancer can positively benefit from connecting with others who have similar diagnoses and experiences.

We are experts at nurturing these personal connections.

We are passionate that every healthcare professional is educated about the cultural issues relevant to patients of Jewish descent, and that Sharsheret is a key resource for them.

We are experts at training and educating healthcare professionals.

We are passionate that every Jewish communal professional knows how Sharsheret can help those in their community facing breast or ovarian cancer.

We are experts at training and educating Jewish communal service professionals.

**IMPERATIVE TWO**

**ENHANCE SHARSHERET’S SUPPORT PROGRAMS**

Sharsheret improves lives by providing one-on-one emotional/psychosocial support that is deeply rooted in Jewish values, and compassion to those living with or at increased risk for breast or ovarian cancer. Our professional staff are skillfully trained to nurture and support. Through their expertise and personal approach, they have improved the lives of thousands of women and families. This strategic plan offers strategies to guide Sharsheret to improve the lives of more women and families at every stage of cancer – before, during and after diagnosis, by enhancing our support programs, services, and resources.

**Strategy 1**
Expand and strengthen the Peer Support Network.

**Strategy 2**
Provide first-ever financial subsidies to women for non-medical services.
Sharsheret saves lives by educating women, families, and Jewish communities about the risks of developing breast or ovarian cancer, and by educating healthcare professionals about the genetic risks and culturally-specific needs and customs of Jewish patients. This strategic plan guides Sharsheret to improve and save more women’s lives at every stage of cancer - before, during and after diagnosis - by targeting, optimizing, and deepening our educational outreach.

**Strategy 1**
Increase referrals to Sharsheret from partner medical centers, healthcare and Jewish communal professionals.

**Strategy 2**
Develop and distribute Do-It-Yourself Guides for high profile Sharsheret programs to streamline implementation and empower users.

**Strategy 3**
Update and refresh Sharsheret’s educational outreach to Jewish college students and young professionals to highlight the importance of learning their own genetic profile, family history, and cancer risk.

To fulfill our mission of improving and saving lives, Sharsheret will expand our geographic reach and financial and technological capacities. Through this strategic plan, Sharsheret will strive to create a greater local presence in more Jewish population centers, extend our reach through use of emerging communication technologies, and increase our financial capacity.

**Strategy 1**
Extend Sharsheret’s geographic reach in the US and explore establishing a Canadian presence.

**Strategy 2**
Increase major giving through Sharsheret’s Jewel Circle, legacy gifts and grants.

**Strategy 3**
Improve Sharsheret’s digital presence to more effectively reach more people on all devices.
SHARSHERET FINANCIALS

Sharsheret has diverse revenue sources locally and nationally, and 82 cents of every dollar raised is spent on programming that saves lives and improves lives.

ANNUAL BUDGET

Sharsheret has grown dramatically by:

- Introducing BFF2.0, a new programmatic strategy through which Sharsheret provides subsidies for non-medical services related to quality of life and body image to eligible callers.
- Reaching over 150,000 women, families, healthcare professionals, community leaders, and students, in all 50 states.

SHARSHERET’S COMMUNITY

Sharsheret’s community is comprised of women and families personally affected by or at genetic risk of breast or ovarian cancer, caregivers and friends, students on campus, healthcare and human service professionals, donors (including pharmaceutical companies, corporations and foundations), and other friends who interact with Sharsheret. We expect continued and steady growth, as we expand our reach.
SHARSHERET THANKS THE FOLLOWING FOR THEIR PARTICIPATION IN THE DEVELOPMENT OF THIS PLAN

• Sharsheret Board and staff, particularly the Strategic Planning Committee.

• Sharsheret stakeholders and friends who participated in the information gathering stage.

• Sharsheret Supports Partners who shared their hopes and dreams for Sharsheret.

• Reviewers who provided thoughtful comments to the Strategic Planning Committee.

• The women and men who leverage Sharsheret’s programs and provide the time and financial support to make Sharsheret programs and resources available to all who seek them.

• Debbie Joseph Consulting, Inc.

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