Strategic Plan Summary – 2023-2026

Mission
New Day is an accessible, trusted, patient-centric Michigan cancer support organization that provides financial and emotional resources to improve quality of life and treatment outcomes.

Organization Values
<table>
<thead>
<tr>
<th>Compassionate</th>
<th>Reliable</th>
<th>Transparent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holistic</td>
<td>Collaborative</td>
<td>Creative</td>
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Vision
New Day endeavors to have the resources to support every cancer patient in need, while creating opportunities to do radical good in partnership with thought leaders and solution seekers in the community.

Objectives

- Financial foundation and intentional growth
- Increased awareness to drive action
- Optimal processes and model for maximum support to families
- Right people in the right jobs with succession planning