



2021 Goals

To make sure our goals are clear and reachable, each one should be:

Specific (simple, sensible, significant).

Measurable (meaningful, motivating).

Achievable (agreed, attainable).

Relevant (reasonable, realistic and resourced, results-based).

Time bound (time-based, time limited, time/cost limited, timely, time-sensitive).

Goal: Deliver timely and targeted financial support to at least 10 families facing a life-threatening illness, disability, or recovery from traumatic injuries.

Goal: Executive Director and each Board Member to identify and establish direct contact with at least one prospective major individual/corporate donor (ability to make a gift of \$25k+) by the end of 2021.

Goal: Successfully execute 3 fundraising activities during 2021: Member For A Day (April), 9th Annual Charity Golf Outing (August), and End of Year Campaign Event (Nov-Dec)

Goal: Advance current partnerships with Dana-Farber Cancer Institute and Martin-O'Neil Cancer Center to reach beneficiaries facing significant health inequities with contributions to funds of at least \$10,000 each by the end of 2021.

Goal: Build 2 new patient service program partnerships in 2 new regions and seed those partnership funds with at least \$5,000 each by the end of 2021.

Goal: Leverage new systems (Salesforce and Quickbooks) to improve the efficiency of financial reporting, donor management, and fundraising over the course of 2021.