Our Mission: to provide a survivor by the side of anyone facing cancer

Our Purpose: to provide hope and healing for our cancer community

Our Vision: a world where no one faces cancer alone

Our Values: Courageous, Compassionate, Supportive and Inclusive
**Strategic Goals 2022**

**REACH GOALS (Expanding our Reach)**
1. Increase the number of new one-on-one matches from 970 (2020) to 1600 annualized rate (135/mo)
2. Increase the number of hospital and treatment center interactions from 18,545 (2019) to 28,000 annualized rate (2350/mo)

**EXPERIENCE GOALS (Creating Raving Fans)**
3. Improve our volunteer experience, with volunteer utilization increasing from 1.2 to a minimum of 2.0 matches per volunteer per year. Increase the percentage of available volunteers that have at least one match annually from 50% to 75%.
4. By end of 2021, 60% of clients surveyed indicate strongly agree that they are satisfied with their experience with CanCare. By end of 2022, achieve a Net Promoter Score of 60 among clients and volunteers (% Promoters - % Detractors >60, in response to “On a scale of 0-10, how likely are you to recommend CanCare?”, with Promoters selecting 9-10 and Detractors selecting 0-6)
5. Maintain 100% of participating hospital and treatment center staff that strongly agree that CanCare hospital volunteers provide a valuable service to their patients. Define and implement a survivorship program with at least one hospital system or healthcare agency and have a pathway to expand the program.

**REVENUE GROWTH GOAL (Financial Sustainability)**
6. Maintain positive annual net cash flow and a cash reserve of 6 months of operating funds to meet the financial needs of its expanded programs.

**PERFORMANCE GOALS (Operational Excellence)**
7. Complete a technology assessment, roadmap and prioritization of technology efforts by YE 2021
8. Determine baseline efficiency (cost per client interaction/match) and set improvement targets by YE 2021