Strategic Planning

2023-2026

Financial support for families facing cancer
## Intended Impact and Theory of Change

### WHO
People with cancer in the United States who are:
- In active cancer treatment
- Unable to afford basic needs (food, housing, utility, transportation)

### HOW
- Provide resource navigation and financial assistance to people with cancer and their caregivers.
- Collaborate with local, regional, and national organizations to reach patients where they are with our services.
- Conduct program evaluation and research to:
  - Show the connection between basic needs and clinical outcomes (access, adherence, survival) and who is affected
  - Refine our programs and prove their efficacy

### WHAT OUTCOMES

#### Patient Outcomes
- Food, housing, utility, and transportation security during cancer treatment

#### Systemic Outcomes
- Increased cancer survival rates
- Reduced socioeconomic disparities in cancer survival rates
- Awareness of financial resources
- Capacity to share financial needs and ask for help
What initiatives will bring these strategies to life over the next three years?

1. **Scale our programs and impact**
   a. Develop and launch a self-service online navigation tool
   b. Redesign our navigation program
   c. Deliver financial assistance to targeted audiences based on available funds
   d. Scale our capacity to meet our families’ basic needs through in-kind partnerships

2. **Understand and deepen our engagement with communities adversely affected by health-related social needs**
   a. Pilot field navigation in three cities (including Philadelphia)
   b. Launch 15 Cancer Equity Initiative partners

3. **Improve how we work**
   a. Strengthen our internal operations
   b. Launch multi-year sustainable revenue streams
   c. Develop internal / external communications plan for the II/TOC
   d. Streamline our approach to nonprofit collaboration
   e. Develop an annual learning agenda for key programs