

# *Community Is Stronger Than Cancer*



*So That No One Faces Cancer Alone.*™



**GILDA'S  
CLUB  
SIMCOE  
MUSKOKA**

An Affiliate of the  
**CANCER SUPPORT COMMUNITY**

## **Gilda's Club Simcoe Muskoka 2021-2025 Strategic Plan**

The mission of Gilda's Club Simcoe Muskoka is to ensure all people impacted by cancer are empowered by knowledge, strengthened by action and sustained by community.

# Mission

To ensure that all people impacted by cancer are empowered by knowledge, strengthened by action, and sustained by community.

# Vision

So that no one faces cancer alone. ™

# Values

## ***Commitment to Excellence***

We are committed to evidence-based practice and organizational excellence in mission delivery.

## ***An Essential Part of Care***

We believe that caring for the whole person and family is an essential part of quality cancer care and that all people affected by cancer should be made aware of, and have access to psychosocial care as part of cancer treatment and survivorship.

## ***No Charge for Services***

We endeavour to provide as many programs as possible at no charge to our Members. Collective Wisdom and Individual Experience – we encourage Members to share their own experiences and expertise because it creates collective wisdom that in turn enriches the Community as a whole.

## ***Empowerment through Community***

We believe Members can become empowered to improve their health and well-being through opportunities in a community setting in which they gain knowledge, control, and a connection to others.

## ***Respectful and Inclusive***

We are respectful and welcoming to all people touched by cancer with diverse backgrounds and perspectives. Members are invited to 'come as they are' in an environment that welcomes humour, honours learning and encourages meaningful exchange with others.



# Executive Summary

Gilda's Club Simcoe Muskoka is fortunate to have a simple directive - to support anyone impacted by cancer. A beautiful Clubhouse adjacent to a regional Cancer Centre with a talented and compassionate staff, Gilda's Club has excelled for 10 years in serving the Simcoe-Muskoka region.

The Board of Directors and staff of Gilda's Club Simcoe Muskoka have pledged to respond to our current community needs, create regional strategies and develop a plan that sets out what we must do to ensure the continued and efficient delivery of our free Cancer Support Program.

The Guiding Principles and the Key Strategic Goals will underpin the many specific decisions we will make in the coming years about personnel, programs, facilities, and finances. Opportunities for growth and realizing fiscal efficiencies with a collaborative mindset will ensure a leadership role in non-profit operation and impact.

The entire team will work enthusiastically to ensure our success. Guided by our values, Gilda's Club Simcoe Muskoka staff and volunteers continue to have a strong commitment to not only serving our cancer community, but striving ensure our ***Community Is Stronger Than Cancer***.

## Guiding Principles

### ***Visibility and Awareness***

Be visible and accessible to the cancer community to meet the needs of those with cancer related stress. Continually strive to spread the word to reach anyone impacted by cancer at all stages of their journey.

### ***Program Innovation and Excellence***

We endeavour to provide a comprehensive and customized Cancer Support Program at no charge.

We believe individuals in our cancer community can become empowered to improve their health and well-being through opportunities in a community setting in which they gain knowledge, control, and a connection to others.

We engage with our network of cancer support communities and partner agencies to ensure evidence-based, leading edge programs are available to our members and their families.

### ***Fiscal Responsibility and Sustainability***

Sustainability is key to providing a stable and trusted resource to our cancer community over time. We are committed to resource development and diversity; donor engagement and stewardship and strong fiscal management to protect and sustain the resources provided by our community.

# Key Strategic Objectives

## *Visibility and Awareness*

1. Enhance community awareness and name recognition through brand review, enhancement and implementation of comprehensive marketing strategy.
2. Ensure each aspect of programming, including volunteerism, education, collaboration and fundraising build awareness/brand alignment into their work to strengthen name recognition and awareness of Gilda's Club.
3. Actively work to connect and engage with new members of a growing community – through partnerships with media, partner agencies, cancer center.

## *Program Innovation and Excellence*

1. Through member surveys, collaboration with partner agencies and cancer centre, we will remain aware of the needs, opportunities and expectations of our members and prospective members.
2. Through collaborative relationships with our cancer support network and partner agencies, we will ensure programs are evidence-based, client-centric and leading edge in supporting our members and families.
3. Through member surveys and comments, we will seek feedback on our programs and adapt to meet the needs of our members.

## *Fiscal Responsibility and Sustainability*

1. Demonstrate Gilda's Club Simcoe Muskoka as a wise steward of community support through annual reports posted on our website; ensuring prompt compliance with CRA reporting requirements.
2. Enhance diversification of funding sources, including sustainable programs for monthly donors, multi-year pledges, corporate partnerships, planned giving, operating reserves planning and endowment planning.
3. Sustainable Cancer Support Program growth and security with development and management of the "It's Always Something Fund". Develop programs to support education and engagement of donors, estate planners, and financial advisors to realize bequests and transformational gifts that ensures that future needs of Gilda's Club Cancer Support Community will be realized.



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