

CORE VALUES

These are the operating philosophies and principles that guide our internal conduct as well as our relationship with the outside world.

Mission first, people first

We focus on profoundly impacting those touched by cancer through delivery of our mission.

Create *awareness* & inspiration

The more people that know about our mission and service, the more people we can help and inspire.

Fundraising as mission *focused*

While personalized one-on-one cancer support always remains the primary focus, fundraising is essential to ensure we maintain ample resources to carry out our mission.

Create *community*

We strive to be inclusive, to build longterm relationships and to treat everyone with empathy and compassion.

Build *alliances* with everyone

We are happy to share and help any good cause. We don't compete - we just hug back!

Stay relaxed, laid back & *have fun!*

While the work we do is serious, there's a joy and fulfillment in making an impact in people's lives.

Stay *innovative* & always improve

We believe in excellence and must never settle for being "good enough." We set and exceed our own high standards in order to best help those touched by cancer.

Be *humble*

Cancer is an equalizer. There's no room for ego in the cancer fight.



Outcomes & Impact

These outcomes measure our success and help us understand how well we're accomplishing our mission.

Outcome 1 Improve the quality of life for cancer fighters, survivors and caregivers

We believe that personalized one-on-one cancer support improves the quality of life for cancer fighters, survivors and caregivers by providing hope and inspiration, reducing distress, decreasing isolation and loneliness.

Outcome 3 Connection perfection

We aim to ensure that every support seeker gets the best personalized one-on-one cancer support match possible. Our continuous goal: 100% satisfaction.

Outcome 2 Help more cancer fighters, survivors and caregivers

There are more than 1.5 million Americans diagnosed with cancer every year. As many as 25% of them seek psychosocial support. That means there are 375,000 Americans annually who could benefit from our service. We measure success by helping more and more people every day, week, month, and year.

Outcome 4 Create a feeling of "WOW" among our constituents

We want our constituents to feel a sense of "WOW" after their interactions with our staff and volunteers.

These goals are ambitious but we believe that by staying focused on our mission and embodying our core values we can accomplish them!