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.

**Build alliances with everyone**
We are happy to share and help any good cause. We don’t compete – we just hug back!

**Create awareness & inspiration**
The more people that know about our mission and service, the more people we can help and inspire.

**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.

**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.

**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.

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

**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 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 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 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!