OUR VISION

We envision a world in which no young adult faces cancer alone.

OUR MISSION

We change lives by creating a community of support for young adults, and their loved ones, impacted by cancer.
OUR VALUES

These are the values that drive and define our work with young adults and their loved ones impacted by cancer:

1. BE HUMAN - We believe that people, perspectives and teamwork matter.
   • We consider all of our clients, partners, and supporters to be a part of our community.
   • We are relationship driven.
   • We celebrate successes, large and small.
   • We continually encourage, respect and support all of our community members.
   • We recognize, cultivate, and capitalize on the strengths of our community.
   • We strive to be authentic, compassionate, humble, and empathetic.
   • We understand the enormity of the challenges that our clients face and realize that our purpose to guide and support them is our highest responsibility.

2. BE BETTER - We constantly strive to be better.
   • We endeavor to grow our programs and services to meet the needs of our clients.
   • We provide inspirational, remarkable, and meaningful experiences.
   • We create a culture of learning.
   • We are solution oriented.
   • We promote hope and optimism.
   • We promote and cultivate collaboration and partnering within the cancer community and the community at large.

3. BE COURAGEOUS - We courageously drive change.
   • We think creatively and challenge the status quo.
   • We promote inclusive decision-making and collaborative thinking.
   • We have an innovative spirit, doing whatever is required to meet the needs of young adults with cancer.
   • We thrive on strategic curiosity.
   • We work with a sense of urgency.
   • We have the courage to initiate.
   • We persevere through challenges and adversity.

4. BE COMMITTED - We take ownership of our work.
   • We drive outcomes and make changes based on feedback from our clients and supporters.
   • We are resolute in our mission to serve our clients and fund our cause.
   • We are committed to transparency and accountability.
   • We combine thoughtful decision making, good judgment and common sense.
GOAL ONE

Become a Best Practice Provider in the young adult cancer community by offering innovative, impactful programs.

Objective
Continue conducting ongoing mission audit/evaluation of programs to ensure that programs produce measurable outcomes and impact.

Measures
Categorization of programs (using logic models) according to: scaling for growth, maintaining and reassessing, baseline evaluation data.

Objective
Strengthen program operating protocols to create a uniform standard of excellence for all programs.

Measures
All programs use standard operating protocols to guide program implementation, execution and decision making.

Objective
Utilize program operating protocols to assist with geographic expansion.

Measures
Number of possible geographic expansions and documented expansion plans; identify programs ready for expansion.

Objective
Develop and implement a non-sport program/experience to reach a broader audience within existing geographic locales.

Measures
Attendance rates at non-sport event; evaluation/outcome data for event; revision and/or replication rates.

Objective
Conduct an impact study of at least one program by an external evaluator to measure impact on the lives of participants.

Measures
Evidence-based evaluation results; white paper of results distributed to stakeholders, supporters and general public.
GOAL TWO

Recognition as the national leader in the Young Adult Cancer Support Community.

Objective
Continue to create a focused identity by conducting a feasibility study that addresses organization’s identity, brand positioning and marketing strategy.

Measures
Documented changes in the identity of UCF implemented based on recommendations from the feasibility study results.

Objective
Execute an internal/external marketing, communication and outreach plan to increase visibility, partnerships and engagement in the young adult cancer support market.

Measures
Approved marketing plan; improved search engine optimization ranking from tenth/eleventh to first/second; new partnerships and engagement/year.

Objective
Integrate all of UCF programs into one brand with one logo.

Measures
Documentation of logo variances; approved strategy to incorporate new brand into all future acquisitions as demonstrated by number of new acquisitions; revised and approved unified website and social media platforms.
GOAL THREE

Invest in non-Peer to Peer (P2P) fundraising (grants, events, corporate partnerships, annual/major giving programs) and improve return on investment (ROI) around existing revenue sources (retention, cultivation, alumni engagement).

Objective
Bolster existing non-P2P fundraising efforts, such as grant writing, building strategic corporate partnerships, enhancing annual and major giving, and increasing ROI of UCF and partnered events.

Measures
Increase in the percentage of non-P2P revenue as part of the total organizational revenue.

Objective
Improve ROI around existing revenue sources, including P2P participants and donors, general donors, program alumni or beneficiaries of services.

Measures
Create and implement strategic cultivation and engagement plans by program aimed at improving retention and ROI.

Objective
Research, identify and implement new revenue generating opportunities including but not limited to: crowdsourcing; franchising models; donation at retailer check outs.

Measures
Number and type of revenue opportunities/year; specific target established as part of annual budget process; determine percent of new revenue raised.
GOAL FOUR

Strengthen organizational infrastructure to support sustainability and better serve our community.

Objective
Continue to assess the current and future human capital needs of the organization to maintain a skilled, sustainable and diverse staff and board.

Measures
Market-competitive benefits and compensation model; employee performance measures; leadership development plan for staff; succession plan; baseline employee satisfaction and board self assessment data; remote personnel satisfaction survey.

Objective
Evaluate current systems to implement streamlined and replicable administrative processes necessary to maintain a high degree of workplace effectiveness.

Measures
Task force efficiency results and recommendations (ongoing oversight); new and/or improved systems and administrative processes.