



## 2022-2026 Strategic Plan





The pandemic years of **2020 & 2021** challenged us and changed us. We faced unknowns and were challenged to quickly adapt to new environments to continue to serve those at the center of our mission.

Our team and vision of the future has shifted, as people, as community members, and as a foundation - how we think, act, and operate. These challenges also lit a fire within to be even better and plan for the impact we know we can have in the future.

**During a time when many were struggling with "what's next?," we chose to embrace change and invest in planning for our future.**

To make the most of this pivotal moment in time, The Ulman Foundation invested in outside counsel and resources to bring together our team and members of our community, board, and staff to build our **2022-2026 Strategic Plan**.

After 4 months of intense discussion, community surveys, and stakeholder interviews, sharp minds from across the DMV honed in on the most important issues facing our industry. Our aim became clear:

**Over the next 5 years we are committed to deepening our impact locally, expanding our reach beyond the DMV area and exemplifying the diversity of our AYA cancer community.**

Three strategic pillars became clear: **deepen, expand, enhance.**

Thank you for your support in our journey.





## OUR VISION

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

## OUR MISSION

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



# OUR VALUES

## BE HUMAN

We believe that people, perspectives, and teamwork matter.

## BE BETTER

We constantly strive to be better.

## BE COURAGEOUS

We courageously drive change.

## BE COMMITTED

We take ownership of our work.





Over the next 5 years we are committed to deepening our impact locally, expanding our reach beyond the DMV area and exemplifying the diversity of our AYA cancer community.

## KEY STRATEGIC PILLARS

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### DEEPEN

Impact **90%** of all locally treated young adult patients.

### EXPAND

Double our impact through **expansion**.

### ENHANCE

Increase the **diversity and inclusivity** of our staff, board, programs, and community.





# IMPACT 90% OF ALL LOCALLY TREATED YOUNG ADULT PATIENTS.

\*Our programs are engaged by 3,900 DMV-area AYA patients per year\*

## Goals:

- Contact/engagement annually with each cancer treatment center and private oncology practice within the 22 most populous counties in the DMV.
- At least 20% of DMV area residents (2 mil people) know the Ulman Brand and could tell a young adult they know who gets diagnosed with cancer that we exist to support them
- Modernize our programs for increased accessibility to all AYA patients facing cancer in the DMV area.





# DOUBLE OUR IMPACT THROUGH EXPANSION.

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\*Positioned to impact 8,000+ AYA patients per year\*

## Goals:

- Contact/engagement annually with each cancer treatment center and private oncology practice within the 22 most populous counties in the DMV.
- At least 20% of DMV area residents (2 mil people) know the Ulman Brand and could tell a young adult they know who gets diagnosed with cancer that we exist to support them
- Modernize our programs for increased accessibility to all AYA patients facing cancer in the DMV area.





# INCREASE THE DIVERSITY AND INCLUSIVITY OF OUR STAFF, BOARD, PROGRAMS AND COMMUNITY.

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Commit to doing the work to understand and better represent the communities  
we serve.

## Goals:

- Hiring/recruitment standards are clear and supportive of achieving a representative and inclusive environment.
- Evaluate and evolve our suite of programs/services to increase accessibility and efficacy for historically marginalized or underserved populations and communities\*
- Develop an internal DE&I education program for staff and board\*\*
- Organization is reflective of DMV area population\*\*\*



## \*INCREASE THE DIVERSITY AND INCLUSIVITY OF OUR STAFF, BOARD, PROGRAMS AND COMMUNITY

- Undertaking a current state assessment of our programs and services
- Working with community members and marginalized groups to provide insight into needs and barriers for participation
- Developing partnerships with organizations that serve historically marginalized communities
- Integrate insights, feedback, and learnings into the design and implementation of existing and new programs

## \*\*\*ORGANIZATION IS REFLECTIVE OF DMV AREA POPULATION

- 51% white non-hisp., 26% black/african american, 13% hispanic/latino, 9% asian, 2% other/multi)

## \*\*DEVELOP AN INTERNAL DE&I EDUCATION PROGRAM FOR STAFF AND BOARD

- Is informed by a recurring current state assessment of our team's knowledge, needs, and perspectives related to DE&I
- Encompasses a wide range of DE&I types, considerations, challenges, and topics
- Utilizes multiple methods of engagement, education and training
- Is measured and evaluated regularly through feedback collected from the team



# WHAT'S NEXT

While there is a lot that remains unknown, we do know that growth requires change and bold moves.

In 5 years from now, we want to ensure we're helping as many AYA Cancer patients as possible, in a big and meaningful way.

With this immediate investment in people, resources, and dollars, we know the contribution will help us work toward our 5-year aim.

**Marketing:** Invest in building out our marketing capabilities & expertise

**Funding:** Continue to invest in a diversified funding model

- Reinvest in our Peer to Peer programs, experiences and events - add staff
- Invest in our ability to gather data, measure impact, and report outcomes to funders

**People & Operations:** Continue capacity building in preparation for expansion

- Continue to evolve internal operations, HR, technology, etc.
- Re-evaluation of and re-commitment to our culture and values



A man and a woman are seen from behind, standing in front of a chalkboard. The man is holding a piece of chalk and writing on the board. The chalkboard is covered with various names and messages written in chalk, including 'MIKE', 'DAD', 'BIG DOG', 'UNO', 'LOVE', 'Mik', 'y', 'heart', 'L', 'M', '7', and 'heart'. The couple is embracing each other. The entire image has a blue overlay.

# MOVING OUR MISSION FORWARD

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