



**Global
Resource for
Advancing
Cancer
Education**

Strategic Roadmap 2019-2028 *2nd Decade of GRACE*

Vision:

Every patient gets the best treatment available for their cancer

Mission:

GRACE provides expert-mediated information on current and emerging cancer options to empower patients, caregivers and health professionals to become direct partners in cancer care

Core Values:

*Empower the patient.
Open and free access.
Trustworthiness.
Credibility.
Focus on evidence and best care without preference of commercial interests*

Aspiration:

Every cancer patient knows about and has access to GRACE, globally



**GLOBAL RESOURCE
FOR ADVANCING
CANCER EDUCATION**

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OBJECTIVE:

Expand cancer education library to include a broad array of cancer types

Strategy:

Partner with CMEs and other cancer education and patient advocacy groups

Strategy:

Recruit more diverse faculty

Strategy:

Initiate a patient education training program to cultivate more leaders

OBJECTIVE:

Engage constituents through a wide variety of media types

Strategy:

Secure staff, volunteers and consultants who are trained in these areas to help us

Strategy:

Develop a dependable and timely calendar and process by which to deliver programs' videos, articles, podcasts

OBJECTIVE:

Engagement of audience beyond the borders of the United States and the English language

Strategy:

Determine target countries/languages based on need and feasibility

Strategy:

Partner with CMEs working overseas and doing multilingual work

Strategy:

Leverage staff, board, faculty, volunteer, and partnerships to connect with potential international faculty

OBJECTIVE:

Maintain strong infrastructure

Strategy:

Strong financial oversight and planning

Strategy:

Employee retention

Strategy:

Volunteer recruiting, retention and engagement

Strategy:

Strong technology oversight and planning

Strategy:

Board recruiting, retention and engagement

Strategy:

Direct user fundraising efforts