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

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