



YACC 3.0: 2019 Strategic Plan

**“Every Champion was once a contender who refused to give up.”
- Rocky Balboa**

Executive Summary

The Young Adult Cancer Canada (YACC) 3.0 Strategic Plan is our guide to double YACC's impact and add 4,500 young adults to our community by increasing revenue to \$2M in 2024. We will expand our partnership network significantly, focusing on those who are most connected to our cause and have the capacity to make deep and meaningful change. We will develop a new community engagement initiative to strengthen our connection to the communities we impact and increase program resources.

Program delivery and messaging will match growth in resources.

The next five years will see \$3.19M secured in partnership pledges, \$725,000 from a new YACCer engagement initiative and modest growth of existing YACC fund-raising activities.

We have the experience, heart and smarts from a powerful group of volunteers and staff to lead YACC to the next level. Young adults across Canada are counting on us.

Our Promise

Today 22 young adults will be diagnosed with cancer in Canada. Their lives will be changed forever, unexpectedly severed into two parts, before cancer and after cancer. The road ahead will bring unique and intense challenges, especially socially, financially and mentally. This road will continue long after treatment has ended and they have rung the bell.

Today one young adult a day reaches out to YACC for support, for connection to peers just like them, for community where they will, for the first time since diagnosis day, feel normal among those whose new fondest dream is to be normal. Normal in their scans and tests, normal in their hopes and normal in their fears.

This plan is dedicated to the 3,270 YACCers who have reached out to YACC for connection and community, we will continue to have their back. And to the 22 young adults that will be diagnosed tomorrow and the 200,000 Canadians living with, through and beyond their diagnoses as young adults, it is our promise to build YACC into the organization you need and deserve.

At 19 YACC possesses a beautiful combination of experience, expertise and grit. Years of growth in our first decade have been followed by some contraction on revenue and a few life-altering deficits.

Experience has honed our programs, enhanced our expertise and heightened our understanding of how wrecked the allocation of resources is within the government and community cancer sectors. The status quo needs some dynamite, YACC will be the spark.

Vision

To empower all young adults diagnosed with cancer to live and love life.

Mission

To support young adults living with, through and beyond cancer.
To be the connection to peers, bridge out of isolation and source of inspiration.
Every cancer, every stage, YACC's got their back.

Values

Strength – We are strong and we offer strength to those in need.

Courage – We take the right path, regardless how tough it may be. We know the pursuit of our vision will continue to call upon our courage.

Commitment – We are all in. We know our vision is ambitious and it is our promise to young adults with cancer to realize that vision.

Heart – We are bold and brave, compassionate and fiercely protective of our pride of young adults.

Spark – We are engaged, anticipatory, change-oriented and self-initiated.

Primary Goals

1. Double YACC's program impact.
2. Add 4,500 young adults to YACC's community.
3. Increase annual revenue to \$2M per year.

Strategic Objectives

Strategic Objective #1

1. Raise \$1.76M from new and expanded partnerships by 2024.
 - a. Secure \$3.2M in commitments by 2024 to hit \$1.76M in revenue.

Strategic Objective #2

2. Raise \$725,000 with a new YACCer engagement initiative by the end of 2024.

Strategic Objective #3

3. Protect YACC's existing fund-raising base, including 2% growth from 2022 through to 2024.

Strategic Objective #4

4. Add 4,500 young adults to YACC's community by 2024.
 - Increase new connections to 1.5/day in 2019-20 to 3.5/day by the end of 2023-24.

**“Every society honors its live conformists and its dead troublemakers.”
— Mignon McLaughlin**