

GBCSC 2025-2027
STRATEGIC PLAN

Primary Strategic Objective:

Build for the Future. Do more Today.

Background: As an organization, we want to prioritize reaching more people, and reaching them earlier in their cancer journey. The Canadian Cancer Society currently estimates that 2.4 in every 5 Canadians will one day be diagnosed with cancer in their life. Incidence rates of cancer diagnoses in the GBCSC's area of service are even higher than provincial averages, and as an organization, we are tasked with providing support to a growing number of individuals and families navigating their cancer journey. As demand grows, we are committed to growing with it.

In order to achieve this growth, we must develop the capacity to support it for years to come.

The 2025-2027 Strategic plan emphasizes a commitment to build the capacity to serve a growing number of people in both new and existing markets.

Georgian Bay Cancer Support Centre

4 STRATEGIC PILLARS



Member Growth	Funding Sustainability	Service Quality and Innovation	Strategic HRM
The GBCSC will achieve an annual membership growth rate of 45% by January 2028, serving over 1,000 members by the year 2028.	**The GBCSC will achieve a minimum invested operating reserve equal to 100% of its annual operating budget by January 2028.**	**The GBCSC will expand and enhance programs and services to offer more resources to more people in a broader geographic area.**	**The GBCSC will grow and nurture its people, and become an optimal place to work, volunteer, & contribute to local cancer support.**
Drive the continued expansion of programs, services, and supporting resources including personnel and physical assets into Collingwood.	Formalize distinct giving programs for major, recurring, and planned giving.	Emphasize an evidence-informed approach to connecting patients, caregivers, and survivors to the services that will best support them on their journeys.	Optimize the proficiencies of existing human resources by prioritizing continued development through education and training.
Increase penetration of existing markets by implementing recruitment and education activity that focus on early-diagnosis enrollment.	Develop policies and frameworks to improve both the experience of donors and the autonomy of fundraising staff and volunteers.	Expand the GBCSC programme to emphasize a diverse range of services and programs proven to provide positive outcomes to the populations we serve.	Implement formalized measures for oversight of all levels of human resources.
Create capacity for growth by aligning HR capacity with projected growth of member-facing activity.	Develop a strategy for continued support of operating and capital reserve funds.	Create meaningful opportunities for peer mentorship among individuals as they progress across their cancer journey.	Further develop capacity to retain and transfer knowledge and improve succession management through improved utilization of technology.
		Achieve overall satisfaction of programs and services among members.	