

# **DEAR JACK FOUNDATION**



**2023 – 2025  
Strategic Plan**

## 2023 - 2025 Strategic Plan

### MISSION:

The Dear Jack Foundation provides impactful programs benefiting adolescents and young adults (AYA) diagnosed with cancer and their families to improve their quality of life from treatment to survivorship.

### VISION:

The Dear Jack Foundation strives to be a national leader in adolescent and young adult cancer programming, by giving patients, survivors, and their caregivers a community and support rooted in mental and physical wellness based tools and resources from diagnosis through survivorship.

### VALUES:

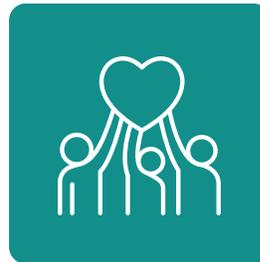
#### INTEGRITY

We take responsibility for our actions through respect and accountability in all that we do.



#### COMMUNITY

Together we are stronger and strive to embody this in our programs, fundraising, relationships, and in our communication.



#### INCLUSIVITY

Our commitment to diversity and inclusion builds a stronger and more powerful community.



#### COMPASSION

We provide our services with the utmost empathy and kindness. We take pride in creating moments of joy or relief during a time that can often bring stress or fear.



## WHAT WE DO & WHY WE DO IT:

### Who We Serve

We serve adolescent and young adult cancer patients and survivors, ages 18-39, their families, and caregivers.

### The Problem We Are Solving

AYA demographic is the most underserved demographic in the cancer community . Dear Jack is working to bridge that gap with programs that provide hope during the most difficult times and support into survivorship.

### What We Offer

Through programs and strategic partnerships, Dear Jack addresses the physical and emotional needs of AYA cancer patients, survivors and their families. One-on-one patient support and wellness programs allow the Dear Jack Foundation to empower patients, survivors and their caregivers in their healing and to provide assurance that they are not alone in their cancer journey.

### How the Community Benefits

The programs facilitated by Dear Jack offer hope and guidance to young adults and their support system who are facing or who have faced a life-threatening cancer diagnosis.



## **EXECUTIVE SUMMARY:**

In the spring of 2005, Andrew McMahon and his band, Jack's Mannequin, embarked on their first U.S. headlining tour. Before completing the tour, Andrew paid a visit to his voice doctor in New York City due to a growing number of health concerns. The results from the blood work that came back the following morning were alarming, and Andrew was quickly admitted to New York-Presbyterian Hospital. Ultimately, everyone's worst fears were confirmed: Andrew, at the age of 22, had Acute Lymphocytic Leukemia (ALL).

After his diagnosis, Andrew underwent two rounds of chemotherapy, radiation treatment, and a lifesaving stem cell transplant from his sister. During his battle with ALL, it became clear that in a generation where cancer has become the second largest cause of death in the U.S. and the biggest public action item relevant to health, there were still major shortfalls in treatment, support, and research on behalf of the young adult demographic.

In an effort to initiate change and provide a voice for the generations of young adults who have been diagnosed with cancer, Andrew McMahon founded the Dear Jack Foundation in July of 2006. Since then, the Dear Jack Foundation has served hundreds of young adult cancer patients and survivors through programs that provide support and community to a demographic far too often forgotten.

As we begin 2023, we celebrate Dear Jack's 17th year and, like the adolescents and young adults we serve, we are in a period of growth and change. Over the next 3 years, DJF will grow our infrastructure, funding and presence in the AYA landscape in order to serve more patients and their families. More than 89,000 new cases of AYA cancer are being diagnosed each year and alarmingly, 15–39-year-olds are seven times more likely to be diagnosed with a rare or more aggressive form of cancer than those under the age of 15. The need for programming is clear: among the more than 633,000 AYA cancer survivors, more than 75% of survivors report a need for a support group or opportunity to connect with others.

Developed by the Dear Jack Foundation Board of Directors and staff, the strategic outlook includes expansion of our programmatic efforts and more robust engagement with our community, alumni, volunteers, and donors. We will work to establish ourselves as leaders in the cancer non-profit space to set up internal organizational systems, processes, and governance models to help us more effectively and efficiently deliver our programs and services to a richly diverse population. We will amplify our brand reputation through consistent public relations messaging and heighten our reach both within and outside the AYA community. These efforts will necessitate a formalized fundraising effort and we will seek to expand our donor base through all avenues: individual giving, corporate sponsorships, growth in our annual Raise Your Voice campaign, and event fundraising.

These strategic priorities are intended to take the Dear Jack Foundation through the next three-year phase with intentional growth, impact, and innovation. With our organizational values, mission and vision as a guide star it is our utmost intention to remain steadfast in serving the AYA community with empathy and to help them find peace, wellness and positive health outcomes throughout their cancer journey.



# STRATEGIC PRIORITIES, OBJECTIVES & KEY PERFORMANCE INDICATORS:

## Operations

By investing in development of processes, systems, and technology, we will give our staff the tools necessary to carry out the day-to-day operations of the organization.

## Marketing & Communications

We will strengthen Dear Jack Foundation's voice, reputation, and exposure through consistent messaging and presence.

## Programs

Through a lens of diversity, equality, and inclusion, we will grow our programs in participation and partnership to reach more patients and gain more exposure for the Dear Jack Foundation.

## Fundraising

With robust recognition of our supporters, we will increase our donor base, diversify our funding sources, and expand our revenue streams to ensure the financial stability of the organization.

## Governance

Via dedicated engagement, we will commit to serving the needs of the Dear Jack Foundation through our duties of care, loyalty, and obedience.

## Community Engagement

Building outreach through volunteers and program alumni, we will increase engagement and support of the Dear Jack Foundation.

