

CANCER SUPPORT COMMUNITY
HEADQUARTERS

2025 In Review 2026 Strategy



Our Mission

The Cancer Support Community uplifts and strengthens people impacted by cancer by providing support, fostering compassionate communities, and breaking down barriers to care.

Our Vision

Everyone impacted by cancer receives the support they want and need throughout their experience.



Our Core Values



Commitment to Excellence

CSC is committed to evidenced-based practice and organizational excellence in mission delivery.



An Essential Part of Care

CSC believes that caring for the whole person and family is an essential part of quality cancer care and that all people affected by cancer should be made aware of and have access to psychosocial care as part of cancer treatment and survivorship.



No Charge for Services

CSC endeavors to provide as many programs as possible at no charge to our members/participants.



Collective Wisdom and Individual Experience

CSC encourages members/ participants to share their own experiences and expertise because it creates collective wisdom that in turn enriches the community as a whole.



Empowerment through Community

CSC believes that members/participants can become empowered to improve their health and well-being through opportunities in a community setting in which they gain knowledge, control, and a connection to others.



Respectful and Inclusive

CSC is respectful and welcoming to all people touched by cancer with diverse backgrounds and perspectives. Members/participants are invited to “come as you are” in an environment that welcomes humor, honors learning, and encourages meaningful exchanges with others.

2025 Annual Impact Report

Because of your partnership and support, **2025 was a remarkable year**. We **exceeded our financial goals**, allowing us not only to **strengthen our foundation** but to **invest in new initiatives** while advancing our signature programs.

Highlights include:

- **Amplifying CSC & Gilda's Clubs** with three new network partners in rural Washington, Fort Myers, and Charlotte, extending access to vital support services nationwide.
- **Advancement of our research** on innovation in cancer care, uncovering critical insights into health-related quality of life, cancer-related distress, and unmet supportive care needs.
- **Leading a robust policy agenda** by hosting Patients Over Paperwork Roundtables across four states and convening the Inaugural Native Cancer Policy Summit with over 80 tribal leaders and policymakers to elevate patient voices and surface actionable policy recommendations.



2025 Annual Impact Report Cont'd

Additional highlights include:

- **Continued growth of our proactive navigation services**, delivering more than 21,000 navigation activities to callers, connecting thousands to financial assistance, education, and community-based support.
- **Strengthening community health equity** through our Community Health Worker Oncology-Focused Training Program, reaching over 1,000 participants through Quick Guides and Peer Support Forums on oncology foundations and care navigation.
- **Empowering patients through education** by expanding Frankly Speaking About Cancer® programs with inclusive resources for transgender women and launching new cancer screening and lung cancer biomarker education initiatives.



2025 Total Reach

Individuals Served (Without Educational Engagement on Social Media)	538,848
Individuals Served (With Educational Engagement on Social Media)	572,260
Programs/Services provided	101,434
Service Touches/Reach (without Educational Impressions)	2,690,789
Service Touches/Reach (with Educational Impressions)	3,148,647
In-person Service Visits	185,804



Overview of Goals

All goals are informed by our commitment to reduce health disparities to ensure broad access to all people impacted by cancer.



Goal 1 – Drive Brand Awareness, Trust, and Engagement Globally

Fortify a unified Cancer Support Community and Gilda’s Club identity.



Strategies:

- Develop Unified Brand System & Governance/Oversight
 - Increase Brand Awareness & Demand Generation
 - Create a Clear & Differentiated Value Proposition per interest holder category
 - Develop Integrated Storytelling & Content Strategy
 - Insights-Driven Optimization and Impact
 - Brand Experience & Consistency Across Touchpoints
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KPIs:

- Increase global brand awareness by *X%* (*aided and unaided*).
- Achieve consistent brand adoption across Network Partners (*% aligned*).
- Increase engagement across key channels (*need measure for web, social, content marketing, events, and email*).
- Improve brand trust and credibility across key audiences. (*determine measure*)
- Increase inbound demand (helpline volume, website engagement, partner and program inquiries) *by X% and/or from X locations/ referral partners*.

Goal 2 – Program Impact, Access, and Differentiation

Strengthen and scale high-impact signature programs that differentiate our organization by expanding access to all interest holders, improving program quality and consistency, and demonstrate measurable outcomes.

Strategies:

- High-impact Signature Program Investment & Network Partner Alignment
 - Research & Impact Infrastructure
 - Corporate & Health System Partnerships
 - Digital & Virtual Program Expansion
 - Helpline Modernization & Access
 - Improve Programs' Ability to Reach All People Impacted by Cancer
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KPIs:

- Expand US partnership coverage *from 66% to 75%* and sustain global representation.
- Establish CSC as the leader in psychosocial oncology support, education, and research. (*metrics to measure*)
- Expand policy growth to regional/state presence. (*Plan developed, % implementation*)
- Increase visibility and utilization of programs across digital and in-person offerings. (*need visibility measure, use Reach to measure utilization overall & by specific populations*)



Goal 3 – Innovative Organizational Effectiveness

Build the internal systems, culture, and infrastructure to scale impact sustainably, innovatively using tools & digital support.

Strategies:

- Strategic Prioritization & Resource Allocation, utilizing a standardized evaluation & prioritization rubric
 - Leadership & Workforce Skills Development
 - Technology Modernization
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KPIs:

- Implement a standardized initiative evaluation and prioritization rubric. Allocate resources accordingly (*% of existing & new initiatives evaluated & resources re-prioritized*)
- Invest in leadership development and workforce skills. (*creation of investment plan, % of plan implemented, culture survey results*)
- Develop and execute a technology modernization roadmap. (*creation of prioritized roadmap, % of roadmap implemented*)



Goal 4 – Revenue Diversification & Financial Sustainability

Strengthen revenue diversification, building a resilient, diversified, and sustainable funding portfolio that supports long-term mission growth.



Strategies:

- Grow and Diversify Revenue
- Integrated National & Network Funding Approach
- Strategic Expansion of Industry and Corporate Partnerships
- Data-Driven Impact and Value Demonstration
- Sustainable Financial Model Development
- Revenue Innovation & Market Responsiveness

KPIs:

- Increases non-pharma revenue *by X% by [target year]*.
- Achieve a more balanced revenue mix across key funding streams. *(need % or \$\$ targets)*
- Increase revenue from renewable or multi-year sources. *(need % or \$\$ targets)*
- Expand engagement across industry sub-sectors and institutional partners. *(need measures)*
- Strengthen donor and partner retention while growing the pipeline. *(need retention & growth measures)*
- *Regularly measure ROI, efficiency, and effectiveness of revenue components*

CANCER SUPPORT COMMUNITY HEADQUARTERS

Thank you.



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FIVE THREE
OH HHH NINE**

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**THE NUMBER EVERYONE
KNOWS BY HEART IS NOW THE NUMBER
FOR CANCER SUPPORT**

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