

## ***AMC Cancer Fund Three-Year Strategic Plan***

***2009 through 2012***

### **Program Goals**

AMC supports the scientists, doctors and staff of UCCC as they strive, through research, education and clinical care, to conquer the devastating effects of cancer on patients and their families. The prevention and control of cancer in our communities is a key component to achieving this goal, as well as enabling new scientific discoveries in cancer treatment. As research at UCCC and elsewhere continues to improve the treatment of cancer, the number of cancer survivors in the United States will likewise continue to increase. For this reason, cancer survivorship will also remain a high priority for research and program development at UCCC. Given that the war on cancer must involve the full spectrum of cancer research, from basic laboratory research to clinical research to cancer prevention and control research, donations to AMC will continue to be allocated for immediate distribution to UCCC:

### **Resource Development Goal**

By diversifying its fundraising strategy, AMC will develop financial resources to support programs at the UCCC by increasing annual revenues of 30% per year by end of fiscal year 2012. Strategies to achieve this goal will include 1) Developing partnerships with corporations; 2) Maintaining and developing current and new individual donors; 3) Applying for foundation grants; 4) Plan and implement several annual fundraising events; 5) Develop a volunteer program

### **Communications and Marketing Goal**

Our creative communication and marketing tools will allow us to inform, inspire and engage audiences and donors utilizing both traditional and new technology.

### **Organizational Excellence Goal**

AMC Cancer Fund is a flexible, innovative and creative fundraising partner of the University of Colorado Cancer Center. We are committed to our donors and take the responsibility of being good stewards of their donations very seriously.

creating  through science

750,000 lives could be saved through  
cancer prevention and control

