

MISSION

Camp Quality serves children with cancer and their families by providing year-round programs, experiences, and companionship, at no cost. Camp Quality promotes hope and inspiration while helping children foster life skills and develop their full potential.

STRATEGIC FOCUS

Get the house in order to prepare for future growth.

GOALS	MEASURABLE OBJECTIVES	KEY ACTIVITIES <small>*Represents priority level</small>	Y
GOAL 1 Summer Camp Development	<div><div>1. Increase by a minimum of 12% per year the number of unique patient-survivor kids at current summer camps.</div><div>2. Ensure a meaningful impact by having 100% of summer camp programs achieve:<div><div>a. programming that aligns to 3-pillar outcomes.</div><div>b. post camper camper assessment score of 80% favorable.</div><div>c. post camp parent assessment score of 80% favorable.</div></div></div></div>	<div><div>A. Design and implement an ongoing marketing initiative which includes consistent messaging, revised materials, and the 3 pillar communication plan.</div><div>B. Provide outreach support to field staff for relationship development to customer groups (hospitals, families, volunteers).</div><div>C. Evaluate and continually monitor summer camp program activities to assure alignment to the 3 pillars. Provide appropriate training and interventions to maintain alignment and impact.</div><div>D. Conduct a marketing analysis for <i>future summer</i> camp growth.</div></div>	<div>'26</div> <div>'27</div> <div>'26</div> <div>'27</div>
GOAL 2 Program Equity	<div><div>1. 100% of summer camps honor a basic set of equitable guidelines including guidelines around equitable discretionary spending by 5-27.</div></div>	<div><div>A. Design, implement and ensure compliance to a basic set of equitable summer camp guidelines, including budgeting considerations.</div></div>	<div>'26</div>
GOAL 3 Financial Health	<div><div>1. Increase total income to gross 10 million by 12-28<div><div>a. Raise 2.5 m revenue in 2026</div><div>b. Raise 3.5 m revenue in 2027</div><div>c. Raise 4.0 m revenue in 2028</div></div></div><div>2. Increase donor retention rates to 55% by 12-28.</div></div>	<div><div>A. National fundraising staff will analyze the landscape and propose and implement focused fundraising strategies.</div><div>B. Create consistent national CQ USA campaigns (MCP, YEC, SO, P2P) to be implemented everywhere, including communities.</div><div>C. Develop and manage donor retention and cultivation practices including defining segments/levels,setting income goals for all staff, creating engagement and recognition processes. Implement a plan to increase donors' second donation.*</div><div>D. Develop fundraising skills, collateral, stories, for community level staff.</div></div>	<div>'26</div> <div>'27</div> <div>'27</div> <div>'26</div>
GOAL 4 Infrastructure Development	<div><div>1. A new organizational national and field structure is designed and implemented by 12-25.</div><div>2. CQ has accurate core data to use for strategic decisions by 6-26.<div><div>a. There is one defined source of data for all or core data needs.</div><div>b. All staff are held accountable for data expectations.</div></div></div></div>	<div><div>A. Develop and implement a new organization structure.</div><div>B. Improve data management and processes to ensure data consistency, accuracy, and accessibility for decision making and reporting.</div><div>C. Identify what it means to be accountable and transparent to our key stakeholder groups (donors, volunteers, employees, families/campers).</div></div>	<div>'26</div> <div>'26</div> <div>'28</div>