



HEROES *for Children*

STRATEGIC PLAN

1.0



ABOUT HEROES FOR CHILDREN

In October 2004, Larissa Linton (Taylor's mom) and Jenny Lawson (Allie's mom) met, soon after the death of Jenny's daughter Allie. The need for a more comprehensive organization became evident to Co-Founders Larissa and Jenny after they recounted not only the devastating effects of childhood cancer during their daughters' treatments, but also the blessings they each received from their community. Unfortunately, they each saw many other families struggling without the aid and care of others. Families were losing their homes, having their electricity shut off, and struggling to make everyday payments. It was through the desire of these two moms to serve other families battling childhood cancer that Heroes for Children was formed.

Since our beginnings, Heroes for Children has provided \$7 million to over 7000 Texas families in need through our financial and social assistance programs. There is no other organization that provides direct and immediate assistance to families with such ease when it comes to restoring normalcy and bringing comfort through each family's journey.

CEO/Executive Director
David Hancock



HEROES VISION

NO FAMILY WITH A CHILD BATTLING CANCER WILL FIGHT ALONE

OUR VISION

NO FAMILY WITH A CHILD BATTLING CANCER WILL FIGHT ALONE

OUR MISSION

PROVIDE FINANCIAL AND SOCIAL ASSISTANCE TO FAMILIES WITH CHILDREN (0-22 YEARS OF AGE) BATTLING CANCER

No Family Will Fight Alone

Assisting families and children in their cancer journey so they don't have to face it alone

Be a bridge to success

Providing financial assistance to families to support them through cancer treatment

Create Normalcy

Create social assistance so families can gather to laugh, play, and celebrate life

Our passion is to support families with a child battling cancer so they don't have to go through it alone. We do this by providing practical assistance, such as financial and social resources, to help families maintain their home, keep the lights on, and celebrate their successes during cancer treatment. Our goal is to help families get through this difficult time and come out on the other side.



HEROES CHALLENGES

NO FAMILY WITH A CHILD BATTLING CANCER WILL FIGHT ALONE

When a mom and dad hear that diagnosis, "Your child has cancer" their world stops. The financial struggle to pay monthly bills and deal with the emotional strain in their child's cancer journey is more than a family should bear. This is where Heroes for Children helps them fight these challenges in eight key areas...

FINANCIAL SURVIVAL

Assisting families & children in their cancer journey so they don't fight alone

EDUCATION SUCCESS

Helping children be successful in education while in treatment

GROWING FAMILIES

Providing fertility assistance for future biological families

CELEBRATING LIFE

To provide milestone moments to celebrate life and normalcy

CHILD CARE

To assist families with child care for other siblings during treatment

LEAVING A LEGACY

Providing funeral assistance to families to honor their child

FOOD SCARCITY

Creating food resources for families during their cancer treatment

84% of families we have served since the global pandemic have annual household incomes of \$50k or less



HEROES STRATEGIC PLAN

NO FAMILY WITH A CHILD BATTLING CANCER WILL FIGHT ALONE

To fulfill our VISION and MISSION and to address the HEROES CHALLENGES we will pursue four strategic initiatives to achieve specific goals and objectives. The following summarizes our strategic plan.

VISION:

No family with a child battling cancer will fight alone

MISSION:

Provide financial and social assistance to families with children (0-22 years of age) battling cancer

MISSION:

To provide support and guidance to families during their child's cancer treatment journey, helping them to achieve success.

MISSION:

Create social assistance so families can have a sense of normalcy to gather to laugh, play, and celebrate life

STRATEGIC INITIATIVE #1

IGNITE

A National Brand

STRATEGIC INITIATIVE #2

LEVERAGE

High-Impact Partnerships

STRATEGIC INITIATIVE #3

EXPAND

Hospitals Nationally

STRATEGIC INITIATIVE #4

INNOVATE

New Services

Everyday in the United States, 47 Children, ages 0-19, are diagnosed with cancer

(Source: American Cancer Society)

STRATEGIC INITIATIVE #1

IGNITE A NATIONAL BRAND

Heroes is committed to igniting our mission into a national brand, so that all Americans will help families with a child battling cancer not fight alone. A national brand will help us reach more donors which in turn helps reach more families in their battle with cancer.



GOAL 1

FOCUS ON BECOMING A NATIONAL LEADER FOR CHILDHOOD CANCER AWARENESS.

Objectives:

- Pursue strategic channels to brand Heroes for Children as a national leader.
- Leverage key marketing minds to help us ignite components of branding.

GOAL 2

BUILD A MOVEMENT THAT ENLISTS SCHOOLS, BUSINESSES, AND LEADERS TO HELP KIDS NEVER FIGHT THEIR CANCER ALONE.

Objectives:

- Leverage our current board, task force members, and key donors to create master list for brand ignition.
- Maximize our relationships with social workers, nurses, and doctors in our current hospitals.

GOAL 3

CREATE A CARICATURE ANIMAL THAT REPRESENTS A MEMORABLE BRAND OF BEING HEROES TO CHILDREN BATTLING CANCER

Objectives:

- Design a caricature to ignite traction for our brand.
- Develop that caricature across all platforms of web, social media, letterhead, etc. To gain traction for our brand.



The average age of childhood cancer diagnosis is 6

(Source: American Cancer Society)

STRATEGIC INITIATIVE #2

LEVERAGE HIGH-IMPACT PARTNERSHIPS

Any great endeavor to grow your organizational footprint takes high-impact partnerships that significantly expands your mission. Heroes is committed to leveraging partners that help us financially grow our hospital expansion nationally, and in turn strengthens their community impact initiatives.



GOAL 1

CULTIVATE CORPORATE PARTNERSHIPS THAT FINANCIALLY SUPPORT HOSPITAL EXPANSION

Objectives:

- Leverage current donor base, board members, and key leaders to grow opportunities.
- Attract new donors, grants and companies for financial partnerships inside and outside of Texas.

GOAL 2

DEVELOP HIGH-IMPACT BUSINESSES TO PROVIDE IN-KIND DONATIONS TO SERVICE CORE PROGRAMS

Objectives:

- Build in-kind donation processes to facilitate easy wins for our mission.
- Use large retailers to maximize in-kind donations to meet the needs of our cancer families.

GOAL 3

SEEK OUT COLLABORATIVE PARTNERSHIPS THAT INVIGORATE AWARENESS FOR CHILDHOOD CANCER

Objectives:

- Build a partner program that incentivizes collaboration for mutual branding win-wins.
- Align like-minded non-profits to brand together.



Childhood cancer is responsible for more deaths per year than all other diseases combined

(Source: American Cancer Society)

STRATEGIC INITIATIVE #3

EXPAND HOSPITALS NATIONALLY

Not all hospitals have a pediatric oncology unit, but those that do, become a regional hub for families seeking cancer treatment for their child. It is our initiative to expand into those regional hospitals that are committed to partnering with those families for getting help with their basic family bills while pursuing treatment for their child's cancer.



GOAL 1 ADD 7 TO 10 MAJOR CANCER HOSPITALS OUTSIDE OF TEXAS

Objectives:

- Define what a major hospital looks like for our expansion.
- Build out according to the greatest onboarding potential and need.

GOAL 2 SECURE SEED FUNDING OF \$350K FOR EACH HOSPITAL LAUNCHED

Objectives:

- Develop a three-year dossier schedule for each financial partner.
- Seek out \$1M in major seed funding to launch our first three hospital expansions.

GOAL 3

DEVELOP FOOTPRINT OF HOSPITALS IN EACH MAJOR REGION OF THE US

Objectives:

- Target a major hospital in each geographical region of the US.
- Conduct surveys into targeted hospitals to qualify potential hospital expansions.



EXPANDING OUR MISSION TO HELP FAMILIES NOT FIGHT ALONE

More than 40,000 kids and teens undergo treatment for cancer each year

(Source: American Cancer Society)

STRATEGIC INITIATIVE #4

INNOVATE NEW SERVICES

Every family that has a child battling cancer have unique challenges that preclude them from the norm of society. It is crucial that Heroes continually develops new services and opportunities that address the unique challenges faced by families during their cancer journey, so they can experience the happiness and fulfillment that all families deserve.



GOAL 1

DESIGN NEW SERVICES FOR FAMILIES TO MEET THEIR CURRENT CHALLENGES.

Objectives:

- Survey current cancer families to explore opportunities that meet their specific needs.
- Design new services for our hospitals where the social worker infrastructure is strongest.

GOAL 2

CREATE EDUCATIONAL TOOLS TO EMPOWER HOSPITAL SOCIAL WORKERS TO ASSIST CANCER FAMILIES WITH THEIR GREATEST NEED.

Objectives:

- Create a training toolkit that supports and grows our partnership with hospital social workers.
- Design processes that best facilitate getting the resources into cancer families the quickest and most efficient.

GOAL 3

DREAM AND DEVELOP NEW SOCIAL ASSISTANCE EVENTS THAT ENGAGE FAMILIES AND SUPPORTERS TOWARD COMMUNITY IMPACT.

Objectives:

- Design creative ideas with current and future social workers for social events that impact our families in positive ways.
- Beta new social events where the partners are most engaged for opportunities.



HELPING FAMILIES CELEBRATE MILESTONES IN THEIR CANCER JOURNEY

1 in 4 kids who survive cancer will have severe or life-threatening late side effects from their treatment

(Source: American Cancer Society)



APPENDIX

TERMS OF REFERENCE

The purpose of this appendix is to define key terms that are used in the Heroes for Children Strategic Plan. The terms are presented in alphabetical order.

Assistance: Providing financial means to help families who are in current cancer treatment pay their personal bills.

Expansion: Qualifying major hospitals that have a pediatric oncology unit in various regional locations across the US.

Framework: A basic structure underlying a system or concept.

Goals: Derived from the Mission Statement, our goals give purpose toward which to direct our endeavors. May not be tangible or measurable.

Initiative: Coordinated effort towards a common goal.

Objectives: Efforts and actions taken to attain our goals. Is both tangible and measurable.



OUR VISION

THAT NO FAMILY
WITH A CHILD
BATTLING CANCER
WILL FIGHT ALONE

heroesforchildren.org
214-256-5616