



## STRATEGIC PLAN Fiscal Years 2026– 2029

### VISION

Equitable access to cancer care and prevention.

### MISSION

Baja Cancer Outreach supports the people of Loreto facing cancer by strengthening awareness, education and care through partnerships.

### 2026 – 2029 STRATEGIC FOCUS AREAS

|                                                                                                       |                                                                          |                                                                                            |                                                                                                         |
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| <b>Strategic imperative #1</b><br><b>Increase awareness of cancer prevention and early detection.</b> | <b>Strategic Imperative #2</b><br><b>Enhance local patient services.</b> | <b>Strategic Imperative #3</b><br><b>Raise funds to support cancer care and awareness.</b> | <b>Strategic Imperative #4</b><br><b>Develop organizational systems, resilience and sustainability.</b> |
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### 2026 – 2027 KEY OBJECTIVES

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| Expand existing efforts (hospital & Steri-Vet posters) to include other gathering places and medical facilities via outreach such as posters and pamphlets. | Pursue opportunities and relationships to support additional services such as: <ul style="list-style-type: none"><li>• Mammogram van</li><li>• Nutritionist</li><li>• HPV Screening</li></ul> | Conduct a summer 2026 email campaign with a goal of \$8,000 USD. | Volunteer structure: <ul style="list-style-type: none"><li>• Strategically grow board to 9 members focusing on expertise &amp; MX nationals</li><li>• Recruit needed volunteers to achieve this plan</li></ul> |
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| Develop a “bring a friend” program to encourage more testing and awareness.                            | Fund Onco Loreto through established annual giving to aid men, women & children with cancer care. | Comfort Care Kits Event<br>Jan 2027<br>40 kits and raise \$5,000 USD | Develop & implement reserves policy.                                                                                                                                                         |
| Recruit experts and present a health talk series in Loreto and/or Loreto Bay in English and/or Spanish |                                                                                                   |                                                                      | Outreach <ul style="list-style-type: none"> <li>• Develop a successful social media presence (cancer awareness &amp; BCO) in Spanish &amp; English</li> <li>• Research SEO expert</li> </ul> |

## 2027 – 2029 KEY OBJECTIVES

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| Build upon the relationships and outreach opportunities established in 2026-2027. | Develop a navigator program to support patients’ journey through cancer care. | Host a signature fundraising event in early 2028 to net \$50,000 USD | Develop new relationships with minimum of two Loreto medical providers or potential partners. |
| Develop Peer to Peer program.                                                     |                                                                               | Annual Comfort Care Kits Event<br>Dec 2027<br>Dec 2028<br>Dec 2029   | Ensure fiscal reserves are met and maintained.                                                |
|                                                                                   |                                                                               | Host a signature fundraising event in early 2030 to net \$75,000 USD | Develop a long range (5-10yr) succession plan.                                                |