



TOWER VISION

BUILDING A STRONG FUTURE

2020 was a year to clarify our vision for the foundation.

We used the global pandemic to take a step back and evaluate how best to move forward. Here are some highlights from our 3-year strategic plan:

About the strategic planning process

This strategic plan is the product of a collaborative process that was led by Tower's Board of Directors, with the active participation of executive staff and leadership from its funder groups, the Magnolia Council and Cancer Free Generation. The approach was designed to be thorough, thoughtful and inclusive.

Where we want to be in three years

Throughout the next three years, Tower's actions will be guided by a set of core values and seven strategic goals.

Values

Compassion:

Treating anyone touched by cancer with the highest levels of personal attention, care and kindness.

Inclusiveness and Diversity:

Welcoming and intentionally treating every person, in every capacity, with equity and respect.

Commitment to Excellence:

Meeting the highest standards of professionalism, ethics and transparency.

The Importance Of Place:

Fully embracing our Southern California roots throughout our grantmaking and patient services.

Patient Focus:

Creating a community that surrounds patients with programs and services that are designed to strengthen their physical, psychological and mental health, and are offered free-of-charge to all.

Research:

Seeding early stage, scientifically rigorous and transformational research, where the highest impacts can be made in treating and curing cancer.

Investment:

Seeking out, encouraging and supporting the work of the brightest minds from our region's world class universities and institutions.

Strategic Plan

Research Grantmaking: Accelerate breakthroughs for new treatments and cures for cancer by increasing Tower's investment in innovative, early-stage research.

Strategic Focus Areas: Increase grantmaking; continue to attract top medical professionals to Tower's Scientific Advisory Board; raise awareness among physician scientists for Tower and its role in funding Southern California-based research.

Community Grantmaking: Play a meaningful role in supporting programs for underserved cancer survivors and their families.

Strategic Focus Areas: Support nonprofits in Southern California who is delivering high-value services; update grantmaking processes to ensure that the highest need audiences are being served.

Public Awareness: Increase public awareness of Tower and the unique role it plays among cancer organizations in Southern California.

Strategic Focus Areas: Convey a strong and consistent brand to all audiences; develop and implement a formalized communications plan.

Fundraising: Significantly advance Tower's fundraising for research, patient support and community programs.

Strategic Focus Areas: Increase fundraising capacity; continue to host a select number of signature fundraising events; expand the network of referring physicians; increase the role that the Board and volunteers play in fundraising.

Patient Support: Expand Tower's spectrum of high-quality, free support services for cancer patients and their loved ones.

Strategic Focus Areas: Solidify a sustainable blended model for service delivery (in-person and online); expand programming to meet current and emerging needs; improve technology.

Volunteer Leadership: Be the organization of choice for volunteer leaders in Southern California who want to make a difference in the fight to cure cancer.

Strategic Focus Areas: Update Tower's governance structure and processes; sustained board recruitment and training; provide leadership support to funder groups.

Organizational Effectiveness: Expand Tower's organizational capacity to fulfill its mission and implement its strategic priorities.

Strategic Focus Areas: Develop and implement a comprehensive data management and technology strategy; maintain strong financial, operational and organizational policies and practices; focus on diversity, equity and inclusion; ensure a collaborative and healthy work environment.

Taking a moment to be intentional about the strategic goals of the foundation was a great opportunity to engage our board, staff and community at large. Thank you to everyone who took the time to reply to surveys and interview requests.

-Linda David, Executive Director