

## Programs

***Optimize programming and promote outreach while remaining true to Cancer Support Community Delaware's mission, goals, and service excellence***

- Continue to offer world-class programming both virtually and in-person
- Develop key partnerships throughout Delaware to expand programs for diverse socio-economic populations
- Expand prevention and post-diagnosis programming
- Increase patient engagement and empowerment with doctors
- Evaluate effectiveness of programs; conduct new program research and development

## Advancement

***Fortify the stability of Cancer Support Community Delaware through earned and philanthropic financial growth***

- Establish a comprehensive plan that identifies clear responsibilities and expectations for all fundraising events
- Event chairs and CSCDE staff project revenues, and expenses and net proceeds for all fundraising events
- Review all fundraising events annually to determine viability and assess long-term success
- Research and seek additional sources of income
- Create a plan to increase corporate support as well as planned giving

## Governance

***Provide direction, make policy and strategy decisions, monitor Cancer Support Community Delaware's performance, and ensure overall accountability***

- Identify and cultivate next generation of CSCDE Board members with a focus on diversity of thought and experience
- Ensure all CSCDE Board members commit their time, talents and treasures to CSCDE
- Review the Board and committee tenure process and succession planning
- Review and update by-laws as needed

## Marketing

***Promote the mission of Cancer Support Community Delaware to increase community awareness - leading to new participants, volunteers, and donors***

- Incorporate advocacy into the everyday life of the CSCDE
- Expand outreach, retention, and awareness through social media, print and web marketing channels
- Enhance CSCDE website
- Introduce additional digital fundraising campaigns
- Research potential partnerships to expand reach

## Finance

***Use best practices of financial management in order to ensure that Cancer Support Community Delaware will be well managed***

- Review financials monthly with the executive committee and board to identify trends and opportunities
- Create and implement a planned giving strategy
- Actively review Investment account monthly with advisors
- Review policies and management of an endowment fund
- Annually review fundraising events for effectiveness

## Staff & Board

### **LEADERSHIP TEAM**

Nicole Topkis Pickles,  
Executive Director  
Erika Narducci, LSW  
Program Director

### **EXECUTIVE BOARD**

Ted Dwyer, Chair  
Mike Kinnard, Chair Elect  
Steve Kochie, Vice Chair  
Meg Rafalli, Treasurer  
Barbra Andrisani, Assistant Treasurer  
Carolyn DePew-Swayze Assistant Secretary  
Gina Pike, Parliamentarian  
Paula Swain, Member at Large  
Don Fulton, Past Chair

## Giving

***You can make a difference by giving the gift of hope!***

To make a donation online visit:  
[cancersupportdelaware.org](http://cancersupportdelaware.org)

**Or by mail:  
4810 Lancaster  
Pike Wilmington,  
DE 19807**