

2005 - 2007 Strategic Plan

September 22, 2004

Dear Board of Trustees:

It is my privilege to submit the 2005 - 2007 Strategic Plan for the Hampton Roads Chapter of the Company X to you. The plan represents the diligence and perspective of the Strategic Planning Committee that met several times over the past two months to develop what you are about to read. This effort incorporates many of our visions and aspirations for what the Chapter can become in the near future.

This Strategic Plan provides a useful roadmap to guide our Chapter and Board of Trustees over the next three years, but at the same time offers flexibility to ensure that we can adapt to future challenges and opportunities.

Undoubtedly, modifications to this Strategic Plan will be made over time. However, I am confident that it comprehensively captures our collective mission, vision, goals and objectives, which will ultimately drive the success of our Chapter and Board of Trustees.

I wholeheartedly support this Strategic Plan and applaud the efforts of the entire Strategic Planning Committee and the Chairman, David Lambert.

Sincerely,

Sharon Grossman
Chapter President and Chief Professional Officer

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National Mission

To end the devastating effects of Disease X.

Chapter Mission

To support research into the cure, prevention and treatment of Disease X and provide programs and services for people with Disease X and their families to help improve their quality of life.

Chapter Vision

To provide more professional educational programs for people with Disease X and their families and to assist health care providers better serve their patients with Disease X.

To further Disease X advocacy efforts at the state and federal levels in order to encourage more public policies supportive of the needs of people with Disease X.

Chapter Values

By living the following values every day, the Hampton Roads Chapter of the Company Xoffers hope to all who live with Disease X.

Commitment - We are passionate in our commitment to people affected by Disease X. We strive to improve their quality of life while searching for the cure.

Leadership - We are leaders in the fight against Disease X. Through creativity and hard work, we accelerate the pace of scientific discovery, promote quality health care, stimulate community resources and services, advocate for favorable government policies and are the world's best source of information about Disease X.

Integrity - We are honest and straightforward in all that we do. We treat everyone with dignity and respect. We act responsibly with resources entrusted to us. We are accountable and act in accordance with these values.

Excellence - We set high standards of performance and service delivery and work towards excellence in our mission to end the devastating effects of Disease X.

Teamwork - We advance the interests of people affected by Disease X through individual and team achievements. We recognize our volunteers and staff as our most valued resources.

Chapter Goals and Objectives

1. Ensure effective and efficient governance of the Chapter.
 - 1.1. Activate and appoint the Governance Committee.
 - 1.2. Incorporate an educational component in each Board of Trustees meeting.
 - 1.3. Increase the level of participation of members of the Board of Trustees in Chapter events, services and/or programs.
 - 1.4. Maintain a financially strong Chapter.
2. Promote public awareness of Disease X and the Chapter.
 - 2.1. Develop and implement a public awareness plan.
3. Diversify funding sources.
 - 3.1. Increase the level of financial contributions of members of the Board of Trustees.
 - 3.2. Increase the level of involvement of the members of the Board of Trustees in traditional fundraising.
 - 3.3. Implement a Planned Giving Program.
 - 3.4. Formalize a Corporate and/or Foundations Underwriting/Grant Program.
4. Continue providing high quality programs, services and activities to our clients.
 - 4.1. Review and assess the needs of people with Disease X and ensure that the Chapter satisfies those client needs that are within the scope of the mission and vision of National and the Chapter.

Objective 1.1

Activate and appoint the Governance Committee.

<i>Leader:</i>	Chairman of the Board of Trustees
<i>Contributor(s):</i>	<ol style="list-style-type: none">1. Chapter President2. William M. Furr, Esq.3. RADM Jack Kavanaugh, USN (ret.)4. Cathy Lewis
<i>Approach:</i>	<ol style="list-style-type: none">1. Review and evaluate current Board of Trustees members using the key duties, responsibilities and expectations of the position.2. Assess the needs of the Chapter and the Board of Trustees.3. Recruit Board of Trustee representation from key groups in the community.4. Provide an orientation and training program to all new members of the Board of Trustees.
<i>Deliverable(s):</i>	<ol style="list-style-type: none">1. Training and orientation program for new members of the Board of Trustees.2. Board of Trustees rotation, nomination and election schedule.
<i>Budget:</i>	<ol style="list-style-type: none">1. No expense impact.2. No revenue impact.
<i>Schedule:</i>	<ol style="list-style-type: none">1. Start: November 1, 2004.2. End: September 30, 2005.
<i>Desired Outcome(s):</i>	<ol style="list-style-type: none">1. To become a “Board of Choice” for members of the community to want to join.2. A more diversified and involved Board of Trustees.3. Achievement of the Chapter’s mission, vision, goals and objectives.

Objective 1.2

Incorporate an educational component in each Board of Trustees meeting.

Leader: Chapter President

Contributor(s):

1. Chairman of the Board of Trustees
2. Director of Chapter Programs

Approach:

1. Develop a comprehensive curriculum for the year.
2. Incorporate an educational component in each Board of Trustees meeting.
3. Provide additional highlights of research, programs and other related matters to members of the Board of Trustees by mail or e-mail.
4. Encourage all members of the Board of Trustees to attend the National Conference.

Deliverable(s):

1. Comprehensive curriculum list.

Budget:

1. No expense impact.
2. No revenue impact.

Schedule:

1. Start: October 9, 2004
2. End: September 30, 2005

Desired Outcome(s):

1. Members of the Board of Trustees are more informed and better educated about Disease X.
2. Members of the Board of Trustees are more involved with the Chapter.
3. Members of the Board of Trustees are more likely to become engaged in the mission and vision of the Chapter.
4. Members of the Board of Trustees are more likely to attend the Chapter's meetings, events and programs.
