Summary
This Strategic Objective (SO) is the blueprint of our business, stating who we are, what we do, and why we do it. This document governs our General Operating Principles (GOPs), which serve as our foundation. The GOPs help us make the best decisions, and they govern the Working Procedures (WPs). While the SO and GOPs are more static, the WPs are step-by-step directions on how to perform specific tasks. They are more fluid and will change whenever necessary.

Strategic Objective
As the first US nonprofit organization to specifically focus on primary liver cancer (i.e., HCC), we are the leading charity for HCC patients and families. People choose our organization because they know we are deeply committed to the cause. The founder’s personal story shows passion, dedication, and determination. Whether giving to our organization or receiving our services, people trust us to do what’s right for HCC patients and families. We provide hope, information, and a voice.

As a nonprofit, we make every dollar count. We are cost-effective and efficient. We have a large opportunity for growth due to the increase in liver cancer worldwide. For now, we focus on educational grants, corporate memberships, individual gifts, and product sales to increase our reach and impact. We remain open to exploring other streams of revenue in the future.

We have a two-sided marketplace. Corporations, foundations, and individuals fund our programs because they care about our cause and know we will use their investment wisely to improve the lives of HCC patients and families. As the recipients of our free programs and services, HCC patients and families come to us because we are the marketplace leader.

We are experts in this disease space. Our Medical Advisory Board consists of healthcare providers who specialize in HCC. Our Community Ambassadors have personal experience with HCC. Our patient education programs and resources are thoroughly vetted for accuracy, readability, and understanding. While we are committed to supporting HCC research, we do not invest in liver disease broadly or fund research outside of primary liver cancer.

We employ honest, passionate, and driven people with diverse backgrounds and skill sets. We empower people to make decisions quickly and encourage them to fail forward. We create a learning environment that provides opportunities for professional development, improvement, and growth. As a remote team, we use technology to collaborate across all channels to ensure consistent branding and messaging. We create written procedures (WPs) to provide a concrete system that creates a pathway for sustainable, scalable growth.