

Gut Cancer Foundation Strategic Plan 2022/23

Our Vision

We are committed to positive change and creating an everlasting impact for all New Zealanders affected by gut cancers.

Our Mission

We fund innovative research, are the voice of cancers of the digestive system, and provide vital information and education to improve and save the lives of all New Zealanders.

Strategic Priorities

Leading research and innovation	Raising awareness and providing education	Achieving equitable access and outcomes for all New Zealanders	Building a sustainable organisation
<p>We facilitate access to leading-edge clinical trials for New Zealanders.</p> <p>We fund innovative research into the causes and treatments of gut cancers to ensure New Zealanders have access to the best care possible.</p> <p>We fund research and support the brightest minds to accelerate research and contribute to global advancements.</p> <p>We collaborate with Australian and international research organisations to provide greater benefits to gut cancer patients in New Zealand.</p>	<p>We educate people on how to prevent gut cancers to reduce the numbers of people developing these diseases.</p> <p>We raise awareness of the signs and symptoms of gut cancers to ensure people get diagnosed earlier.</p> <p>We provide comprehensive information on these cancers to ensure patients and their families are best equipped to make decisions.</p> <p>We are the voice of people living with gut cancers and advocate on their behalf to ensure they have equitable access to treatment and care.</p>	<p>We are committed to improving outcomes for Māori, Pasifika and minorities affected by gut cancer.</p> <p>We upskill our board and staff on cultural safety and cultural capability.</p> <p>We are committed to uphold the principles and values of The Treaty of Waitangi to ensure our mission is one that delivers for all New Zealanders.</p> <p>We partner with expert and authentic organisations to ensure we engage with Māori and Pasifika communities in a meaningful and intentional way.</p>	<p>We work to increase our brand presence to become a well-known organisation for all New Zealanders.</p> <p>We strategically diversify and develop innovative new revenue streams and initiatives to safeguard our future.</p> <p>We foster a donor-centric culture with a focus on building long-term relationships.</p> <p>We look after and recognise the talent of our staff and continue to strengthen and diversify our board.</p>