

# Cure Cancer Australia Foundation

[www.curecancer.org.au](http://www.curecancer.org.au)

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## Service

Develop multi-year, mission driven strategic plan with full stakeholder involvement.

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## Scope

One of the leanest and most effectively managed non-profit organisations Momentum has come across during its many years of experience the Cure Cancer Foundation was already raising a considerable amount of funds each year and had done so for many years, however, most of its income was generated by events which required enormous amount of volunteer time. The Foundation was now at a point where it considered developing a more strategic fundraising plan to maximise the few available resources and maximise the funds raised for cancer research. Hence, Momentum was charged with the responsibility of preparing and facilitating the first board strategic planning process and with writing of the first draft strategic plan which would form the basis for a new business plan.

Momentum facilitated the preparation of a strategic plan moving the Foundation towards a balanced income generating business model away from over-reliance on events fundraising.

To ensure this change of direction was built on solid ground a comprehensive stakeholder engagement strategy consisting of one-on-one interviews with board members, scientist, grantees and staff was conducted.

Equipped with a draft report full of good ideas and recommendations from stakeholders matched with our experience, Momentum facilitated the Board's strategic planning day, resulting in a set of priorities for the future direction of the Foundation matched by engaged committees.

Ulrike was so impressed by the work of the Foundation, she ended up participating in the first fundraising run for Cure Cancer Australia.

[www.cantoo.org.au](http://www.cantoo.org.au)

**Note** The appropriate methods and techniques for stakeholder engagement are entirely dependent on the current state of affairs and different for each organisation.

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## Contact

If you would like to discuss any aspect of Momentum's services, please email [ulrike@momentumpartnerships.com](mailto:ulrike@momentumpartnerships.com) or call +612 9699 7427.