Strategic Framework

Three-Year Strategic Plan for Fiscal Years 2023-2025

The Board-approved plan's goals and strategies form the blueprint for CaringMatters' future. Annual performance measures will help monitor progress and identify any needed adjustments.

**Value Goal:** Increase engagement with all individuals in our diverse communities so they have full access to culturally competent services with positive results

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**Organizational Goals**

- Secure funding to sustain and expand programs and promote organizational longevity
- Ensure enough highly qualified staff to deliver, with the involvement of valued volunteers, exemplary programs that meet desired outcomes
- Recruit, train and retain multilingual and culturally-diverse volunteers to continue delivering services and supporting administrative and fundraising activities
- Increase visibility to serve all Montgomery County residents, recruit volunteers, develop partnerships and increase donations
- Maintain electronic database and management reporting systems for programmatic and financial decision-making and accountability

**Program Goals**

- Increase compassionate caregiving services to assist more people with serious illnesses and their family caregivers
- Grow peer support groups, camps, retreats and family programs to serve more grieving individuals and families
- Expand community awareness about serious illness, death and grief through educational events, social media, public awareness campaigns and professional workshops

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## Intended Program Outcomes

### Patient & Caregiver Services

**Volunteer Helping Hands Client Outcomes**
- Reduce social isolation through emotional support
- Enhance independence through practical support

**Family/Caregiver Outcomes**
- Improve ability to fulfill family and work responsibilities
- Relieve the stress of caregiving

**The Whole You Client Outcomes**
- Increase the ability to identify nonmedical needs and access formal and informal resources
- Decrease stress during cancer treatment

### Adult Bereavement

**Peer Support Group and Bereaved Caregiver Retreat Outcomes**
- Identify and express feelings about loss
- Develop new tools to use in daily life during emotionally challenging times
- Learn that grieving is normal, but unique, and doesn’t have a timeline
- Reinforce that self-care is crucial and deserved
- Cultivate a support network of trusted peers
- Discover ways to remember and honor their important person while letting go of their role as caregiver

### Children’s Bereavement

**Good Grief Clubs, Camp Erin, Parenting While Grieving, Family Nights Outcomes**
- Share and connect with peers who are also grieving
- Identify and talk about grief-related feelings
- Learn that grieving is normal, but unique, and doesn’t have a timeline
- Develop tools/strategies to use during emotionally challenging times
- Cultivate a support network of trusted peers and adults
- Strengthen family communications through new tools and remembrances of loved ones
- Increase grieving parents’ self-care so they can care for their children

### Community Education

**Community Webinars, Workshops and Other Events Outcomes**
- Engage in constructive dialogue about end-of-life and grief-related topics
- Obtain information about community resources
- Gain and integrate new knowledge and skills into personal, volunteer and/or professional life
- Develop strategic relationships and opportunities for collaboration