

Strategic Framework

Three-Year Strategic Plan for Fiscal Years 2026-2028

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 personal results.



Organizational Goals



Program Goals



Secure funding to sustain, expand, and diversify 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 fund-raising activities



Increase our visibility to serve more Montgomery County residents, recruit volunteers, develop partnerships and increase financial support.



Maintain a system of secure integrated hardware, software, data, communications and people resources that enables programmatic and operational decision-making.



Increase companionship, practical home assistance, transportation and support services to assist more people with serious illnesses and their caregivers



Grow peer support groups, camps, retreats and family programs to serve more grieving individuals



Expand community awareness about serious illness, caregiving, death and grief through educational events, social media, public awareness campaigns and professional workshops.



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
- Build caregiving skills and confidence
- Strengthen support and connection

JustRides Client Outcomes

- Provide on-time transportation to appointments
- Feel supported by a caring volunteer



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



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

