



Walk -With- Sally

Sustainability Plan
2018–2021



no child should walk alone in the face of a loved one's cancer...

walk with sally steps in.

1.69 MILLION
new cancer patients
are diagnosed in
the US annually. **1**
in 4 of these will be
parents of children
under the age of 17.



Walk With Sally provides hope through our individualized mentoring and community support services to empower children experiencing trauma through a parent, guardian or sibling's cancer journey. These children are matched with a **trained adult volunteer** who has walked in their shoes. Once matched, Walk With Sally provides **year-round programming** designed to help each matched relationship flourish and **create a sense of community** for the children and their families. By creating **quality long term mentorships**, or Friendships, within a larger extended community, Walk With Sally is able to support each child and family during one of their toughest and most traumatic times. The goal is to **help each child by promoting positive life choices, healthy communication skills and a deeper sense of self.**



In 2005, Nick Arquette, a successful entrepreneur in the health and entertainment industries, founded **Walk With Sally**. The organization is named for Nick's mother who was diagnosed with breast cancer when Nick was just 11 and passed away when he was sixteen. Nick never forgot how challenging the years of her illness and loss were for him as a child and how isolating it was to feel that no one could really understand his experience.

Wanting to keep the legacy of his mother alive while seeking to serve youth facing similar circumstances, Nick searched for mentoring opportunities in the community. He discovered that no organization was filling this critical support gap. After careful research, he launched Walk With Sally. Through his first partnership with Principal Frank Noyes at Jane Adams Elementary in Lawndale, Nick began mentoring a youth who had also lost his mother to cancer. From that first successful friendship, Walk With Sally's core Mentoring Program expanded and today is serving over 100 children while the community support services have touched the lives of thousands across Los Angeles County.

At Walk With Sally...

...we know it takes a village to raise healthy and thriving kids. We embrace and celebrate that Walk With Sally is a hub of resources for families and the community alike. Countless hours are put into researching, creating and maintaining partnerships throughout Los Angeles. We collaborate with organizations that provide additional services ranging from transportation to medical treatments, caregiver support groups, free summer camps, yoga and wellbeing courses as well as pro-bono therapy for children and families. In addition, communities of all ages are brought together for events and volunteering opportunities all with the desire to be a part of something larger. We at Walk With Sally are committed that each person's experience with us creates a personal miracle, whomever and wherever they are.



programs



Mentoring Program: For the Child

Walk With Sally Friendships are:



MENTEES

are **children, ages 7-17**, who have a parent, guardian or sibling with cancer.



MENTORS

are **adults over 18 years of age**, who have been impacted by cancer.



EACH FRIENDSHIP

is **1 year, 6-8 hours per month minimum commitment** from child, family and mentor, and many last a lifetime.

“MY GIRLS HAVE CHANGED A LOT. They are not afraid to ask questions and I see a change in their self-confidence.”

– Oscar, WWS father of 2 mentees

programs



Mentoring Program: For the Child

Friendship & Family Support Services

Heart to Home provides quarterly group art healing sessions to our Friendships which not only give opportunities to discuss their cancer stories and anxieties but a way to strengthen each bond.



Our **Junior Mentor Program** creates future leaders with mentees between the ages of 14 and 17 giving opportunities for volunteer hours, speaking engagements as well as an opportunity to apply for our Fred's Future Young Leaders Scholarship for continuing education.

programs



Friendship Activities: For the Community



Creates a community

by bringing together children with the same traumatic experience.



Brings families together

for opportunities to have fun not always allowed for in their treatment schedules.



Creates opportunities

for our Junior Mentors to become leaders for the younger mentees.



Gives volunteers and prospective families and mentors

an opportunity to experience our program in action.

“I HAD NEVER MET so many people who had been through the same thing. Feeling that comfort is amazing.”

– Patrick, WWS mentee since 2010

program



Friendship Activities: For the Community

Friendship Activity days are Walk With Sally hosted quarterly events bringing together Mentors, Mentees and families for an afternoon of fun, education and exposure to new experiences. Some Friendship Activities have been hiking, whale watching and paddle boarding.



Bonus Activities are additional opportunities provided to Walk With Sally in which Friendships and families may also participate throughout the year. Some Bonus Activities have been baseball, football and hockey games, community performances, and pizza or gingerbread house making.

programs



Temporary Family Support: For the Family

Temporary Family Support program provides financial support within the gaps that are needed by families dealing with cancer. These programs strive to create a sense of hope and stability for our families that are experiencing a tough time financially.

Decreased
Stress

Improved
Financial
& Family
Stability

Expanded
Community
Support

Increased
Hope for
the Future

“SHE IS ALWAYS there for me when I need her.”

– Haley, a WWS Mentee

programs



Temporary Family Support: For the Family

Emergency Financial Assistance is provided in unique and dire circumstances when a family may need assistance to get through a financially difficult time. When certain expenses take priority such as medical treatment, just paying vital bills such as housing, groceries or utilities can be a struggle.

Fred's Future Young Leaders Scholarship is our way of helping our mentees think about their future and encourage secondary education. They are eligible when they have completed 24 hours of volunteering as part of our Junior Mentor Program and been accepted into a 2 or 4 year college or vocational school.

Hope for the Holidays helps our families that are financially struggling receive a little holiday cheer when our village of supporters provides presents, gas and meal cards.

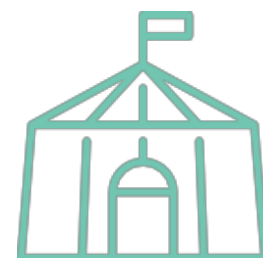
programs



Walk With Sally HUB: For the County

Walk With Sally is the critical first connection for families impacted by cancer and provides information, resources and opportunities for anyone whether they are eligible for and participate in our programs or not.

As a HUB, Walk With Sally provides for a lifeline of support to families, Mentors, volunteers and anyone healing from a cancer story by bringing together the power of an extensive support community.



Resources
Volunteering
Events
Information

“It just takes a little of the sadness away”

– Kai, WWS Mentee who lost his dad at Christmas time

programs



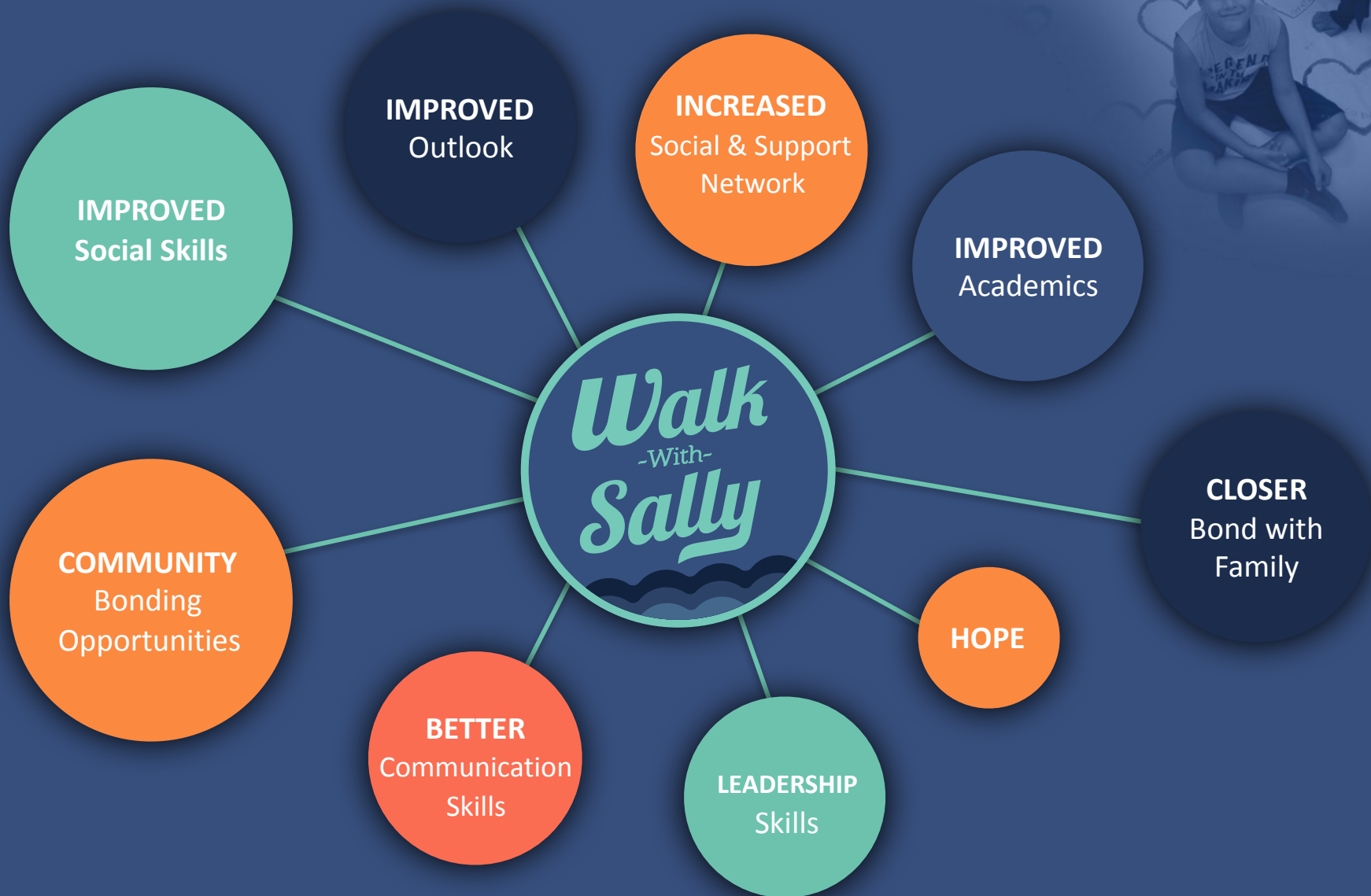
Walk With Sally HUB: For the County

Community Partnerships are key to Walk With Sally's ability to create community for each child and family. They assist WWS by referring families, providing supplemental support, counseling services and additional child and family activities.

Free or Almost Free is a weekly distribution of activities throughout Los Angeles to mentors and families provides a regular stream of opportunities for Friendship or Family bonding.



our impact



our growth



strategic direction

As Walk With Sally reaches a crucial time of growth, we are uniquely positioned to serve and heal more children who have a loved one impacted by cancer.



"My favorite thing about my mentor is that she is a good listener and believes in me. Every time I see Chanice I am happy and filled with joy."— Pavia, WWS Mentee

strategic direction

In our first 9 years, Walk With Sally was a grassroots almost all volunteer organization. Walk With Sally's business model was formalized 3 years ago. This fully realized plan to increase staff size, grow our service areas and funding sources and achieve historic milestones in volunteer hours (Over 9,000), Friendships, matches of one Mentor and one Mentee for 1 or more years, currently under case management (over 100), cities served (over 50) and money raised. Walk With Sally's growth in Program Development, Financial Viability, Community Awareness, Efficient Operations and Organizational Governance, is a testament to the passion and drive of our Board of Directors and dedicated staff laying a new foundation for the future.



Walk
-With-
Sally

strategic direction

Our current strategic planning process began by analyzing the macro trends across social, technological, and economic categories that directly impact Walk With Sally. The Strategic Planning Team reviewed the key collaborators and competitors as well as discussed external influences that represent opportunities or threats. In addition, Key financial documents were reviewed and analyzed to look at the organization's financial health. After 3 months, the Team arrived at a critical discovery, that on average 68% of Walk With Sally's funding occurs from special events. The new Strategic Plan will address ways to diversify sources of income to support future growth.

strategic direction

We have a time-tested understanding of the transformative power of mentoring under traumatic based cancer causing impacts. We have pioneered the model inside of cancer and grieving, as well as a community based design allowing children and families to thrive under peer to peer concepts and resources in the community. Studies funded by Mentor-The National Mentoring Partnership and Big Brother Big Sister validate what we see with our mentoring program daily: that children can flourish inside of trauma, are more likely to hold leadership positions, less likely to exhibit risky behavior, more likely to be volunteers, and go to college.

The new Strategic Plan for 2018-2021 will address where Walk With Sally should focus its future energies. We intend to answer the question: How can we be leaders in the cancer support community while sustaining excellent programs, growing our services and achieving financial sustainability.



Walk
-With-
Sally

Vision and Mission



vision

No child should walk alone in the face of a loved one's cancer.



mission

Walk With Sally provides hope through our individualized mentoring and community support services to empower children experiencing trauma through a parent, guardian or sibling's cancer journey.



innovative leadership

Walk With Sally will strive to be at the forefront of the NPO business model in order to serve and develop leaders within staff, our volunteers as well as our children and families. We will be The “New Nonprofit” pioneers.



healing through compassion

Walk With Sally will always lend a supportive ear to anyone affected by cancer or other traumatic illnesses and circumstances. Everyone that comes to us with a cancer story deserves to be heard.



ownership in action

Each staff and Board Member will strive daily to operate as if we were the founder of Walk With Sally. We will be lead by our passion for our vision.



powerful as team

Each Walk With Sally member of our staff is powerful in their own right, and we know inherently that we are so much more effective as TEAM.



extraordinary transformation of our communities

By operating from the above principles, Walk With Sally creates miracles for our our children and families, our volunteers, our donors and our staff.



values & IHOPE

strategic goals



Our Expansion throughout Los Angeles County will be Focused within the Following Areas of Operation:



goal one:

Advancing and
Expanding Program
Impact Throughout
LA County



goal two:

Developing a Diverse and
Effective Board of Directors &
Auxiliary Advisory Board



goal three:

Developing an Awareness
Campaign within DTLA, the
Valley and Surrounding Areas



goal four:

Developing
Comprehensive
Fundraising



goal five:

Expanding and Increasing Resources
to Meet Operation and Strategic
Goals



strategic goals

goal one:

Advancing and Expanding Program Impact Throughout LA County

strategy

1

Create and Implement
Goals and
Measurements of
Qualitative Success
across all programs

strategy

2

Evaluate and Develop Case
Management Best Practices
Around Program Growth
including the Incorporation
of a Licensed Social Worker

strategy

3

Improve and Expand
Volunteer Recruitment
and Retention Strategy

strategy

4

Establish Pilot Programs in
DTLA and Van Nuys to
Expand Throughout the
Entire LA County



strategic goals

goal two:

Developing a Diverse and Effective Board of Directors & Auxiliary Advisory Board

strategy

1

Strengthen and Engage
Board Members to Ensure
Excellence in Governance,
Stewardship, and
Fundraising

strategy

2

Develop Board and Advisory
Board Value, Culture and
Leadership

strategy

3

Maintain 100% Board
Give/Get

strategy

4

Recruit and Develop New
Members with Diverse Skills,
Capacity and Clout Who
Represent Our Expanded
Regional Presence



strategic goals

goal three:

Developing an Awareness Campaign within DTLA, the Valley and Surrounding Areas

strategy

1

Increase SEO and
AdWords as well as
Volunteers and Staff
Presence

strategy

2

Create an LA County
Collaborative through
Partnerships with
Major Cancer Support
Organizations

strategy

3

Outreach to City and
Local Governing
Agencies and
Representatives

strategy

4

Increase Visibility and Reach
to Donors and Volunteers
through Messaging, Branding
and Digital Marketing.



strategic goals

goal four:

Developing Comprehensive Fundraising

strategy

1

Develop Sustainable
#Giving Tuesday, Year
End and Monthly
Giving Campaigns

strategy

2

Implement a Year-
Round Major Gift
Stewardship Program

strategy

3

Increase Institutional
Giving Opportunities

strategy

4

Improve and Expand
Upon Our Grant
Program and
Storytelling



strategic goals

goal five:

Expanding and Increasing Resources to Meet Operation and Strategic Goals

strategy

1

Maintain and Advance
Staff Development and
Growth at All Levels of
Tenure and Leadership

strategy

2

Open Two Satellite
Locations in DTLA and
Van Nuys to Meet the
Growing Demands of
Program Fulfillment

strategy

3

Grow and Maintain
Technologies.

strategy

4

Further Develop
Organizational Chart
and Separation of
Responsibilities



strategic goals



Strengthening organizations to accelerate their impact.



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