

## **OUR VISION**

Fertile Future is a national charity that aspires to ensure every young Canadian diagnosed with cancer will have the opportunity and means to have a child.

## **OUR MISSION**

Fertile Future will accomplish its vision by promoting awareness and understanding of fertility preservation among patients, the medical community, and the Canadian public. We will work with oncology & fertility groups across Canada to ensure young Canadians receive timely information on fertility preservation options. We will raise funds to help subsidize the costs of fertility preservation for young men and women until full funding is available by provincial health plans. We will actively advocate for public funding on behalf of cancer patients who may otherwise be denied the opportunity of having a family due to the high costs of fertility preservation.

## **OUR VALUES**

We value:

- Accountability
- Transparency
- Compassion
- Hope
- Community and Family

**STRATEGIC OBJECTIVE 1 - Promote awareness and understanding of fertility preservation among patients, the medical community, and the Canadian public. Work with oncology & fertility groups across Canada to ensure young Canadians receive timely information on fertility preservation options.**

INITIATIVES	OWNER	GOAL	TIMEFRAME
1. Develop a sharp media package and ad material (fact sheets) to get the message out efficiently and effectively	J. Seguin	Create a simple message with a national scope.	
2. Fundraising initiatives (see Strategic Objective 2)			
3. Attendance at conferences/trade shows	J Seguin	Raise profile of Fertile Future in the general public. Jessica to come up with annual plan and budget.	
4. Attendance at medical conferences/trade shows	A. Jackson	Raise profile of Fertile Future in the medical community (oncology/fertility)	
5. Social Media (web site, Facebook, Twitter)	J. Seguin/ M. Evans	Develop a clear strategy and evaluate success of initiatives	
6. Ontario Regional Oncofertility Working Group	A. Jackson	Develop fertility preservation guidelines for Cancer Care Ontario	
7. Web Site	J. Seguin	Make the site more functional and convert to new platform by end of first week of February. Change platform to serve business needs	
8. Ensure written materials are available in cancer centres	Liz Ellwood	Identify centres across Canada	
9. Cancer Knowledge Network	A. Jackson	Establish a system of referrals at cancer centres throughout National. Support awareness of the program	Done
10. Oncofertility lectures	A. Jackson/ K Abraal	Educate the oncology groups about fertility preservation and referral mechanisms. Provide materials for patients. Recruit others who can also champion the Oncofertility (BC).	

### Raise funds to help subsidize the costs of fertility preservation for young men and women until full funding is available by provincial health plans

INITIATIVES	OWNER	GOAL	TIMEFRAME
1. Capital Evening of Hope (Ottawa)		20,000; Raise awareness through media attention. Focus on medical community, politicians, general public	April 2014
2. Corporate sponsorship		75,000	
3. Hope Live		110,000	November 2014
4. Evening of Hope (Toronto)		30,000	
5. Evening of Hope (BC)		TBD	2015
6. Crowd Funding Project	M. Evans	TBD	
7. Jenn Berigan Fund	J. Seguin	Establish clear objectives of the fund and <b>promote</b> it. Establish criteria for selection. "sprit of Berrigan"	2014
8. Grass roots	All	Support and advocate for local initiatives across Canada. Include on web site/Facebook. Promote the activities of these events on	

### Make Fertile Future a truly national organization

INITIATIVES	OWNER	GOAL	TIMEFRAME
1. Develop regional chapters in National Capital Region, GTA, BC.		Promote awareness and increase opportunity to raise funds through a more distributed organization structure. The organization needs greater critical mass outside of Ontario.	2014

### Advocate for public funding on behalf of cancer patients who may otherwise be denied the opportunity of having a family due to the high costs of fertility preservation.

INITIATIVES	OWNER	GOAL	TIMEFRAME
1. Ontario: Lobby the provincial government and piggyback on organizations like Conceivable Dreams		Recruit board member with political savvy and experience in government relations	2014-2015
2. British Columbia:		?	2015

### Implement and maintain an accountable and effective governance structure

INITIATIVES	OWNER	GOAL	TIMEFRAME
1. Establish an effective and sustainable Board of Governors (governance structure)	M. Evans	Ensure geographic representation, appropriate set of knowledge, skills, and abilities that will help achieve the mission and vision of Fertile Future. Succession planning	
2. Establish appropriate set of policies and procedures	J. Seguin	Identify key missing policies, report to Board and start to draft them	
3. Publish an annual report	J. Seguin		Every Fall

## Board capabilities and responsibilities

BOARD MEMBER	LOCATION	JOINED / TERM	EXPERTISE	ROLE IN FERTILE FUTURE	EXTERNAL COMMITTEES (RELATED)
Dr Aaron Jackson	Ottawa	2011-2015	Physician (REI)	<input type="checkbox"/> President <input type="checkbox"/> HR Committee <input type="checkbox"/> Finance Committee <input type="checkbox"/> Strategic Planning	<input type="checkbox"/>
Mark Evans	Ottawa	2012-2013 2013-2015	Business	<input type="checkbox"/> Vice President <input type="checkbox"/> HR Committee <input type="checkbox"/> Strategic Planning	<input type="checkbox"/>
Sarah Mitton	Montreal	2008-2010 2011-2013 2013-2015	Marketing	<input type="checkbox"/> Treasurer <input type="checkbox"/> Finance Committee	<input type="checkbox"/>
Jessica Seguin	Ottawa	2013-2017	Not for profit	<input type="checkbox"/> Executive Director	<input type="checkbox"/>
Alyson Price	Ottawa	Permanent		<input type="checkbox"/> Administrative Assistant	<input type="checkbox"/>
Liz Ellwood	Ottawa	2013-2015	Marketing & Communications	<input type="checkbox"/> Founder <input type="checkbox"/> Strategic Planning	<input type="checkbox"/>
Valerie Trotter	Ottawa	2011-2013 2013-2015	Human Resources	<input type="checkbox"/> HR Committee	<input type="checkbox"/>
Andrea Unikowski	Toronto	2011-2013 2014-2016	Law and Corporate Governance	<input type="checkbox"/> Board Member	<input type="checkbox"/>
Trudy Perrow	Toronto	2011-2013 2014-2016	Cognitive and Behavioural Therapist	<input type="checkbox"/> Board Member	<input type="checkbox"/>
Clementine Crooks	Calgary	2011-2013 2014-2016	Business	<input type="checkbox"/> Board Member	<input type="checkbox"/>
Kaajal Abrol	Toronto	2011-2013 2014-2016	Physician (REI)	<input type="checkbox"/> Board Member	<input type="checkbox"/>