

# *Strategic Plan*

*October 2004*



**...the voice for melanoma prevention,  
detection,  
care and  
cure.**

P.O. Box 446  
Finksburg, Maryland 21048  
(410) 871-0515  
[jnmmf@carr.org](mailto:jnmmf@carr.org)



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A copy of the current financial statement of the Joanna M. Nicolay Melanoma Foundation, Inc. is available by writing to: JMNMF, P.O.Box 564, Finksburg, MD 21048 or by calling (410) 871-0515. Documents and information submitted under the Maryland Solicitations Act are also available, for the cost of postage and copies, from the Maryland Secretary of State, State House, Annapolis MD 21401, (410) 974-5534.

**The Joanna M. Nicolay Melanoma Foundation**  
**...the voice for melanoma prevention, detection care and cure**



## ***Executive Summary***

The Joanna M. Nicolay Melanoma Foundation was established in January 2004 as a Maryland based non-profit organization dedicated to melanoma. The foundation's origin is woven from the touching memories of an exceptional woman, Joanna M. Nicolay. Joanna's story is like so many melanoma warriors – a battle through surgery, recurrence and other treatments.

The foundation has made significant progress in our start-up year. We have funded a \$50,000 research grant, participated in key events in May for Melanoma Awareness Month and added Advisory and Honorary Board of Directors.

Yet, there is so much more that we need to do to battle this deadly disease.

In August 2004, the Board of Directors of the Joanna M. Nicolay Melanoma Foundation held a series of strategic planning sessions to finalize our mission and develop the roadmap for the Foundation and establish priorities. I am very pleased to share the enclosed strategic plan with you. I would like to acknowledge and thank Mr. Ralph J. Nappi, CAE, for facilitating the strategic plan development and our all volunteer board for the countless time they have given to the Foundation.

I invite you to get involved with the Joanna M. Nicolay Melanoma Foundation. With your support, we will be the voice for melanoma prevention, detection care and cure.

Sincerely,  
Robert E. Nicolay, Chairman

**The Joanna M. Nicolay Melanoma Foundation**  
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## ***Mission Statement***

The mission of the Joanna M. Nicolay Melanoma Foundation is to promote prevention, early detection and research to end melanoma.

We will achieve this mission by:

- ▮ Preserving and enhancing our resources;
- ▮ Building relationships;
- ▮ Providing information that can be trusted;
- ▮ Advocating with integrity.

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## ***Objectives***

The Joanna M. Nicolay Melanoma Foundation's focus is on three (3) key objectives:

1. Promote awareness and an understanding of the seriousness of melanoma.
2. Support funding for research to ultimately find a cure for melanoma.
3. Educate the general public on prevention and detection of melanoma.

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## **Goals**

The Joanna M. Nicolay Melanoma Foundation will achieve the objectives through a set of critical goals. Goals were prioritized in terms of short and long range areas of focus.

### Short Term Goals

- ☐ Awareness
- ☐ Education
- ☐ Fundraising
- ☐ Infrastructure

### Future Goals

- ☐ Grant Development
- ☐ Public Policy

The following pages highlight the specific strategies the Joanna M. Nicolay Melanoma Foundation will undertake in the years 2005 through 2007.

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## **Awareness**

To promote the melanoma cause, the Joanna M. Nicolay Melanoma foundation will develop awareness programs and promote these programs to the media.

Specific actions we will undertake in 2005 to achieve this goal are:

- 1) Launch the Foundation website.
- 2) Develop a comprehensive plan to promote May as Melanoma Awareness month in Maryland.
- 3) Execute promotional campaigns.

In 2006, the Foundation will:

- ▣ Develop plans to promote May as Melanoma Awareness month at the national level.

In 2007, the Foundation will:

- ▣ Execute national promotional campaigns.

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## **Education**

To educate the public on melanoma, the Joanna M. Nicolay Melanoma Foundation will develop and partner with other organizations on targeted programs.

Specific actions we will undertake in 2005 to achieve this goal are:

- 1) Publish a calendar to highlight screening programs and health fairs across the state of Maryland.
- 2) Assist the Coalition for Skin Cancer Prevention in Maryland on funding efforts and joint programs.

In 2006, the Foundation will:

- ☐ Work with partners to develop a patient information booklet.
- ☐ Broaden educational programs to cover additional youth groups and activities.

In 2007, the Foundation will:

- ☐ Develop and launch national educational programs on melanoma prevention, detection, care and cure.

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## **Fundraising**

To support continued research grants and current and future strategies, the Joanna M. Nicolay Melanoma Foundation will raise funds through a multi-facet program.

Specific actions we will undertake in 2005 to achieve this goal are:

- 1) Develop and launch an annual fundraiser.
- 2) Initiate annual corporate giving campaigns.
- 3) Seek designation as a United Way charity.
- 4) Develop and promote an annual fundraising drive.

In 2006, the Foundation will:

- ▣ Hold annual fundraiser and giving campaigns.
- ▣ Develop plan for a national fundraising drive.

In 2007, the Foundation will:

- ▣ Launch national fundraising programs.

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## **Infrastructure**

To effectively run the organization, the Joanna M. Nicolay Melanoma Foundation will establish, staff and train the organization, obtain office facilities, equipment and supplies and develop contact database.

Specific actions we will undertake in 2005 to achieve this goal are:

- 1) Establish the functional organization of board members and volunteers. Three committees are formed to support the foundation:
  - § Fundraising Committee
  - § Public Relations Committee
  - § Education Program Committee
- 2) Develop toolkit for board and volunteers
- 3) Develop a database to identify key constituents, allied organizations, medical providers and fund raising candidates.

In 2006, the Foundation will:

- ┌ Hire staff to support expansion of programs.
- ┌ Procure office space, office equipment and supplies.

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## **Grants**

To further support the Foundation's programs, the Joanna M. Nicolay Melanoma Foundation will seek funding from other organizations.

## **Public Policy**

To increase funding for melanoma research and other programs, the Joanna M. Nicolay Melanoma Foundation will work with government agencies and representatives.

While not an area of immediate focus, seeking grants and working on public policy will enable the Foundation to expand our national focus in the years to come.

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## ***How to Participate***

There are several ways that you can get become involved with the Joanna M. Nicolay Melanoma Foundation.

### 1. Volunteer Your Time

- ☒ Work On a Committee
  - Fundraising
  - Public Awareness
  - Education
- ☒ Participate in a Foundation Program

### 2. Contribute to the Foundation

- ☒ Individual Donations
- ☒ Company Sponsorships
- ☒ Host an Event
- ☒ Organize a Fundraiser

Find out more by contacting the Joanna M. Nicolay Melanoma Foundation:

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## ***Board Members***

### Board of Directors

Robert E. Nicolay, Chairman	Patricia Lambert
Regina Bodnar, Vice Chairman	Chuck Linn
Craig Bancroft, Treasurer	Jennifer Martin
Denise Safko, Secretary	Donna Nicolay
Jill Adler	Gregory Safko
Nicki Ballas	Melissa Warren
Susan Bancroft	

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Dr. Mukund Didolkar	Dr. Flavio Kruter
F. M. Gloth, Jr.	Dr. William H. Sharfman
Dr. Michael Gloth	Carol Steers
Roberta Herbst	Dr. John A. Steers

### Honorary Board

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Congressman Roscoe Bartlett	Delegate Susan Krebs
Mayor Kevin Dayhoff	Delegate Maggie McIntosh
Kendel S. Ehrlich	Senator Barbara Mikulski
Senator Larry Haines	Delegate Nancy Stocksdale
Senator Paula Hollinger	

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