

Strategy

2026-2028



Focused growth, shared purpose

President's message



As we launch this new strategy, it's important to reflect on how far we've come—and how the lessons of the past have shaped the way forward. In our last strategic planning period, Cancer Support Switzerland celebrated its 25th anniversary and achieved milestones that speak to the dedication and passion of our community. We expanded our services to reach more people facing cancer than ever before, forged new partnerships and collaborations, and improved our internal processes to operate with greater efficiency and accountability.

Equally important were the lessons we learned along the way. We listened deeply—to our staff, volunteers, partners, donors, and the individuals, families and caregivers that we serve. We recognised the need to continue expanding our presence and reach throughout Switzerland and the neighbouring regions, invest more in targeted communications, and solidify our networks with hospitals, clinics, and medical professionals to help people learn about us earlier in their cancer experience. These insights and others helped define our new strategic priorities, ensuring they are grounded in experience and shaped by the collective wisdom of those who contribute to our mission every day.

This strategy is more than a plan. It is a commitment to continue to strengthen our organisation, increase our impact, and serve those touched by cancer with professionalism, compassion, integrity, and clarity of purpose.

My sincere thanks to everyone who played a part in developing this strategy—our board members, staff, volunteers, partners, and supporters. Their expertise, hard work, and belief in our vision make progress possible. I look forward to continuing to work together to ensure that no one faces cancer alone.

A handwritten signature in black ink that reads "Janet Vouite". The signature is fluid and cursive.

Janet Vouite
President,
Cancer Support Switzerland

Our Vision

No one faces cancer alone.

Our Mission

To provide emotional support, practical help, wellbeing activities and a welcoming community in English to anyone affected by cancer.

Our Values

SUPPORTIVE

To be there for anyone affected by cancer, whether directly or indirectly, in a way that is supportive, non-judgemental, and confidential.

PERSONAL

To understand that everyone is unique and respond accordingly to their needs, whether through emotional support, wellness-promoting services and activities, information, or practical help.

INCLUSIVE

To provide an inclusive service for the diverse population through support in English for anyone regardless of background or culture.

COMMUNITY

To empower those affected by cancer through being part of a warm, supportive community where people can connect, share, and also contribute by volunteering.

ACCESSIBLE FOR ALL

To ensure that money is not a barrier to anyone having access to the support they need.



I discovered Cancer Support Switzerland by chance at a time of despair. When I read the description of the services offered, I remember thinking, 'It's too good to be true'. But I took the plunge anyway, and what I experienced exceeded all my expectations and hopes.



Our services

SUPPORT GROUPS

Bosom Pals Coffee Meeting	Bereavement Support Group
Caregivers	Under 45s
Online Grief Workshop	Prostate Cancer Support Group
Living With and Beyond Cancer	Geneva, Vaud, Zurich groups

INDIVIDUAL SUPPORT



WELLBEING ACTIVITIES

Walk'nTalk	Art Therapy
Yoga	Pilates
At the Garden	Men's BBQ

*for adults, children, couples and families

Our strategic context

In Switzerland, almost one in two people will be affected by cancer at some point in their lives. A cancer diagnosis is a physically, emotionally and practically challenging experience – especially for the large number of foreigners and their families who may not speak the local languages or have an adequate support network. While the healthcare in Switzerland is excellent, services in English are limited, making the emotional support, practical help, and wellness activities provided by Cancer Support Switzerland, essential for the over 25% of the population who are non-Swiss.





You have been light in the storm that I was, and I am still, going through. Thank you from the bottom of my heart. You've made a massive difference in my healing journey.

Growth was our focus in the last strategic planning period. Cancer Support Switzerland became a national organisation, adding in-person services in Vaud and Zurich and expanding online services across the country and neighbouring regions. This included online art therapy, more bereavement support, groups for people under 45, and those living with, and beyond, cancer. We also created an innovative Work and Cancer programme that engages with the business community. The overall result of our efforts paid off with broader awareness about Cancer Support Switzerland and a significant increase in requests; between 2023 and 2025 the number of people we supported increased by 61%.

At the heart of Cancer Support Switzerland is community. Volunteers continued to be central to the functioning of the organisation, and we focused on more coordinated recruitment and training. Our flagship fundraising event, Steps for Cancer Support, had nearly 2000 participants who walked more than 440 million steps in 2025, with a 200% increase in donations from the year before.

We fostered partnerships and collaborations in the medical and business community through joint events, publications and communications

campaigns, and attended conferences and other key cancer-related national and local events. At the same time, we reinforced our internal systems with a special focus on data management and privacy, and expanded our team of professional therapists, counsellors, and coaches.

With growth come lessons. Through this period, we recognised the need to further solidify our internal processes and expand our resources to support our expansion and long-term sustainability. We need to continue to invest in the wellbeing and development of staff and volunteers to maintain a strong team that is able to innovate and evolve along with the needs of the people we serve. And we need to strengthen our communications to ensure that as many people as possible know about Cancer Support Switzerland, and how to access our services if they, or someone they know, needs help.

These achievements and lessons, among others, are reflected in our four strategic priorities for 2026 – 2028.

Strategic priorities

2026 - 2028

Expand access to priority, high-quality services reaching those in need

- ➔ **Implement a clear process** for determining which services to offer based on need and resource constraints.
- ➔ **In Geneva, clarify and consolidate the range of services offered** and focus on quality rather than expansion.
- ➔ **In Vaud and Zurich, expand the services available** to best meet the needs of those geographies.
- ➔ **Continue to develop and improve online offerings** to reach individuals and groups across Switzerland.
- ➔ **Systematically collect, analyse, and act on feedback** from the people using our services to inform improvements and guide program evolution.
- ➔ **Regularly assess barriers to access and track the diversity** of those receiving and providing services to ensure equitable access to services.

Increase visibility and outreach

- ➔ **Develop and implement a clear, targeted communications strategy**—including social media, storytelling through testimonials, and partner engagement—to raise awareness of Cancer Support Switzerland's mission and services.
- ➔ **Strengthen partnerships and collaborations** with the medical community, cancer treatment centres, and other cancer treatment and support providers to enhance referrals and visibility.
- ➔ **Expand outreach activities in Zurich and Vaud** through community events, presentations, and targeted local partnerships.
- ➔ **Increase Cancer Support Switzerland's visibility and credibility** by actively representing the organisation at relevant trainings and conferences.
- ➔ **Have an understanding of the external perspective:** Trends and changes in the cancer patient environment.

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From the moment I reached out to Cancer Support Switzerland, everyone showed so much love and care and attention. I am thankful for having you in my life.

Grow resources

- ➔ **Implement a segmented fundraising plan** to actively grow financial resources, diversify revenue streams, and ensure the long-term sustainability of the organisation.
- ➔ **Recruit and retain staff, affiliates and volunteers** with skills aligned to our strategic priorities to support program growth and organisational capacity.
- ➔ **Build a sustainable volunteer pipeline** by attracting new volunteers to ensure continuity and succession of core volunteer functions.

Strengthen and continuously develop our organisation to ensure a skilled, supported, and cohesive team

- ➔ **Provide regular training and professional development opportunities** to build staff, affiliate and volunteer skills and strengthen capacity.
- ➔ **Improve operational systems and processes**, including the strategic use of AI technology, to increase efficiency.
- ➔ **Provide resources and foster a supportive environment** that prioritises staff and volunteer wellbeing and sustainability.
- ➔ **Promote a cohesive organisational culture** where all team members operate from shared values and a commitment to collaboration and trust.





 Cancer Support
Switzerland

www.cancersupport.ch