



FROM 2023-28 STRATEGY	UPDATED FOR BOARD APPROVAL - 2024-25
2024-25	2024-25
	FINANCIAL
\$840K income – \$100K from non-pharma sources	Income: \$705K – with \$30K from non-pharma sources Expenses: \$703K
	THOUGHT LEADERSHIP & GLOBAL ADVOCACY
1 global ESW LMIC report published in peer reviewed journal 2 national EWS LMIC reports published in peer reviewed journals	2 global Every Woman Study LMIC papers published in peer reviewed journals 3 national Every Woman Study LMIC papers published in peer reviewed journals
2 published papers reporting on Cost -of-illness Study in peer reviewed global/national journals	3 global/national published papers reporting on Cost -of-illness Study in peer reviewed journal
* NEW *	4 citations referencing Coalition published papers
2 formal commitments from international, national and/or regional professional organisations to a specific ovarian cancer research/policy initiative.	2 formal ovarian cancer research/policy initiatives/projects with international, national and/or regional professional organisations.
15 Coalition driven communications in mainstream (non-scientific/research) media outlets	10 Coalition driven communications in mainstream (non-scientific/research) media outlets 10 mentions of Coalition (mention of Coalition reports and publications/data or Specific Coalition initiative) 2 Interview/event (media, panellist, moderator) requests)





6 presentations/posters on Coalition generated research findings at global/national/regional cancer meetings.	8 presentations/posters on Coalition generated research findings at global/national/regional cancer meetings.
2 National Cancer Control Plans to include specific reference to ovarian cancer	1 National Cancer Control Plan <i>audit</i> to identify baseline for reference to ovarian cancer
1 EWS National Ovarian Cancer Advocacy Plans in priority LMIC countries	2 National Ovarian Cancer Advocacy Commitment in priority LMIC countries
AWARENESS RAISING	
180 million reach – World Ovarian Cancer Day	5% World Ovarian Cancer <i>engagement</i> (not reach) above baseline for industry by social media channel 20% increase in downloads/views of “Get Involved Guide” on website
\$189K – World Ovarian Cancer Day twitter hashtag value	\$165K – World Ovarian Cancer Day twitter hashtag value (10% increase over 2024)
20% increase in overall Coalition followers on digital platforms	30% increase in followers on FB 30% increase in followers on Instagram 20% increase in followers on LinkedIn 10% increase in followers on X
*NEW *	3500 signatures on Global Petition
1 global celebrity World Ovarian Cancer Day/awareness supporter (by 2025)	1 global celebrity World Ovarian Cancer Day/awareness supporter
1 corporate (non-pharma) World Ovarian Cancer Day premier sponsor (by 2025)	1 corporate (non-pharma) World Ovarian Cancer Day premier sponsor





GROWING THE GRASSROOTS	
*NEW *	4 (minimum) Ovarian Cancer Accelerator Advocacy workshops (dissemination /training on Col and EWS). With potential for WHO involvement we may need to pace accordingly.
4 new advocacy partnerships/collaborations within Every Woman Study™: Low- and Middle-Income Edition participating countries (at country level)	3 advocacy collaborations within Every Woman Study™: Low- and Middle-Income Edition and/or Cost-of-Illness participating countries. (Nigeria/India and Kenya priority countries – this may overlap with activities related to above KPI)
15 new World Ovarian Cancer Coalition partner organizations – 5 from LMIC	15 new World Ovarian Cancer Coalition partner organizations – 3 from LMIC
2 new Coalition Ambassadors	1 new Coalition Ambassador

