



FAMILY HOUSE

THE TRANSFORMATIVE POWER *of* COMPASSION





OUR VISION



FAMILY CARE

The world's most comfortable, compassionate and sustainable pediatric guesthouse for families



WORKPLACE CULTURE

Supported by the excellent staff of San Francisco's best nonprofit workplace



PHILANTHROPY

In a home for giving back with wide open doors to the community



PARTNERSHIP

With the extraordinary investment of our hospital partner



GROWTH

Committed to exploring how we can serve even more families

DEAR FRIENDS,

We are thrilled to introduce *The Transformative Power of Compassion*, Family House's new three-year strategic plan for growth.

More than a roadmap, this plan is a bold commitment to the families we serve in their greatest time of need, harnessing the power of our shared humanity in making a difference. Since our founding by Dr. Art Ablin in 1981, we have seen how care and empathy create lasting change for families facing childhood cancer and other life-threatening illnesses. This plan builds on that foundation, ensuring that every family who we support receives dignity, care, and community.

Compassion is at the core of everything we do at Family House, and with it we can fully realize all our values of providing refuge, connection, access and community to our families. Our new plan aligns us around our mission of not just providing housing, but an even deeper system of support – a true home away from home.

Over the next three years, we will expand our community of care, ensuring that Family House remains the most compassionate, comfortable and sustainable pediatric guesthouse in the world. We also aim to become San Francisco's top nonprofit workplace, so that we can always attract and retain the best staff for our mission.

We will welcome new donors and volunteers, ensuring that Family House is more visible and known in our community of support. Our partnership with UCSF will continue to grow, supported by their excellence in pediatric care and our mutual commitment to access. Finally, we will explore new ways to serve even more families.

Our staff, Board and community have always walked hand in hand with our families in the most challenging times of their lives. As we embark on this journey, we are deeply grateful for your support. Together, we create a welcoming home for the families in our care.

Thank you for believing in the mission of Family House and the power of compassion.

Sincerely,

Katherine Thompson, CEO

Todd Kovacevich, Board Chair

Roxanne Stachon, Vice Chair



FAMILY HOUSE

familyhouseinc.org

ABOUT FAMILY HOUSE

Founded in 1981, Family House serves as a free home away from home for families with children undergoing treatment for cancer and other life-threatening illnesses by providing support, comfort and community.

We provide temporary housing to families of seriously ill children receiving treatment at the University of California San Francisco Benioff Children's Hospital. Qualifying families live more than 50 miles from UCSF, and many live at or below the low-income status as determined by UCSF. Our location sustains nearly a 100% occupancy rate with 80 rooms, and can accommodate 350 guests per night. We are 100% donor supported.

In the 1970s, Dr. Art Ablin, Head of Clinical Pediatric Oncology at UCSF, was deeply concerned about the hardships faced by the families of children being treated for cancer. He noticed many of his young patients' family members sleeping in their cars or in hospital waiting rooms, unable to pay for a hotel.

Before Family House was founded, many parents struggled to find temporary housing in San Francisco while their children were being treated at the hospital. For many, staying at a hotel or motel for the days, weeks or even months their child was hospitalized was well beyond their financial means.

Working in conjunction with UCSF and conveniently located in Mission Bay, just a few blocks from the hospital, we strive to provide family-centered care for patient families. While children undergoing bone marrow transplants, chemotherapy, and radiation are our most common guests, we also accommodate those facing other life-threatening childhood illness such as fetal surgery, transplants, and cardiac patients when space is available.

Family House is more than just a place to stay – it's a home away from home, a community of families that support each other, and a collective who are dedicated to providing a caring environment for the entire family while their child is undergoing treatment.



MISSION & CORE VALUES

MISSION

Founded in 1981, Family House serves as a free home away from home for families with children undergoing treatment for cancer and other life-threatening illnesses by providing support, comfort and community.

CORE VALUES

COMPASSION

Compassion is our core

We believe that our compassion for families as they endure the most trying experience of their lives must drive everything we do.

REFUGE

A place of comfort

We believe that providing a safe, comfortable, dignified living environment enables our families to focus on their child's medical care.

FAMILY

Family of families

We believe in providing an environment where our families naturally connect with each other to find hope, comfort and support.

ACCESS

Addressing health equity

We believe that the cost of having a place to stay should not be a factor in where parents find world class care for their child's life-threatening illness.

COMMUNITY

In this together

We believe in providing opportunities for our staff, volunteers and supporters to profoundly impact the lives of our families.



ABOUT THIS PLAN

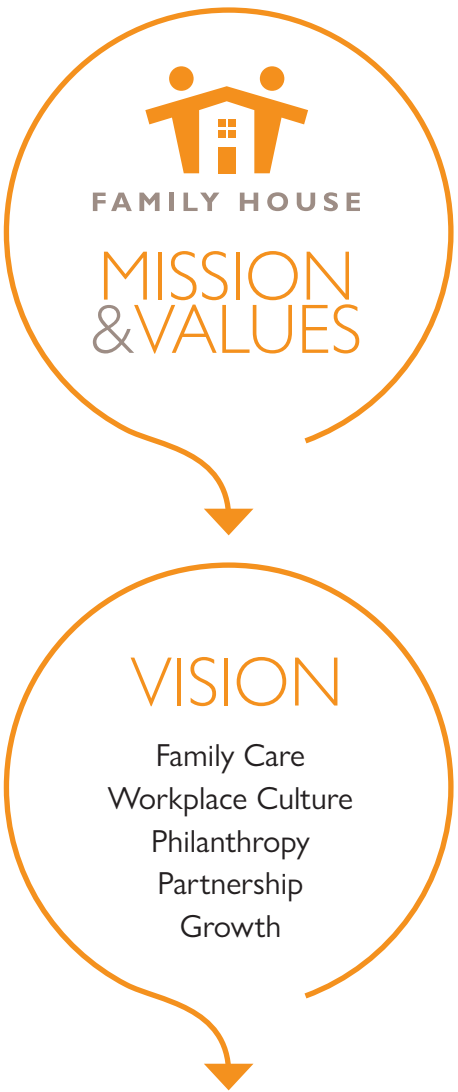
The Transformative Power of Compassion charts the course of the Nancy & Steven Grand Family House from 2025 to 2028. It reaffirms our commitment to providing a free home away from home for families with children undergoing cancer treatment and other life-threatening illnesses while also laying out a vision for the future.

This plan will guide our investments and efforts over the next three years in six focus areas: Serving Our Families, Enhancing Our Operations, Funding Our Mission, Expanding Awareness and Engagement, Supporting the Team, and Future Needs and Growth. Initiatives identified for each focus area align our priorities, ensuring we enhance family programs, optimize our Mission Bay facility, and explore expansion opportunities to reach more families.

In 2024, we fully restored pre-pandemic operations, including comprehensive family programming supported by over 4,000 volunteers. This allowed us to refocus on fostering connections between families—core to our values of compassion, family, and community. We also saw record-high occupancy, highlighting both the demand for our services and the need to expand.

As we look ahead, our focus shifts from recovery to strategic growth. Our strategic planning responds to where we are today—optimistic, mission-driven, and keenly aware of the urgency to grow. The plan’s development was a collaborative effort, beginning with workshops where our Board and staff reaffirmed our mission and values. These discussions shaped our vision, identified key priorities, and defined the initiatives in this plan. Our dedicated team is now working together to bring these initiatives to life, recognizing their interconnected role in advancing our mission.

By sharing our vision with volunteers, partners, and donors, we hope to inspire greater collaboration and support. Through this plan, we will bring even more of the Family House magic to our families while preparing to meet an even greater need in the future.



STRATEGIC PLAN 2025-2028

THE TRANSFORMATIVE POWER of COMPASSION

Six Focus Areas

Serving Our Families

Supporting the Team

Funding Our Mission

Expanding Awareness & Engagement

Enhancing Our Operations

Future Needs & Growth

FOCUS AREA 1

SERVING OUR FAMILIES

Serving our families is at the heart of what we do at Family House. Our family services priorities focus on enhancing the family experience by enriching our family programming and amplifying the magic that defines Family House. Support and engagement with our volunteer community and maintaining program relevance through continuous evaluation and reflection are key to supporting these priorities.

Family Services Initiatives:

- Continue to create a sense of community for families, focusing on the magic that differentiates Family House
- Put a framework in place to support the importance and logistics of our essentials programming
- Increase our capacity to engage with volunteers and support families when they are most present at the house
- Regularly reflect on our family services programming to ensure that we are continuing to provide community, dignity and support to our families



FOCUS AREA 2

SUPPORTING THE TEAM

Family House's dedicated staff are the foundation of what we do, and investing in their development and growth is an investment in the families we serve. We will continue to prioritize staff well-being and organizational development by cultivating a workplace environment built on reflection, learning, belonging, and teamwork.

Staffing and Organizational Development initiatives:

- Emphasize a best-practice driven culture focused on continuous improvement
- Invest in our staff's growth and well-being by providing a variety of training and development opportunities and expanding wellness offerings
- Build upon our DEI initiatives to uphold a community of belonging and equity for both staff and families
- Foster a cohesive team that is committed to supporting each other and the Family House mission through communication, connection and recognition



FOCUS AREA 3

FUNDING OUR MISSION

Fulfilling our mission requires a proactive and multifaceted development program. To ensure long-term sustainability, we prioritize building a diversified revenue model and fostering a culture where every member of our community actively shares the Family House story, inspiring others to support our mission.

DEVELOPMENT INITIATIVES:

- Expand Family House culture of philanthropy and engagement through strategies that leverage, energize and build on long-term relationships with our board, senior leadership, volunteers, donors, and other key stakeholders
- Create a long-term vision for the most sustainable and efficient mix of revenue streams to support future needs
- Develop fundraising strategies that leverage data and technology while engaging donors to support Family House's future needs and growth priorities



FOCUS AREA 4

EXPANDING AWARENESS AND ENGAGEMENT

Sharing the Family House story allows us to connect with partners, volunteers, and donors to foster and grow the community that sustains our mission. Our communication and engagement priorities focus on both expanding our reach and deepening our impact.

COMMUNICATION AND MARKETING INITIATIVES:

- Enhance awareness and recognition of Family House by modernizing communication, refining branding, and expanding strategic partnerships to engage new donors and strengthen charitable support
- Strengthen and cultivate relationships with existing donors, supporters, and volunteers through purposeful communication and engagement efforts



FOCUS AREA 5

ENHANCING OUR OPERATIONS

The skillful and seamless operation of Family House allows us to create a place of refuge and comfort for our families so that they can focus on their child's medical care. Our operations priorities focus on leveraging operational expertise to support priorities across all focus areas of the strategic plan and advancing opportunities to expanding our services and capacity.

OPERATIONS INITIATIVES:

- Prioritize burst room build-out to increase our existing capacity and address near-term occupancy and returning families placement needs
- Support efforts to investigate expansion options in San Francisco both within our existing real estate footprint and beyond
- Evaluate our technology environment and prioritize upgrades to our systems that improve our staff's ability to serve and deepen our engagement with our families, donors and larger community
- Continue sustainability practices in our LEED Platinum Certified building and existing operations at Family House, and in design strategies considered as part of expansion opportunities
- Support other future needs and growth strategic planning initiatives where operational and/or building related expertise and input is needed



FOCUS AREA 6

FUTURE NEEDS AND GROWTH

Strategic foresight and planning are essential to ensuring Family House continues to meet the evolving needs of families. A key aspect of our future growth strategy is ongoing collaboration with our hospital partners to analyze occupancy trends and explore expansion opportunities, enabling us to effectively meet the long-term demand for our services.

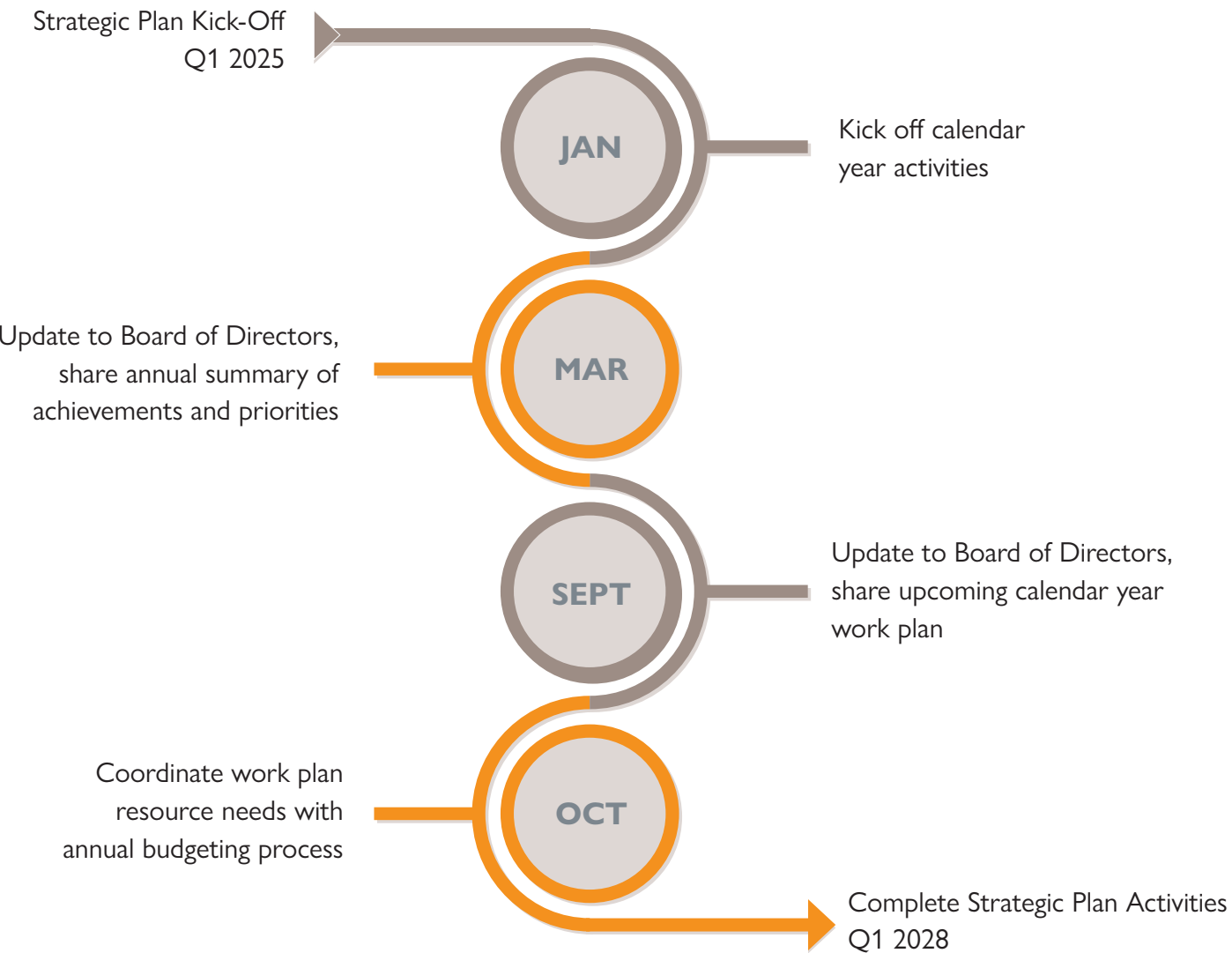
FUTURE NEEDS AND GROWTH INITIATIVES:

- Address near-term and peak occupancy needs at Family House
- Actively seek options for expansion in San Francisco to address long-term demand for our services
- Continue gathering and analyzing data to identify trends affecting occupancy and the needs of families at Family House, allowing us to develop effective strategies to address those needs
- Continue to foster and build upon our partnership with UCSF and other medical institutions
- Consider expanding our services to serve as many families as possible



MOVING FORWARD

The successful implementation of **The Transformative Power of Compassion** will be driven by collaboration and strong leadership. Each of the six focus areas is led by senior staff members who are developing an annual work plan to outline key actions supporting the plan’s initiatives. This work plan will serve as a roadmap, ensuring clear priorities and alignment with our annual budget. To maintain transparency and accountability, we will provide regular updates to our Board of Directors and share an annual progress summary with donors and partners. Achieving our strategic vision requires a commitment to collaboration, prioritization, and communication. By fostering a culture of shared ownership and collective effort, we will effectively serve families and advance Family House’s mission.



SUPPORTING THE PLAN

DONATE

Family House operates entirely through private donations from compassionate supporters like you. Your generosity is essential to achieving our initiatives over the next three years. Every donation directly helps ease the burden for families facing a time of crisis.



OTHER WAYS TO GIVE

- Planned Giving
- Corporate giving: match your gift through your organization
- Donate a vehicle
- Donate tickets or passes to local events: sports games, concerts, local activities
- Host a food or toy drive
- Donate to Fozzy’s Toy Room

VOLUNTEER WITH US

Volunteers play a pivotal role in the success of our mission by assisting our staff in providing a safe and comfortable home for families in crisis. Whether you want to host a family meal at the house, bring your coworkers to help disinfect the living spaces, host a toy drive, bring your therapy dog, or join us for one of our many holiday parties at the house, there is always something you can do.

We hope you will join us!

ENGAGE ON SOCIAL MEDIA

Follow and engage with us on social media!

FACEBOOK



@FamilyHouse
SanFrancisco

INSTAGRAM



@familyhousesf

YOUTUBE



@FamilyHouseSF

LINKEDIN



@FamilyHouseInc

WEB



familyhouseinc.org



FAMILY HOUSE

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DONATE



Platinum
Transparency
2024

Candid.