



# NORTHUMBERLAND HILLS HOSPITAL FOUNDATION STRATEGIC PLAN

## SHARED PURPOSE

**To inspire generous giving to enable exceptional patient care at Northumberland Hills Hospital.**

## VALUES

**Compassion \* Accountability \* Integrity \* Respect \* Dedication**

## STRATEGIC IMPERATIVES & ACTION STEPS

<p><b>To strengthen the alignment between the Hospital and the Foundation through open communication and partnership.</b></p>	<p><b>To build a sustainable culture of philanthropy so that all Hospital and Foundation Board members, staff, physicians and volunteers acknowledge and champion the role of philanthropy.</b></p>	<p><b>To effectively tell the story of the Hospital and Foundation's impact both internally and externally.</b></p>	<p><b>To realize a mutually agreed upon aspirational financial goal by placing a keen focus on leadership gifts and major gifts.</b></p>	<p><b>To build the Foundation's donor base to include donors across the County, new residents and various organizations.</b></p>
<p>Create a "Pillars of Partnership" agreement</p> <p>Establish a formal process to determine fundraising priorities on an annual basis</p> <p>Ensure alignment of Hospital and Foundation communications</p> <p>Foster cross-pollination of Board and committee members between the Hospital and Foundation</p>	<p>Develop and implement a physician engagement strategy</p> <p>Create workshops with groups of healthcare professionals (physicians, nurses, technicians, etc.) to provide information on how they can support the Foundation</p> <p>Implement a "Hospital Heroes" program in which grateful patients can honour a Northumberland Hills Hospital health professional</p> <p>Build the Foundation Board's capacity to support fundraising objectives</p>	<p>Implement a process to define the "why" for Northumberland Hills Hospital and Foundation</p> <p>Develop separate but integrated communications plans: internal Hospital communications plan; internal stakeholders communications plan; donor/community-centred external communications strategy</p> <p>Determine a dedicated Foundation resource that can focus on moving the communications portfolio forward</p>	<p>Continue to build the Major Gifts program</p> <p>Develop a formal, measurable Gift Planning plan</p> <p>Consider ways to expand or refresh the Caring for Generations Society</p>	<p>Continue to build and fortify the engagement strategy for new residents that will include partnerships with allied professionals (real estate agents, developers, etc.)</p> <p>Expand corporate and foundation giving</p> <p>Build on the Foundation's efforts to engage a younger demographic</p> <p>Consider ways to refresh the Special Events portfolio</p>