

Meaford Hospital Foundation

Strategic Plan 2020-2023

*We are pleased to introduce the Meaford Hospital Foundation Board's first Strategic Plan. It is intended to help shape the decisions made each day about how to invest our time and resources which help us to deliver significant value to the communities we serve.*

*Our strategy is to make it possible for Meaford Hospital to continue to be an organization which contributes to a healthier community, and a hospital which is synonymous with caring and collaboration. As we continue to evolve and adapt to an ever-changing environment, so will our strategy.*

### **Statement of Purpose**

The Meaford Hospital Foundation (MHF) exists to raise funds in support of excellent healthcare for residents of Meaford, its surrounding communities, and visitors to our region. The Foundation fulfills its purpose by providing and managing donor funds to meet the capital needs of Grey Bruce Health Services.

### **Our Mission**

**Meaford Hospital Foundation will (a) ensure that Grey Bruce Health Services (GBHS) has the financial resources available to meet the capital equipment and facility needs of the Meaford Hospital, and (b) assist GBHS to provide regional health services accessible to residents of Meaford and surrounding communities.**

Context for our Mission

1. Our primary responsibility is to meet the capital equipment and facility needs of the Meaford Hospital.
2. Our focus is on facilities and services that provide excellent patient care.
3. Provision of up to date and innovative equipment encompassing the newest technologies for Medical Professionals is a priority.
4. The Owen Sound Hospital is the major Regional Hospital and we have a responsibility to assist in funding its equipment needs.
5. Our Foundation is one of five that support the six hospitals of Grey Bruce Health Services. Meaford Hospital Foundation is a full partner in the Five Foundations Committee and is committed to the effectiveness of the group. We are a full partner in all projects of mutual interest.

### **Our Vision**

**A foundation that has a reputation for excellence in fundraising, event management and financial integrity. A collaborative and consultative foundation that works effectively with all community partners.**

### **Our Values**

**Our Foundation believes that relationships and partnerships form the basis of excellence in fundraising. We therefore commit to:**

- **treating all donors, our hospital and the community we serve with integrity and respect**
- **being accountable and fully transparent with our donors and our community.**

## The Next Three Years

With the development of our first Strategic Plan, we can embark upon the next chapter of our Foundation. Our environment is becoming increasingly competitive as other worthy charitable organizations establish themselves in our catchment area. Donor expectations are changing as they seek increased accountability, transparency, and information about the impact of their gifts. We operate in an increasingly dynamic marketplace and one which presents exciting opportunities for our Foundation. Tied in with our Mission, Vision and Values are four strategic directions which are intended to guide us going forward. These directions are developed below:

## MEAFORD HOSPITAL FOUNDATION STRATEGIC DIRECTIONS

Our strategic directions are built on the four pillars of Our Donors, Our Impact, Our Strategic Alliances, and Our Sustainability.

### 1. Our Donors:

Engage and recognize our donors

Each one of our donors is unique. What motivates them to give is personal. For some it is appreciation for a life saved or the personal care provided to a loved-one. For others, it is a commitment to the health and well-being of our communities or a wish to provide a lasting legacy. Each donor needs our recognition which will encourage his/her ongoing commitment and support.

*Objectives:*

- Grow our base of support throughout the region served by our hospital
- Retain donors through effective fundraising strategies
- Provide ongoing opportunities for donor engagement and feedback across multiple channels
- Explore new avenues to attract donors by offering a full range of giving opportunities such as legacy giving, endowment fund, major gifts and capital campaigns
- Develop a multi-year plan leading to the initiation of joint fundraising in partnership with Five Foundations
- Recognize and celebrate donor support in a personal and consistent way

### 2. Our Impact

Communicate the impact of donor contributions to our community

Every donor wants his/her gift to have an impact. As a Foundation committed to raising funds and managing donor gifts, there are many ways we can communicate the impact of these gifts, such as using various communications tools to raise awareness of how donor gifts are helping the health care professionals at Meaford Hospital and ultimately the patients who receive their care. Our health care professionals can help us to articulate the needs and impact that philanthropy has, and they will play a vital role in this process.

*Objectives:*

1. Expand our awareness and donor base throughout the communities served by Meaford hospital.
  - Inspire gift giving by using compelling stories of current and former patients
  - Expand our marketing campaign to communicate our hospital's successes
2. Foster internal engagement by building awareness of our hospital's role as a partner in health care delivery.
  - Engage physicians and health care teams as champions to underscore the importance of donor funding on patient care
  - Educate our community that giving is good for health and recovery
  - Communicate the impact of donor gifts on hospital operations and capital equipment requirements of the health care teams
  - Recruit patient and community ambassadors to share the importance of donor funding on the quality of patient care.

**3. Our Strategic Alliances:**

Build alliances which expand our base of support

In addition to the vital role played by our Foundation Board, staff and volunteers, we will expand our support by working with our partners including business, professional and community-based organizations. These relationships will help build our brand and attract new donors throughout the communities we serve.

*Objectives:*

1. Expand the number of business, professional and community organizations which support our hospital.
  - Identify all of the community, business and professional organizations which identify with our donors
  - Work with other charitable organizations to expand donor support of our hospital
  - Utilize event participants to attract new partners

**4. Our Sustainability**

Ensure organizational and environmental sustainability through effective and efficient operation

Our ability to deliver on our mission and vision depends upon an investment in our staff and volunteers. Each person requires skills and processes which enable them to perform to the best of their abilities. We also need to ensure prudent business and fiscal practices through our commitment to the highest level of accountability, transparency and good governance. This will ensure donor confidence and ongoing sustainability.

*Objectives:*

1. Champion a culture that fosters philanthropy, prudent business and fiscal practices and good governance.
2. Invest in Human Resources management programs to attract and retain staff and volunteers.