

A healthcare professional, likely a nurse or technician, is shown in profile, wearing light blue scrubs and a stethoscope. He is focused on a piece of medical equipment, possibly a patient warming unit, which has a digital display and various control buttons. He is holding a white plastic container and appears to be preparing or adjusting something. The background shows a clinical environment with shelves containing various supplies in blue and red bins, and a bulletin board with papers pinned to it.

CHARTING OUR COURSE

Strategic Plan 2021-23



Our Mission & Vision

Mission

To provide charitable financial resources for the continuing improvement of the facilities and services of the Canmore General Hospital through the encouragement of philanthropy and the guardianship of these financial resources.

Vision

Supporting the present, ensuring the future and creating a legacy for a healthy community

Excellence: We seek to earn the support of donors and the community by bringing professionalism to all of our endeavors. We seek and enhance their understanding and trust of the foundation and its operations.

Methods: We achieve our goals through resourcefulness, innovation and commitment.

Integrity: We bring integrity and honesty to all our actions, realizing that the trust of donors and the community is critical to our success.

Accountability: We are open, transparent, and accountable to our donors, our community and the hospital.

Relationships: We are committed to building strong, productive relationships with our volunteer donors, the community at large, as well as the Canmore General Hospital and its staff. We value all contributions be they financial, volunteer or staff time.

Passion: We are passionate about making a meaningful contribution to the Canmore General Hospital, our donors and our community.



Prosper

We will ensure a thriving and sustainable future for Canmore General Hospital for the next generation of patients in our community

- ➔ Build annual and longer-term strategies
- ➔ Expand governance practices for strategic implementation and oversight
- ➔ Secure reliable and predictable sources of funding
- ➔ Set annual targets with clear plans and objectives
- ➔ Develop compelling campaigns with motivational calls to action
- ➔ Communicate clear value propositions
- ➔ Increase endowment



Inspire

We will champion an inclusive culture of philanthropy in our community to support the world class care provided at our cherished Canmore General Hospital

- ➔ Recognize the health care needs of all residents
- ➔ Communicate the essential role of giving in support of the hospital by sharing results and impacts
- ➔ Secure transformational gifts to enhance the hospital's facilities and infrastructure
- ➔ Activate healthcare providers as spokespeople who engage with the Foundation and its donors
- ➔ Engage and steward through interaction and communication
- ➔ Celebrate volunteers and create opportunities to participate
- ➔ Value all gifts of time, talent or treasure



Grow

We seek opportunities to expand our network by collaborating with and motivating our community through meaningful partnerships, creative innovation, and clear communication

- ➔ Expand fundraising opportunities to attract major, annual, and planned gifts
- ➔ Identify and pursue government funding and partnerships
- ➔ Host and partner with community for innovative & engaging fundraising events
- ➔ Recognize donors and identify new prospects
- ➔ Develop performance measures and set annual revenues benchmarks
- ➔ Create targeted campaigns
- ➔ Communicate using both traditional and technology based platforms
- ➔ Define and tell our story

Strategies 2021-2023

Prosper

- Ensure annual fundraising and business plans have clear objectives, targets and implementation strategies
- Develop a skills matrix that captures board member's unique skills, competencies and identifies gaps relevant for future recruitment
- Develop, distribute and refresh cases for support for all hospital needs: programs, equipment, and capital upgrades and endowment
- Actively steward donors and funders through annual reporting, donor recognition and by hosting appreciation events
- Develop compelling campaigns (including capital) with motivational calls to action led by cabinets populated by local leaders/stakeholders
- Purchase a donor management system
- Reach \$5.0 million dollar endowment target by 2023-24
- Increase revenues from 2020-21 levels by 20% by 2023-24

Inspire

- Nurture a culture of philanthropy by offering fund development training to board members and other stakeholders
- Encourage giving and create champions by telling our story "Health care needs are relevant to all residents and Canmore General Hospital is a valued facility with cherished health care providers"
- Engage and educate the community about our work online (social media/website), through traditional media (radio and print) and offline through public events and newsletters
- Attract, inspire and activate a community of supporters and donors including board alumni, hospital staff, volunteers, etc. by hosting recognition events and networking opportunities
- Develop partnerships and create allies across sectors including healthcare, not for profit, business, leadership, fundraising, etc. at the local, provincial and federal levels
- Engage local, regional, provincial and national government leaders

Grow

- Gather and track regional giving statistics for use in annual business and fundraising plans
- Identify and engage prospective major gift donors by growing the donor pipeline
- Refresh donor base through active stewardship with an aim to converting annual givers to monthly supporters, event participants to monthly/annual donors, etc.
- Set annual and increasing revenue targets for the Ladies' Auxiliary. Provide support to grow and identify new partner initiatives and fundraising opportunities
- Host an annual donor prospecting event to welcome new supporters and partners identified by board members, existing network connections, and other leads
- Schedule two Foundation fundraising events including a golf tournament and winter gala
- Increase government funding through AHS Core Operating grant, High Potential grant, and encourage AHS and/or Alberta infrastructure investment in capital projects



Supporting the present. Building the future. Creating a legacy for a healthy community

1 (403) 678-4358 <http://canmorehealthfoundation.com>

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