



Hamilton Health Sciences Foundation

2011 - 2015 Strategic Plan



HEALTH CARE , TRANSFORMED.

Our mission is to support patient care, research and education across the Hamilton Health Sciences family of hospitals; our goal is Health Care, Transformed.

Each day, we work to transform the lives of the over 2.3 million patients, families and communities that we serve in south-central Ontario and Hamilton.

Over the next several years there is a dynamic transformation taking place in our region as we continue with hospital redevelopment designed to support the ever-increasing needs of our population.

To meet those needs, Hamilton Health Sciences Foundation has developed a 5-year strategic plan built upon the Foundation's Mission, Vision and Values.

MISSION

Our mission is to raise funds and manage donor gifts for the purpose of supporting outstanding clinical care and research for the communities served by Hamilton Health Sciences

VISION

Achieving exceptional philanthropy for health care and research to enable Hamilton Health Sciences to become leaders in exemplary care, innovation and academic excellence

VALUES

The Foundation believes that relationships and partnership are the basis of excellence in fundraising. Therefore we will:

- Treat all donors, the Hospital and others with integrity, respect and appreciation
- Be accountable to our donors and the community
- Encourage creativity and innovation in our activities

Over the next 5 years, our Strategic Plan is focused on four key directions:

1. Transforming our brand
2. Enhancing the donor experience
3. Enhancing our partnerships and optimizing events, and
4. Enhancing organizational sustainability

Core initiatives in support of our key directions:

“TRANSFORMED” BRAND AWARENESS

Increase awareness of our brand within our target geographic markets. Hamilton Health Sciences Foundation will have 3 or more brands within the top 5 brands for health-based charitable donations.

DIRECT RESPONSE DONOR BASE

Increase retention and giving to Hamilton Health Sciences throughout donors' life cycles as a result of strengthened donor relationships. This will be done by enhancing donor programs and developing advocates for the Foundation with increased involvement from HHS staff, leadership and physicians.

BOARD/COUNCIL/MANAGEMENT GIVING

Engage and educate staff at Hamilton Health Sciences and the Foundation in strengthening a culture of philanthropy in the workplace. Also, engage volunteers on Hamilton Health Sciences Board and Councils through giving and participation in key events and initiatives.

PARTNERSHIPS AND COMMUNITY EVENTS

Expand the number of corporate and community partnerships to benefit Hamilton Health Sciences' hospitals. The Foundation will engage in Cause Marketing strategies, Community Events (3rd party events) and high impact Signature Events to generate additional funds and build community awareness.

ORGANIZATIONAL SUSTAINABILITY

Increase general donation revenue to also support Foundation operations.

High-level goals for the next 5 years

The following overarching goals are aligned with the Foundation's four key directions:

1. Increase Foundation revenue
2. Decrease overall cost per dollar raised
3. Increase pledge-based (multi-year) gifts
4. Increase percentage of donors upgrading their levels of support
5. Increase donor base



Foundation

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Charitable Registration number: 131159543 RR0001