



# Strategic Plan

## 2022-2025

This Strategic Plan was created through team collaboration between several parties, led by the South Huron Hospital Foundation Board of Directors, in conjunction with the South Huron Hospital CEO, South Huron Hospital Association Board, and the South Huron Hospital Auxiliary. The process was supported by professional consultants and specialists in the not-for-profit industry. The South Huron Hospital Foundation feels this plan represents our most critical objectives and goals today, while being intentionally focused on the future of our foundation and hospital.



# SHHF Mission, Vision, Values



## MISSION

The South Huron Hospital Foundation raises the funds needed to support access to exceptional healthcare in South Huron and surrounding area. The foundation board strives to serve the needs our community, working in partnership with the South Huron Hospital Association, and our healthcare professionals.

## VISION

Funding the healthcare of our community's future.

## VALUES

INTEGRITY

MINDFUL

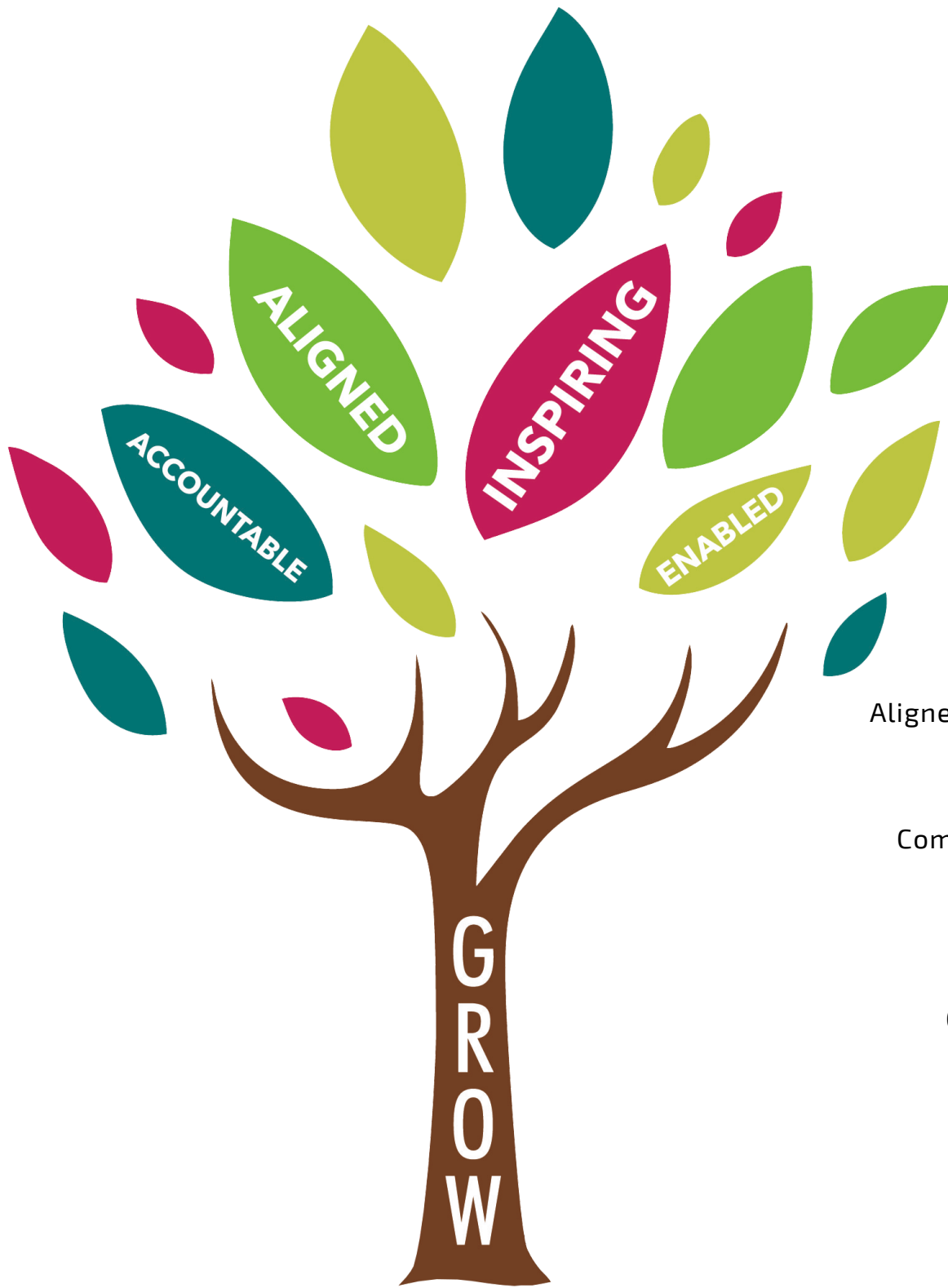
PASSIONATE

ACCOUNTABLE

COMMUNICATION

TEAMWORK





# Strategic Pillars

## **Accountable**

Board & Operational Excellence

## **Aligned**

Aligned to our "reason for being" the South Huron Hospital

## **Inspiring**

Communication that informs & engages our community, ultimately inspiring acts of philanthropy

## **Enabled**

Comprehensive & donor-conscious fund development

## **GROW**

Our ultimate goal is to grow our impact!

## MISSION

The South Huron Hospital Foundation raises the funds needed to support access to exceptional healthcare in South Huron and surrounding area. The foundation board strives to serve the needs our community, working in partnership with the South Huron Hospital Association, and our healthcare professionals.

## VISION

Funding the healthcare of our community's future.

## VALUES

Integrity in our work  
Mindful of our community's needs  
Passionate in what we do  
Accountable to our donors and community  
Communication that is informative and transparent  
Teamwork with our stakeholders



# STRATEGIC OBJECTIVES 2022-2025

### INSPIRING

Communication that informs & engages our community, ultimately inspiring philanthropic support

Consistent, trusted, and transparent messaging

Reach all demographics

Educate our community

### ENABLED

Comprehensive & donor-conscious fund-development approaches

Innovative in our approaches

Enable more donors through diverse streams of giving

Retain donors with consistent appreciation & communication

### ALIGNED

Aligned and connected to our reason-for-being

Partnering around a plan

Prepared for tomorrow

Hearing our stakeholders

### ACCOUNTABLE

Board & Operational Excellence

Passion through board engagement

Operational efficiency & industry standard excellence

Board Diversity & Inclusion