

# Strategic Plan 2018 – 2021

## Connecting with our community to assist our local hospitals

The Toowoomba Hospital Foundation Supports the community by helping to improve local health facilities and services. We assist patients and their families by providing the hospital with equipment and resources and we support hospital staff through providing funding for training, education and research projects.

### Our 5-year Priorities

<i>Ensure that hospital patients and their families have access to convenient accommodation and parking facilities</i>	<i>Grow partnerships with corporate sponsors, other charities and businesses related to our core work to be major contributors to our funds portfolio</i>	<i>Ensure that all people in our community wishing to make a bequest are aware of the Foundation as an option and find making a bequest easy</i>	<i>Raise and distribute funds across a broader scope of community and hospital needs in order to maintain our sustainability and grow the THF brand</i>
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### Our Goals and Strategies

#### Goal 1: To create and maintain engaging relationships

##### Strategies

1. Operate effective, sustained partnerships with our hospitals to ensure we attend to their priorities
2. Provide a broad range of community engagement events every year to increase awareness about the Foundation
3. Inform, recognise and support our donors
4. Maximise community exposure through online and social media

##### Performance indicator

The impact of our community engagement activities

#### Goal 2: To ensure our income streams are sustained at a level that enable us to achieve our vision

##### Strategies

1. Secure new corporate donors
2. Implement a bequest program
3. Work with current and new business partners to grow Partnership income
4. Host events that generate an acceptable financial return

##### Performance indicators

Growth in funds available for distribution to our hospitals

#### Goal 3: To operate an efficient, dynamic and sustainable charity

##### Strategies

1. Provide staff with access to appropriate professional development
2. Regularly review all processes, policies and procedures
3. Apply digital technologies to improve the efficiency and effectiveness of our operations

##### Performance indicator

The Foundation is fully compliant and operates to a disciplined budget

### Our Values

#### Energy

We are active, enthusiastic and accountable. We make things happen and take pride in our contribution to the community

#### Collaboration

We connect with our community our sponsors, donors and partners to respond to the needs of our hospitals

#### Empathy

We are compassionate and we inspire compassion in others through the stories of the people in our community and the accomplishments of our hospitals