

Erie Shores Health Foundation

Strategic Plan



June 17, 2021

KCI
What's Next.

Mission, Vision, Values

Foundation's Mission:

Through the generosity of our community, raise funds to support Erie Shores HealthCare and The Hospice Erie Shores Campus to ensure the highest quality health care in Essex County

Foundation's Vision:

Leading change. Empowering our donors. Caring for our community.

Foundation's Values:

Integrity, Compassion, Collaboration, Innovation

Building our Values



STRATEGIC IMPERATIVES

Strategic Imperatives

1. Celebrate our Donors & Volunteers
2. Inspire Giving
3. Embody Innovation & Creativity
4. Maximize Operational Excellence
5. Champion a Culture of Gratitude

Strategic Imperative #1

Celebrate our Donors & Volunteers

Objective: Be first in the hearts and minds of our donors and volunteers by celebrating their generosity and creating messaging that resonates with our donors and the community.

Action Steps – we will:

- Educate the community on key points:
 - The Foundation's role in funding Erie Shores HealthCare and The Hospice Erie Shores Campus
 - The government does not provide all funding for the Hospital's equipment needs.
 - The Foundation's partnership with The Hospice of Windsor and Essex County in fundraising to support the operation of the Erie Shores Campus.
 - We need to be the community's first choice for care which will lead to being first choice for donations.
- Develop key messages that will amplify the impact donors have on the Hospital and Hospice.
- Create messaging that will resonate with local residents, new residents, the agricultural communities and our diverse communities.
- Engage Hospital & Hospice leadership, physicians and staff in an active role in communications and fundraising strategies in partnership with the Foundation.

Strategic Imperative #2

Inspire Giving

Objective: Elevate the way we fundraise to make a bigger impact on donors with sincere gratitude. Continue to expand our donor base by building relationships with new donors and communities.

Action Steps – we will:

- Partner with community organizations who can amplify the Foundation’s profile and run third-party events
- Strengthen ties with the agricultural and business community, new residents and multi-generational community families
- Amplify the goodwill and value of our sponsors and partners at all levels
- Create and promote a bequest program for our legacy donors
- Continue to increase and diversify donor base
- Provide a broad range of engagement opportunities for new donors and community partnerships
- Continue to build relationships with community members who are capable of making transformational gifts to the Hospital and Hospice

Strategic Imperative #3

Embody Innovation & Creativity

Objective: Use creative and innovative solutions that push boundaries when it comes to engaging our donors, so that we can remain responsive to the evolving needs of our partners and community.

Action Steps – we will:

- Tie giving to **BIG** themes instead of projects.
 - Building the Future
 - Innovations in Care
 - Growing Services Close to Home
- Promote naming opportunities at the Hospital and Hospice to establish legacy gifts
- Invest in digital tools and strategy to encourage giving and elevate stewardship and engagement
- Work in collaboration with the Hospital and the Hospice to confirm priority needs and align to the **BIG** themes.
- Build a creative stewardship program to celebrate every gift

Strategic Imperative #4

Maximize Operational Excellence

Objective: Invest in the people and infrastructure required to ensure the financial sustainability of the Foundation and strong collaboration with the Hospital and Hospice.

Action Steps – we will:

- Build an exceptional team of talented and dedicated professionals with a diverse mix of expertise, experience and perspectives
- Continue to foster alignment and collaboration with Erie Shores HealthCare and The Hospice Erie Shores Campus.
- Continue to innovate and invest in infrastructure, technology, professional development and processes to optimize effectiveness
- Cultivate positivity and goodwill towards the work of the Hospital and the Hospice within the community.
- Aligning financial systems to enhance transparency within the community.

Strategic Imperative #5

Champion a Culture of Gratitude

Objective: To further build a culture of philanthropy so that all Hospital, Hospice and Foundation Board members, staff, physicians and volunteers acknowledge and champion the importance of fundraising.

Action Steps – we will:

- Develop a select group of staff/healthcare champions to promote and demonstrate the value of philanthropy at the Hospital and the Hospice.
- Promote gifts in honour of caregivers from grateful patients.
- Build a grateful patient program in co-ordination with the Hospital.
- Build an internal and external monthly giving program for both the Hospital and Hospice.
- Recognize volunteers' role in supporting philanthropy.
- Consider physician & staff engagement/cultivation opportunities as the Foundation continues with the capital campaign.