

# 2024-2029 STRATEGIC PLAN - PEACE ARCH HOSPITAL FOUNDATION



## OUR VISION

Leading the way to achieving the *healthiest community possible*.

## OUR MISSION

To raise funds, advocate, and support initiatives to enhance the hospital campus and the health and wellness of our community.

### GOALS

#### GOAL 1:

**Build and mobilize a community of engaged loyal donors and partners.**

Engage with our community to increase and diversify our new donors and maintain a high retention rate of current donors.

#### GOAL 2:

**Promote and advocate for the clinical services needs for the hospital campus.**

Advocate for the hospital's clinical services needs by working proactively and collaboratively with our health care partners to develop a Facilities Concept Plan that delivers exceptional healthcare.

#### GOAL 3:

**Advocate for a Healthy Community.**

Foster a thriving and inclusive community where every individual has the opportunity to lead a healthy life.

### STRATEGIES

- Create a compelling narrative based on the campus long-term plan and Healthy Community program that meets community needs and highlights innovation and disruptive thinking.
- Develop and implement specific plans to retain and upgrade current donor groups.
- Prioritize, develop, and execute specific plans to attract and retain new donors, being mindful of diversity, inclusivity, and indigenous learnings.
- Strengthen connections between Foundation and health care partners by collaborating on a shared vision for the hospital campus that focusses on transformational change.

- Advocate/engage our partners (FHA, Provincial Government, municipal – WR & Surrey) to influence/increase their support for PAH and the region.
- Develop a roadmap of hospital campus projects and priorities that meet the services needs of the community.
- Be an influencer and active partner in the design of the hospital campus based on the services needed by the community.
- Devise a "maximum and best use" land development plan.

- Continue to improve overall physical and mental wellbeing for all community members, including those most vulnerable.
- Build strong social networks and community bonds, focusing on inclusive practices
- Increase awareness and education of the Healthy Community program within our community and donor base.
- Initiate identifiable Healthy Community projects.

### OUTCOMES

- A communication strategy and plan (including resources), updated annually, that creates compelling narrative for current/future donors and the diverse SSWR community.
- Annual increase in existing donor retention rate to above industry average AND increase in new donors.
- Advocacy plan and training completed for the Board.

- Board & Leadership team regularly invited to key meetings with healthcare partners and involved in key decisions.
- Confirmed fundraising amount and timeline for kitchen and ICU renovation campaigns.
- Board committee or task force accountable for recommending optimal use of hospital campus, based on Facilities Concept Plan and construction timelines.

- Annual HC projects include partners in Diversity, Inclusion and Equity practices.
- 5-year plan, with milestones, timelines, resources & metrics, to increase donations direct toward HC programs/initiatives.
- PAHF is charity of choice for 3rd party events (HC-related)
- Credible, recognizable HC accreditation process and get Board approval to pursue designation.