

# STRATEGIC PLAN 2019 - 2022

Connecting with our community to assist our local hospitals

Toowoomba Hospital Foundation supports the community by helping to improve local health facilities and services. We assist Darling Downs Health patients by helping fund equipment, services and programs as well as staff development, research and scholarships.

## OUR 4 YEAR PRIORITIES

### Sustained Financial Growth

Diversify and grow our revenue streams from commercial operations, bequests and philanthropy

### Expanded Regional Scope

Transition our operations and our brand to a whole of health region model aligned with Darling Downs Health to work with auxiliaries which seek or need our support

### Stronger Alignment with DDH

Work closely with Darling Downs Health under an MOU to ensure planned alignment of our activities with its strategic priorities

OUR GOALS AND STRATEGIES

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### To create and maintain engaging relationships

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

Growth in audience numbers

2

### Grow our income streams sustainably in support of our hospitals

1. Diversify our revenue streams
2. Secure new corporate donors
3. Develop and operate a successful bequest program
4. Work with current and new business partners to grow partnership income
5. Grow philanthropic partnering

#### Performance Indicator

Growth in funds available for distribution to our hospitals

3

### To operate an efficient, dynamic and sustainable charity

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
4. Ensure OHSA compliance

#### Performance Indicator

- Full OHSA compliance
- Operate to budget
- Benchmarked % administration costs to distributed funds

## 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