



# Georgetown Hospital Foundation

## 2023-2025 Strategic Plan

### MISSION

The Georgetown Hospital Foundation builds awareness and inspires giving to raise funds for essential equipment and services for Georgetown Hospital.



### VISION

Partnering with our community to enhance patient care.

### VALUES

#### Accountability

The Georgetown Hospital Foundation commits to acting with honesty, integrity and transparency to ensure the responsible financial management of entrusted funds.

#### Respect

The Georgetown Hospital Foundation operates with a culture of mutual respect. We engage donors with inclusivity, understanding and compassion to ensure that their act of giving is meaningful.

#### Excellence

The Georgetown Hospital Foundation strives to achieve incredible fundraising outcomes. We ensure that funds are raised efficiently and effectively, and communicate the impact that gifts have made at the hospital.



Please call the Foundation office at (905) 873-4599 if you have any questions about our Strategic Plan.

[www.georgetownhospitalfoundation.ca](http://www.georgetownhospitalfoundation.ca)

# STRATEGIC PRIORITIES

Our strategic directions are aligned with the Halton Healthcare Strategic Plan “Inspiring Care” and are focused on ensuring the Georgetown Hospital Foundation both maximizes funds available for grants to the hospital in the short term and is positioned and prepared for the future redevelopment capital campaign.

## INNOVATE: GROW & DIVERSIFY

Our Foundation will grow and diversify its donor base through the execution of innovative fundraising and outreach programs. We will work closely with new and existing donors to ensure that they continue to be inspired to give generously. When we are successful in our commitment to innovation, the Georgetown Hospital Foundation will look different in the following ways:

- We will have grown our existing donor base in both numbers of donors and revenue;
- We will have demonstrated significant diversification in our fundraising programs; and
- We will have demonstrated elevated and impactful approaches to stewardship.

## COLLABORATE: PURSUE & LEVERAGE

The Georgetown Hospital Foundation will pursue and leverage meaningful and purposeful collaborations that will strengthen our ability to more efficiently and effectively achieve our fundraising and strategic goals. When we are successful in our commitment to collaboration, the Georgetown Hospital Foundation will look different in the following ways:

- We will have deepened and leveraged our relationships with collaborators within the Halton Healthcare family (e.g. Halton Healthcare, Milton District Hospital Foundation, Oakville Hospital Foundation, Georgetown Hospital Volunteer Association) creating new economies of scale in our operations and communications;
- We will have created a rich culture of giving and philanthropy with the staff, physicians and volunteers of the Georgetown Hospital; and
- We will have identified, assessed and formalized new, external collaborations that result in high impact fundraising results with the community.

## ENGAGE: LISTEN & COMMUNICATE

The Georgetown Hospital Foundation will proactively seek to understand the needs of our hospital, community and donors so that we may better customize fundraising programs and opportunities for giving. We will identify and encourage powerful stories from our staff, volunteers and donors so that our Mission, achievements and impact can be articulated and understood in a simple, inspired manner. When we are successful in our commitment to engagement, the Georgetown Hospital Foundation will look different in the following ways:

- We will have a clear understanding of the charitable interests of our community and will have created customized donor programs reflective of those interests;
- We will have built the foundation needed to create and sustain an equitable, diverse and inclusive culture; and
- We will have created a network of Board, staff, volunteers, donors and friends who share our stories in the community to inspire giving to our Foundation.