



Northumberland Hills  
Hospital Foundation

# Strategic Plan 2025-26

## MISSION

To inspire generous giving to support exceptional patient care at Northumberland Hills Hospital.

## VALUES

Collaboration • Accountability • Integrity • Respect • Responsiveness

## STRATEGIC IMPERATIVES

### GROWTH

#### Strengthen Our Impact

Grow and diversify our base of donors, sponsors, and volunteers by creating a comprehensive fund development strategy.

### COMMUNICATIONS

#### Communicate Our Value

Proudly share the story of the Hospital and Foundation's impact both internally and externally by consistently sharing donor stories, testimonials, and examples of impact across a variety of media platforms and using a variety of communication techniques.

### RELATIONSHIPS

#### Deliver an Exceptional Donor & Volunteer Experience

With a goal to “rise above the sea of sameness” we will put in the time and energy to foster relationships that are personal and authentic to demonstrate our commitment to the people who share our belief in exceptional patient care, close to home.

### ACCOUNTABILITY

#### Build Trust & Affinity

Focus on operational excellence by demonstrating a culture of continuous improvement through strong governance, leveraging technology to its fullest, prudent management, and sound fiscal practices.