



# Strategic Plan 2021-2025



La Fondation  
Hôpital général  
de la baie  
Georgienne

Georgian Bay  
General Hospital  
Foundation



## Our Mission & Vision

### Our Mission

To empower Georgian Bay General Hospital to deliver exceptional health care.

### Our Vision

Inspiring generosity. Strengthening health care. Celebrating impact.

## Our Values



### COLLABORATION

We enthusiastically embrace partnership with others to achieve our mission.



### ACCOUNTABILITY

We act with honesty, integrity and transparency with the resources entrusted to us.



### RESPECT

We commit to use the strength of our differences to embrace each person's uniqueness, with a spirit of inclusivity, diversity and equality.



### EXCELLENCE

We strive to achieve transformational fundraising results, delivery exemplary stewardship and embrace change with innovative thinking.



# Our Strategic Pillars



## INVITE

We create and embrace opportunities to connect with and engage our diverse communities through outstanding communication, strategic partnerships, and continuous innovation.

### WE WILL

- Create inspirational marketing and advertising material that highlights the importance of community support for the future of Georgian Bay General Hospital
- Leverage technology to expand reach, engage the broader community, and acquire new donors
- Build a broad base of donors who drive our strategic priorities and understand the value of philanthropic gifts
- Strengthen community-based partnerships to ensure mutually beneficial relationships, resulting in increased support and higher profile for both the Hospital and Foundation
- Grow our volunteer and donor base to be more reflective of the changing demographics of our diverse community
- Empower the community to be part of our collective vision

## INSPIRE

We lead and nurture an inclusive culture of giving in our community to support exceptional care and clinical excellence at Georgian Bay General Hospital.

### WE WILL

- Communicate the vital role of philanthropy in support of exceptional care delivery by demonstrating impact and sharing results
- Build and enhance meaningful partnerships with physicians, clinicians and staff to engage with the Foundation and with our supporters
- Provide opportunities and pathways for purposeful volunteer engagement
- Deepen personalization of donor engagement, stewardship, and communication
- Create meaningful interactions that donors value at all giving levels
- Secure transformational gifts for Georgian Bay General Hospital
- Strive to be the first in the hearts and minds of the communities we serve

## INVEST

We ensure a thriving and sustainable future for Georgian Bay General Hospital for the next generation of patients in our community.

### 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 Georgian Bay General Hospital
- Create and promote a bequest program for our legacy donors that demonstrates the power of philanthropy for patients and families today and for years to come
- Continue to innovate and invest in infrastructure, technology, professional development and processes to optimize effectiveness
- Cultivate feelings of positivity and goodwill towards the work of the hospital



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