



Strategic Plan 2015-2021

MISSION

Partnering with the community to fund essential medical equipment for Oakville's hospital to enable high quality patient care.

VISION

To be a leading charity of choice for donors and volunteers in the Oakville community.

STRATEGIC OVERVIEW 2015-2021

To develop a cycle of engagement and re-engagement across all donor, staff, physician and volunteer constituencies, through the use of impactful storytelling and meaningful stewardship activities. Using the key imperatives below, we will complete our \$100 million net equipment goal and set the stage for a new granting level of \$9-10 million annually to OTMH.

RAISE \$44 MILLION

Identify and attract new major gift donors

Renew pledge donors

Grow mid-level base of donors

Grow and retain monthly donor base

Develop and implement comprehensive stewardship plan

INTEGRATE COMMUNICATIONS

Develop guiding document of joint OHF/OTMH initiatives

Identify & market patient and program successes and OTMH measureable outcomes

Create visual awareness in the hospital to attract stories and donations from grateful patients

Build cases for support and supporting imagery

DEEPEN FAMILY ENGAGEMENT

Educate and enlist physician and front-line staff champions

Develop recruitment strategies and succession plans for all volunteer committees

Approved by Foundation Board of Directors January 15, 2015.