



Strategic Plan Highlights 2012-2015

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.

FOUNDATION'S GOAL

To inspire the community to contribute \$60 million toward the equipment needs of the New Oakville Hospital, thereby building capacity and laying the groundwork for enhanced annual giving post-campaign. Further, building on the groundwork laid over the course of the capital campaign, develop a lasting relationship with a donor base reflective of Oakville's community fabric to ensure increasingly broad-based, recurring annual giving. Finally, to always strive to achieve our goals in the most cost-effective manner.

STRATEGIC OBJECTIVES 2012-15

These three Strategic Objectives will guide the Foundation in our achievement of the Foundation's Goal. These objectives will run concurrently with varying levels of resources assigned to them over the 3 year period.

Objective #1 – Grow our Base of Financial Support

1. Raise the final \$15 million of our \$60 million campaign by:
 - a. Increasing annual gross income over 3 years **(26%)**
 - b. Increasing annual net income over 3 years **(30%)**
 - c. Increasing pledges from Corporations during Campaign **(\$10 million)**
 - d. Increasing online giving year over year **(Double to \$275,000 by Dec. 31, 2014)**
2. Increase number of monthly donors year over year **(60% increase to 1,400 monthly donors by Mar. 31, 2015)**

Objective #2 – Expand our Reach into the Community

1. Invert the gift chart to engage donors at all levels and stages of life by:
 - a. Significantly increasing north Oakville donor base **(1,400 new donors from north of QEW by Mar. 31, 2015)**
 - b. Developing a schools campaign
 - c. Engaging cultural groups and individuals as donors and volunteers
 - d. Expanding our Ambassador Program with representation from above categories
2. Tie the equipment case to donor, physician and/or patient stories
3. Increase social media presence to educate and engage a broader community **(Double website visits to 100,000 annually by Dec. 31, 2014)**

Objective #3 – Strengthen Donor Trust

1. Maintain an expense ratio that places us in the top 10% of our peer organizations
2. Utilize the Board matrix for recruitment with a focus on inclusiveness
3. Increase Board member connections to donors through stewardship activity
4. Ensure appropriate policies are in place to minimize organizational risk