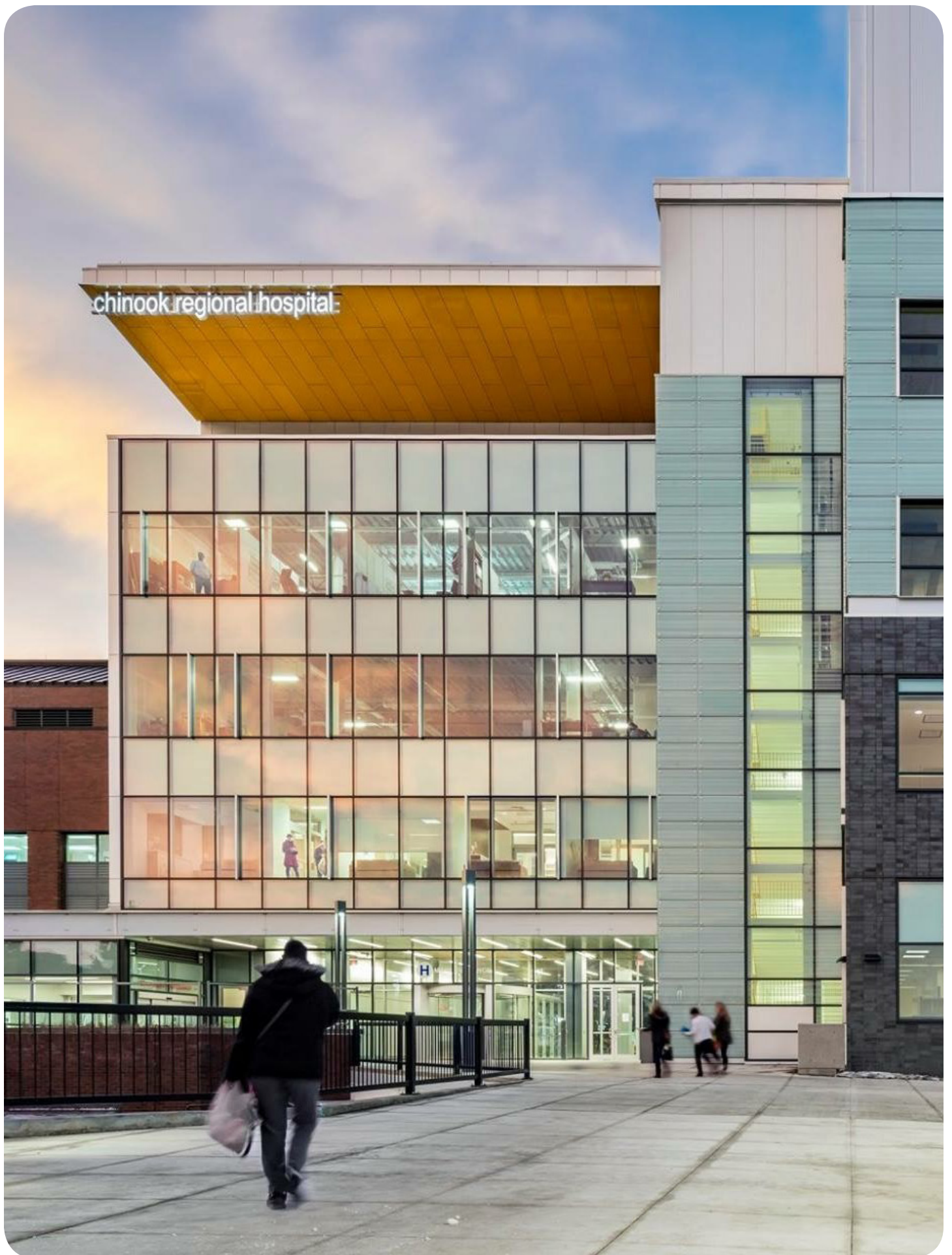


Moving Boldly into our Future



Strategic Plan **2019-2023**

chinook regional hospital



A message from, **Mark Orenstein, Board Chair** and **Jason VandenHoek, Executive Director**

At the Chinook Regional Hospital Foundation we are proud of the impact that donors have facilitated at the Chinook Regional Hospital. From our very beginning in 1992, our organization has been feverishly supported by generous donors who strive to ensure that the best possible care is always available, and has been led by dedicated, strong and community minded volunteers and staff.

Our new strategic plan defines the next great era for the Chinook Regional Hospital Foundation. It is a culmination of a year's worth of hard work. We analyzed our past successes and failures, took a hard look at our environment and what was trending

around us and wrapped our minds around supporting our ever changing population – a population we are dedicated to serving for years to come. Working together we have crafted a thoughtful and inspiring blueprint for our future.

Through this process we have updated our Mission and Vision, identified and refined our Core Values and dedicated ourselves to aspiring to create a culture that is rooted in care and compassion. Our goals are clear and our teams aligned and we believe that our future has never looked brighter. Thank you for your support, dedication and optimism.

Sincerely,

A stylized, handwritten signature in black ink, featuring a large, sweeping loop at the top and a horizontal line extending to the right.

Mark Orenstein
Chair
Chinook Regional Hospital Foundation

A stylized, handwritten signature in black ink, featuring a large, circular loop at the top and a series of connected, flowing lines below.

Jason VandenHoek
Executive Director
Chinook Regional Hospital Foundation



Investing in the Health of Your Community, Your Family and You

Our Mission

The Chinook Regional Hospital Foundation raises funds and stewards the use of the donations to support healthcare services that are needed in our community.

Our Core Values

- **Stewardship of Funds** - We practice responsible planning and management of the donors' gifts and we communicate the use of the gift to the donor.
- **Accountability** - We value the ability of our board, staff, and Foundation to honour our commitments, to donors, stakeholders and to each other.
- **Professionalism** - We are committed to meet our obligations by positively influencing the health of our community.
- **Code of Ethics** - We adhere to high ethical principles: truthfulness, fairness and doing what we say we will do.
- **Compassion** - We understand the sociocultural, psychological and economic influences on people's lives in their environment.
- **Care** - We demonstrate concern, empathy and consideration for the needs and values of others.
- **Excellence** - We embrace advancement, challenge mediocrity, and work toward the development of new knowledge.
- **Safety** - We have a shared belief among the board, staff and volunteers that safety is a way of life.
- **Teamwork and Collaboration** - We develop and nurture partnerships that add value to the Foundation.

Our Vision

Our Vision is for a healthy community that has access to outstanding healthcare.

Aspiring Culture

- **Open Communication** - The board and staff practice open and honest communications through positive attitudes, building a trusting environment of reporting and feedback.
- **Egalitarian** - The Foundation believes that all people are equal and deserve equal rights and opportunities.
- **Compassionate and Caring** - We believe that compassion and caring are at the root of everything we do.
- **Transparent** - Board and staff understand and have access to the means and way decisions are made if they are directly affected by such decisions.
- **Effective Governance** - Planning, execution, accountability, and measurement.



Strategic Themes

INVESTING IN PEOPLE TO GROW OUR FOUNDATION AND BUILD OUR CULTURE

Identifying the needs, recruiting, training, and growing our people in an energized, communicative environment.

DONORS STRATEGY

Establish sustainable, life-long relationships with a donor strategy that incorporates trends in donor engagement, needs and involvement with the Foundation.

FUNDRAISING STRATEGY

- Build a sustainable funding framework that increases and diversifies revenue generation opportunities.
- Identify and build relationships in support of priority programs and projects as agreed upon between the Chinook Regional Hospital, Alberta Health Services and the Foundation.
- Establish funding strategies and systems that enable philanthropic giving to flourish at ALL levels of giving.
- Increase awareness of the Foundation and its programs and recognize and celebrate internal and external successes of key stakeholders.

COMMUNITY ENGAGEMENT

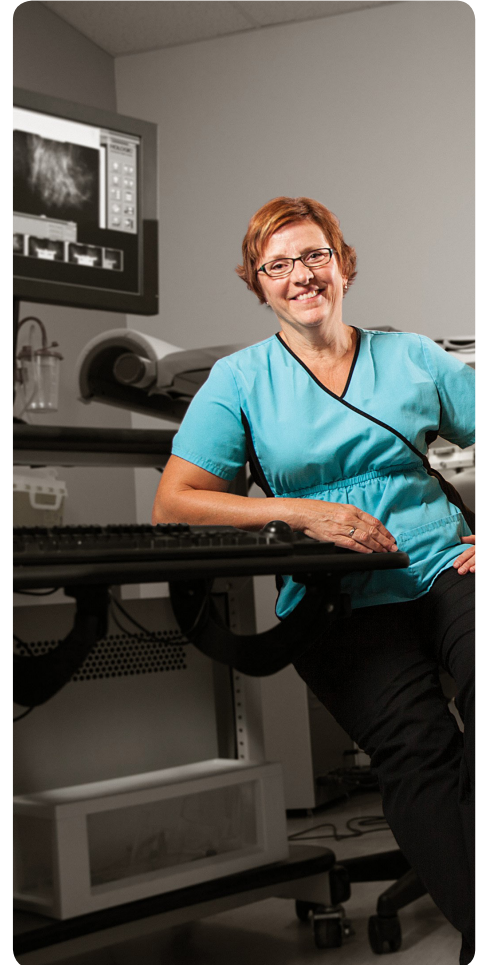
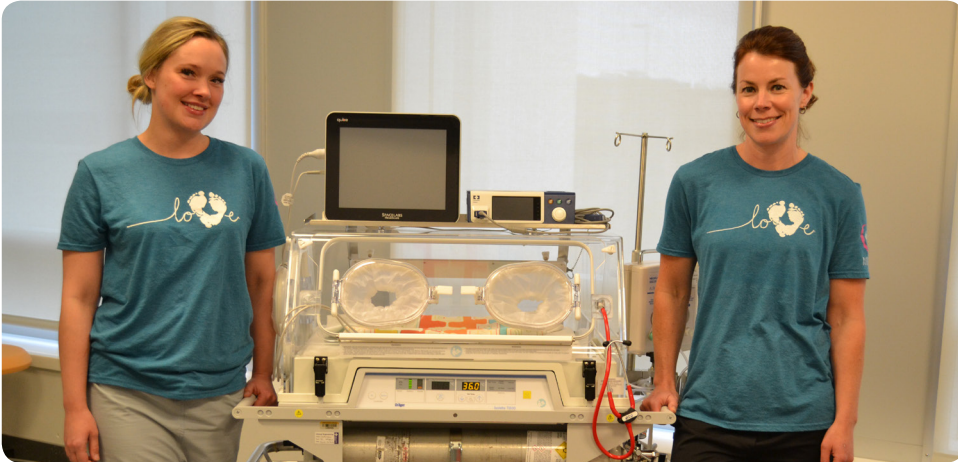
Establish and deepen partnerships and relationships with key community stakeholders and broaden engagement with hospital and medical community.

TECHNOLOGY / FINANCE INFRASTRUCTURE - "PEOPLE, PROCESSES AND SYSTEMS ARE THE LIFEBLOOD OF THE FOUNDATION"

To meet our current and future needs, assess our systems' capabilities that affect the processes carried out daily by our staff, executive director, board members and volunteers in a communicative environment.

PHILANTHROPY: A KEY DRIVER

For over 20 years Chinook Regional Hospital has benefitted from a remarkably generous community. Philanthropy is a fundamental component of the strategic plan for the future.



Contact

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