

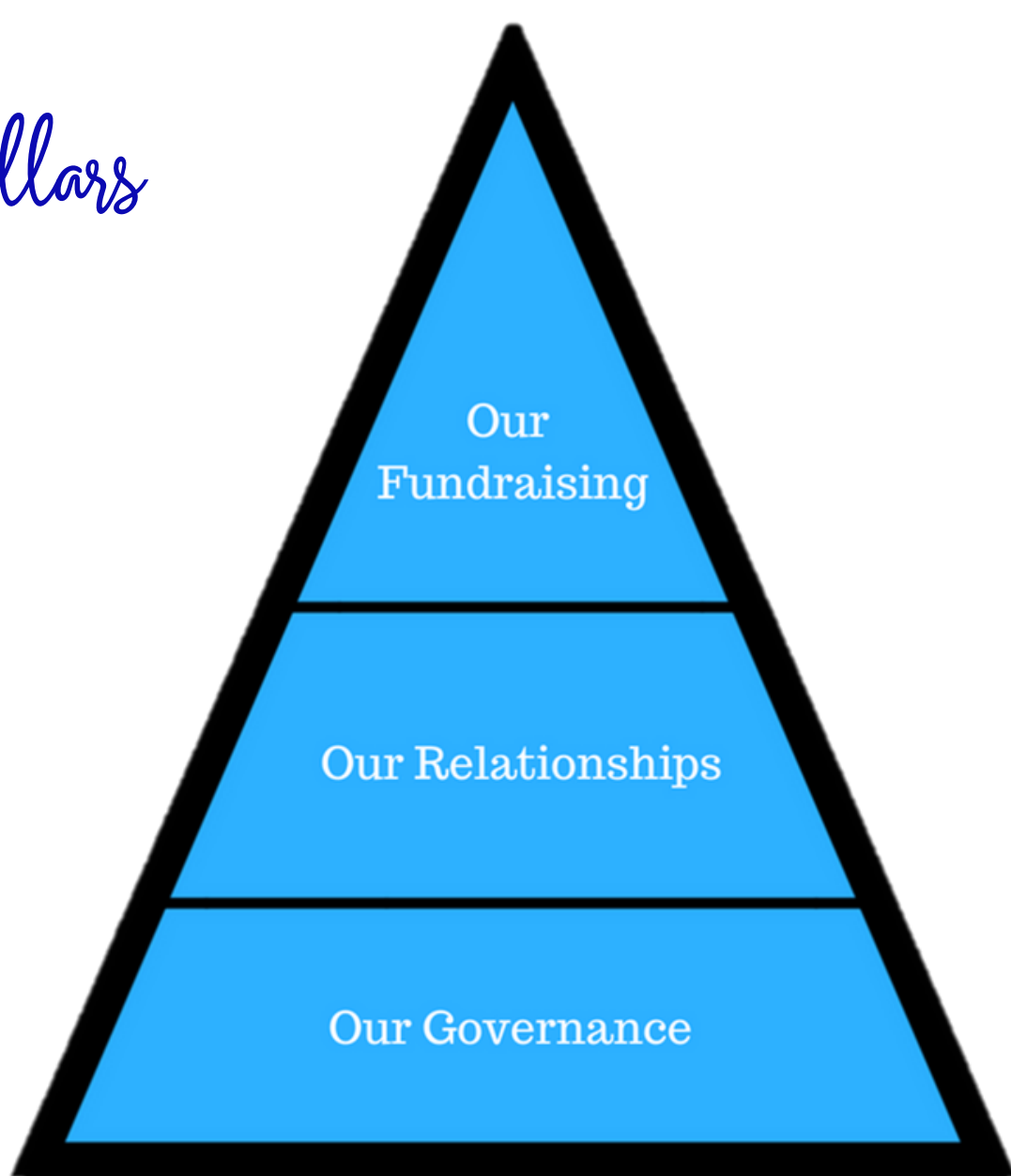


Mission: Supporting Cornwall Community Hospital in making exceptional care possible.

Vision: Together with our donors, providing for Cornwall Community Hospital's future needs.

Three Strategic Pillars

2019-2021



Our Fundraising

Donor acquisition

- Grow our active donor list (new and lapsed donors) through engaging programs appealing to all corners of our catchment district
- Evolve current donor channels to stay relevant, increase participation & heighten efficiency
- Continue growing grant and corporate partnership opportunities to supplement local funding needs

Building a Legacy Together

- Celebrate the legacies of our donors by exploring the creation of a meaningful endowment program to help our Hospital live on for years to come

Technology Enabling Donations

- Explore and leverage cost effective technology making it easier for new and existing donors to support CCHF.

Match Appeals to Donor Interests

- Leverage our database to tailor fundraising approaches (from major gifts to monthly donors) and anticipate the needs/ interests of lapsed and present donors.
- Research new partnerships and prospects to provide exceptional stewardship

*"Your greatness is not what you have.
It's what you give."*





Our Relationships

...with our donors

- Share first-hand stories from doctors, staff, grateful patients & donors to inspire support
- Foster annual stewardship events celebrating our donors in a meaningful way
- Partner staff members with groups of donors (from major gifts to monthly giving) to deepen efficiency, service and stewardship

...with our Hospital

- Collaborate with our Hospital to increase communication and strengthen shared goals
- Partner with front-line staff & doctors to engage donors and make urgent needs compelling
- Deepen our partnership with the Hospital Auxiliary to leverage each other's strengths and acknowledge their important efforts at CCH

... with our People

- Empower staff to grow skills and provide education to expand philanthropic expertise
- Inspire board members to act as ambassadors within their networks, encouraging participation in events, sparking monthly donations, creating sponsorship partnerships or connecting CCHF with major gift opportunities

"No act of kindness, no matter how small, is ever wasted."



Our Governance

Bylaws, Policies and Process

- Evolve CCHF bylaws and policies to remain effective and accountable
- Pass a Donor Bill of Rights to demonstrate CCHF's commitment to its supporters
- Implement a process to evaluate the performance of our board and ways to engage individual members

Financial

- Continue to evolve policy and controls to demonstrate our commitment to exceptional fiscal responsibility
- Establish a Board Financial Committee
- Develop endowment fund and investment guidelines
- Create measurement tools to examine the return on fundraising programs and evaluate the potential of new practices and novel fundraising ideas.

Community

- Continue applying an ethical, transparent, and donor-centric lens to all Foundation activities

"You must be the change you want to see in the world."



We're here because YOU care!

Please visit www.cornwallhospitalfoundation.ca to donate today!