

Mission:

Inspire financial support for Humber River Hospital as it uses technology and innovation to reinvent patient care.

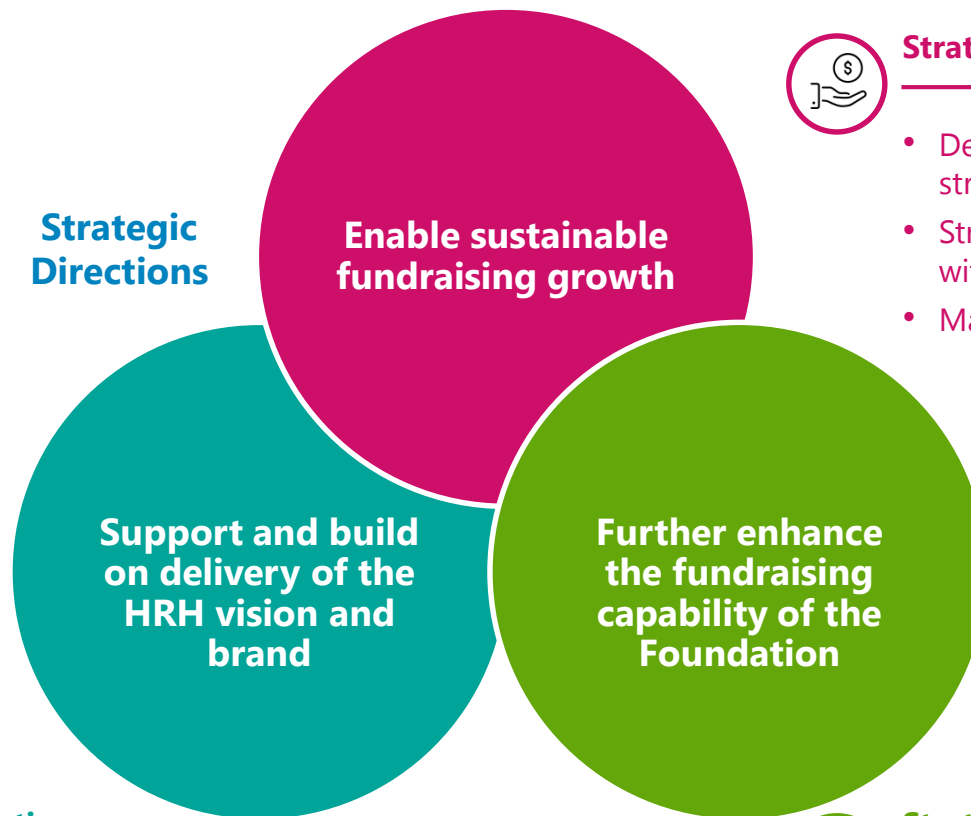
Vision:

Create a lasting affinity with Humber River Hospital.

Values:

Donor-Centred
Visionary
Inspirational

Strategic Directions



Strategic Objectives

- Define and achieve diversified revenue streams
- Strengthen a culture of philanthropy within the Hospital
- Maximize donor retention



Strategic Objectives

- Develop a visionary case for support that defines fundraising priorities
- Strengthen a shared communications / marketing plan to drive philanthropy endorsed by the Hospital and Foundation
- Optimize alignment and transparency between the Hospital and Foundation



Strategic Objectives

- Achieve 100% Director engagement in fundraising activities
- Activate a fully engaged diverse volunteer fundraising team
- Be recognized as an employer of choice in the hospital fundraising sector