



Vision Statement

To be the bridge for advancing healthcare in our community

Mission Statement

Bringing together our community to engage donors in the support of healthcare in northern Sonoma County

Core Values

Sustainability

Integrity

Leadership

Stewardship

Community



HEALTHCARE FOUNDATION STRATEGIC PLAN 2009 – 2012

Approved by Board of Directors January 29, 2009

Executive Summary

Focus Area	Strategic Focus Statement	Major Goals
Fund Development	Raise \$2.4 million per year to support healthcare in our community and ensure a strong financial future for the Foundation.	<ul style="list-style-type: none"> • Develop a three year balanced fundraising plan which will sustain the Foundation and its programs which includes a budget and return on investment • Increase donor base 50% over the next three years. • Build an event program with annual revenue of \$200,000. • Increase donations from annual giving program to \$2,000,000 per year. • Establish a planned giving program and make at least one donor presentation per month. • Evaluate volunteer staffing levels to ensure adequate resources to competently perform the required work. • Build internal grants to an annual revenue of \$200,000. • Develop individual and corporate sponsorship programs. • Provide Board and volunteer training to sharpen professional fundraising skills and build enthusiasm. • Create and execute a strategy for establishing an endowment for the Foundation. • Inform, engage and inspire the community by facilitating dialogue to reach 50% of the households in our district. • Boost recognition of the Foundation's identity in the community, by whatever means, at least once a month. • Develop a consistent branding strategy for all communications. • Reach at least 50% of our donors via electronic communications.



HEALTHCARE FOUNDATION STRATEGIC PLAN 2009 – 2012

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<p>Finance</p>	<p>To provide sound financial strategies and oversight to build a thriving organization for the future.</p>	<ul style="list-style-type: none"> • Evaluate approach to financial planning and establish 3 year plan to meet organizational strategies. • Review and modify (as needed) the Foundation's financial policies in order to maintain sound financial practices. • Enhance and review Investment Policies to ensure appropriateness and sound management. • Assure a well educated Board as stewards of our future on financial structure.
<p>Governance</p>	<p>To be the “Board of Choice” for leadership in funding healthcare in northern Sonoma County.</p>	<ul style="list-style-type: none"> • Create a process and structure to ensure the ethics and integrity of the organization. • Provide structure and leadership for a knowledgeable, successful and prudent Board. • Identify, recruit and maintain the desired composition for an outstanding board (skills, commitment, shared values, etc.). • Add Strategic Planning as a subcommittee and establish process to ensure environmental scanning function.
<p>Grant Review</p>	<p>To maximize the impact of donor contributions by funding projects that will advance healthcare in our community.</p>	<ul style="list-style-type: none"> • Clarify Committee functioning. • Review and modify Grant Charter to meet new Vision and Mission. • Refine Grant Application process to demonstrate impact on healthcare with measurable outcomes and criteria (visibility, access, community support). • Consider grant applications that meet community healthcare needs. • Prioritize grant applications to meet community healthcare needs. • Fund grant applications to meet community healthcare needs. • Exercise oversight to ensure donors funds are used in compliance with grant conditions and for intended purposes.