

SURREY HOSPITALS FOUNDATION

Strategic Plan Overview 2023-2026

Introduction

In April 2023, the Board of Directors approved the strategic plan for the next three years to reflect Surrey Hospitals Foundation's (SHF) overarching strategic goals and priorities in this unique time. The mission, vision and values were revised knowing that an agreement on mission is paramount. Defining a shared vision and planning based on that desired outcome is the essence of strategic planning.

The Board of Directors and management strategized about SHF's future, looking beyond current programs and services and defining the Foundation's place in a new regional-based, partnership-focused system of philanthropy that would support our goal to provide equitable and exceptional care.

The Board and staff of the Foundation are committed to executing on this plan, monitoring our progress, and pivoting as conditions warrant, to ensure the sustainable delivery of excellence in our charitable intent.

Mission, Vision and Values

Mission: Partnering with our donors and the community to support equitable, and exceptional care in Surrey hospitals.

Vision: Transforming care for residents in South Fraser through excellence in hospital care.

Values: In achieving our mission, we embrace the following values:

Donor-Centered

- We believe that donors are active participants in healthcare reform and improvement.
- Every donor brings us closer to our vision of equitable and exceptional care for residents in South Fraser.
- We are committed to continuously and proactively improving our donors' experience.

Respect

- We listen to all points of view.
- We treat others as they would like to be treated.
- We provide a safe and healthy working environment.

Teamwork

- We work together toward our common goal of helping people living in South Fraser.
- We recognize that innovation can come from people at every level and every position.
- We grow collectively and together.

Integrity

- We act with integrity and honesty in our work and in the decisions that we make.
- We stretch and leverage every dollar for maximum impact.
- We are accountable.

Strategic Goals 2023-2026

Surrey Hospitals Foundation's focus over the next three years will be governed by the following four goals:

1. **Communication:** Effectively engage with our communities in telling the story of Surrey Hospitals and Foundation's impact
2. **Partnerships:** Broaden and strengthen key partnerships and alliances
3. **Fund Raising:** Strengthen our philanthropic value proposition through enhanced fundraising
4. **Team Building:** Build and support a strong philanthropic team