

RBWH Foundation Strategic Plan FY25 – FY29



Our Purpose	To save lives through the extraordinary power of giving			
Our Mission	Together, we advance patient care and life-saving research			
Priorities	Community trust & engagement	Scale & focus	Delivering & demonstrating	Strength & Sustainability
Objectives	Build a profile that is trusted and recognised	Increase funding	Fund the highest priority patient care and research initiatives	Strengthen organisational capacity and capability
Strategies	<ul style="list-style-type: none"> Embed a culture of philanthropy within RBWH, Redcliffe Hospital, the Surgical Trauma and Rehabilitation Service (STARs) and Institutes on the Herston Health Precinct (known as our Philanthropic Partners) through marketing, communications, and engagement with Team Royal and embedding our volunteers as Foundation ambassadors. Build and maintain relationships with RBWH patients, supporters, stakeholders, health workers, researchers, volunteers, businesses and organisations. Develop strategic partnerships with aligned corporate and not-for-profit organisations and government. 	<ul style="list-style-type: none"> Increase donor support for the Foundation so that it can support our Philanthropic Partners’ priorities through fundraising and partnership strategies. Ensure the most strategic funding opportunities will inform major campaign initiatives. Explore innovative operating models and fundraising channels to enable our ability to grow. 	<ul style="list-style-type: none"> Deliver innovative, equitable and transparent avenues for funding initiatives in patient care and research. Expand the volunteer program to enhance the patient and family experience. Be accountable through regular communication of impact and outcomes to our donors, supporters and community to deliver an exceptional donor experience. 	<ul style="list-style-type: none"> Ensure the Foundation’s organisational structure supports our goals. Focus on leadership and capability development for high performance and productivity. Implement appropriate systems, technology, and processes to support growth, efficiency and effectiveness. Manage our financial health to ensure support of the strategy.
Key Results	<ul style="list-style-type: none"> Support from Board Members. Increased donor retention. Growth in number of donors. Increased brand awareness. 	<ul style="list-style-type: none"> Growth in unconditional giving for strategic priorities. Growth in fundraising income to support Redcliffe Hospital. 	<ul style="list-style-type: none"> Deliver twice-yearly open grant rounds. Facilitate large-scale projects. 	<ul style="list-style-type: none"> Net assets maintained at budgeted levels to support strategy. Deliver People & Culture Strategy.

VALUES

Be Connected | Be Impactful | Be Ambitious