

# RBWH Foundation Strategic Plan FY23 – FY27



<b>Our Purpose</b>	To save lives through the extraordinary power of giving			
<b>Our Mission</b>	Together, we advance patient care and life-saving research			
<b>Priorities</b>	<b>Community trust &amp; engagement</b>	<b>Scale &amp; focus</b>	<b>Delivering &amp; demonstrating</b>	<b>Strength &amp; Sustainability</b>
<b>Objectives</b>	Build a profile that is trusted and recognised to attract and retain givers and partners	Increase funding to enable extraordinary opportunities for impact	Demonstrate how we are fulfilling our mission	Strengthen organisational capacity and capability to ensure sustained impact
<b>Strategies</b>	<ul style="list-style-type: none"> <li>Raise our profile and brand awareness within RBWH, with Team Royal, the Herston Health Precinct and strategic research institutes, state-wide, nationally and internationally through marketing &amp; communications.</li> <li>Build and maintain relationships with RBWH patients, givers, stakeholders, health workers, researchers, volunteers, businesses and organisations.</li> <li>Develop strategic partnerships with aligned corporate and not-for-profit organisations and government.</li> </ul>	<ul style="list-style-type: none"> <li>Increase donor support for RBWH priorities through fundraising and partnership strategies.</li> <li>Ensure the most strategic funding opportunities for the RBWH inform major campaign initiatives.</li> <li>Explore alternative operating models and fundraising channels to enable our ability to grow.</li> </ul>	<ul style="list-style-type: none"> <li>Distribute funding to patient care and research projects.</li> <li>Develop innovative, equitable and transparent avenues for funding applications.</li> <li>Review &amp; build robust governance mechanisms through appropriate committees and processes.</li> <li>Expand the volunteer program to provide maximum benefit to patients, health workers, volunteers, and corporate partners.</li> <li>Develop impact reporting, including a system to ensure the measurement and recording of outcomes and reporting back to givers to deliver an exceptional donor experience.</li> </ul>	<ul style="list-style-type: none"> <li>Develop the Foundation’s organisational structure to support growth.</li> <li>Attract and retain skilled and engaged staff and volunteers.</li> <li>Foster a learning culture through feedback loops and development opportunities.</li> <li>Encourage high performance through reward and recognition of achievements.</li> <li>Ensure staff have clear direction, goals, support and are empowered to make decisions.</li> <li>Ensure sustainable distributions to mission.</li> <li>Implement and grow a system to enhance donor and potential donor experiences.</li> <li>Manage our financial health to ensure support of the strategy.</li> </ul>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>Improved brand awareness.</li> <li>Increased donor retention.</li> <li>Growth in number of donors.</li> </ul>	<ul style="list-style-type: none"> <li>Growth in fundraising income for strategic priorities.</li> <li>Maximisation of investment portfolio returns.</li> </ul>	<ul style="list-style-type: none"> <li>Amount of funding granted for patient care and research.</li> <li>Percentage of completed volunteer shifts.</li> </ul>	<ul style="list-style-type: none"> <li>Employee and leadership surveys.</li> <li>Learning &amp; development plans complete.</li> <li>Percentage of fundraising distributed.</li> </ul>

## VALUES

Generosity of spirit | Ideas are encouraged & explored | Integrity & honesty | Responsible for my actions, promises & behaviours | Respectfulness