



**Lakeridge
Health
Foundation**

Strategic Plan 2018-2020

Approved December 6, 2017

Vision

An inspired community achieving health care excellence in Durham Region.

Mission

Partnering our community and Lakeridge Health for excellent health care closer to home.



Strategic Direction II - Governance

- Continue building relationships with sister foundations of Lakeridge Health at a staffing and board level
- Ensure the development committee of the board has hospital representation to champion philanthropy
- Continue growth of Launchpad group
- Explore other fundraising volunteer groups aligned with the development committee of the Board
- Ensure fundraising strength and diversity of the Board



Strategic Direction III - Awareness

- Create a marketing and communications plan focusing on investing where you live, and an expansion of digital marketing
- Enhance Lakeridge Health Foundation and Lakeridge Health's brand highlighting its educational, research and capital priorities via donor and patient impact stories
- Increase marketing and communication budget to 15% of overall budget
- Continue investment in marketing the Imagine Canada accreditation



Strategic Direction IV - Fundraising

- Grow revenue by 8-9% annually to support Lakeridge Health's top priorities including elevating the R.S. McLaughlin Cancer Centre to number one status in Ontario
- Build a better base of community support including an increase in small business/corporate giving and community events
- Broaden our fundraising efforts in diverse communities
- Enhance the Planned Giving Program to promote legacy giving
- Continue building a fundraising team to meet aggressive growth targets

