

Engage, Inspire, Transform.

Strategic Plan 2022-2026

St. Martha's Regional Hospital Foundation





Saint Martha's
REGIONAL HOSPITAL
foundation

Message from Chair and Executive Director

Today, we are pleased to present the five year strategic plan for the St. Martha's Regional Hospital Foundation.

Building on the legacy of the Sisters of St. Martha, the Foundation looks to support and grow healthcare in our community and to ensure better health outcomes for future generations.

This plan commits to supporting not just St. Martha's Regional Hospital but healthcare in our community, better health outcomes for community members and a focus on community health and wellness.

Focused on innovation, collaboration, and engagement, the Foundation is committed to transforming healthcare in the quad-counties for generations to come.



Meghan MacGillivray-Case,
Chair

Sarah MacDonald,
Executive Director



STRATEGY- MISSION, VISION AND GUIDING PRINCIPLES

Our Mission:

Our mission is to ensure that the highest standard of healthcare is available to the patients of St. Martha's Regional Hospital, by having the resources to support quality health and medical care.

Our Vision:

We strive to inspire, engage and celebrate our donors and our community's support for St. Martha's Regional Hospital.

Guiding Principles:

- Build on the legacy of the Sisters of St. Martha.
- Inspire and help the community support St. Martha's Regional Hospital.
- We are donor-centered in all our activities.
- Ensure a diversity and inclusion lens is applied in all that we do.

Engage, Inspire, Transform

Strategic Goals and Key Objectives

In 2021, we sought to understand our current strengths, areas of opportunity and potential direction forward, as we began creating a strategic plan for 2022-2026.

Engaging our Board of Directors and staff, and considering the current health system, philanthropy and donor trends, we identified **five strategic goals** and key objectives to help us achieve our mission and vision.



Creating Centers of Excellence



Focus on Research



Deliver an Exceptional Donor Experience



Empower, Recognize & Retain



Supporting Community Health

Creating Centres of Excellence

We will support St. Martha's Regional Hospital and Nova Scotia Health as they re-imagine healthcare and partner with them to create a world-class hospital for the next generation of patients in our community by ensuring hospital departments within St. Martha's have the most innovative and high tech equipment available.

Key Strategies:

Execute on annual workplans to develop fundraising goals and develop a new multi-year equipment replacement plan.

Mobilize a diverse team of volunteers and community leaders.

Attract and retain new donors.



Focus on Research

The Foundation recognizes the role that research plays in improving healthcare in our community. We are committed to partnering with local universities, organizations and Nova Scotia Health to support health research. By combining our resources and commitment to healthcare, we are giving our teams the tools needed to create lasting impacts in our communities, province and globally.

Key Strategies:

Collaborate and build relationships with like organizations and organizations focused on health research in our community (ex. St. FX University).

Engage the Nova Scotia Health Research and Innovation team to build partnerships and discover provincial areas of focus.

Commit dedicated resources to health research annually.



Deliver an Exceptional Donor Experience

We will deliver an outstanding donor experience on multiple levels to encourage donors to deepen their relationship with the Foundation and continue to support St. Martha's Regional Hospital.



Key Strategies:

Create meaningful interactions that donors value.

Deepen personalization of donor engagement, stewardship and communication.

Leverage innovative tools and strategies to make giving easy.

Empower, Recognize and Retain

At the heart of St. Martha's are incredible people dedicated to the health and wellness of our communities. We commit to empowering them by providing education opportunities and funding, sharing the incredible stories behind what makes St. Martha's special and showing how much we value the contributions of the healthcare teams working at St. Martha's Regional Hospital.

Key Strategies:

Commit to ensuring funding is available annually to support professional development & educational opportunities for physicians and staff working at St. Martha's.

Share the incredible stories of what makes St. Martha's Regional Hospital special and unique.

Build an atmosphere that celebrates the contributions of all members of the St. Martha's team.



Supporting Community Health

The Foundation is committed to working at a community level to promote healthy living, prevent chronic disease and bring the greatest health benefits to the greatest number of people through a focus on community health. We recognize that health is more than just healthcare, it's about recognizing the social determinant of health that influence people's health.

Key Strategies:

Focus on how we can improve access to primary and collaborative care within our communities.

Support community-based initiatives aimed at improving community health by addressing the social determinants of health

Engage with local community groups and organizations that work and support community health to create partnerships and build knowledge.

Create a designated fund and develop fundraising strategies to support community health initiatives.



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