



WIMMERA HEALTH CARE GROUP
FOUNDATION
give where you live

“2020 Vision”

Strategic Plan

2014 - 2020

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2020 Vision

Give Where You Live

Mission

The aim of the Foundation is to raise money through donations, bequests and fundraising. These donations are invested wisely and only in the interest earned is used to fund special projects at both the Horsham and Dimboola campuses which directly benefit the people of the Wimmera guaranteeing the highest quality health care.

Values

- Competent
- Accountable
- Ethical
- Transparent Governance

Strategic Goals

By the year 2020 the Foundation will have

1. a capital base of \$2 million
2. 200 Foundation 500PLUS Donors
3. funded two major projects of over \$200,000 including the Cancer Centre
4. 20% of the revenue coming from outside Horsham
5. continuing excellence in Good Governance

Key Strategic Outcomes and Actions

1. Governance

- 1.1 All systems and processes will comply with current legislation
- 1.2 Compliance with Public Ancillary Fund (PAF) guidelines
- 1.3 All policies and procedures to be current and up to date
- 1.4 Trust deed to be updated and amended as required
- 1.5 Risk Management processes to be continuous and ongoing
- 1.6 Reporting/distribution of minutes/action lists to be accurate, efficient and timely
- 1.7 All Trustees to abide by the Code of Conduct
- 1.8 Trustee dossier and handbook to be current
- 1.9 Criteria for funding projects to be documented
- 1.10 New Trustees to be recruited as required (succession planning)

2. Finance and Investments

- 2.1 Increase the capital base of the WHCG Foundation to \$2,000,000 by 2020
- 2.2 Achieve an income from the WHCG Foundation of approximately \$100,000 by 2020
- 2.3 Preserve the capital of the WHCG Foundation and use the income derived to fund projects within the WHCG Campuses
- 2.4 Continue to achieve a return on capital over and above the current inflation rate
- 2.5 Pursue charitable life trust policies and charitable trusts
- 2.6 Pursue fundraising through wills, bequests and memorial donations
- 2.7 Review investment strategy annually
- 2.8 Establish a Future Fund

3. Projects and Relationships

- 3.1 Identify two major projects over the next six years
- 3.2 Identify at least six smaller projects over the next six years
- 3.3 Strengthen relationships with the WHCG Board of Management
- 3.4 Strengthen relationship with WHCG Dimboola campus
- 3.5 Nurture relationship with Friends of the Foundation (FOFz)
- 3.6 Strengthen relationship with WHCG staff
- 3.7 Engage and encourage the other fundraising arms of the WHCG
- 3.8 Strengthen relationships with regional Councils and organisations that use the services of WHCG

4. Fundraising

- 4.1 Support WHCG in their fundraising efforts for the Wimmera Cancer Centre project
- 4.2 Link Special Donation drives to major projects
- 4.3 Engage 200 Foundation500PLUS donors by 2020
- 4.4 Identify concluding F500 donors and invite them to continue through F500PLUS
- 4.5 Annual increase of general donations 10% by June 2015
- 4.6 Increase donations through wills, bequests and memorial donations
- 4.7 Initiate a successful Workplace Giving program
- 4.8 Pursue funding opportunities through charitable organisations
- 4.9 Friends of the Foundation to have a target to raise \$20k+ each financial year
- 4.10 Utilise Patron and Ambassadors to champion fundraising efforts
- 4.11 Encourage and support fundraising events by other organisations
- 4.12 Increase fundraising activities out of Horsham

5. Marketing

- 5.1 Actively promote key message "Give Where You Live"
- 5.2 Maintain accurate database for fundraising initiatives
- 5.3 Develop a comprehensive annual Media/Marketing Plan
- 5.4 Maintain sponsorship relationship with Ace Radio for print and radio media
- 5.5 Maintain relationship with the Wimmera Mail Times
- 5.6 Increase regional print and radio media coverage
- 5.7 Increase Social Media and Website activity
- 5.8 Post all media releases on Social Media and Webpage
- 5.9 Distribute newsletters twice a year (April and November)
- 5.10 Maintain advantages for F500 and F500PLUS donors
- 5.11 Brochure distribution to be proactive
- 5.12 Actively seek speaking engagements to promote giving
- 5.13 Develop and Implement Public Relations strategy supporting Direct Marketing activities
- 5.14 Develop and implement a Direct Marketing Strategy to Foundation donors across the Wimmera catchment