



CAPE BRETON REGIONAL
Hospital
Foundation

2024-2026

Strategic Plan Highlights



Prepared
April 2024

OUR history.

In 1985, a group of dedicated volunteers joined forces to lobby for a regional center of health for the people of Cape Breton Island. This marked the birth of the Cape Breton Regional Hospital Foundation. In 1995, the Cape Breton Regional Hospital (CBRH) opened and it is now the second largest acute care facility in Nova Scotia.

Since this time, the Foundation has fundraised multi millions of dollars to support priority health care needs of the people of the Island and beyond. The Foundation raises funds for the CBRH and the Cape Breton Cancer Centre under the leadership of a Board of Directors.

As an accredited charity with Imagine Canada, our Foundation is proud to uphold the highest operational standards for the charitable sector in everything we do.

OUR path forward.

Our donors, Board and Directors, volunteers and team all share a common motivation to eliminate barriers to health care for those who rely on the CBRH. Together, we fund vital equipment, support research and innovation, and provide financial assistance to patients to relieve some of the stressors of their health care journeys.

To continue to build on what has been and meet the everchanging health care needs of our community, our Foundation embarked on a strategic planning initiative.

Informed by more than 1,200 stakeholders who completed surveys and attended focus groups, paired with national fundraising data and charitable trends, we are proud to present our 2024–2026 strategic plan.

Guided by this plan, our goal is to continue to work in collaboration with our community of supporters to have the greatest possible impact on health care in Cape Breton.



Our Mission:

To inspire a spirit of giving to strengthen the health and well-being of Cape Breton — Unama'ki.

Our Vision:

An island without barriers to health care.

Our Values:

- Innovation
- Integrity
- Compassion
- Collaboration
- Commitment

Strategic Pillars

The overarching and guiding principle of this plan is to achieve fundraising growth to improve access to care. To achieve this, we have identified four strategic areas of focus to maximize impact on health care in Cape Breton — Unama’ki. These strategies, or pillars, are centered around our most valuable asset, our people, which includes patients and their families, donors, volunteers, our team, and our partners.



PILLAR 1: *Inspire Champions of Giving*



PILLAR 2: *Empower Our People*



PILLAR 3: *Expand Our Reach*



PILLAR 4: *Maximize Our Impact*





Inspire Champions of Giving.

Donors are the heart of our organization. As a Foundation, we are committed to listening to our donors to understand their philanthropic interests; working to build solid and trusting relationships; expanding opportunities for donors to give in ways that are meaningful to them; and to educating the community on local health care needs to inspire a community of giving and a culture of generosity.

KEY STRATEGIES:

- Understand our donors, both their capacity to give and their philanthropic interests.
- Educate on local health care needs and ways to give.
- Create opportunities for giving at all levels.
- Nurture relationships with existing, lapsed, and future champions of giving.



Empower Our People.

Our staff and volunteers are the drivers in creating positive impact on health care in Cape Breton — Unama'ki. As a Foundation, we are committed to ensuring our people feel valued and that they have the skills they need to do their best work; to creating efficiencies that reduce costs and maximize time spent on fundraising; and to empowering volunteers to play a more active role in achieving our mission.

KEY STRATEGIES:

- Create a culture of appreciation, collaboration, and support that is safe and inclusive for all.
- Establish and maintain a framework to support the retention, growth, and development of the Foundation team.
- Invest in strategic technology and training to improve efficiencies.
- Recognize and support volunteers as an extension of our team.
- Support the education, engagement, and succession of our Board of Directors.



Expand Our Reach.

With increased health care needs, it is necessary to welcome more donors into our organization. As a Foundation, we are committed to telling the stories that demonstrate priority needs and the impact of our donors; to broadening our network within Cape Breton — Unama’ki and beyond; and to collaborating with like-minded partners on projects to improve care for patients.

KEY STRATEGIES:

- Communicate our impact and increase brand awareness.
- Proactively connect with our donors and volunteers.
- Increase and diversify our donor base.



Maximize Our Impact.

Our organizational history is rooted in advocacy and leading efforts to expand health care services, here at home. As a Foundation, we are committed to understanding our Island's health care needs, and aligning these needs with donor interest. We will continue to advocate for the health and well-being of Cape Breton – Unama'ki and will uphold the highest operational standards to ensure funds are disbursed and managed efficiently, effectively, and in accordance with law.

KEY STRATEGIES:

- Initiate conversations to understand and advocate for the health and well-being of Cape Breton – Unama'ki.
- Manage and diversify funds to ensure financial stability and flexibility.

Until no patient
needs us,
we need you.



CAPE BRETON REGIONAL
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Foundation**

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