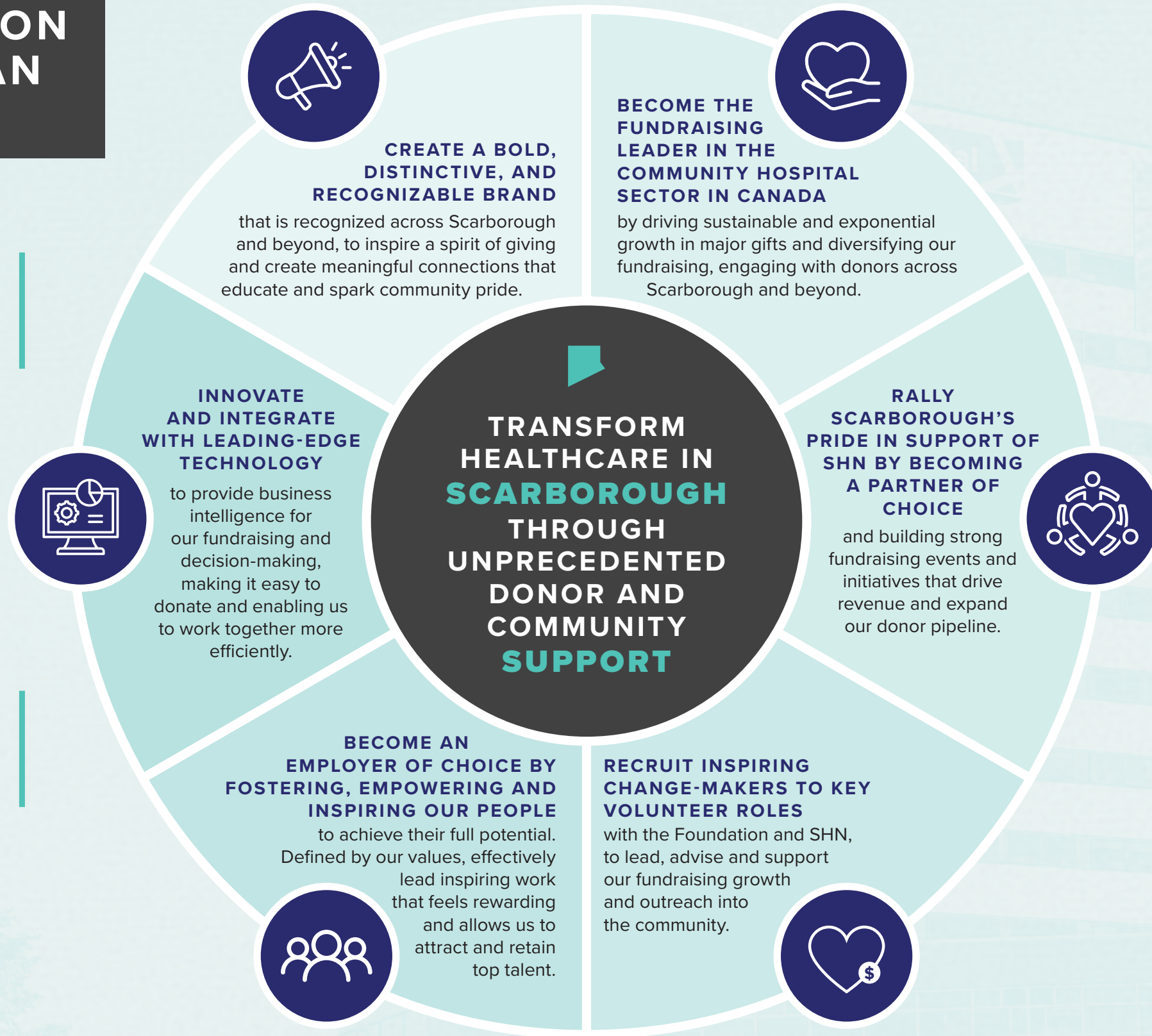


**2024 - 2029**  
**SHN FOUNDATION**  
**STRATEGIC PLAN**  
*ON A PAGE*

**FOSTER INCLUSIVITY IN EVERYTHING WE DO**  
 CROSS-PILLAR THEME #1



**CREATE A BOLD, DISTINCTIVE, AND RECOGNIZABLE BRAND**

that is recognized across Scarborough and beyond, to inspire a spirit of giving and create meaningful connections that educate and spark community pride.



**BECOME THE FUNDRAISING LEADER IN THE COMMUNITY HOSPITAL SECTOR IN CANADA**

by driving sustainable and exponential growth in major gifts and diversifying our fundraising, engaging with donors across Scarborough and beyond.



**RALLY SCARBOROUGH'S PRIDE IN SUPPORT OF SHN BY BECOMING A PARTNER OF CHOICE**

and building strong fundraising events and initiatives that drive revenue and expand our donor pipeline.



**BECOME AN EMPLOYER OF CHOICE BY FOSTERING, EMPOWERING AND INSPIRING OUR PEOPLE**

to achieve their full potential. Defined by our values, effectively lead inspiring work that feels rewarding and allows us to attract and retain top talent.



**RECRUIT INSPIRING CHANGE-MAKERS TO KEY VOLUNTEER ROLES**

with the Foundation and SHN, to lead, advise and support our fundraising growth and outreach into the community.

**BUILD A STRONG PARTNERSHIP WITH SHN**  
 CROSS-PILLAR THEME #2

**CREATE MEANINGFUL DONOR & VOLUNTEER EXPERIENCES**  
 CROSS-PILLAR THEME #4

**EFFECTIVELY MANAGE RESOURCES**  
 CROSS-PILLAR THEME #3

**INNOVATE AND INTEGRATE WITH LEADING-EDGE TECHNOLOGY**

to provide business intelligence for our fundraising and decision-making, making it easy to donate and enabling us to work together more efficiently.



**TRANSFORM HEALTHCARE IN SCARBOROUGH THROUGH UNPRECEDENTED DONOR AND COMMUNITY SUPPORT**

