



KBRH Health Foundation

1200 Hospital Bench, Trail, British Columbia V1R 4M1
(250) or (888) 364-3424 Fax: (250) 364-5138
info@kbrhhealthfoundation.ca
Charitable Registration Number: 893123034RR001
Society Number: S-23211

Corporate Plan

VISION

The Foundation aspires to be a leader in the funding of quality health care.

Mission

The Foundation, an independent registered charitable society, will raise endowed gifts and annual funds to support health care equipment needs, staff education, and special initiatives to enhance the health care of Kootenay Boundary residents through the Kootenay Boundary Regional Hospital and other Kootenay Boundary health care facilities.

Values

The Foundation is committed to fulfilling its public trust in a professional manner by embracing the following values:

Integrity - adhering to a high standard of moral values, and dealing with people honestly;

Accountability - conducting itself in a timely and open manner with its members, volunteers, donors and community;

Ethics - developing and maintaining trusting relationships with its members and the public;

Respect - believing in the uniqueness of all individuals and their supportive contributions;

Confidentiality - honouring the right of privacy of persons and organizations; and

Progressiveness - pursuing the funds for the advancement in health care in our community.

Adopted: April 4, 2001
Revised: March 3, 2003
2nd Revision: February 23, 2004 |
3rd Revision: January 24, 2005

Goals Development

1. The Foundation will nurture life long relationships with each of its current donors and seek ways to enrol new donors.

Strategies:

- I. Respond with timely personalized contact;
 - II. Recognize donors, at the appropriate time, with ongoing and innovative systems;
 - III. Provide current, relevant and complete information;
 - IV. Utilize appropriate donor database software;
 - V. Maintain an accurate donor database, respecting those who wish to be not contacted;
 - VI. Inform the Kootenay Boundary community regularly with campaign material;
 - VII. Ensure accessibility, including electronic methods, to the Foundation;
 - VIII. Encourage patients to be donors through the Grateful Patient Program;
 - IX. Maintain the payroll deduction charitable giving program with Kootenay Boundary health care facilities;
 - X. Pursue payroll deduction charitable giving programs with Kootenay Boundary businesses;
 - XI. Liaise with organizations outside Greater Trail that support the Foundation; and
 - XII. Maintain a high profile with positive public relations throughout the Kootenay Boundary.
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2. The Foundation will promote its Legacy Fund through an endowed gift planning program.

Strategies:

- I. Charge the Legacy Fund Committee with this responsibility;
- II. Preserve endowed capital in the Legacy Fund;
- III. Accrue earnings within the Legacy Fund to ensure its total value is at least \$1,000,000 before granting any monies;
- IV. Commit staff effort toward gift planning;
- V. Steward current and committed planned gift donors;
- VI. Identify and contact prospective gift planning donors;
- VII. Encourage any donor of an undirected major planned gift to endow that gift;
- VIII. Promote a Living Legacy Program as part of the Annual Campaign;
- IX. Offer continuing education regarding gift planning for Board members, staff, allied professionals, and the public; and
- X. Nurture relationships with estate planning professionals.

3. The Foundation will promote an Annual Campaign every year to include the Legacy Fund, and acute and long-term care needs.
Strategies:
 - I. Charge the Annual Fund Committee with this responsibility;
 - II. Maintain a three-year perpetual plan of Annual Campaigns, in consultation with Kootenay Boundary Health Service Area (KBHSA) senior management and department managers, identifying acute and long-term care needs;
 - III. Liaise with other IH health care facilities and/or their charitable support organization(s) regarding regional and local fundraising efforts;
 - IV. Conduct the Annual Campaign throughout the year using special events, correspondence, charitable gaming, partnerships & sponsorships, and grants, major gifts and gift planning;
 - V. Conduct the regional umbrella fundraising campaign – Light-Up Your Hospital – employing any or all activities listed in (IV);
 - VI. Create and promote a Legacy Fund event; and
 - VII. Evaluate, record and report on all activities.

4. The Foundation may pursue partnerships that raise funds and are beneficial to the Foundation and the community.
Strategies:
 - I. Investigate and innovate; and
 - II. Implement, monitor, and evaluate.

Management & Finance

5. The Foundation will enlist Directors who will advocate the Foundation and participate in its committees, programs and events.
Strategies:
 - I. Ensure a diversified membership on the Board of Directors;
 - II. Educate, inform and engage all Directors;
 - III. Use committees when appropriate;
 - IV. Prepare for Director succession;
 - V. Charge the Nominating Committee with developing a comprehensive recruitment strategy and nomination process to include:
 - a. reviewing the timing of AGM and strategic planning activities;
 - b. developing a Board and a Director skills matrix;
 - c. developing a Director role, responsibilities, and expectations document;

- d. developing commitment letter for new Director signature;
 - e. promoting Director self-identification through regional public advertising;
and
 - f. appointing Director recruitment liaisons.
6. The Foundation will remain active and informed on health care issues and initiatives in our community and region, and will fund health care equipment, staff education, and special initiatives through the monies raised.
- Strategies:
- I. Remain apolitical;
 - II. Liaise with the Interior Health (IH) Board and its management and KBHSA senior management;
 - III. Maintain working relationships with the Kootenay Boundary health care facilities' department managers;
 - IV. Remain current on health care priorities;
 - V. Manage the receipt of greatest need, specified need, endowed, and in-kind gifts;
and
 - VI. Manage the formal grant request application process.
7. The Foundation will build alliances with and recognize contributions from strategic business partners, organizations, volunteers, and staff.
- Strategies:
- I. Identify and align with businesses that would benefit from a partnership with the Foundation;
 - II. Nurture partnerships with the media;
 - III. Offer to meet with community organizations to exchange information;
 - IV. Recognize the contributions of any alliance appropriately;
 - V. Support other KBHSA health care facilities' fundraising efforts.
8. The Foundation will, in order of priority, invest monies to (1) preserve capital, (2) maintain necessary liquidity, and (3) realize a competitive rate of return.
- Strategy:
- I. Charge the Finance sub-Committee with this responsibility;
 - II. Seek independent professional advice, from more than one source if appropriate;
and
 - III. Research investment strategies in order to develop an investment policy.

9. The Foundation will follow sound financial and management practices with the intention of long-term stability and in so doing, will comply with the *Society Act of British Columbia* and any other relevant legislation and regulations.

Strategies:

- I. Record and archive accurate Board and Committee minutes;
- II. Maintain, and develop when necessary, internal financial control systems;
- III. Maintain accurate and current financial records, report financial statements on a timely basis, and receive an external audit annually;
- IV. Analyze and evaluate major revenue and expense decisions, including signature events, on a cost/benefit basis;
- V. Support areas of staffing need with volunteers, project managers, or additional employees;
- VI. Prepare for staff succession;
- VII. Conduct a strategic planning session annually;
- VIII. Maintain a Corporate Plan; and
- IX. Be familiar with current relevant legislation and regulations.