

VISION The Kootenay Boundary Regional Hospital & Health Foundation is a trusted partner in enhancing the quality of health care for our region.

MISSION With your support, we improve healthcare across the Kootenay Boundary.

VALUES

- Integrity** – Operating in a trustworthy and ethical manner.
- Respect** – Honouring the uniqueness of all individuals and their contributions.
- Confidentiality** – Protecting the right of privacy for all partners.
- Accountability** – Conducting ourselves responsibly and with transparency.

OBJECTIVES **Kootenay Boundary Regional Hospital & Health Foundation will:**

- Identify and launch 1 major campaign by end of fiscal year in collaboration with Interior Health.
- Reach overall fundraising goal of \$1 million by March 31, 2022.
- Engage the Board in 2 education events by March 31, 2022, including 1 direct engagement of Interior Health.

STRATEGIES **Kootenay Boundary Regional Hospital & Health Foundation will:**

- Engage and retain donors by creating awareness, active outreach, recognition and responsiveness.
- Generate revenue through enhanced donor relationships, events, partnerships and campaigns.
- Sustain a diverse Board of Directors through competency-based recruitment and succession planning, development and engagement opportunities.
- Identify healthcare priorities with, and steward funds through our Interior Health partners while remaining apolitical.
- Ensure long-term sustainability by following sound financial and management practices and complying with relevant legislation.
- Maintain an appropriate compliment of qualified staff through competency-based recruitment, appropriate resourcing and employee development.