

JBHF Strategic Plan Map 2016-2019

VISION

Generous Giving. Exceptional Healthcare. Making a difference.



MISSION

**We engage our community. We inspire investment in Joseph Brant Hospital.
We work to make a difference in healthcare for our community.**



VALUES

**Accountability * Integrity * Donor-centred approach
Respectful relationships with our stakeholders and our staff**

STRATEGIC PRIORITIES



Engage our entire community to successfully complete the \$60M campaign

Enhance Planned Giving offerings and programs to our community and donors

Engage Burlington's "next generation" philanthropy

Foster a Foundation Board that is highly engaged in fundraising

Maintain our role as a best practice Foundation

Develop a robust plan for post-campaign fundraising to meet the future financial needs of Joseph Brant Hospital