



**Southlake Foundation
Strategic Plan**

2019–2023

This is a time of change in health care. Southlake Regional Health Centre is ready to embrace the opportunities ahead, with Southlake Foundation by their side to support the changes and investments needed to continue to improve the health of our communities.

I'm delighted to share the key elements of the Southlake Foundation 2019–2023 Strategic Plan, developed to fully align with the hospital's strategic plans and priorities and enable us to respond to the changing healthcare environment we live in.

Our investors – the individuals, families, businesses, service groups and foundations who give to Southlake Foundation – have helped Southlake deliver leading-edge care close to home for decades.

With exciting change ahead of us for the next five years, we look forward to continuing to work with our current supporters and engaging with new audiences in our growing communities to support and shape the future of Southlake, and the future of health care.



Susan Mullin

President & CEO, Southlake Foundation

MISSION:

We inspire investment in Southlake's future.

VISION:

Be the leader in transformative philanthropy.

VALUES:

Integrity | Collaboration | Innovation

OUR SHARED PURPOSE:

With our donors and volunteers, we will build healthy communities and shape the future of healthcare for you and your family.

KEY OUTCOMES

- The community has a clearer understanding of the importance of “your hospital” in the health of our communities.
- Our communities have a greater understanding of the role of philanthropy and fundraising in supporting leading-edge care at Southlake.
- Donors understand and share a sense of pride in the impact of their giving.
- Physicians, nurses, other health professionals and staff are actively engaged through the Foundation with our supporters.
- Southlake and the Foundation work in partnership in support of delivering on our shared promise of leading-edge care close to home.
- Our volunteer and donor base is more reflective of the growth in, and the changing demographics of, our communities in York Region.

SOUTHLAKE FOUNDATION WILL...

ENGAGE:

We will be first in the hearts and minds of the communities we serve. We will significantly raise our profile in the communities we serve and will be the first choice for both quality care and philanthropy.

INSPIRE:

We will inspire philanthropic investments that advance leading-edge care. We will demonstrate to our communities how donor support drives a culture of exemplary care and clinical excellence for patients and families today and in the years to come.

GROW:

We will develop our fundraising capacity to attract new donors from our growing communities to cultivate long-term relationships with current investors. We will lead and nurture a culture of philanthropy and fundraising in our communities to support exemplary care and clinical excellence for our communities.

DELIVER:

We will support innovative solutions to Southlake's most pressing challenges. We will partner with our supporters and investors to deliver on our shared promise to improve the health of our communities and shape the future of healthcare.

SHAPE THE FUTURE OF HEALTHCARE

southlakefoundation.ca

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The Trustmark is a symbol of excellence and leadership in the charitable sector.

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