



Sundre Hospital Futures Foundation Committee Development Plan

Key Elements, Priorities & Tools

Key Elements of a Successful Foundation

- Strong vision and mission
- Strong Organizational structure
- Defined board
- Effective and efficient committees
- Regular meetings
- Transparent and strong financial procedures
- Ethical
- Maintains confidentiality
- Annual, and 5 year marketing and business plans
- Established budget
- Clear Fundraising goals - specifics
- Fiscally responsible with donor funds
- Community minded events
- Community minded and involved
- Proper recognition of donors
- Donor recruitment strategies in place
- Able to tell their story “no one’s story is the same, tell yours and tell it well”
- Adheres to the donor bill of rights and follows applicable acts that govern it
- Strong relationship with its partners including AHS

Identified priorities are

- Establish a clear fundraising identity
- Establish a clear mission and vision statement
- Create Legacy, Grateful Patient and Donor recognition programs
- Establish a clear role description for committee members
- Establishment of terms and succession planning
- Move work from Rational to Emotional
- Tell the story of the 1 vs the whole

Tools to put into place to accomplish goals

- Signature Fundraiser
- Annual Appeal
- Hire PT staff
- Use of donation forms
- Marketing Plan