

2022-2027 UHKF Strategic Plan



OUR VISION

Exceptional healthcare made possible for us all by inspired, generous people.

OUR MISSION

UHKF engages and inspires people to make investments essential to the exceptional healthcare provided by Kingston Health Sciences Centre (KHSC) and Providence Care.

VALUES TO GUIDE OUR ACTIONS

Exemplary character, transparency, passion for achievement and excellence, meaningful relationships and resourcefulness.

Strategic Priority #1

Explain the Complex Content

Deepen supporter understanding of the healthcare system and how it works while enhancing UHKF and corporate partner brands within that landscape.

- Clarify how the health care and funding systems work, both in hospitals and in communities—the overall picture.
- Leverage momentum from the credibility and appreciation of health-care value generated by the pandemic.
- Build a base of understanding to enhance the Kingston Health Sciences Centre (KHSC), Providence Care and UHKF brands (e.g. in support of marketing).
- Take the lead, working hand-in-hand with KHSC and Providence Care communications/marketing partners to tell stories, deliver key messages and clarify understanding (e.g. that government funding doesn't cover all of the costs of health care).

Strategic Priority #2

Broaden the Base of Support

Connect with and inspire distinct groups of new and current donors to expand UHKF fundraising potential.

- Cultivate donors to give to their full capacity (more, or if they haven't).
- Activate the advancement role of physicians, nurses and other staff.
- Prepare for the next generation of donors.
- Leverage the relationship with Queen's University to pursue opportunities of complementary or common interest (e.g. research and equipment).
- Broaden the case for support to appeal to thematic/specialized interests and to reach beyond the local geographic community.
- Enhance stewardship of donor funds to ensure they are expended in a timely manner for identified health-care partner priorities and report back to donors.

Strategic Priority #3

Work in Seamless Partnership

Refresh the evolving collaborative partnership of UHKF, KHSC and Providence Care for top performance in a dynamic environment.

- Develop a restructured, more integrated marketing approach involving appropriate staff from UHKF and both healthcare providers.
- Expand and engage the volunteer base and UHKF's staff as necessary to keep pace with growth of fundraising and marketing operations.
- Maintain a strong, stable UHKF team supported with long-term plans for recruitment/retention, professional development and succession.
- Develop a strategic framework to enhance working relationships and coordination with Queen's University to capitalize on potential shared opportunities if and as they arise.



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la santé de Kingston

Providence
Care