

THE PRINCE CHARLES HOSPITAL FOUNDATION STRATEGIC PLAN 2014-2018 (REVISED APRIL 2016)



Our Purpose (Why We Do It)

We believe we can make the world better, one discovery at a time

How We Do It

The way we achieve this is to provide the means for brilliant researchers who are on a relentless quest to achieve medical breakthroughs

What We Do

We fund important medical research that will find cures and save lives

Our Strategic Priorities Our Strategic Objectives Key Actions	1. To increase HMR distributions to research aligned with TPCH (to \$5 Million pa by 2018)		2. To drive knowledge and support for TPCHF		
	1.1 Support research excellence	1.2 Sustain and grow existing research progress	2.1 Increase awareness, engagement and acquisition	2.2 Build relationships with existing and new audiences	2.3 Drive significant new income
	<ul style="list-style-type: none"> ○ Implement evaluation program of research sponsorship and grants to measure impact. ○ Establish annual 'sponsorship' program of Major Research Program to provide a guaranteed funding platform. ○ Expand PhD Scholarships to 4 per year awarded ○ Introduce Emerging Researcher Grants for successfully concluded New Investigators. 4 per year. ○ Introduce Research Development Fund to increase capacity and capability of research across the campus ○ Maintain distributions through the TPCH Co-Location Agreement. 	<ul style="list-style-type: none"> ○ Introduce 2 tiers of annual grants for Experienced Researchers, those which are recognised as Major Research Programs ○ Introduce new grant seed fund for researchers/teams which are not a Major Program. ○ Maintain New Investigator Scholarships – 15. ○ Maintain equipment funding levels ○ Increase specified funding opportunities by providing marketing support. ○ Maintain Board Innovation and Capacity Building Grants ○ Identify, support collaborations which can leverage funding support of research at TPCH 	<ul style="list-style-type: none"> ○ Media -Achieve national coverage (2), state (4) and local community coverage (8) pa ○ Digital media impact of 100,000 web site visits per year ○ Social media engagement to 10,000 followers ○ Internal communications and PR within hospital keeps charity top of mind. ○ Donor acquisition to 200,000 prospects per year. ○ Annual marketing and communications program in place and measured ○ Acquisition of support from local, state and national targeted (by product/program) ○ Develop marketing and support for Researchers Specified Funds. 	<ul style="list-style-type: none"> ○ Increase annual active donors to 12,000 (from 3,500) ○ Monthly giving program increased to 3,000 donors (from 1,200) ○ Donor communications, specific to area of interest 4/6 times pa ○ Donor stewardship program implemented ○ Attract new audiences & increased support at events ○ Adopt a Researcher program in place supporting 15 projects pa ○ Establish 5 national corporate partnerships ○ Use Board contacts, to ensure the 'right people' are at key events ○ Drive local community support (Doorknock, local business and events) 	<ul style="list-style-type: none"> ○ Donor prospecting to identify and meet with a minimum of 15 HNWI per year ○ Establish Endowment Fund (major gifts program and annual pledge) \$5M ○ Increase trusts and foundations income – 50 applications – 25% success rate pa ○ Expand bequest program to identify 30 bequestors pa ○ Establish national campaign for support, aligned with specific health focus. ○ Achieve capability to articulate research benefits not just inputs of dollars (ROI) ○ Grow revenue from commercial operations to ensure public donations can be applied 100% to research spend.

Our Strategic Priorities Our Strategic Objectives Key Actions	3. To maintain and enhance TPCHF reputation of trust, integrity, professionalism		4. To have and support the best people	
	3.1 Strong processes and reporting	3.2 Good Governance and Financial Management	4.1 Staff	4.2 Volunteers
	<ul style="list-style-type: none"> ○ Monthly risk management reporting and annual reviews ○ Formal HR program from recruitment, induction, performance reviews, standards and policy in place – and reported against ○ Grants and funding programs acquitted within agreed timeframes ○ Monthly finance reports completed ○ Bi-monthly Board reports ○ All Statutory Agency and Charitable reporting reporting complied. 	<ul style="list-style-type: none"> ○ Appropriately skilled and informed Board ○ Finance Audit & Risk Committee, Fundraising Committee and Research Committees selected and administered ○ Investment management policy and review conducted annually ○ Bi Monthly Board meetings ○ Transparent reporting (for public and Government) ○ Formal and informal relationship management with Hospital, MNHHS and Qld Government. 	<ul style="list-style-type: none"> ○ Quarterly performance reviews ○ Annual development program for all staff ○ Staff satisfaction feedback (weekly) ○ 6 monthly planning days ○ Staff recognition and reward program introduced 	<ul style="list-style-type: none"> ○ Recruit and retain 200 volunteer "Charlies Angels" – providing patient care support to TPCH. ○ Recruit 2,000+ volunteers for Ekka annually ○ Recruit and retain 10 charity office volunteers ○ Identify opportunities for corporate volunteering support of TPCHF projects ○ Recognise volunteerism and milestones twice yearly ○ Maintain/improve recruitment, induction and training policy and process.

Working Together

We dare to be different; we have the courage to challenge the status quo; we are willing to travel the road less travelled; we bring together good people for the journey; to do what's right and make the world better. We have the power!