

# PRHC

---

## FOUNDATION

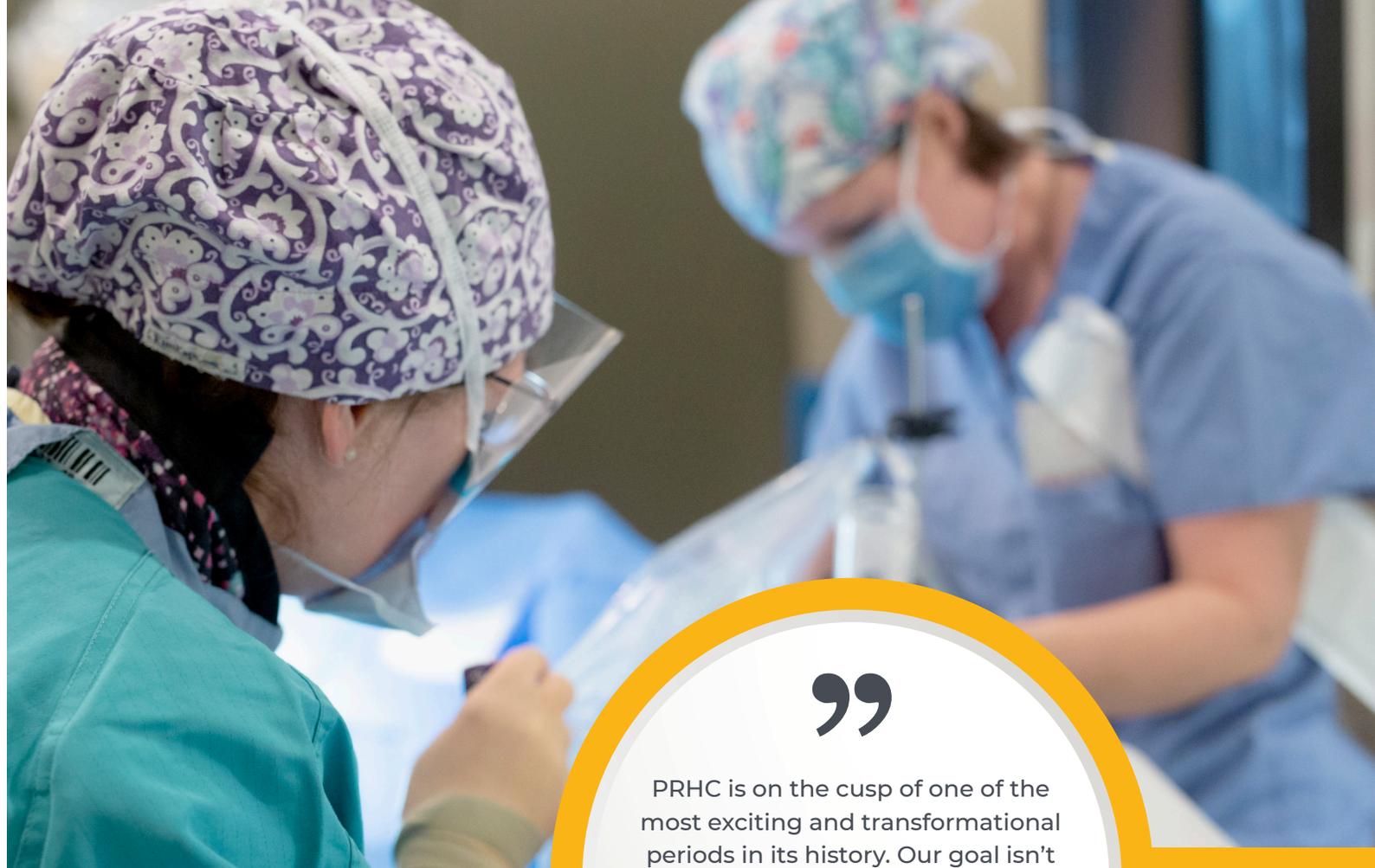
**Strategic Plan**  
2019-2024

PETERBOROUGH  
REGIONAL HEALTH CENTRE

MAIN ENTRANCE

**Today.  
Tomorrow.  
Together.**

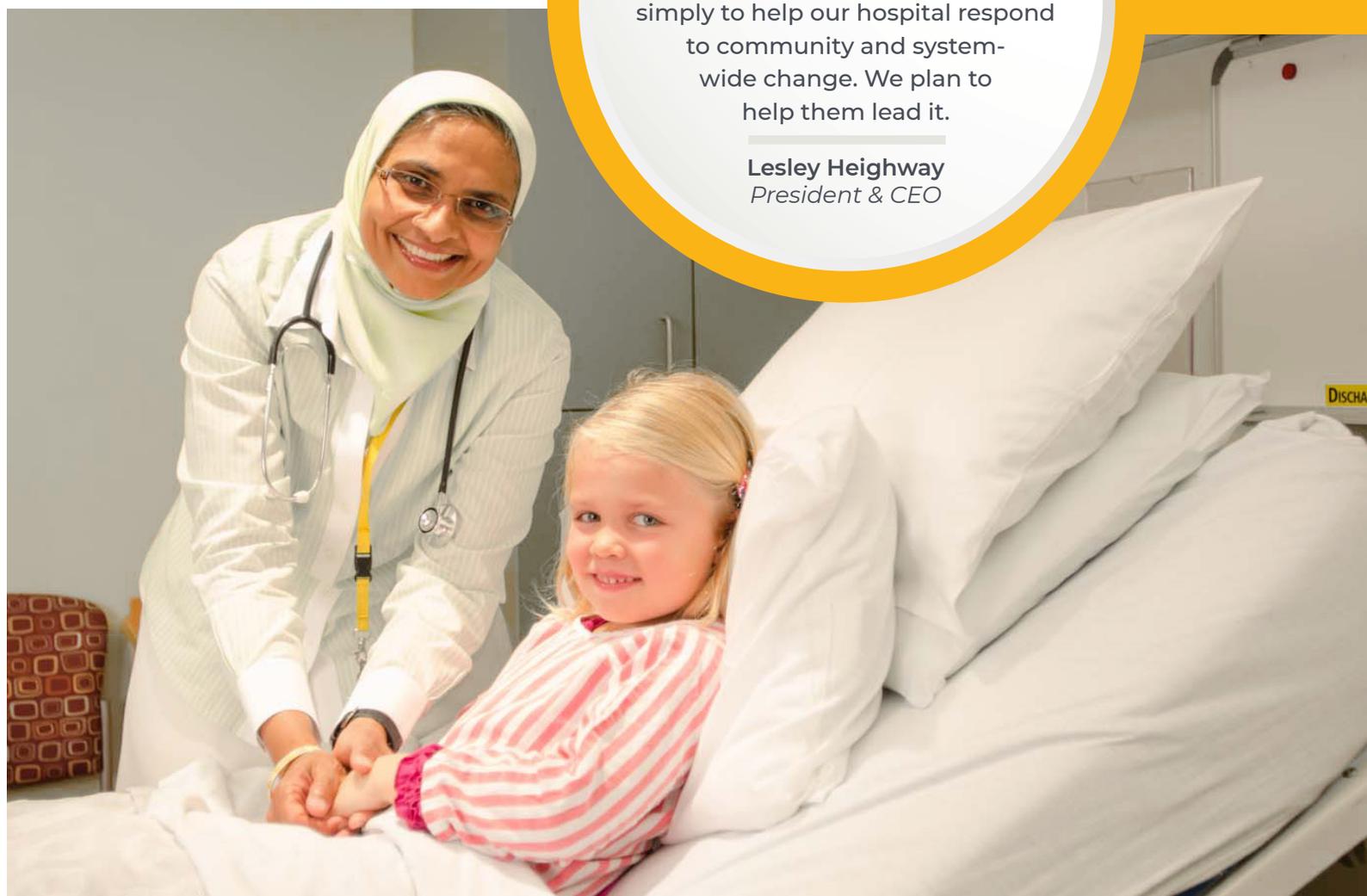




”

PRHC is on the cusp of one of the most exciting and transformational periods in its history. Our goal isn't simply to help our hospital respond to community and system-wide change. We plan to help them lead it.

**Lesley Heighway**  
*President & CEO*



# Letter from the Board Chair

---

## **Today. Tomorrow. Together.**

With philanthropic support totalling more than \$27 million over the last five years alone, Peterborough Regional Health Centre (PRHC) Foundation donors have invested significantly in every corner of our hospital.

By supporting cardiac, stroke, vascular and cancer care, mental health and minimally invasive surgery, we've helped PRHC break boundaries and redefine what it means to be a "community hospital". Together we've empowered them to bring world-class programs, procedures and patient care, not often seen outside of big city hospitals, to our doorstep.

But this was just the first step. PRHC is on the cusp of one of the most exciting and transformational periods in its history. Our goal isn't simply to help our hospital respond to community and system-wide change; we plan to help them lead it – building on traditions of innovation and generosity, and emerging as one of the chief architects of the future of healthcare in our region.

Guided by the objectives outlined in this strategic plan, over the next five years Foundation donors will empower faster, more precise patient care, fuel innovation, and create local and regional health solutions for our community's most pressing health challenges, including an aging population, chronic disease and mental illness.

Our community helped to invent the future we enjoy today. Together we'll usher in a new era tomorrow.



**Lesley Heighway**

*President & CEO*

PRHC Foundation



**Gord McFarland**

*Chair*

PRHC Foundation Board of Directors

# Developing Our New Strategic Plan

Thank you to everyone on the Strategic Planning Committee and to our participating donors for their valuable input in crafting our new Strategic Plan.

## Strategic Planning Committee

David Ames, *Former Chair, PRHC Board Representative*

Rebecca Huels, *Director, Communications & Community Engagement, PRHCF*

William Blair, *Board Chair*

Nicholas Offord, *Counsel*

Tonya Kraan, *Community Member*

Ian Scates, *Former Chair, Governor Emeritus*

Lesley Heighway, *President & CEO, PRHCF*

Dr. Linda Skilton, *Board Member*

Anuschka Heney, *Manager, Finance, PRHCF*

## Planning Process





## Our Mission

To inspire support throughout our region to provide the professionals at PRHC with the tools they need to ease pain, restore health and save lives.

## Our Vision

To transform patient care at PRHC.

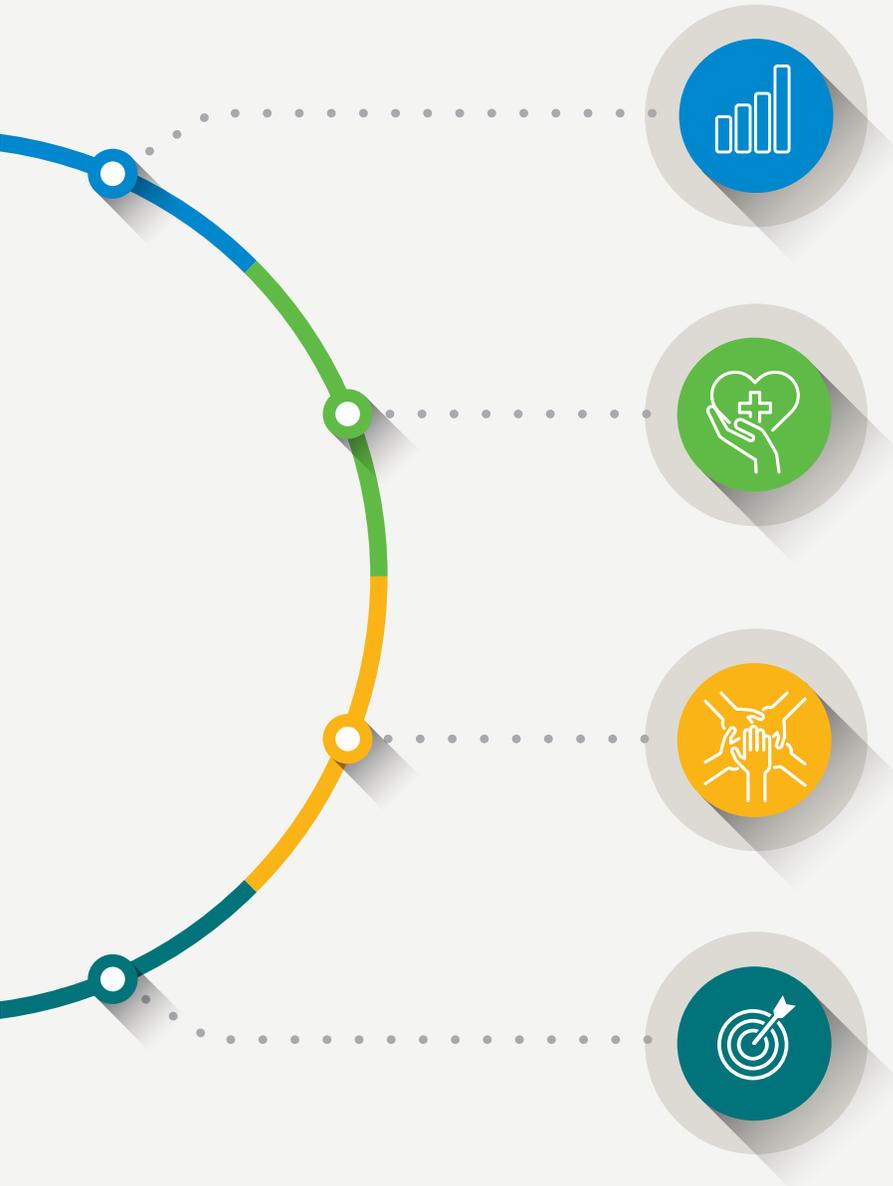
**Today.  
Tomorrow.  
Together.**

## Your Impact

Your donations fund the equipment and technology that form the backbone of patient care at your hospital - bringing new lifesaving services to our region, and helping attract and retain expert doctors, nurses and staff.

Together, we're ensuring that no matter what the future brings, our loved ones, friends and neighbours can always find the world-class care they need and deserve right here at home.

# Strategic Directions

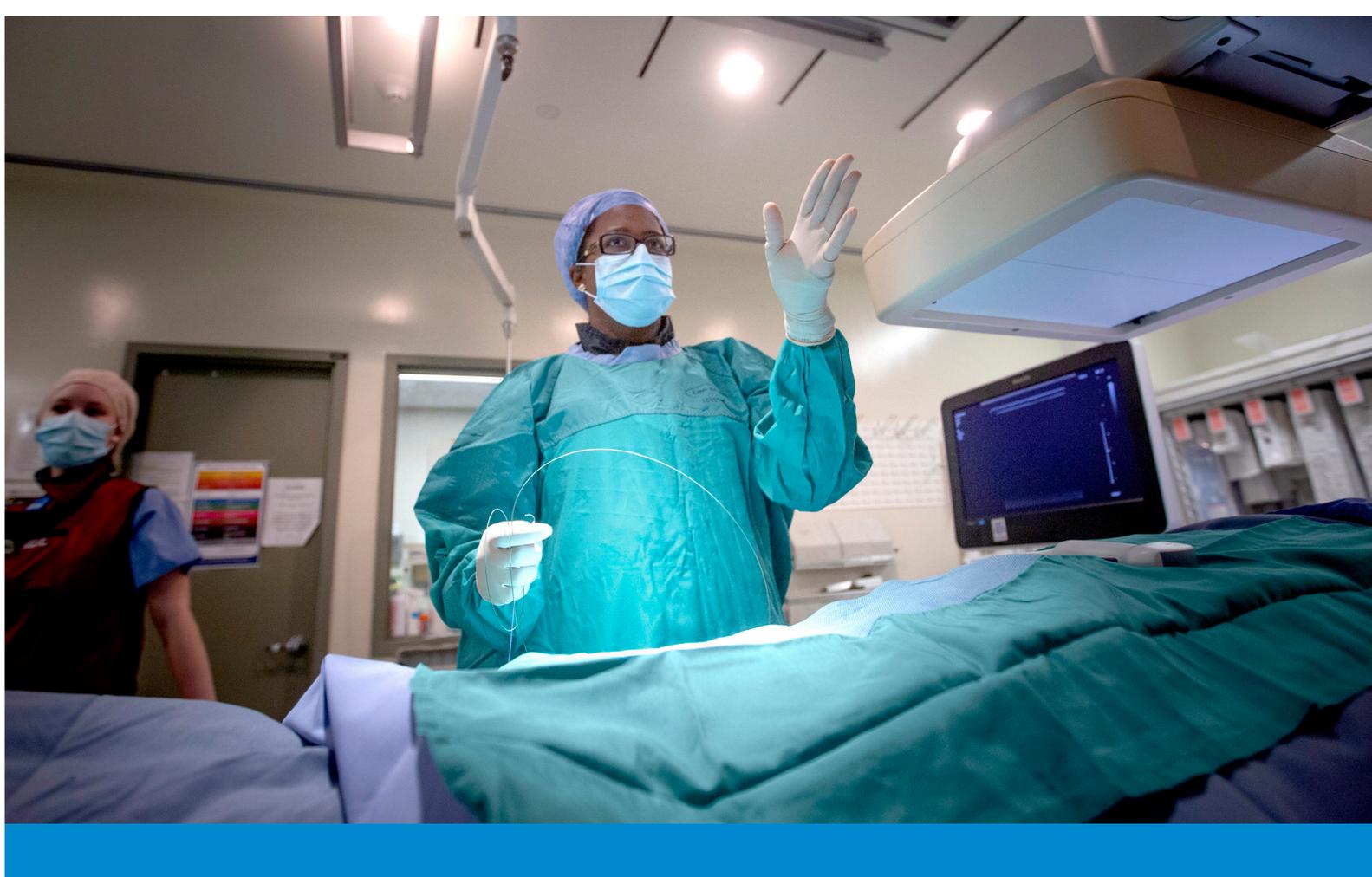


**Invest**  
in a Successful  
Campaign

**Continue**  
to grow our Legacy  
Giving Program

**Expand**  
on Physician and  
Staff Engagement

**Continue**  
to build Brand  
Awareness



## 1. Invest in a Successful Campaign

- ▶ Ensuring the success of our upcoming campaign is a key priority for everyone at the Foundation and hospital
- ▶ Use the campaign as a way to communicate the ongoing need and impact of philanthropy to help build the health of the community on an ongoing basis
- ▶ Invest in the staff, volunteer leadership and prospect management needed to support the campaign
- ▶ Develop a compelling case for support capable of inspiring donors at all levels from across our region, and a campaign plan to support it



## 2. Continue to grow our Legacy Giving Program

- ▶ Capitalize on demographics as one of Canada's oldest communities to continue to grow our legacy giving program
- ▶ See our aging seniors as an important asset and a vital part of the community and the economy
- ▶ As part of a comprehensive campaign develop this initiative to build increased awareness to the cause
- ▶ Build on existing strengths and market leadership in the health sector to profile clinical areas that matter to seniors (impact of legacy gifts)



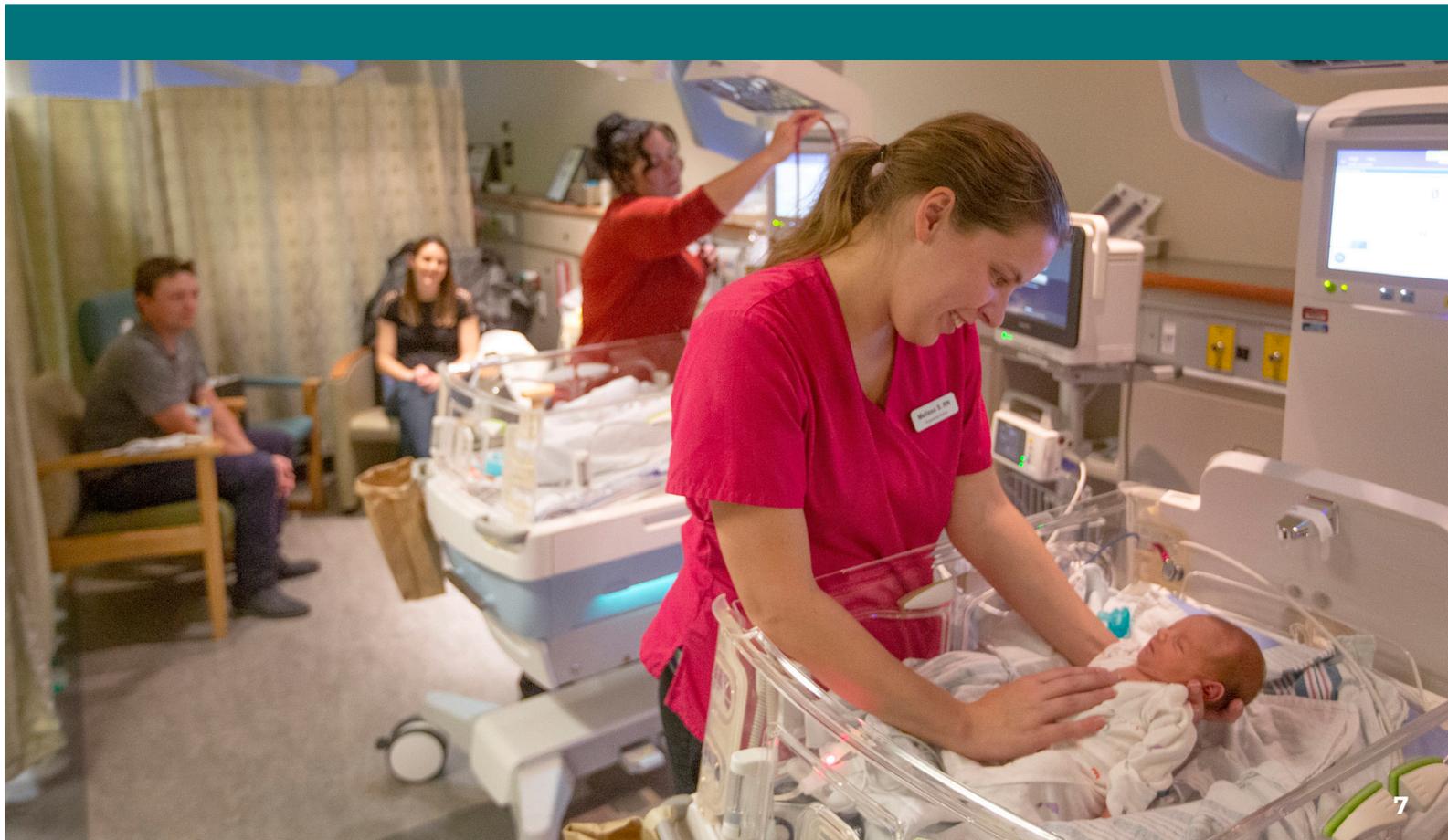
## 3. Expand on Physician and Staff Engagement

- ▶ Physicians, allied health professionals, and staff are critical organizational ambassadors
- ▶ Provide advanced training and support and engage them in the patient gratitude model to support the Foundation as donors and volunteers
- ▶ Continue to build a culture of philanthropy within the Health Centre highlighting the role of the Foundation, the impact of philanthropy, and profiling key ambassadors



#### 4. Continue to build Brand Awareness amongst identified target markets

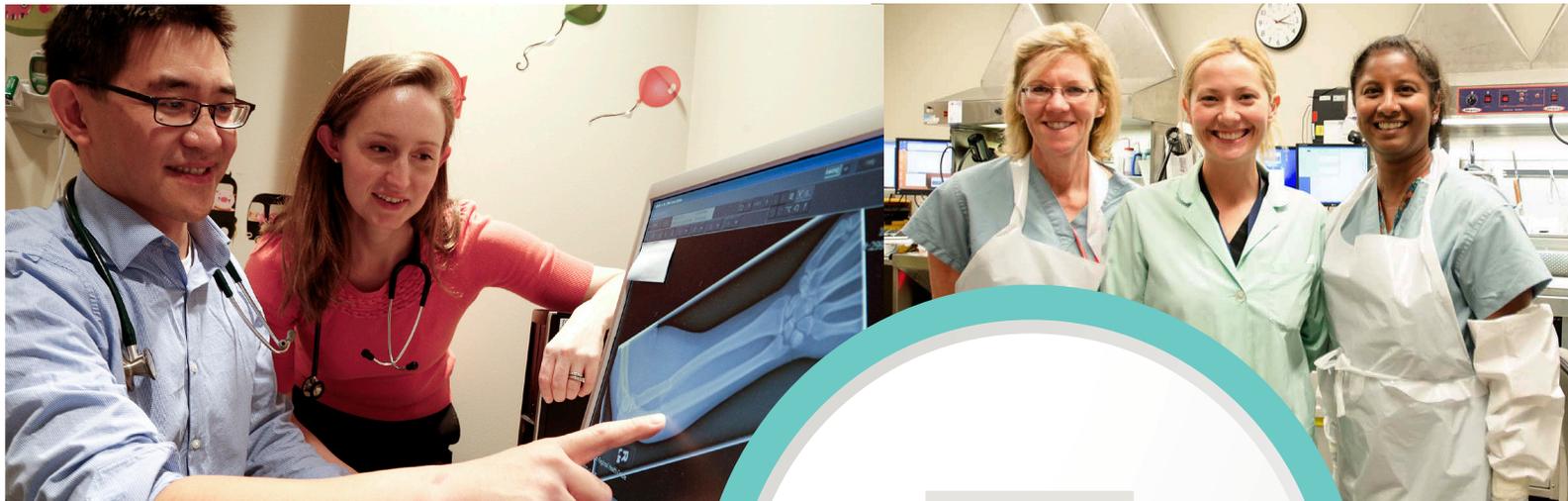
- ▶ Acknowledge the importance of the Foundation in conveying the hospital and Foundation's key messaging in tandem
- ▶ As part of the Foundation's role, educate Foundation target markets about excellence and innovation at the Health Centre, the impact donors have on the scope and caliber of patient care available, and the linkage to physician recruitment
- ▶ Continue to inspire philanthropy at all levels by consistently sharing campaign case for support messages, and promoting how philanthropy supports quality in ways that government support alone can't do



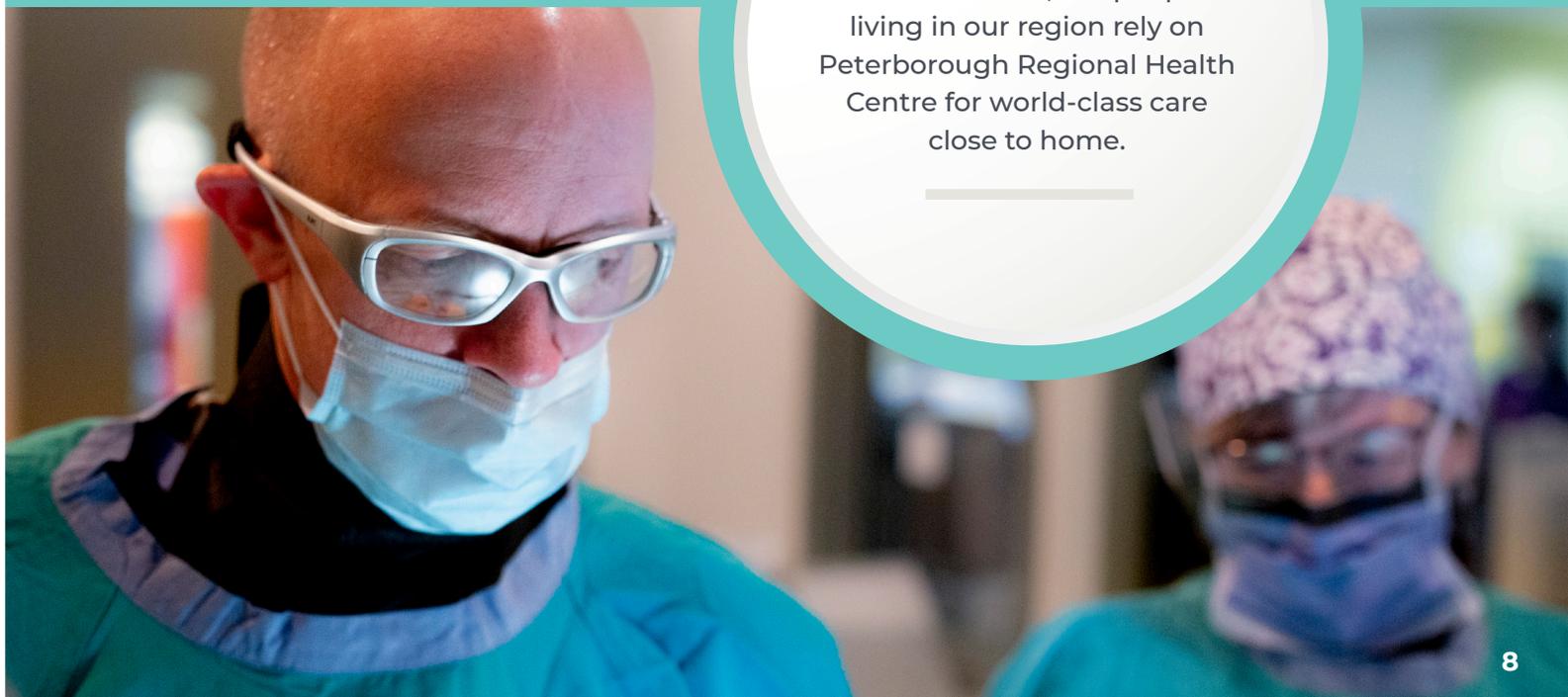
# Regional Scope of Work

## Supporting patients from across our region

PRHC Foundation donors fund the equipment and technology that form the backbone of patient care - helping attract and retain expert doctors, nurses and staff, and bringing new lifesaving services to our region. From Lindsay and the City of Kawartha Lakes, to Campbellford, Cobourg, and Port Hope, west to Port Perry, Oshawa and Durham region, all the way north to the Haliburton Highlands, donors are empowering world-class care at your hospital.



More than 600,000 people living in our region rely on Peterborough Regional Health Centre for world-class care close to home.



## Regional Centre of Excellence (600,000)

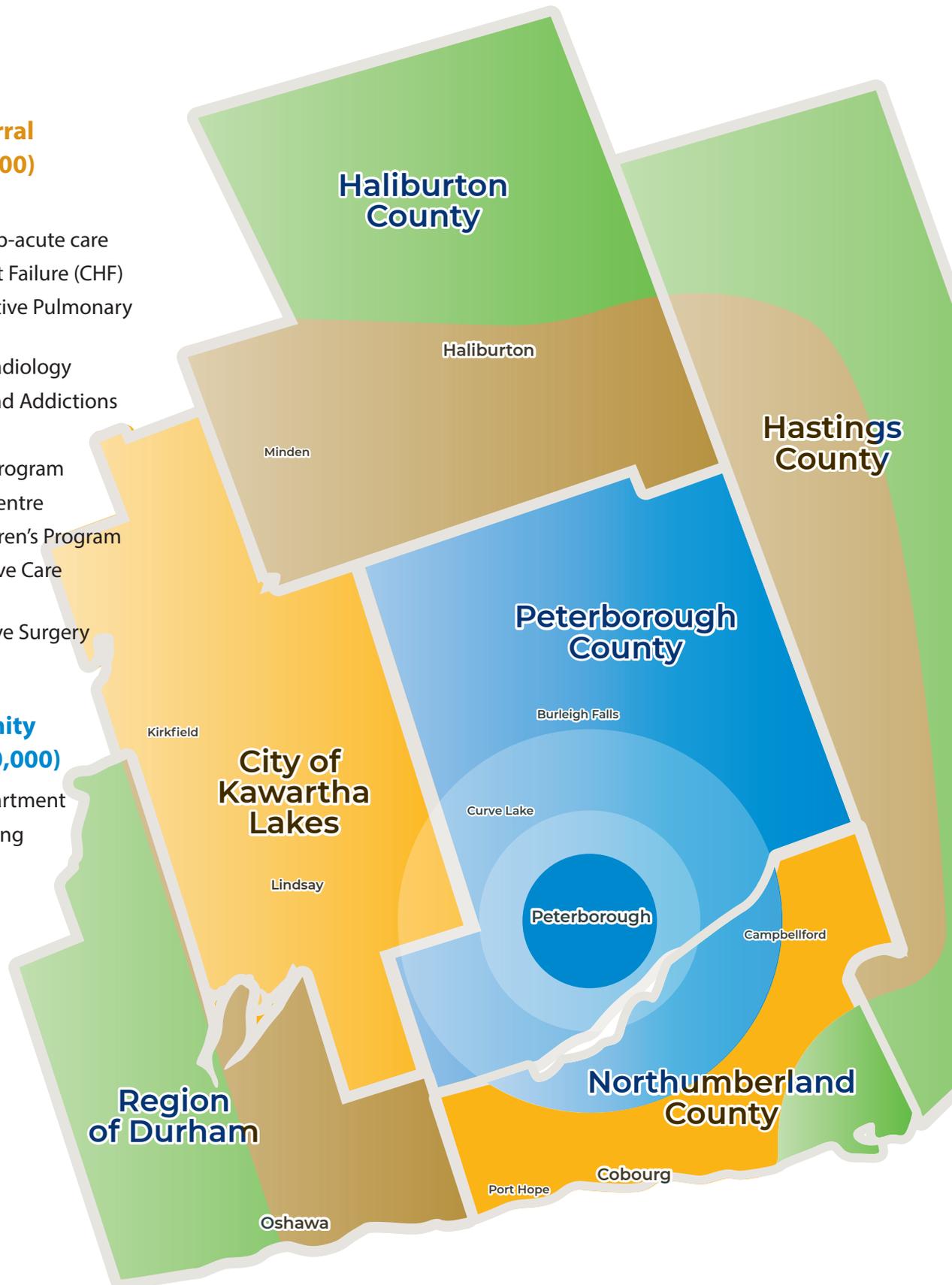
- Cardiac
- Vascular
- Cancer Care

## Regional Referral Program (300,00)

- Critical Care
- Medicine and sub-acute care
- Congestive Heart Failure (CHF)
- Chronic Obstructive Pulmonary Disease (COPD)
- Interventional Radiology
- Mental Health and Addictions
- Orthopedic
- Regional Renal Program
- District Smoke Centre
- Women's & Children's Program
- Neonatal Intensive Care Unit (NICU)
- Minimally Invasive Surgery
- Laboratory

## Local Community Programs (150,000)

- Emergency Department
- Diagnostic Imaging
- Pharmacy





**[prhcfoundation.ca](http://prhcfoundation.ca)** | (705) 876-5000

---

One Hospital Drive, Peterborough, ON K9J 7C6