

**VISION** To enhance the quality of healthcare and wellness for our region, through support and donations.

**MISSION** With your support, we enhance healthcare and wellness across the Kootenay Boundary region.

**VALUES**

- Integrity** – Serve in a trustworthy and ethical manner.
- Respect** – Honour the uniqueness of all individuals and their contributions.
- Confidentiality** – Protect the right of privacy for all partners.
- Accountability** – Operate responsibly and with transparency.

**OBJECTIVES**

**Kootenay Boundary Regional Hospital & Health Foundation will:**

- Identify 1 new major campaign and interim projects, as required, in collaboration with Interior Health to meet priority needs.
- Reach an overall fundraising goal of \$1.5 million by March 31, 2024.
- Scale up existing events, including Golf, Operation Owatz and Light-Up, to increase community engagement and revenue by 15%.

**STRATEGIES**

**Kootenay Boundary Regional Hospital & Health Foundation will:**

- Engage and retain donors by creating awareness, active outreach, recognition and responsiveness.
- Generate revenue through enhanced donor relationships, partnerships, grants, events and campaigns.
- Sustain an inclusive and diverse Board of Directors through competency-based recruitment and succession planning, development, and engagement opportunities.
- Identify healthcare priorities with, and steward funds through, our Interior Health partners while remaining apolitical.
- Ensure long-term sustainability by following sound financial and management practices and complying with relevant legislation.
- Maintain an appropriate compliment of qualified staff through competency-based recruitment, appropriate resourcing and employee development.