

Hinton Healthcare Foundation



2026–2029 Strategic Plan



hinton healthcare
FOUNDATION

www.hintonhealthcare.ca

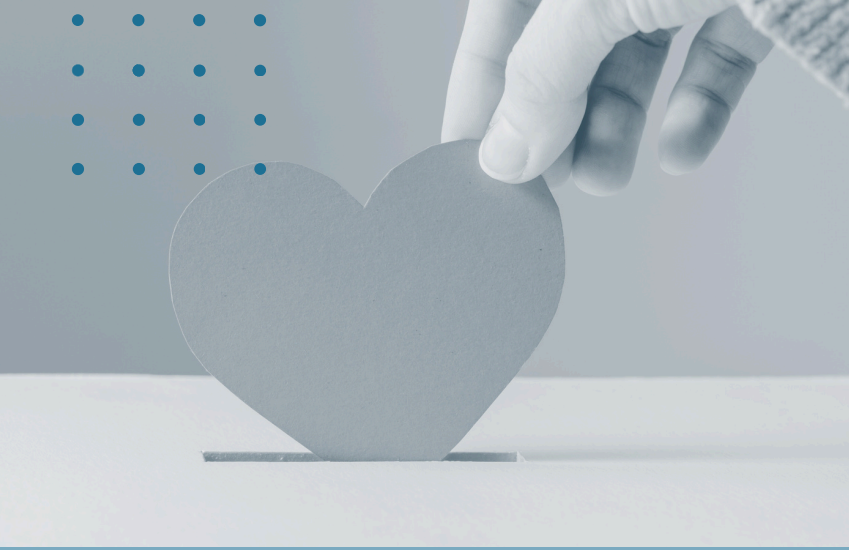
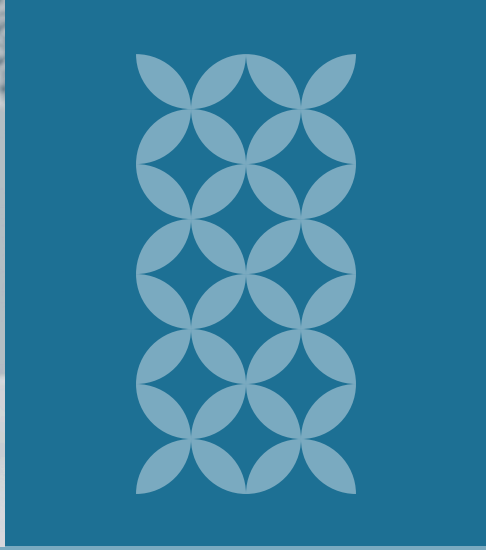
OUR MISSION & VALUES



Mission: The primary purpose of the Hinton Healthcare Foundation is to enhance the quality of healthcare in our community by raising money for the priority and specialized needs of the healthcare in Hinton.

Vision: Our Foundation continually strives to not only maintain the excellent health services we currently offer, but also to enhance and expand health services for the benefit of the community of Hinton and area.





CORE VALUES

Stewardship of Funds

We practice responsible planning and management of donors' gifts and we communicate the use of the gift to the donor; we appreciate all gifts, and we handle them with the utmost care.

Accountability

We value the ability of our board and volunteers to honour our commitments to donors, stakeholders and to each other. We honour our word; we are transparent and accountable.

Professionalism

We are committed to meet our obligations by positively influencing the health of our community in a professional manner at all times.

Code of Ethics

We adhere to high ethical principles: truthfulness, fairness and doing what we say we will do.

Teamwork and Collaboration

We develop and nurture partnerships that add value to the Hinton Healthcare Foundation.

Care

We demonstrate concern, empathy and consideration for the needs and values of others.

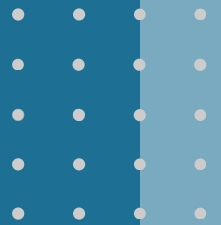
Communication

We communicate clearly with our donors, stakeholders and Foundation members and strive to provide timely, informative updates.





STRATEGIC PILLARS



Inspire

Increase community trust, awareness and understanding of the Hinton Healthcare Foundation.

Grow

Build funds, emphasizing unrestricted funds, to more effectively support operations and grant-making to impact community needs.

Build

Develop a needs-based financial plan for use of Foundation funds for activities that support the mission of the organization.

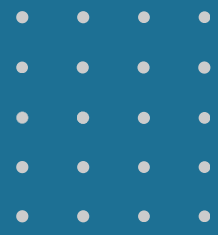
Transform

Build a high functioning forward thinking organization that is recognized as a philanthropic leader.



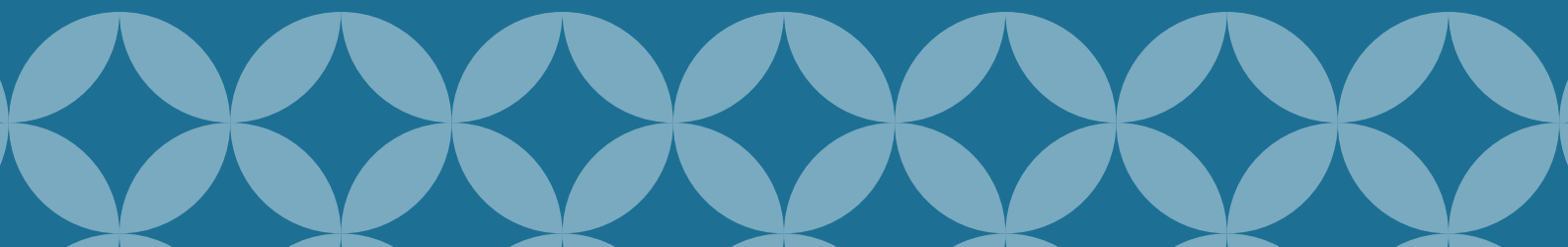
INSPIRE

Increase community trust,
awareness and understanding of the
Hinton Healthcare Foundation.



Action Steps

- Create clear messaging that highlights the importance and broad reach of the Foundation and its impact.
- Develop compelling campaigns supporting various healthcare areas, programs, and priorities
- Build a strong sense of community by strengthening relationships with leaders, cultural groups, business and community, sharing the value and impact of the Foundation, and reaching into communities that are quiet and not aware of the Foundation.
- Leverage the annual Impact Report to raise the profile of the Foundation, guide donors on community needs and provide specific topics to focus funding priorities and engagement of all organizations.
- Focus marketing framework to build unrestricted donations to increase sustainability and agility to meet future healthcare initiatives and emergent needs



GROW

Build funds, emphasizing unrestricted funds, to more effectively support operations and grant-making to impact community needs.

Action Steps

- Cultivate lifelong donors by collecting donor feedback and implementing an engagement plan to strengthen donor relationships.
- Include QR code/donate now message in all communications.
- Create a menu for giving, starting with how to create a fund, give to a fund, estate planning, corporate giving options, and how a donor can align giving to the Foundation with a cause important to them, including various fund options, including endowment funds.
- Educate Professionals (CPAs, Lawyers and Financial Advisors) on the role and work of the Foundation and how the Foundation helps their clients meet their philanthropic goals.
- Leverage corporate relationships for in-kind and financial support.
- Launch a “capital” campaign to support physician recruitment incentives.





BUILD

Develop a needs-based financial plan for use of Foundation funds for activities that support the mission of the organization.

Action Steps

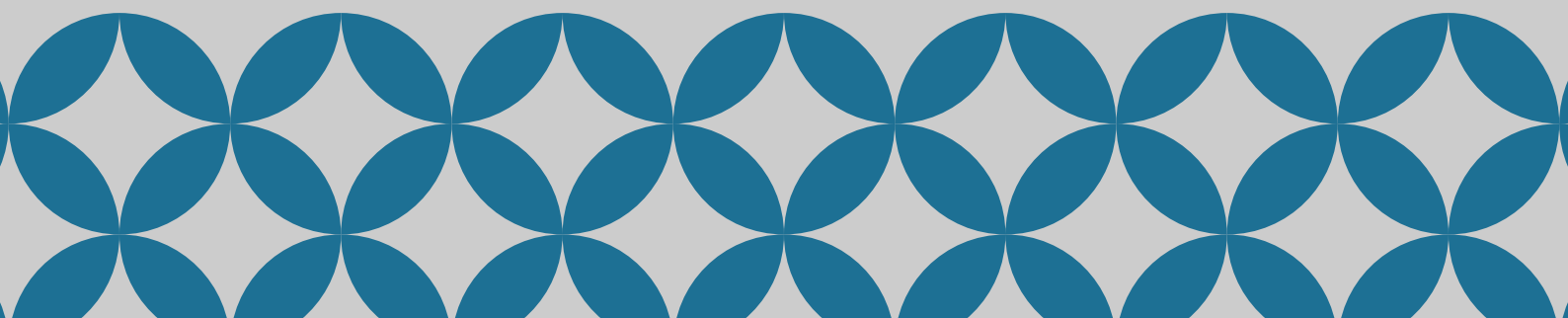
- Develop a 3-5 year budget plan for targeted investments to address community needs
- Work closely with Alberta Health Services and related ministries to support purchases that enhance the patient experience at the Hinton Healthcare Centre
- Support the Attraction and Retention Committee of Hinton (ARCH) efforts to attract and retain physicians providing in-demand services at the Hinton Healthcare Centre.



TRANSFORM

Build a high functioning forward thinking organization that is recognized as a philanthropic leader.

- Increase the reach of the board and strengthen the board composition. Expand the orientation process to be clear on roles and responsibilities.
- Update by-laws and governance documents to ensure alignment with current legislative requirements and organizational structure.
- Explore opportunities to involve other organizations in Foundation work (students, interns, corporate volunteers)
- Provide opportunities for relationship building with front-line service providers (eg. Annual check in at hospital with all doctors)
- Advocate for policy and procedural change to advance healthcare in Hinton



2025/2026 Board of Directors

Garth Griffiths – Chair

Ken Brady – Vice-Chair

Jennifer Davey-Campbell – Secretary

Susan Armstrong – Treasurer

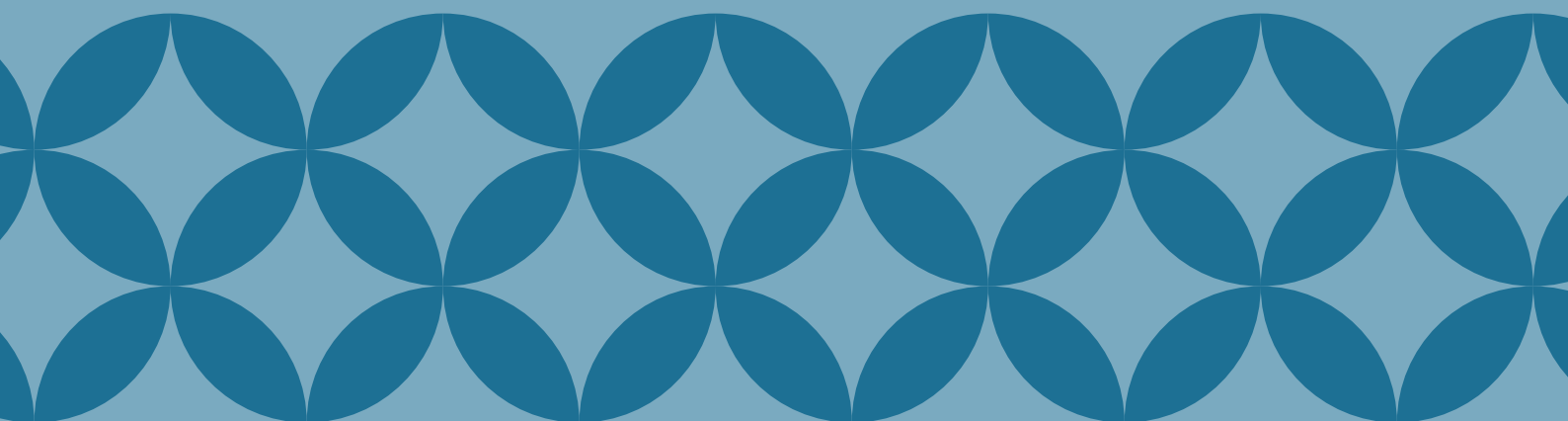
Nora Allen – Communications

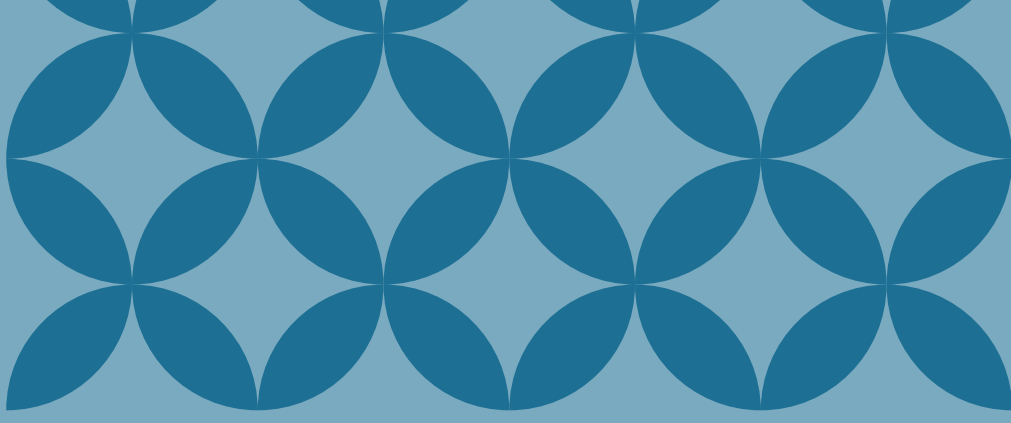
Fiona Murray-Galbraith – Director

Robert Lyons – Director

Karen Exchange – Director

Brian LaBerge – Director



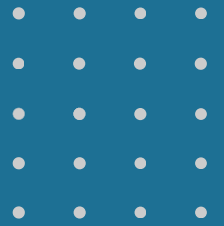


Hinton Healthcare Foundation

Be part of the change.

Your support transforms lives. Join
us in building a healthier Hinton.

*"Together, we can make a
difference that lasts forever."*



- Hinton, Alberta
- www.hintonhealthcare.ca