

Carleton Place & District Memorial Hospital Foundation Strategic Plan

Our mission and vision



The Carleton Place & District Memorial Hospital (CPDMH) Foundation is a vital link between the CPDMH and the diverse and growing communities for which it serves. Through generous donations and strategic partnerships, we raise funds our hospital requires to purchase critical equipment and build infrastructure to meet the healthcare needs of today and create a strong and sustainable tomorrow. **By inspiring generosity, we ensure exceptional care close to home.**

Our guiding principles

Our partnership with our hospital, our communities and our community members is key to our success. In our work with our partners, we are guided by the principles of:



Respect



Commitment



Engagement



Transparency and accountability



Continuous improvement

Our strategic priorities



Organizational excellence

We will continuously improve our governance, financial accountability and transparency, fundraising management and overall organizational performance to build trust and confidence in our organization.



Community engagement

We will improve our understanding of and increase our dialogue with the diverse and growing communities we serve to raise our profile, increase our reach, build long-lasting relationships and inspire gratitude.



Staff and volunteer retention and recruitment

We will help our staff and volunteers feel satisfied, fulfilled and valued so that we can attract and retain the best from among the members of our communities.



Sustainable increases in fundraising revenue

We will focus our fundraising strategy and tactics to not only increase our year-over-year fundraising revenue but to develop long-term sustainability to meet the evolving needs of our hospital.