




Vision: We support world class health and well-being for brighter lives in North Queensland.

Purpose: We're working hand-in-hand with our community to create better health and well-being experiences.

Guiding Values	Inspiring impact	Essential support	In it together
Objectives	North Queensland's favourite charity	Backing world-class health and well-being	Strong and sustainable into the future
Strategies	 <p>We'll be the first-choice charity for philanthropic North Queenslanders, increasing our community of supporters.</p> <p>We'll recruit and retain a diverse volunteer workforce to support our activities and provide high-quality, culturally appropriate services for patients and carers.</p> <p>We'll engage the community and provide opportunities to foster philanthropic support.</p>	 <p>We support service delivery across the THHS by funding research, equipment, and leadership development activities with a focus on services and amenities for patients.</p> <p>We'll work with our stakeholders to identify opportunities to provide support.</p> <p>We'll provide volunteer-based services at Townsville University Hospital and other THHS health facilities as practicable.</p>	 <p>We'll have strong governance and internal infrastructure and processes to support our activities and maximise our financial growth.</p> <p>We'll develop new and improve existing revenue streams to maximise opportunities to achieve vision and financial sustainability.</p> <p>We'll continuously improve our activities to build and sustain engagement with supporters and stakeholders.</p>
KPIs	<p>We'll continue to build our community of volunteers and supporters.</p> <p>We'll build relationships to attract volunteers who identify as Aboriginal or Torres Strait Islander.</p> <p>We'll work closely with THHS staff to build and celebrate our community.</p>	<p>We track our volunteers and the hours of support that they provide.</p> <p>We measure the financial and in-kind support that contributes to our vision including what and where we fund, and the level of support for projects that support Aboriginal and Torres Strait Islander people.</p>	<p>We conduct an annual review of volunteers and volunteer activities.</p> <p>We count the funds our community contributes to support our vision.</p> <p>We make ongoing improvements to our programs to grow our revenue and profitability.</p>
Strategic risks	<p>Capacity – Our very small staff and heavy reliance on volunteers and community partners severely impacts our capacity to undertake new activities and maintain relationships.</p> <p>Financial – Impact of established trends such as ageing population, increase in chronic health conditions, local and global economic and demographic changes will continue to inform activities.</p> <p>Reputational – Risk of damage through actions of staff, volunteers, Board, stakeholders, community partners and fundraisers; risk of reflected reputation damage related to THHS.</p> <p>Competition – Internally there is a risk of cannibalisation of revenue generating activities. Externally, other charities' hospital-based programs could clash with or duplicate programs.</p> <p>Disasters and epidemics – Natural disasters can impact access to workplace, activities, revenue and demand; epidemics can impact our ability to provide volunteer services and generate revenue and may increase demand for funding.</p>		
Strategic opportunities	<p>Townsville University Hospital has an ambitious masterplan for future growth which could provide opportunities to grow our support base.</p> <p>The THHS employs approximately 6,600 staff – we are their foundation and there is significant scope to build this relationship.</p>		

We support the Queensland Government's objectives for the community – *Unite and Recover*. We are *Backing our frontline services* by providing programs and funding to support our local public health services. We are *Safeguarding our health* by maintaining pandemic-ready policies and procedures. We will respect, protect and promote human rights in our decision-making and actions.