

Pembroke Regional Hospital Foundation

Strategic Plan Map 2018 - 2021

VISION

The Pembroke Regional Hospital Foundation strives to ensure that those who support the Hospital through donations receive recognition that is appropriate, equitable, and consistent. Developing and maintaining community trust is vital to our mission. The Foundation exists as a vehicle through which the community participates to help the Hospital to provide state-of-the-art health care to the patients it serves.

MISSION

The Pembroke Regional Hospital Foundation supports programs and services integral to the advancement of health care and to the total well-being of the citizens of Pembroke and surrounding communities by raising, managing, and distributing funds to the Pembroke Regional Hospital.

STRATEGIC DIRECTIONS

①
Increase
Awareness

②
Successful
Funding

③
Be the Charity
of Choice

④
Securing a
Financial Future

STRATEGIC PRIORITIES

- Effective Story Telling
- Comprehensive Communications Map
- Events that Reach Catchment Area

- Recruit Strong Board & Committee Members
- Grow Volunteer Base
- Increase Revenue from Programs & Events
- Build Major Gifts Team
- Seek Funds from Outside the Community

- Policy and Procedures that guide Best Practices
- Transparency
- Convenient, Secure, & Easy Donation Platform
- Unmatched Donor Recognition

- Professional Development for Board and staff
- Board Diversity
- Focus on Legacy Giving
- Increase Monthly Donors and Payroll Contributors