

The purpose of the Foundation is to relieve hardship caused by illness or disability.

Primary Objectives:

Those objects, as identified in the Hospitals Foundations Act 1982 (Qld), for the relief of poverty and distress of humans in Queensland caused by illness or disease.

Secondary Objectives:

To exist as a charitable, not-for-profit, public benevolent institution and to function as such, with excellence, for the purpose of achieving the Primary Objects.

Strategic Risks

A scan of the environment in which GCHF operates highlights the following major strategic risks:

- Cyclic economic downturns may affect ability to meet financial targets
- Potential for Decline in Community Giving Patterns
- Failure to raise sufficient funds to meet increasing demand
- Retaining staff
- Ongoing relationship with GCHS

To manage these risks we will ensure that the Foundation is sufficiently resourced to properly deliver on the strategic plan including developing robust business development and philanthropy units that are effectively staffed with, but not limited to, the following positions Development and Operations Manager; Philanthropy Manager; Corporate Partnerships Coordinator; Community Fundraising Coordinator; Major Gifts Officer; Senior Marketing Officer; Database Officer; Finance Officer and Administrator – charitable grants and services.

Implementation and Monitoring

The GCHF Strategic Plan defines the scope and broad directions for all other planning activities undertaken by the Foundation.

Monitoring of performance will occur via our business systems including our CRM database Salesforce, Xero accounting software, MS Project, Smarty Grants and individual team member performance reviews to enable the Foundation to report against its obligations as a statutory body.

Progress updates on the implementation of the GCHF Strategic Plan will be completed quarterly and annual review with key performance indicators will be undertaken by the Board

Vision	No one in our community experiences hardship caused by illness or disability					
Mission	Raise funds to relieve the distress of illness, promote wellbeing and further medical advancements					
Strategic Themes	Relieve hardship caused by illness or disability		Sustainable future		Excellent Governance	
Goals	Improve impact <i>Help a growing number of people in our community overcome hardship caused by illness and disability</i>	Secure public support <i>GCHF recognised and supported as the 'Gold Coast's number 1 charity of choice'</i>	Revenue growth <i>Continually grow income from philanthropy, fund raising and signature events</i>	Cost management <i>Fundraising and admin costs reduced to achieve maximum distribution of net surplus</i>	Recruit/retain talented staff <i>GCHF has a professional and committed team with the appropriate skills and support to deliver the strategic goals</i>	Experienced Board of Directors <i>GCHF Board is highly skilled and diverse with a balanced focus on performance and compliance</i>
Key Strategies	<ol style="list-style-type: none"> Allocate resources to projects and programs that add value to health care delivery, support patients and their family during medical hardship Respond to emerging needs Administer funds that provide relief from hardship and disability. 	<ol style="list-style-type: none"> Develop and deliver engagement plan to raise profile of the GCHF with schools, corporates and GCHHS Successful introduction of the GCHF mascot Develop and deliver high profile ambassador program to secure public support 	<ol style="list-style-type: none"> Increase income from philanthropy and fund raising Target corporate partnerships and sponsorships Grow individual giving Deliver revenue targets from signature events 	<ol style="list-style-type: none"> Organisational structure supports our growth strategy but remains lean Use internal KPI's and industry benchmarks to measure financial performance 	<ol style="list-style-type: none"> Staff Training and development plans developed and budget expended Create a supportive and rewarding workplace through professional development, recognition and employee feedback 	<ol style="list-style-type: none"> Members recruited according to their skills and characteristics Members are committed to add value through regular and consistent attendance and contribution at meetings Members introduce GCHF to their networks and support the success of activities

Performance Measures FY17/18	1. Improve benefits provided to the community by an increasing rate per annum comparable to the performance of other Foundations in Australia	1. Unprompted brand recognition increases to: 2017/2018 10% 2018/2019 15% 2019/2020 20%	1. 6 new corporate partnerships secured 2.Meet the approved revenue targets	1. Operate within approved budget	1. Continuously revise and develop Staff Training and Development Plans, implement and monitor Staff Training and Staff Development programs and budget spend 2.Develop and administer annual staff satisfaction survey 3.80% staff satisfaction rating	1.Diverse, well connected board of directors 2.Board members actively contribute to the success of the Foundation through ambassador and donor introduction activities
	2. Allocate funding and resources approved in the 17/18 FY budget	2. Two high-profile ambassadors secured and representing the GCHF				

Guiding Values	Passionate We enthusiastically raise funds to help our community overcome hardship caused by illness and disability	Dynamic We are enthusiastic, creative and forward-thinking in our approach.	Accountable We take pride in what we do and are responsible for all actions. We achieve targets and deadlines.	Quality We are helpful and friendly, providing quality service to all stakeholders. We use good systems and appropriate processes