

Our Vision

To be the charity of choice devoted to funding excellence in child health care and child health research.

Our Mission

To improve the health of children everywhere, by inspiring our community to support excellence in child health care and child health research.

Values

Passionate to increase the quality of life for infants, children and youth, **Dedication** to enhance child health care **Integrity** to all we serve **Engaged** volunteers, staff, donors and families **Accountability** in all that we do.

Our Stakeholders

CHFM is fortunate to be accountable to a variety of stakeholders which in some cases are also our partners and collaborators, and in all instance are at the core of our donor base, paramount to the Foundations' success

Children and Families

Hospital Leadership and Staff

Researchers

Volunteers

Community Members

Business Community and other Prospective Supporters

Government



The Children's Hospital Foundation of Manitoba

5 Year Strategic Plan (2019-2023)

Strategic Pillars	Our Fundraising Efforts Will Transform & Advance Child Health Care & Research	Our Donors and Stakeholders are Central to all we do	Our Brand will be synonymous with Philanthropy	Our Leadership, at all levels, will be Collaborative & engaged in our Mission
Key Strategies	<p>We will improve children’s health by strategically increasing funding in research, vital medical equipment, programs and quality spaces through effective alignment with our stakeholders</p> <ol style="list-style-type: none"> 1. Expand our fundraising capacity for CHRIM through strategic integration of major gift campaigns and targeted fundraising strategies that promote the impact of research on patient care 2. Develop a comprehensive Campaign strategy that incorporates specific major gift campaigns for key hospital priorities and centres of excellence 3. Increase revenue generation by recalibrating and investing in our highest potential revenue lines and with a priority focus on major gifts, planned giving and the development of deeper relationship with our corporate and community partners 	<p>We will undertake effective donor stewardship by excelling at meeting donors gift intentions & expectations by creating a long-term, mutually-beneficial relationship.</p> <ol style="list-style-type: none"> 1. Cultivate a superior giving experience for CHFMs donors 2. Engage our health care professionals / adm. in this mission 3. Engage, support & help advance our biggest contributor — Guilds 4. Engage specifically our indigenous community along with our immigrant population 	<p>Our Brand sets ourselves apart and inspires people to give</p> <ol style="list-style-type: none"> 1. Cultivate our greatest proponents and have them associate with our unique brand in a powerful manner 2. Become the authentic and passionate voice, the charity of choice, for kids’ health, and tell our story, everywhere 3. Utilize moving and impactful cases of support and stories (marketing) for all our fundraising needs 4. Undertake events which brings our community together inspiring people to be engaged 	<p>CHFMs will educate, inspire and attract exceptional people, apply sound management and leading governance practices to ensure a foundation for success</p> <ol style="list-style-type: none"> 1. Fully Engage the Board & Committees as Champions of our Mission structurally aligned and oriented to deliver on the ambitions of our Strategic Plan 2. Ensure our donors’ funds are managed and invested to drive impact and growth 3. Create synergy through a re-aligned CHFMs/CHRIM administrative/operations relationship to expand fundraising and marketing opportunities 4. Create a High Performing Team (staff) / Culture