

# STRATEGIC PLAN 2026-2030



## OUR VISION

We support world class health and wellbeing for brighter lives in North Queensland.



## OUR PURPOSE

We're working hand-in-hand with our community to create better health and wellbeing experiences.



## OUR VALUES

### INSPIRING IMPACT

We celebrate the positive impact our donors and volunteers have on the lives of locals every day.

### ESSENTIAL SUPPORT

We're committed to improving health and wellbeing for people and communities right across our region.

### IN IT TOGETHER

We're passionate North Queenslanders helping locals gain access to better local health services.

We support the Queensland Government's objectives for the community:

- Safety where you live.
- A better lifestyle through a stronger economy.
- Health services when you need them.
- A plan for Queensland's future.

We support health services when you need them through our volunteer services and funding world-class equipment, training, research, and facilities across North Queensland. We respect, protect and promote human rights in our decision-making and actions.

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**FUNDRAISING AND DONATIONS**



**VOLUNTEERS**



**SOCIAL ENTERPRISE**



**GIVING**



**PERFORMANCE**

**OBJECTIVES**

Develop and maintain a balanced, long-term fundraising program mix to engage and sustain philanthropic support around THHS health care initiatives and community interests.

Grow and measure our philanthropic donations through thankful engagement strategies.

Expand our volunteer services by developing strategies to enhance our structures and engagement with THHS and patients.

Maximise and expand sustainable revenue streams.

Connect and deliver purposeful impact that advances THHS ensuring access to world class hospital facilities for North Queensland.

Support our team to deliver high quality services through enhancing stronger systems to meet and measure our organisational goals.

**STRATEGIES**

Identify and build a campaign for a significant advancement to health services for THHS.

Develop fundraising strategies to enhance & highlight community's support for THHS.

Build THHS patient and family donors through thankful engagement strategies.

Increase donations from THHS staff through thankful engagement strategies and encouraging a culture of philanthropy for mutual benefit.

Grow our volunteer services to support the growth of THHS.

Create & grow thankful patient connection pathways together with our volunteers.

Grow volunteers services to provide best support for all patients and staff (diversity).

Maximise our current commercial revenue streams.

Expand revenue streams that align with THHS & can ensure a sustainable income.

Increase our giving to THHS. Develop First Nations giving strategies.

Enhance our giving program through platforms connecting donors with funded projects.

Support our team to lead and develop skills inline with positions to ensure high quality service.

Develop strong and efficient systems investing in AI and technological resources.

Grow Brighter Lives positions to meet growth of high quality services.

**STRATEGIC RISKS**

Small staff and reliance on volunteers/community partners reduce capacity to deliver new activities & maintain relationships.

Financial risk from cost of living pressures and potential impacts to philanthropy

Risk of reputational damage from actions of staff, volunteers, board members, partners, fundraisers and reflected reputational damage related to/from THHS.

Competition may impact revenue through internal overlap of activities and similar programs by other charities.

Natural disasters/epidemics can disrupt operations, restrict volunteer services, reduce revenue, & increase demand for support.

**STRATEGIC OPPORTUNITIES**

Townsville University Hospital has an ambitious masterplan for future growth which could provide opportunities to grow our support base.

THHS employs 7,000 people – we are their foundation and there is significant scope to build this relationship.

Developing partnership and engagement opportunities for the broader north Queensland community.