



PROVIDING BETTER HEALTH CARE IN THE NORTH



We are in this together.

OUR PROMISE

We are committed to growing our revenue and volunteer base to further support high-impact clinical programs, research, capital, equipment and education that will improve the health of those living in Northeastern Ontario and beyond.

OUR COLLECTIVE VISION

The Foundations and Volunteer groups at Health Sciences North (HSN) will be the leading charities of choice for donors and volunteers in Northeastern Ontario.

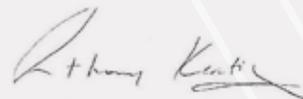
OUR FOCUS

On behalf of the Board of Directors for HSN Foundation, NEO Kids Foundation, The Northern Cancer Foundation, HSN Volunteer Association (HSNVA) and over 600 volunteers, I am pleased to present the 2020-2026 Strategic Plan. This will guide us in reaching new heights together and is laser focused on supporting the health care needs of people living in Northeastern Ontario.

This plan is the result of extensive collaboration and thoughtful reflection from key stakeholders, including donors, community members, boards, volunteers, and medical staff. During the consultation process, common themes emerged to grow our revenue and volunteer base; enhance accountability and engagement; build our brands within the region; and develop clear fundraising priorities. These pillars now form the foundation of our Strategic Plan and set clear goals that will prepare us for future success.

Together, we are looking forward to building upon each of our individual past successes and creating a culture of collaboration to achieve our collective vision of becoming charities of choice for donors and volunteers in Northeastern Ontario.

I am confident that this plan will lead us in an innovative direction that will make a significant impact on the health of our community.



Anthony Keating
President and Chief Development Officer
Foundations and Volunteer Groups HSN



Transforming care - together!

“The rates of cardiac disease in Northern Ontario are higher than anywhere else in the province. HSN needs to be well equipped to ensure that these patients receive the care they need close to home. The support of our community will help us lead the way in providing quality cardiac services. Our patients depend on it.”

Dr. Mark Henderson
HSN Medical Director of
Cardiology



“As a donor, volunteer and a NEO Kid father, I understand the importance of having access to quality pediatric care in Northeastern Ontario. Support from our community ensures that children have the resources to help treat their unique medical needs now and in the future.”

Richard Cousineau,
President, OCP Construction
Supplies and Vice-Chair,
NEO Kids Foundation



“I’m happy to be a part of the volunteer community at HSN that supports patients and visitors as they navigate the hospital system. Offering someone a friendly smile and helpful hand can often turn a stressful time for them into a positive experience. If I can play a small part in making someone’s day a bit brighter, then my day is brighter too.”

Hom Shrestha
HSN Volunteer



“A cancer diagnosis is oftentimes described as the most stressful and difficult time in a patient’s life. Thanks to community support for the Northern Cancer Foundation, we are able to provide cutting edge equipment and access to innovative clinical trials to ensure that no patient is left behind. As a medical oncologist and cancer researcher in Northeastern Ontario, my work would not be possible without their support.”

Dr. Lacey Pitre
Medical Oncologist at
Northeast Cancer Centre



“I am grateful for the support I received from the HSN Volunteer Association as the research Chair in Healthy Aging. They share in my commitment to advance the health and well-being of seniors in our community and beyond. It takes a collaborative approach for research to take place and the donation I received from the Association allowed for my work to continue in finding approaches that will have a positive impact on senior care.”

Dr. Janet McElhane
HSN Volunteer Association Chair in Healthy Aging and
Scientific Director of the Health Sciences North Research Institute



Our Strategic Pillars

Grow and Diversify Revenue Generation and Volunteer Strategies

Deliver Strategic Marketing and Communications Strategies

Focus on Engagement and Stewardship

Build and Grow Efficient Systems and Operations

Grow and Diversify Revenue Generation and Volunteer Strategies

- Grow revenue a minimum of 10% annually
- Collectively achieve \$10 million by 2026
- Raise \$7 million for the purchase of MRIs
- Expand lottery, boutique and retail revenue growth strategies
- Build and expand volunteer programs



Deliver Strategic Marketing and Communications Strategies

- Create a comprehensive marketing and communications plan
- Establish high impact funding priorities

Focus on Engagement and Stewardship

- Implement Grateful Patient Program
- Explore community partnerships
- Enhance stewardship of donors
- Enhance engagement with Boards and HSN staff
- Establish inclusive volunteer and donor recognition program
- Create a donation strategy for HSNVA



Build and Grow Efficient Systems and Operations

- Enhance financial accountability
- Create a human resources strategy
- Optimize expenses
- Enhance technology
- Build processes for funding requests
- Shared staff space





CONTACT US!

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