

Vision	The healthcare charity of choice for patients and the community			
Purpose	<p>To nurture relationships that enrich lives through giving</p> <p><i>The foundation is an integral part of patients' health journey. Providing an opportunity for patients and their families to be part of a community that appreciates, gives back and invests in better health outcomes</i></p>			
Objectives	<p>Donors and Supporters Nurture relationships that increase the ease of and level of giving</p>	<p>Quality Improvement Continuously improve systems and process with a focus on future opportunities</p>	<p>People and Culture Maintain a culture of collaboration, reconciliation, respect, transparency, and continuous learning</p>	<p>Impact Be a catalyst for change through clinically lead research funding, patient support, staff education and innovative equipment.</p>
Strategies	<ul style="list-style-type: none"> • 25% of all patients consent to being contacted by 2026 • Recruit hospital staff as ambassadors • Provide structured patient giving across MSH • Focus corporate giving on Breast, Prostate and Skin Cancer 	<ul style="list-style-type: none"> • Make decisions that enhance organisation sustainability • Review systems and processes to decrease duplication and increase efficiency • Create and implement robust investment program 	<ul style="list-style-type: none"> • Nurture a supportive and inclusive culture • Provide opportunities for every employee to lead and develop • Collaborate and share knowledge • Act to create diversity and equity 	<ul style="list-style-type: none"> • Work with MSH Research to select projects that drive clinical collaborations • Fund infrastructure and pilot programs to support patients in hospital • Provide infrastructure to host seminars and conferences • Support higher research degree completion • Fund innovative equipment that transforms health care beyond current provision
Measure	Increase total number of gifts received and the duration of donor relationships	Processes are regularly reviewed and audit requirements are met.	<p>Increase inclusivity measure on WEGA self reported scale</p> <p>Increase the number of employees who attend training and education opportunities</p>	
Supporting MSH Strategy	<p>C3 Partner with patients, families and consumers to improve the delivery and experience of healthcare</p>			<p>P3 Explore and implement different ways to deliver care through co-design and partnering for new solutions</p> <p>W3 Ensure our workforce has opportunities and pathways to develop and be leaders in their fields</p>
Contribution to Queensland Government's objectives for the community	<p>'Safeguarding our health' and 'Backing frontline services'</p>			