



Our Vision

Every child has every chance to thrive

Our Purpose

We ignite and inspire generosity to improve the health and wellbeing of children and young people



We’re delighted to share the Children’s Hospital Foundation FY24–FY28 Strategic Plan.

Embarking on this journey has been a transformative experience. As a Foundation, we have taken this opportunity to reflect on who we are at our core, celebrate our spirit, and be brave in envisioning a stronger and more confident future. Our priorities represent not just our aspirations but our intent for the organisation we strive to become.

The commitment of our staff and volunteers to being a values-driven organisation has been unwavering and through the collective voices of all of our many diverse stakeholders, we have openly explored our true essence. This essence shines through in our strategy which encompasses who we are, how we operate within a complex network and how we uphold our core values.

The concentrated efforts and collaboration of our staff, volunteers, partners, community members and donors have been instrumental in shaping this new direction. We are immensely proud to be the philanthropic partner of Children’s Health Queensland and over time, our goals will translate into key moments in our history that we can all look back upon and be proud of.

As we enter this new phase, our courage, conviction in our vision and dedication to partnerships reflects our commitment to operating as part of a constellation of individuals who care deeply about the health and wellness of young people.

As such, we have emerged as a stronger Foundation, with a profound confidence in our abilities, knowing that we can achieve our best when working together with our partners in facing the future and creating meaningful change. We embrace our new identity, we’re ready to meet challenges head-on and we’ll continue making a difference in the lives of children in Queensland and beyond.

Thank you to everyone who contributed and shaped our future – your voices, stories and experiences have set us apart and will continue to drive all that we do.

Dr Jane Black
Chair

Lyndsey Rice
CEO



The plan aligns to the Government’s Reform Agenda for Health (Q32 Reform Strategy) and considers the context of our Foundation and its operating environment. We ensure that the directions in this Plan reflect our ongoing commitment to respect, protect and promote human rights for everyone, everywhere, every day.



Opportunities

- ✓ Driving stronger investment into digital transformation with aligned data analytics and informatics capability
- ✓ Articulating our Children’s Hospital Foundation branding and positioning to create greater clarity around the role of our donors and supporters in contributing to the difference we make
- ✓ Focus on leveraging partner channels, networks and staff engagement opportunities to expand our markets and support diversification
- ✓ Strengthening our internal management systems to support efficiency, effectiveness and performance



Risks

- Impacts on funding and ‘giving fatigue’**
Government changes, economic instability, natural disasters and political reforms have the potential to impact funding capabilities and increase giving fatigue
- Digital considerations and cyber security**
Reliance on Facebook as an acquisition channel alongside a rise in cyber criminal activity targeted towards charities
- Balancing cadence of innovation and forward commitments**
Ongoing legacy commitments requiring funding hamper our ability to fundraise for new initiatives which may impact fundraising innovation and new opportunities
- Stakeholder relationships and differentiating in the market**
Differentiating Children’s Hospital Foundation while maintaining strong relationships with key stakeholders in line with increased service delivery and profile expectations

We contribute to the Government sub-objective of **Keeping Queenslanders Safe** by delivering on the Foundation’s objectives to **Deliver life-enhancing impact** and **Develop and nurture powerful and dynamic partnerships**.

We support the Government’s objectives for the community:

Good jobs
Good, secure jobs in our traditional and emerging industries

Better services
Deliver even better services right across Queensland

Great lifestyle
Protect and enhance our Queensland lifestyle as we grow

