

Children's Hospital Foundation Strategic Plan FY24–FY28



Reviewed June 2025

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



Risks



System and partner dependencies

Children's Hospital Foundation's interdependence on the geographically dispersed paediatric network of care and support, and our ability to deliver on our statewide agenda.



Cost of living

Rising costs and a drop in discretionary spending poses a threat to charitable giving and our fundraising growth targets.



Data security and governance

Maintaining and investing in strong systems and frameworks in support of cyber resilience, data security, rapid technological change, and upholding appropriate use of data.



Growing demand for services

The increasing demand for wrap-around support services provided by Children's Hospital Foundation exceeds our growth targets.



Opportunities



We are the most trusted children's health charity in Queensland

Articulate our branding and statewide positioning to clarify the role of supporters in contributing to the difference we make across Queensland.



We are an Employer of Choice

Invest in our team's capability, wellbeing, recognition, inclusion and safety to drive engagement and workplace culture.



We are a truly statewide Foundation

Collaborate with Government, Children's Health Queensland and other foundations on statewide priority projects and explore opportunities for Children's Hospital Foundation to support networked care solutions in regional areas.



We invest in innovation and digital advancement

Leverage technology, data insights, software integrations and donor journeys to optimise donor acquisition, retention and giving.



We contribute to the Queensland Government's objective for the community of Health services when you need them by delivering on our objectives to ignite and inspire generosity, deliver and enable life-enhancing impact, attract and empower amazing people and develop and nurture powerful and dynamic partnerships.

The goals in this Plan reflect our ongoing commitment to respect, protect, and promote human rights for everyone, everywhere, every day.

This Plan was reviewed in June 2025 and remains current for the 2025–2026 reporting period.

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