

GUNNISON VALLEY HEALTH FOUNDATION 2022-2027
STRATEGIC PLAN



GUNNISON VALLEY HEALTH
FOUNDATION



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OUR MISSION:

To support Gunnison Valley Health (GVH) in the delivery of high quality healthcare in Gunnison County and surrounding areas.

OUR VISION:

To inspire the recognition of Gunnison Valley Health as an innovative, award-winning healthcare system known for clinical excellence, comprehensive patient care and delivering results that promote lifelong health and wellness.

OUR ROLE:

Development and stewardship of philanthropic resources in support of Gunnison Valley Health's mission and strategic goals.

Serve as ambassadors for our healthcare system and to generate community awareness of Gunnison Valley Health programs and services.

GUNNISON VALLEY HEALTH FOUNDATION 2022-2027

A PLAN FOR THE **FUTURE**



I am pleased to share with you the new Gunnison Valley Health (GVH) Foundation Strategic Plan that will serve as our guiding document through 2027.

In our strategic planning process, we identified strategies that will enable the GVH Foundation to advance its mission. We are committed to measurable goals and priorities for implementation and believe this document will be the cornerstone of our future success.

Our priority includes the development and stewardship of philanthropic resources in support of the mission of Gunnison Valley Health. Additionally, we serve as ambassadors for our healthcare system and generate community awareness of GVH programs and services. In order to accomplish this, five strategic priorities have been identified to drive the strategic plan forward:

1. Increased Visibility of Gunnison Valley Health and Foundation
2. Actively secure philanthropic funds to ensure excellence of service
3. Prioritize Behavioral health initiatives
4. Maintain strong and ethical fundraising practices
5. Establish and maintain strategic partnerships with key community organizations

The Strategic Plan is an inspirational tool that brings together our staff, Board of Directors, community partners and key stakeholders toward the common goal of supporting GVH to provide the most comprehensive and high-quality patient care that will deliver results that promote lifelong health and wellness for our community. The role of the Foundation is critical to the ongoing success of GVH and we are honored to support the future of this innovative, award winning healthcare system.

Most Sincerely,

A handwritten signature in blue ink, appearing to read 'Jenny Birnie'.

Jenny Birnie, M.S.W.
Executive Director



GOALS/STRATEGIC PRIORITIES:



Increased visibility of Gunnison Valley Health and Foundation

GVH Foundation will create awareness about the mission of the Foundation and regularly promote the excellence of the many programs and services of the healthcare system.



Secure philanthropic funds to ensure excellence of service

GVH Foundation will make fundraising a strategic priority in order to support the long-term sustainability of the organization and provide essential healthcare services to all Gunnison County community members.



Prioritize Behavioral Health initiatives

GVH Foundation will provide leadership and financial support in the development and execution of new Behavioral Health services in the Gunnison Valley.



Maintain strong and ethical fundraising practices

GVH Foundation will develop and implement a fundraising strategy resulting in raising \$10M for various projects and services by the end of 2027.



Establish and maintain strategic partnerships with key community organizations

GVH Foundation will seek and actively support partnerships with organizations that support the mission of Gunnison Valley Health programs and services.



GUNNISON VALLEY HEALTH
FOUNDATION

OBJECTIVES/SPECIFIC RESULTS



STRATEGIC PRIORITY #1: **Increased visibility of Gunnison Valley Health and Foundation**

Objective 1:

The GVH Foundation Board will improve engagement of local physicians including the recruitment of a physician to the Board of Directors no later than December 31, 2022.

Objective 2:

GVH Foundation will continue to sponsor organizations and events that are aligned with the mission of GVH and provide high visibility in the north and south ends of the Gunnison Valley.

Objective 3:

In conjunction with the GVH Marketing Department, the Foundation Marketing Committee will create and execute a Foundation branding/messaging plan to engage north valley community members that will include targeted marketing efforts to part time residents. The plan will be reviewed quarterly by the marketing committee and annually by the Board of Directors.

Objective 4:

Foundation Board members will increase visibility internally in GVH through quarterly rounding at various GVH departments and externally with monthly attendance at community events valley wide.



STRATEGIC PRIORITY #2: Actively secure philanthropic funds to ensure excellence of service

Objective 1:

The GVHF Board and staff will complete a capital campaign for a new EMS building by September 1, 2024.

Objective 2:

The GVHF Board and staff will collaborate with the GVH Board of Trustees to identify future capital project needs and philanthropic funding/community support needed.

Objective 3:

The GVH Foundation Board of Directors will make employee recruitment and retention a funding priority in 2022-2024 and implement a process to create and review proposals with Human Resources staff no later than October 1, 2022.

Objective 4:

The GVHF staff and Development Committee will build meaningful connections with potential donors, increase donor retention and implement stewardship practices including the establishment of metrics to evaluate success on a monthly basis. New GVH donors will increase by 20% annually over a five-year period.

Objective 5:

The GVHF will adopt a donor-centric fundraising philosophy that builds trust with donors, foundations and other granting organizations resulting in greater recognition and a more positive reputation.



STRATEGIC PRIORITY #3: Prioritize Behavioral Health initiatives

Objective 1:

The GVH Foundation Director will continue to cultivate a relationship with the Katz Amsterdam Foundation and other key foundations supporting behavioral health strategies.

Objective 2:

The GVHF will be a strategic partner with the Community Health Coalition in executing a collective impact plan for the 2022 Behavioral Health Needs Assessment.

Objective 3:

The GVHF Board will support the implementation plan for the 2022 Community Health Needs Assessment through dedicated staff time and funding initiatives.

Objective 4:

The GVHF Board of Directors will make support for teens and children a funding priority by securing additional resources for school-based therapy programs at the Gunnison Watershed School District and Western Colorado University no later than September 1, 2023.

Objective 5:

The GVHF Board and staff will assist GVH in establishing long-term funding for behavioral health services through the State of Colorado Office of Behavioral Health and other local, state and federal funding sources.



OBJECTIVES/SPECIFIC RESULTS



STRATEGIC PRIORITY #4: **Maintain strong and ethical fundraising and financial practices**

Objective 1:

The GVHF Development Committee will evaluate current donor stewardship practices and develop a more standard and consistent approach to donor appreciation no later than December 31, 2022.

Objective 2:

THE GVHF Board and staff will develop and execute a plan to increase patient recognition of GVH Foundation activities and accomplishments including more public recognition of donors in GVH facilities no later than March 1, 2023.

Objective 3:

The Finance Committee will continue to provide regular oversight of the investment accounts to ensure compliance with the investment policy and interface with Merrill Lynch quarterly.



STRATEGIC PRIORITY #5: **Establish and maintain strategic partnerships with key community organizations**

Objective 1:

The GVHF Events Committee will explore ways to collaborate with community organizations on joint fundraising events and report findings to the Board of Directors quarterly.

Objective 2:

The GVHF Marketing committee will identify strategies for meaningful engagement with local businesses, Chambers of Commerce and community service organizations no later than March 1, 2023.

Objective 3:

GVHF Board and staff will increase visibility of behavioral health community needs in partnership with the Community Health Coalition and key health and human service organizations.

Objective 4:

GVHF Board and staff will emphasize the impacts of behavioral health challenges and suicide risk factors facing north valley residents through a fiscal partnership with Trek for Life in 2022/23.

Objective 5:

The GVHF board and staff will continue to build credible and meaningful partnerships with Tough Enough to Wear Pink and Living Journeys in order to provide the best cancer services possible to the community.





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