

GUNNISON VALLEY HEALTH FOUNDATION 2020-2025

# STRATEGIC PLAN



GUNNISON VALLEY HEALTH  
FOUNDATION

## 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 2020-2025

# 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 2025.

Through our strategic planning process, we have identified strategies that will enable the Gunnison Valley Health 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 successes.

Our priority includes the development and stewardship of philanthropic resources in support of Gunnison Valley Health's mission. Additionally, we serve as ambassadors for our healthcare system and generate community awareness of Gunnison Valley Health's 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. Secure philanthropic funds to ensure excellence of service
3. Prioritize behavioral health initiatives
4. Adoption of strong developmental practices
5. Solid operating plan demonstrating nonprofit excellence

The Strategic Plan is an inspirational plan that will bring together our staff, Board of Directors, community partners and key stakeholders toward the common goal of supporting Gunnison Valley Health 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 Gunnison Valley Health and we are excited to support the future of this innovative, award-winning healthcare system.

Most Sincerely,

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.



### **Adoption of strong developmental practices**

GVH Foundation will develop and implement a fundraising strategy resulting in raising \$5M for various projects and services by the end of 2025.



### **Solid operating plan demonstrating nonprofit excellence**

GVH Foundation will adopt and execute best practice nonprofit principles in order to develop and maintain excellence and transparency.



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## OBJECTIVES/SPECIFIC RESULTS



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

#### **Objective 1:**

The GVH Foundation Board will establish new Marketing Committee by December 1, 2020 to include involvement from community members.

#### **Objective 2:**

The Marketing Committee will create and execute a plan to engage all community members that will include targeted marketing efforts and meaningful donor engagement.

#### **Objective 3:**

The GVH Foundation Board will adopt a 2021 Marketing Plan by December 31, 2020. The plan will include the identification of key stakeholders, engagement of GVH staff/BOT members and influencers/ambassadors in addition to utilizing various sources of media.

#### **Objective 4:**

The Foundation Executive Director and Coordinator will print and distribute a newsletter twice a year and send monthly newsletters via the Marketing Department to community members and donors.

#### **Objective 5:**

The GVH Foundation Board will explore the possibility of hiring a consultant to assist with the development of new branding and messaging for the Foundation and future campaigns no later than December 31, 2020.



### **STRATEGIC PRIORITY #2:** Secure philanthropic funds to ensure excellence of service

#### **Objective 1:**

The GVH Foundation Board of Directors will clarify funding priorities (including employee education/scholarships) and implement a process to allocate funding for GVH programs throughout the year and immediately publicize these donations via print and social media outlets.

#### **Objective 2:**

The GVH Foundation Board of Directors and staff will develop and execute a fundraising strategy to support a capital campaign for a new EMS building by July 1, 2021.

#### **Objective 3:**

The GVH Foundation Development Committee will plan and implement a new Planned Giving Program by June 30, 2021.

#### **Objective 4:**

The GVH Foundation Board of Directors will review and approve an annual giving program by December 31, 2020.

#### **Objective 5:**

The GVH Foundation Board of Directors will adopt a Fundraising Plan by the end of December on an annual basis.



### **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 GVH Foundation Board of Directors and staff will continue to make grant applications and raise funds for behavioral health needs including the Peer Support Specialist Program.

#### **Objective 3:**

The GVH Foundation Director will work with community organizations to develop a comprehensive behavioral health plan for GVH based on key findings and data.

#### **Objective 4:**

The GVH Foundation Director will continue to be actively involved with the Community Health Coalition strategic planning and implementation efforts.



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## OBJECTIVES/SPECIFIC RESULTS



### STRATEGIC PRIORITY #4:

**Adoption of strong development/fundraising practices**

#### **Objective 1:**

The Development Committee will identify and implement best practices for donor cultivation and stewardship by June 1, 2021.

#### **Objective 2:**

The Development Committee and Foundation staff will work with the GVH marketing department to develop new donor cultivation materials to be distributed valley wide.

#### **Objective 3:**

The Events Committee will convene and meet monthly to discuss and plan for COVID-19 friendly events in 2021 including the golf tournament.

#### **Objective 4:**

The Events Committee will explore ways to collaborate with TETWP and other nonprofits/ community groups on joint fundraising events and report findings to the Board of Directors.



### STRATEGIC PRIORITY #5:

**Solid operating plan demonstrating Nonprofit Excellence**

#### **Objective 1:**

GVH Foundation Board of Directors will complete an annual review of the bylaws and vote to make any recommended changes by September of each year.

#### **Objective 2:**

GVH Foundation Board of Directors will assign committee chairs no later than January 31, 2021.

#### **Objective 3:**

GVH Foundation Board of Directors will engage in a Board member assessment to determine current strengths and determine needs for new Board member recruitment by March 31, 2021.

#### **Objective 4:**

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



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