

Who We Are

The Far North Queensland Hospital Foundation (FNQHF) is a non-profit charitable organisation that supports both Cairns and Hinterland Hospital and Health Service (CHHHS) and Torres and Cape Hospital and Health Service (TCHHS), or in geographical terms - from Tully to the Torres Strait. The Foundation provides funding to all areas of health care to provide equipment, education and training and support research and development of the Cairns Hospital and the region. All our administrative costs are paid through commercial operations, meaning every dollar donated or contributed through fundraising goes towards its intended purpose.

Our Vision

Superior Health Care in Far North Queensland

Our Purpose

Working together with our community and health services to improve care in Far North Queensland

Our Values

 Accountability  Compassion  Integrity  Respect

The Far North Queensland Hospital Foundation will achieve its purpose with compassion as a locally focused, professional, accountable, and innovative local charity.

Implementation and Monitoring

The FNQHF Strategic Plan defines the scope and broad direction for all other planning activities undertaken by FNQHF. Development of detailed implementation strategies will occur through FNQHF's:

- ☒ Annual Operational Plan
- ☒ Annual Budget
- ☒ Marketing and Communications Plan
- ☒ Workplace Performance Appraisals
- ☒ Risk Management Plan

Monitoring of performance will occur via systems and processes established to enable FNQHF to report against its obligations as a statutory body.

Far North Queensland Hospital Foundation Positioning Statement

FNQHF is Far North Queensland's local Hospital Foundation - supporting local health services since 1997.

FNQHF is the only charity that supports all areas of Far North Queensland's public hospital and health services.

We contribute to improvement in the quality of health care in Far North Queensland through the funding of modern equipment, facilities, education, training and research and through the provision of support services

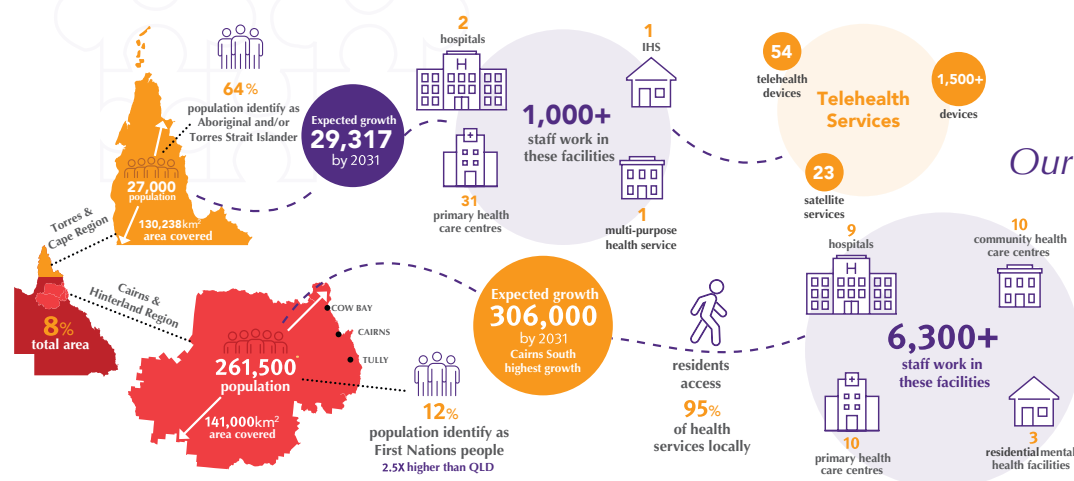
Our Challenges/Risks

- 1 Reduced funding due to unforeseen circumstances such as natural disasters, pandemics or economic recession
- 2 Keeping up with the pace and scale of digital transformation and the increased prevalence of cyber threats
- 3 Unanticipated impact on our commercial businesses
- 4 Health and safety of staff, volunteers and participants in fundraising activities
- 5 Failure to comply with key legislation, government policy, contracts and industry standards in a timely manner
- 6 Dishonest activity resulting in financial loss to the Foundation or theft or loss of credit card data, banking details or personal information held by the Foundation

Our Opportunities

- ☒ Enhancing service delivery aligned with CHHHS, TCHHS and community needs
- ☒ Expanding research, training and education opportunities across health services and assist in the region's long-term goal of achieving tertiary hospital status for Cairns Hospital
- ☒ Investing in workforce culture
- ☒ Use of technology
- ☒ Expanding Social Enterprises
- ☒ Increasing our capacity and capability to innovate, scale and manage impactful partnerships and collaborations across all of our objectives

Our Region & Services



We contribute to the following Government sub-objectives for the community:



Health Services when you need them

Restoring health services when Queenslanders need them most through transparent and targeted investment with real-time data, boosting frontline health services, driving resources where they're needed most, improving our EDs, reopening regional maternity wards, fast-tracking access to elective surgeries, and helping patients to be seen faster.

We will respect, protect and promote human rights in our decision-making and actions.

Objectives



Impact

Deliver meaningful, relevant and sustainable projects that positively impact the health of our community



Social Enterprise

Maximise surplus from social enterprises to ensure charity sustainability and growth



Philanthropy and Fundraising

Enhance sustainable philanthropy and fundraising programs



Engagement

Develop meaningful engagement with stakeholders



Region and Community Focus

Deliver empowering, place-based volunteer programs throughout the CHHHS and TCHHS



Culture and Accountability

Foster an organisational culture that embraces innovation, values accountability and enables our team to deliver exceptional outcomes while maintaining the highest standards of governance

Key Strategies

- Collaborate with CHHHS & TCHHS to identify priority areas to augment services and align fundraising to service uplift priorities
- Support health service initiatives that work towards tertiary hospital status in Cairns
- Identify and deliver upon relevant project/s of significance that have meaningful impacts for the health of the community
- Ensure strategic benefits of research and education grant funding

- Maximise operating efficiencies to ensure social enterprise surplus funds 100% operational expenses of the social enterprises and the charity
- Continue to investigate viable social enterprise opportunities including potential funding sources and strategies to maximise revenue
- Ensure revenue is managed when investments through upgrades and renovations are implemented

- Optimise major events with focus on increasing funds raised at each event
- Optimise and introduce new, and optimise third-party fundraising events in an efficient and effective manner
- Develop strategies to increase unrestricted/general funds to enable greater flexibility in responding to health care needs
- Identify and pursue grant opportunities to fund charity activities
- Maximise modern digital donation campaigns

- Develop and implement an aligned key messaging framework to ensure effectiveness, clarity and consistency across all communications
- Maintain and strengthen relationships with key stakeholders including clinicians to identify and respond to varied needs
- Empower our community to become our ambassadors and Focus on enhancing our connections, growth and acquisition of corporate partnerships

- Collaborate with CHHHS and TCHHS and Friends of the Foundation (FOF) groups to identify local health care needs and optimise place-based fundraising impact and best-in-class hospital based delivery of support services
- Increase diversity of volunteers across age, cultural background, and skillsets
- Develop resources and standardised procedures to assist FOFs in financial management and governance
- Build relationships between FOFs to share knowledge and resources

- Empower and enable all staff and volunteers to embody the Vision, Purpose and Values of FNQHF
- Maintain best practice governance, risk management, and compliance
- Foster a culture of innovation and continuous improvement where we leverage technology and innovation to improve operational efficiency and effectiveness
- Invest in the right resources to achieve our goals
- Protect and enhance our natural environment

Performance Indicators

- Stakeholder collaboration results in relevant projects identified for fundraising and campaigns
- Project/s of significance including specialty equipment purchases, research and education that exceed \$1M annually are delivered
- Strategic review of funding guidelines to ensure alignment to stakeholder needs and maximised impact completed
- Strategic review of FNQHF research impact and recommendations completed

- 100% of donations directed towards collaborative charitable projects within CHHHS and TCHHS
- Social enterprise net operating surplus achieved
- Catering revenue growth aligned with budget targets
- Business Cases are developed as required for potential social enterprise opportunities such as fresh food vending expansion, Seabreeze renovations or technology solutions
- Contingency plans enable continued upgrades and renovations of social enterprises

- Annual Fundraising targets are achieved
- Successfully complete current "Donate for DaNi" campaign and identify new project(s) of significance
- Solution implemented to enhance payroll giving by CHHHS and TCHHS employees
- Develop and deliver the Grateful Patient Program to empower patients and increase fundraising opportunities
- Increase fundraising activities that focus on general donation such as targeted campaigns and bequests
- Implement enhanced digital fundraising platform with integration to CRM
- Deliver annual impact reports to donors and partners highlighting outcomes of funded projects to maintain relationships
- Successful attainment of at least two grants per annum

- Brand-aligned key messaging guidelines developed
- Stakeholder engagement metrics established and reported regularly
- Increased social media engagement and digital presence
- Continue to engage with individual, community and corporate ambassadors of FNQHF
- Grow corporate sponsorships aligned to budget targets

- Deliver a sustainable volunteer program of proud and engaged people
- Improve visibility of FOFs on the FNQHF website and social media platforms
- Specific place-based projects of significance identified for each FOF to target fundraising efforts towards
- Increased diversity of volunteers across the region
- Economic and social impact of volunteer and FOF contributions measured, recognised, and reported annually
- Volunteer retention sufficient to meet volunteer role availability

- Annual audit completed with 100% compliance and recommendations actioned
- Regular reporting on culture, governance and compliance matters
- Implementation of technology solutions to enhance operational efficiency
- Environmental sustainability initiatives integrated into operations
- Maintain positive reputation and standing in the community