

Who We Are

The Far North Queensland Hospital Foundation (FNQHF) is a non-profit fundraising organisation that supports both Cairns and Hinterland Hospital and Health Service (CHHHS) and Torres and Cape Hospital and Health Service (TCHHS). FNQHF funds projects of significance to advance healthcare from Tully to the Torres Strait including providing equipment and supporting research, education and training. The Foundation provides services through social enterprises and a dedicated volunteer program. 100% of administrative costs are paid through social enterprise activities, meaning every dollar donated goes towards its intended purpose.

Our Vision

Excellence in Healthcare in Far North Queensland

Our Purpose

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

Our Values

 Accountability  Compassion  Integrity  Respect

The Far North Queensland Hospital Foundation will fulfil its purpose with compassion as a locally focused, professional, accountable, and innovative charity, committed to respecting, protecting, and promoting human rights in everything we do.

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 Revenue and donation levels may be adversely impacted by unforeseen events, including natural disasters, pandemics, or economic downturns.
- 2 Maintaining sustainable fundraising growth and donor participation over time.
- 3 Managing cyber security risks while adapting to rapid technological advancements.
- 4 Changes in the health service landscape, including increased competition, that may impact operations or fundraising outcomes.
- 5 Legislative or regulatory changes impacting workforce and volunteer engagement, compliance, or operations.

Our Opportunities

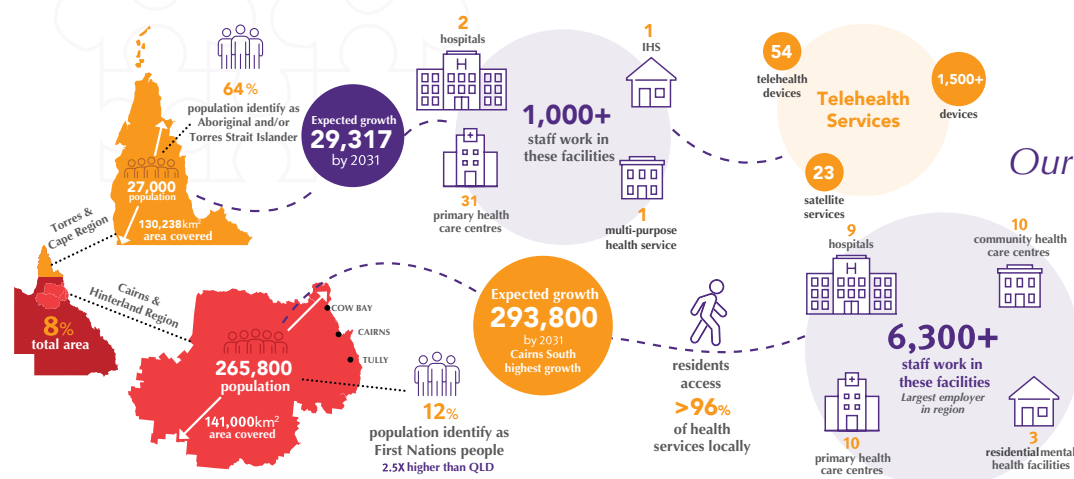
- ☒ Enhance service delivery that aligns with CHHHS, TCHHS, and evolving community needs.
- ☒ Diversify and expand social enterprises to support the growing health precinct and emerging service demands.
- ☒ Increase Foundation visibility and influence across the expanding Far North Queensland health ecosystem.
- ☒ Strengthen research, training, and education to improve healthcare outcomes, build workforce capability, foster innovation, and support Cairns Hospital's progression toward tertiary hospital status.
- ☒ Build organisational capacity and capability to innovate, scale, and manage impactful partnerships and collaborations across all strategic objectives.

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.



Our Region & Services

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 CHHS and TCHHS footprint



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 CHHS & TCHHS to align priorities, services and fundraising efforts.
- Identify and deliver upon relevant project/s of significance.
- Support health service initiatives, research and education that work towards tertiary hospital status in Cairns.

- Maximise operating efficiencies to ensure social enterprise surplus funds 100% of the Foundation's operations.
- Investigate viable social enterprise opportunities including potential funding sources and strategies to maximise revenue.
- Ensure social enterprises align with Cairns Hospital precinct needs.

- Optimise major events and third-party fundraising activities.
- Develop strategies to increase unrestricted/general funds to enable greater flexibility.
- Identify and pursue grant opportunities to fund FNQHF activities or operations.

- Maintain a key messaging framework to ensure effectiveness clarity and consistency across all communications.
- Strengthen relationships with key stakeholders including clinicians and donors to identify and respond to varied needs.
- Empower our community to become ambassadors and focus on enhancing our connections, growth and acquisition of corporate partnerships.

- Collaborate with CHHS and TCHHS and Friends of the Foundation (FOF) groups to identify local healthcare needs and optimise place-based fundraising.
- Support FOFs with financial management, governance and marketing and collaboration between FOF groups.
- Deliver best-in-class hospital-based delivery of support services through an effective volunteer program.

- 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 to enhance operational efficiency and effectiveness.
- Invest in the right resources to achieve our goals.

Performance Indicators

- Stakeholder collaboration results in relevant projects identified for services and fundraising campaigns.
- Project/s of significance including specialty equipment purchases, research and education are delivered.
- Service delivery (volunteer, social enterprise) and research and education initiatives are aligned to support the achievement of tertiary hospital status in Cairns.

- Social enterprise net operating surplus achieved to ensure 100% of donations are directed towards charitable projects.
- Social enterprise opportunities are developed and realised.
- Investment strategies are in place to support ongoing upgrades and maintenance.

- Annual Fundraising targets are achieved including diversification of income streams.
- Successfully complete project(s) of significance.
- Solutions implemented to increase giving from employees (eg payroll giving) and grateful patients (eg campaigns or bequests).
- Maximise efficiency of digital fundraising campaigns (eg social platforms and CRM).

- Build FNQHF's brand and engagement, while acknowledging donors, community and stakeholders.
- Enhanced social media engagement and digital presence across aligned platforms.
- Grow corporate partners and sponsorships aligned to targets and our values.

- Deliver a sustainable volunteer program of diverse, proud and engaged people.
- Economic and social impact of volunteer and FOF contributions measured, recognised, and reported.
- FOFs are empowered to promote the work that they do to increase visibility of the Foundation.

- Annual audit completed with 100% compliance and recommendations actioned.
- Develop and implement fit-for-purpose succession planning and positive culture metrics.
- Demonstrate improvements and operational efficiency year on year.
- Sustainable initiatives integrated into operations.
- Maintain a culture that enables positive reputation and standing in the community.