

Our vision	For every sick child to have the best possible health care, with access to world-class research and clinical treatment in a healing environment					
Our purpose	We help save children's lives and work wonders for sick kids and their families					
Goals	Patient and Family Support We will support patients and their families when they are in hospital by providing a range of programs and activities that complement and enhance clinical care, and provide distraction and entertainment for children and their families.	Research We will improve children's health by funding research, vital medical equipment and improvements to clinical care that lead to faster diagnoses, better treatments and ultimately cures for some of the most devastating childhood illnesses and injuries.	Innovation and Capability We will support the Queensland paediatric research community in prioritised areas at key stages to take their research to the next level.	Fundraising and Engagement We will engage with our partners and the community to renew and grow our donor base to increase our net fundraising income.	Operations We will strive to have great people, good financial management, good systems and sound governance to underpin our work and deliver on our core goals.	
Key strategies	<ul style="list-style-type: none"> Develop and apply an impact framework to the measurement and improvement of our services provided Improve the funding available and processes around granting for equipment and other projects state-wide Maintain strong systems of governance to ensure that grants provided for medical equipment and other non-research grants delivers the biggest impact Work with clinical teams to identify and design programs that would benefit from volunteer's support Deliver a range of services and events in Children's Health Queensland facilities statewide to assist clinical departments, support families and distract and entertain patients Recruit, train and retain volunteer workforce to ensure the best possible support for patients, their families and clinical teams 	<ul style="list-style-type: none"> Through the Children's Health Research Alliance with Children's Health Queensland, identify key priority areas of research that will have a significant impact on specified childhood illnesses Fund research that delivers the biggest impact on the health of sick children today and in the future Develop the funding models, guidelines and grant rounds to support new areas of research funding Maintain strong systems of research governance including peer review and evaluation to drive performance and patient outcomes Improve the monitoring of all research grants Develop content for our awareness and fundraising activities 	<ul style="list-style-type: none"> Provide a package of support including early to mid-career grants, research managers, grant skills development to support a broad-based research culture in Children's Health Queensland Collaborate to define targeted investments designed to build the capability of Queensland's paediatric clinicians and research community to be increasingly competitive nationally for research funding 	<ul style="list-style-type: none"> Grow our brand awareness and consideration Develop our mid-value donor base Invest in platforms, technologies and channels (social, digital) to support our fundraising and engagement Renew and significantly grow our regular giving donor base of individual donors to raise more funds Grow our corporate and community partners to raise more funds Build a successful major gift program to support our mission Revitalise and significantly grow our bequest program Build a successful trusts and foundations program to attract funding Work with other Queensland hospital foundations, fundraising entities and donors to expand/identify regional funding opportunities 	<ul style="list-style-type: none"> Ensure human resources practices are designed to attract, engage and retain the best people Ensure our donors' funds are managed and invested appropriately Ensure our Board and committees are well educated and supported to govern and add value to our purpose Support the business to achieve its strategic goals through efficient and effective systems and procedures Identify and manage risk Establish a benchmark and improve stakeholder engagement 	
Performance measures	<ol style="list-style-type: none"> Benchmarking the value of, and improvement in, the services provided Broadening the availability of services beyond the Queensland Children's Hospital for regional patients 	<ol style="list-style-type: none"> Continued growth in the funding provided for prioritised areas of research Establishment of the Woolworths Centre for Childhood Nutrition Establishment of the Queensland Children's Brain Cancer Initiative Facilitating and funding significant new research collaborations across the paediatric research community 	<ol style="list-style-type: none"> Increase investment into the capability and capacity of Children's Health Queensland research and clinical treatments 	<ol style="list-style-type: none"> Grow revenue to \$24.6 million in FY2019 Introduce measurement and improvement in brand awareness 	<ol style="list-style-type: none"> Establish a benchmark and improve team engagement to 82% by FY2020 	
Contribution to Government objectives	OBJECTIVE: Keep Queenslanders healthy OBJECTIVE: Give all our children a great start		The Children's Hospital Foundation funds world-class medical and clinical excellence research. The Children's Hospital Foundation provides comfort, support, care and entertainment for sick children and their families and invests in vital medical equipment to improve children's health.			
Our values	 Accountability We aim to deliver high impact results, are accountable for our actions and resources and communicate this openly and honestly	 Recognition & Respect We are respectful in all our interactions and committed to recognising others and valuing their contributions	 Care We care for everyone we impact – the children always come first	 Working together We selflessly support and trust each other and our teams, share our ideas and goals, work hard, have fun and celebrate our achievements	 Excellence & Innovation We strive for excellence, encourage innovation and develop our skills to achieve our best	
Strategic risks	<ul style="list-style-type: none"> A child is harmed by a service or product provided by the Children's Hospital Foundation due to an incident at an activity or event Foundation brand is damaged, or the value of the Foundation brand is diminished, due to a negative reputation event 	<ul style="list-style-type: none"> Staff health and safety Loss of key corporate partnerships Cyber risk due to malicious actions or systems failure <p>The Children's Hospital Foundation maintains a risk register, which sets out the likely causes and controls for each strategic risk and is monitored by management and the Board.</p>	Strategic opportunities	<ul style="list-style-type: none"> Expand patient and family support as well as fundraising partnerships across Queensland and northern New South Wales Drive increased future income streams through increased major gifts, trusts and foundations, mid-value donors, digital giving and gifts in wills 	<ul style="list-style-type: none"> Increase awareness and consideration of giving to the Children's Hospital Foundation as the official charity of Children's Health Queensland, the Queensland Children's Hospital, the Centre for Children's Health Research, and for all sick kids throughout Queensland 	<ul style="list-style-type: none"> Continue to develop the Channel Nine Telethon so that it becomes part of the fabric of Queensland