

# **Kinmount District Health Services Foundation**



## **Strategic Plan 2024**

# Message from Chair

On behalf of the Kinmount District Health Services Foundation, I am pleased to share our 2024 - 2029 Strategic Plan.

This document will serve to guide decision-making for the KDHSF Directors over the next five years as they work to support the health care needs of the community.

The Strategic Plan will be reviewed annually so that strategies and actions can be revised, if needed. Progress toward each goal will be measured periodically, and reported at the end of the KDHSF Fiscal Year each March.

Many thanks to the 2023-24 KDHSF Directors who spent a considerable amount of extra time and effort on strategic planning, and to Lois O'Neill-Jackson for the generous donation of her time and expertise in leading us through the process and in preparing this report.

Susan Forrester  
Chair, KDHSF



2024 KDHSF Board

Back Row: Alan Howard, Yvette Brauer, Lee Ann Hobson, Lois O'Neill-Jackson,  
Barb Millington, Susan Burgess  
Front Row: Sue Strong, Sue Butts, Kim Restivo-Galea, Donna Peneycad,  
Susan Forrester

# **Kinmount District Health Services Foundation**

The Kinmount District Health Services Foundation (KDHSF) traces its roots to 1995 when a group of local residents and municipal council members began formally meeting to address the physician shortage and health care needs of the community. In 2000 the KDHSF was incorporated as a charitable organization.

The Foundation, with strong community support, continues year after year to raise funds necessary for the Kinmount and District Health Centre (KDHC). These funds support building repairs and upgrades, medical equipment, office and computer equipment upgrades and, in conjunction with the Municipality of Trent Lakes, building and grounds maintenance.

## **The Facility - Kinmount and District Health Centre**

The KDHC opened for business on April 17, 1999. The building itself was formerly a township office which became vacant in 1998 after municipal restructuring. The KDHC, located in the Village of Kinmount, borders three municipalities, County of Peterborough, County of Haliburton and the City of Kawartha Lakes.

KDHC, initially 446 sq m (4800 sq ft) in size, underwent a complete renovation and expansion in 2008 resulting in a modern, 650 sq m (7000 sq ft) facility. The KDHC includes three (3) doctors' offices and examination rooms, a large reception and administration area, patients' waiting area, specimen collection room, physiotherapy room, dental hygiene office, footcare office, conference room, and onsite pharmacy.

## **The Strategic Planning Process**

Over the years the Foundation has grown in its role to ensure there are health care services available at the KDHC. With this growth it was determined that it would be beneficial to have a Strategic Plan to guide the Foundation. This strategic document would define the vision and mission, identify goals and objectives and determine the future direction for the Foundation.

As part of the process external input was collected through surveys and one on one interviews. This information was then combined with the input from the Foundation members to create this document.

# **Vision**

*Excellence In Health Care for All*

# **Mission Statement**

*A trusted charity advocating for health care services in the community we serve*

# Core Values

The following core values will guide the Foundation:

**Community**  
*Resilience/Gratitude*

**Service**  
*Achievement/Creativity*

**Integrity**  
*Respect/Ethics*

**Teamwork**  
*Partnership/Usefulness*

**Leadership**  
*Trustworthiness/Expertise*

# SWOT Analysis

A SWOT Analysis was conducted to look at the Strengths, Weaknesses, Opportunities, and Threats (SWOT) surrounding the Foundation through the following lens:

Strengths - are things the Foundation is doing well

Weaknesses – are things the Foundation can improve on

Opportunities – are new things the Foundation can do

Threats – are things the Foundation is aware of but has no control over

The following is an overview of what was identified.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>➤ Accountability</li> <li>➤ Recruitment</li> <li>➤ Effectiveness of Foundation</li> <li>➤ Connections with Community Stakeholders</li> <li>➤ The Facility</li> <li>➤ Fundraising</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>➤ Staff Retention</li> <li>➤ Recruitment</li> <li>➤ Municipal Knowledge</li> <li>➤ Public Relations</li> <li>➤ Internal Communication</li> <li>➤ Fundraising</li> <li>➤ KDHSF Foundation</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>➤ Increase Support for Community Health Needs</li> <li>➤ Refine KDHSF Structure and Roles</li> <li>➤ Increase Fundraising Opportunities</li> <li>➤ Increase Public Awareness</li> <li>➤ Increase Networking</li> <li>➤ Community Engagement</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>➤ Government</li> <li>➤ Increasing Need for Health Care</li> <li>➤ Retention</li> <li>➤ Recruitment</li> <li>➤ Building Ownership</li> <li>➤ Location Challenges</li> <li>➤ Community Engagement</li> </ul>

# Goals & Strategies

## Goal #1

### Recruit and Retain Sufficient Staff at Kinmount and District Health Centre

The Foundation is committed to ensuring health care services are available in the community.

#### Strategies

- ✚ Develop and implement a formal retention plan for the Kinmount and District Health Centre.
- ✚ Coordinate and communicate as needed with appropriate government partners.
- ✚ Develop and update promotional material as needed.
- ✚ Increase understanding of health care in Ontario.
- ✚ Investigate and follow through with potential funding opportunities.



# Goal #2

## Increase Awareness and Visibility of the Foundation

The Foundation is committed to improving communications with the community and beyond.

### Strategies

- ✚ Create and maintain a list of whom the Foundation wants to keep informed and connected.
- ✚ Develop a format to share the Foundation's successes and needs.





## Goal #3

# Build Capacity Within the Foundation to Ensure Sustainability and Effectiveness

The Foundation is committed to developing a sustainable volunteer base.

## Strategies

- ✚ Build sustainability and succession planning by seeking new members with a variety of skills, experience and expertise.
- ✚ Encourage the community to volunteer.
- ✚ Review roles and responsibilities.
- ✚ Ensure Foundation members feel supported, valued and are able to use their skills.
- ✚ Make time to know other Foundation members and share ideas and information.



## Goal #4

# Establish Sufficient Revenue Sources to Support the Needs of the KDHC and the Health of the Surrounding Community

The Foundation is committed to developing stable funding to continue to support health services in the community.

## Strategies

- ✚ Develop broad financial supports.
- ✚ Advocate for and maintain stable financial funding.
- ✚ Partner and coordinate with other community organizations in fundraising endeavours.



# Goal #5

## Promote Support Services to Meet the Health and Wellness Needs in the Community

The Foundation is committed to providing health and support services in a rural area.

### Strategies

- ✚ Determine the wants and needs of the community.
- ✚ Connect the community with services and resources.

