



# STRATEGIC PLAN

2018 - 2020

## OUR GOAL

Through implementing our newly adopted Strategic Plan, The Children's Heart Foundation (CHF) will be stronger and more efficient in achieving our mission - to fund the most promising research to advance the diagnosis, treatment, and prevention of congenital heart defects (CHDs) - in hopes that one day, all babies born with CHDs will live long, healthy lives.

## AREAS OF FOCUS

In order to be more effective in fulfilling our mission, the Strategic Plan focuses on strengthening and creating improved processes in four main areas:

- Fundraising
- Governance
- Standardization
- Strategic Partnerships



## RESEARCH GOALS

- Increase the total amount of research and number of projects CHF funds each year
- Improved research processes and outcomes
- Improved tracking of the progress and results of CHF-funded research
- Showcase the impact CHD research has on the CHD community
- Be a leader in the CHD research funding

## SUPPORTED BY:



### ENHANCED GOVERNANCE & OPERATIONS

- Improve local and National board practices, training, and development
- Strengthen the CHF Medical Advisory Board to support research funding efforts
- Build strong local leadership
- Improve National office infrastructure, processes, systems, and staffing model
- Improve technology and information management systems to help support fundraising efforts



### IMPROVED VOLUNTEER STRUCTURE & STANDARDIZATION

- Strengthen volunteer recruitment and retention process
- Create standardized practices and procedures to limit the duplication of efforts
- Support and grow events with updated materials, including templates and best practices



### INCREASED FUNDRAISING

- Increase overall giving
- Increase event and fundraiser revenue
- Cultivate local and National sponsors to help meet fundraising goals
- Establish major gifts program
- Increase support from current sponsors and partners



### STRENGTHEN PARTNERSHIPS & SPONSORSHIPS

- Deepen CHF's current partnerships to increase research funding, awareness, and advocacy.
- Explore new national partners and sponsors