



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