



# Canadian Congenital Heart Alliance Strategic Plan

2015 - 2018



# Overview

1. Overview
2. Mission
3. Vision and Values
4. 3-Year Objectives
5. SWOT Analysis
6. Strategy Overview
7. Awareness
8. Fundraising
9. Support
10. Join Us



# Our Mission

The Canadian Congenital Heart Alliance (CCHA) is a volunteer, non-profit, charitable organization founded in 2004.

Our mission is to raise awareness about congenital heart disease (CHD); support and connect patients through their life-long CHD needs; and promote CHD research.



# Our Vision and Values

## Vision

- Enriching the lives of Canadians with congenital heart disease

## Values

- Empowerment
- Passion
- Community
- Support



# 3 Year Objectives

1. Build awareness of CCHA nationally.
2. Establish a sustainable and fundraising program.
3. Provide ongoing support for CHD patients and stakeholders.



# SWOT Analysis

## Strength

- 1 in 100 story
- Impact to Canadians
- Cost to society

## Weakness

- Awareness level
- Membership

## Opportunity

- Build awareness & funding
- Leverage volunteer base & pro-bono work
- Build a network

## Threat

- Confusion with other heart health charities/initiatives



# Strategy Overview

The following strategies will help us develop an effective and sustainable organization:

- **CCHA Positioning** – Create a distinctive brand and stand out in the industry to attract patients, donors and the broader public.
- **Fundraising Strategy** – Developing a project-focused funding model, assessing fundraising initiatives and executing such projects.
- **Organizational Effectiveness** – Building a strong volunteer base that includes a wide variety of expertise.



# Awareness

- **Objective** – Build awareness of CCHA nationally.
- **Strategy** – Target key stakeholders and influencers through a multi-tiered approach.
- **Target audience**
  - CHD community
  - Medical and professional communities
  - Canadian public





# Awareness (cont)

## ■ Key Initiatives

1. Develop a simple CCHA sign-up program with CHD clinics across Canada.
2. Publish, in conjunction with allied organizations, a monthly newsletter.
3. Continue to work with our Medical Advisory board to influence and support CCHA initiatives within the medical community.
4. Participate in relevant industry events, awareness initiatives and fundraisers.
5. Contribute articles in industry publications.
6. Drive public awareness of CCHA through an annual, integrated media awareness campaign.



# Fundraising

- **Objective** – Establish a sustainable fundraising program.
- **Strategy** – Through a 3-pronged approach (corporate/foundation, individual, and event) develop an annual calendar of initiatives.
- **Target audience**
  - Corporations and Foundations
  - Individuals looking for a charitable organization to support



# Fundraising (cont)

## ■ Key Initiatives

1. Develop a donor package.
2. Establish a list of target corporations and foundations.
3. Expand and centralize a donor giving platform.
4. Develop and launch an annual individual donor campaign aligned with awareness campaign.
5. Establish two annual events that can be executed regionally.
6. Consider crowd funding to assist with specific fundraising projects.



# Fundraising opportunities

- Government grants
- Foundations
- Corporations
- Individual contributions
- Fundraising events
- Lottery
- Crowdfunding
- Mobile giving



# Support

- **Objective** – Provide ongoing support for CHD stakeholders.
- **Strategy** – Develop sustainable programs that address life-long medical and emotional needs of patients.
- **Target audience**
  - CCHA members and CHD patient community
  - Medical research and healthcare lobby groups.
- **Key Initiatives**
  1. National expansion of Beat Retreat camp.
  2. Regional adult CCHA education and networking events.
  3. Annual CHD kid and family events - partnership with organizations.
  4. Monthly member newsletter.
  5. Collaborate with CHD researchers.
  6. Advocate for increased patient detection, treatment and life-long care needs



# Join Us

- Become a member of CCHA (it's free) by signing up at [www.cchaforlife.org](http://www.cchaforlife.org)
- Spread the message about the importance of life-long care and support for CHD patients and their families
- Donate to further our work, making a difference in people's health and lives
- Volunteer – visit [www.cchaforlife.org/volunteer](http://www.cchaforlife.org/volunteer)