

FUNDRAISING ADVISORY BOARD STRATEGIC PLAN 2023-2026





Acknowledgement of Country

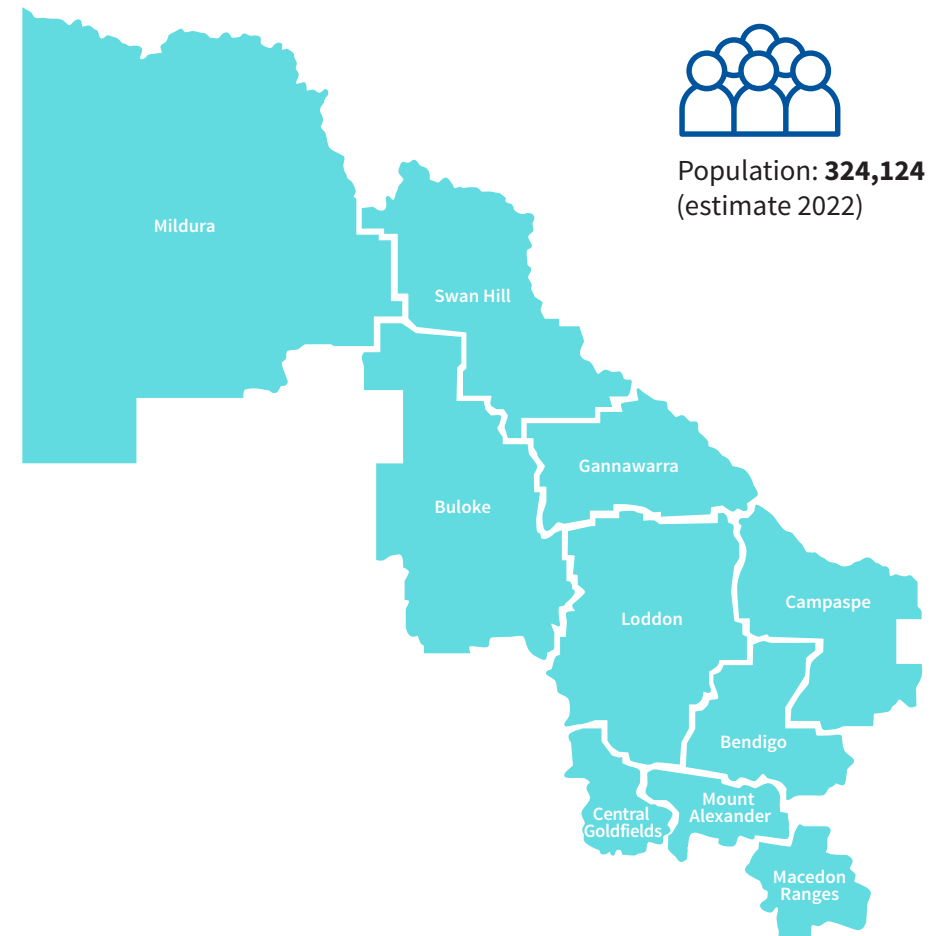
Bendigo Health acknowledges the traditional custodians of the land upon which our organisation delivers services, including Dja Dja Wurrung, Yorta Yorta, Baraba Baraba, Wemba Wemba, Latje Latje and Taungurung and pays respects to Elders both past and present. Bendigo Health also pays respects to All Aboriginal Nations of Victoria and their Stories, Traditions, waterways, plants, animals and Country.

Artwork by Trina Dalton-Oogjes, Wadawurrung/Wathaurong.

OUR COMMUNITY

Bendigo Health services the Loddon Mallee region, which consists of 56,965 square kilometres or 26% of Victoria.

Bendigo Health Fundraising & Foundation wants more people in the Loddon Mallee region treated closer to home, where they can remain with loved ones.



PURPOSE

We proudly fund specialised medical equipment and services so more people in our region are closer to home and their loved ones.

As our region continues to grow, so do the health needs of our community. We believe everyone deserves access to excellent care, regardless of where they live.

We want to avoid people being separated from their loved ones at times of ill health. Our community has a remarkable health service and we know they want to be treated by their local service and staff.

The Fundraising team educates our community about the real difference that can be made to the health of the Loddon Mallee people through philanthropy.

Our sense of community compels people to want to help one another through tough times and to do their very best to ensure excellent health exists in the community not hundreds of kilometres away.

We are grateful for every donation. We say thank you.

The Fundraising and Foundation department of Bendigo Health raises and manages philanthropic funds to help deliver the vision of Bendigo Health - Excellent Care. Every Person. Every Time.

The investment of these funds contributes to the four strategic goals of Health, Care, Access and Our People as outlined in the Bendigo Health Strategic Plan 2022 -2025.

- Investing in specialised equipment and services
- Providing low cost accommodation close to the hospital for those patients and loved ones who need to travel
- Funding scholarships and training to build an exceptional skill base in our region

We will commit to the Fundraising Institute of Australia Code of Conduct.

OUR VALUES



CARING

We care for our community

We care about our supporters, we care about the staff, volunteers and the patients who use our services.



PASSIONATE

We are passionate about doing our best

We are passionate about doing our best and celebrating the philanthropic efforts of our community.



TRUSTWORTHY

We are open, honest and respectful

We can be trusted to invest wisely, spend the money on the outcome we promised and share with our supporters the impact of their donation and effort.

FOREWORD

When I became the first Bendigo Health Board Director to Chair the Fundraising Advisory Board (FAB) in 2022, I brought some knowledge of fundraising from my professional career along with a passion for our local health service.

I felt excited to work with our dedicated volunteer Fundraising Advisory Board members to foster the existing culture of philanthropy and to harness our collective wisdom, networks and passion and grow revenue in order to support the vital work of Bendigo Health.

Although I knew that giving is its own reward,
I was blown away by the enthusiasm and commitment
of my fellow Board members and our supporters.

The work of the Fundraising Advisory Board and the fundraising team will help deliver the desired outcomes of the Bendigo Health Strategic Plan. This Fundraising Strategic Plan outlines how we will achieve this and align the investment of donated funds with existing strategic goals. It is the guiding light for the Fundraising Advisory Board.

We also work closely with the Bendigo Health Foundation Trustees who oversee the careful management of the funds held within the Trust and ensure these are spent appropriately.

The generosity of our community and our staff is a wonderful affirmation of the high regard they have for Bendigo Health. We appreciate every donation; it shows us how much you care.

Bendigo Health is more than a health care provider, we are an employer, educator, community hub and an innovator.

Our fundraising team is small and one of our challenges is to use their expertise wisely so we can leverage their knowledge for results. Within this plan, we will empower local individuals and businesses to raise funds on our behalf through community led events such as gala dinners and the Fun Run.

Looking to the future we know Bendigo Health will provide more complex care for the people of the Loddon Mallee and the smaller regional hospitals will service less complex cases. This means more people will need to travel to Bendigo to access services, away from their homes.

We need to deepen our fundraising footprint to encompass the region and provide opportunities for giving without detracting from the needs of the smaller local health services.

Bendigo Health staff are the best at what they do and we need to be better at sharing their stories and showing our community the meaningful impact of donations. During the next three years we will improve our systems, build our brand and consistently work towards the goals of this plan.

We will build on our achievements to date and use philanthropy to enhance the experience of our patients. We will work with our community to fund those extras we know make a difference, such as wellness programs, low cost patient accommodation and purchasing new and innovative medical equipment.

If we succeed in these endeavours our revenue will grow and the health of people in our region will benefit. I am excited to see what we can achieve in partnership with our community, I know we can be FAB together.

Dianne Foggo AM
Fundraising Advisory Board Chair





OUR STRATEGIC GOALS

In support of the Bendigo Health Strategic Goals we have identified the following goals for this plan:



Bendigo Health is committed to empower its consumers to improve their own health and wellbeing. The Fundraising Advisory Board wants to see expansion of wellness programs within the Gobbé Wellness Centre and will continue to support the mental health exercise program.

Holistic in approach, these programs are evidence based and make a genuine difference to the health and wellbeing of the patients who access them.

The annual Move for Mental Health fitness challenge does more than just raise funds, it prompts discussion and helps us to reduce stigma around mental health conditions, as well as promoting the benefits of exercise as both a prevention and a treatment for a range of health conditions.



For decades Bendigo Health Fundraising and Foundation has been supporting patients who need to travel for care. Nearly 5000 nights of low cost accommodation is provided each year and this has been delivered through the Raise the Roof campaign and ongoing commitment from the trustees. Our capacity to respond to this increasing need has been strengthened by the establishment of Bendigo Bank House, thanks to the Bendigo Bank Community Banking program and Exemplar Health. We will build additional accommodation on the land purchased by Bendigo Health next to our existing Nolan Street units.



Fundraising and Foundation will support the delivery of safe and effective care and services by continuing to fund specialised medical equipment, patient clothing and items that provide a level of comfort for our patients.

We will introduce a grateful patients' program to increase the support base to Bendigo Health.

We know play is children's work and is therapeutic for our paediatric patients. That is why we are raising funds to build a dedicated paediatric rehabilitation playground on our Lucan Street site next to Jenny's Early Learning Centre. This unique project will see children receive therapy from our skilled staff in a purpose-built outdoor environment alongside other children who are using the space for play. This will be an inclusive community asset for children of all abilities.



Bendigo Health relies on great staff to provide excellent care. Supporting the development of our staff through scholarships encourages improvements in the quality of care. We will work with the People and Culture team to identify scholarship opportunities that provide support where it is needed and aligned to strategy.

Philanthropic support provided by our community boosts staff morale as it is a powerful way to show them how much they are valued. Sharing the stories about the generosity of donors is one way to care for our staff as well as to promote the value of philanthropy.

OUR OPPORTUNITIES

The Commonwealth Games 2026

Bendigo will be a host city and regional hub for the Commonwealth Games in March 2026. These Games will bring international and interstate guests to regional Victoria along with international media and a viewing audience in the tens of millions.

This creates an opportunity to reach a new audience and to capitalise on the need for hosts to create unique and captivating events for the visitors. We will work with the City of Greater Bendigo to identify suitable events that fulfil a dual purpose of entertaining visitors whilst raising funds for Bendigo Health.

Improve operational tools and processes

To support the delivery of this plan we need to use the resources we have effectively. This will be done through a variety of initiatives including a fit for purpose Customer Relationship Management System (CRM). Work began on this in the previous strategic plan and rolls over into this plan for completion.

The use of an updated CRM will allow us to provide a better experience for our donors and to support grateful patients in making a financial contribution to the health service. It will equip our team with the information they need and engage our growing supporter network.

We have seen outstanding results when we work with our community and enthuse them to raise funds on our behalf. We will expand our connections with fundraising champions who will tap into their networks and raise funds.

Increased regional footprint

Bendigo Health is a regional health service with a catchment of more than 300,000 people, about a third of whom live in Bendigo. By increasing our region's awareness of Bendigo Health we can tap into a broader donor base. We will highlight the impact of giving to the regional health service without diminishing the need to also give locally. This will be done in a combination of establishing the grateful patient's program and working more closely with organisations based across the region.

Building a team of Clinical Fundraising Ambassadors

The skills and knowledge of our clinical staff is an under-utilised opportunity. When our people use their passion about their specialty area to promote the impact of philanthropy for their patients and consumers we see increased engagement in that area.

Jenna Sing, Registered Nurse and Cancer Wellness Program Coordinator, was named the Fundraising Champion of the Year 2023, a national Fundraising Institute of Australia Award. Jenna often represents Bendigo Health at events to offer insights about the programs she runs using donated funds. This is a key ingredient in the success of fundraising for cancer wellness.

We wish to replicate this model for other areas and have begun this work with the paediatric rehabilitation area. We will give our staff the tools to become fundraising ambassadors, sharing their knowledge and experiences of the joy we can bring by working together to improve our services.



MEASURING OUR PROGRESS AND SUCCESS

We will track our progress against this plan using the following measurable outcomes:

- An increase to the number of donors recorded in the CRM
- A 10 per cent increase in revenue each financial year
- Review of demand for wellness programs and trends over time
- Revenue from community led fundraisers to show increase year on year
- Progress towards the construction of new patient accommodation as follows:
 - o Design completed and approved
 - o Planning permit issued
 - o Quote received
 - o Fundraising appeal launched with appropriate target aligned to quote for construction
- Deliver a capital fundraising appeal for a dedicated outdoor paediatric rehabilitation play space. Complete construction and open on the Lucan Street site.

We will analyse new opportunities and weigh up the return on investment. This analysis will include a holistic view of everything required to execute the initiative. That is:

- Profitability
- Brand alignment and marketability
- Other strategic rationale
- Health benefits such as getting active, eating healthy, positive health messages.

How we will raise the funds

We will nurture and expand awareness for philanthropic opportunities to support Bendigo Health. We will raise our funds through the following key fundraising segments:

- Legacy gifts – Gifts in Wills/Bequests and In Memoriam
- Regular Giving including Workplace Giving
- Events
- Corporate Sponsorship, Philanthropic Trusts and Grants Program
- Community-led fundraising
- Auxiliaries
- Thank you Program, incorporating donor management major gifts and all stakeholders
- Individual Giving and Bendigo Health signature Appeals – Christmas, Move for Mental Health and aligned national campaigns.



OUR IMPACT AT A GLANCE



\$555,884

Specialised medical equipment purchased to treat more people closer to home



\$444,864

Allocated to cancer wellness and the Gobbé Wellness Centre



\$135,000

Allocated to paediatric rehabilitation



4,501

Low cost accommodation nights provided to regional patients



1,700+

Items of clothing provided to patients in an emergency situation



\$74,493

Raised to provide specialised exercise programs for patients receiving treatment for their mental health



\$230,000

Allocated to support cardiac patients



2,000+

Books given to newborn babies

*Figures based on the 2021-2022 financial year



UBC - Bendigo Branch

Partner Health & Family

McKern Foundation

Play is serious business for kids
Your donation will help us
create outdoor play space to
make therapy more enjoyable.



Contact us

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Bendigo Health Foundation Charitable Trust
ABN: 13 340 801 870

Bendigo Health
ABN: 26 875 445 912

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