

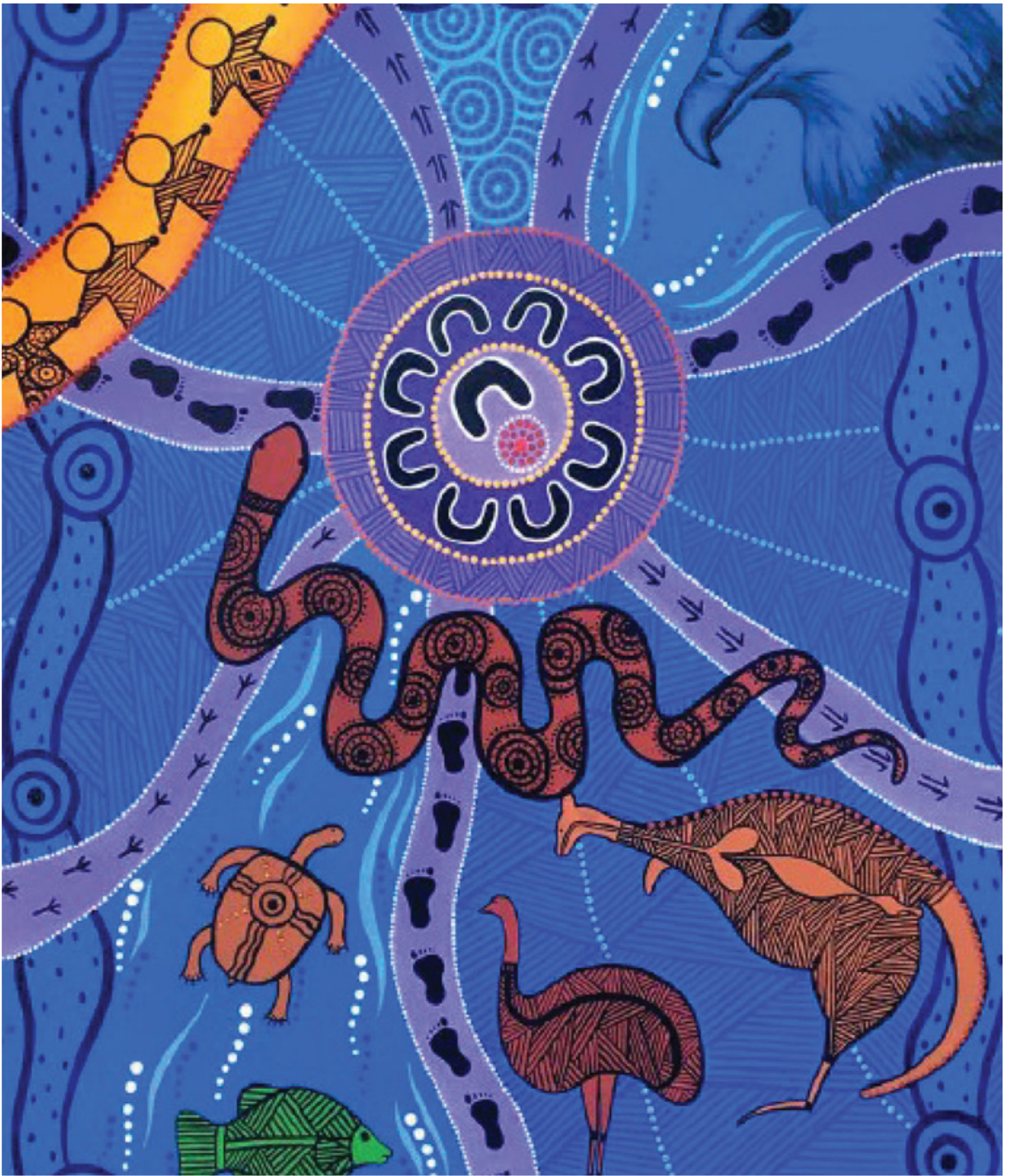


BENDIGO HEALTH
fundraising & foundation



**FUNDRAISING
ADVISORY BOARD
STRATEGIC PLAN
2023-2026**

Revised July 2024.



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.

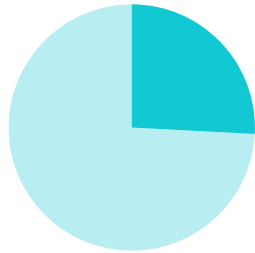
OUR REGION

Built on a culture of philanthropy, Bendigo Health services the Loddon Mallee region, which consists of:

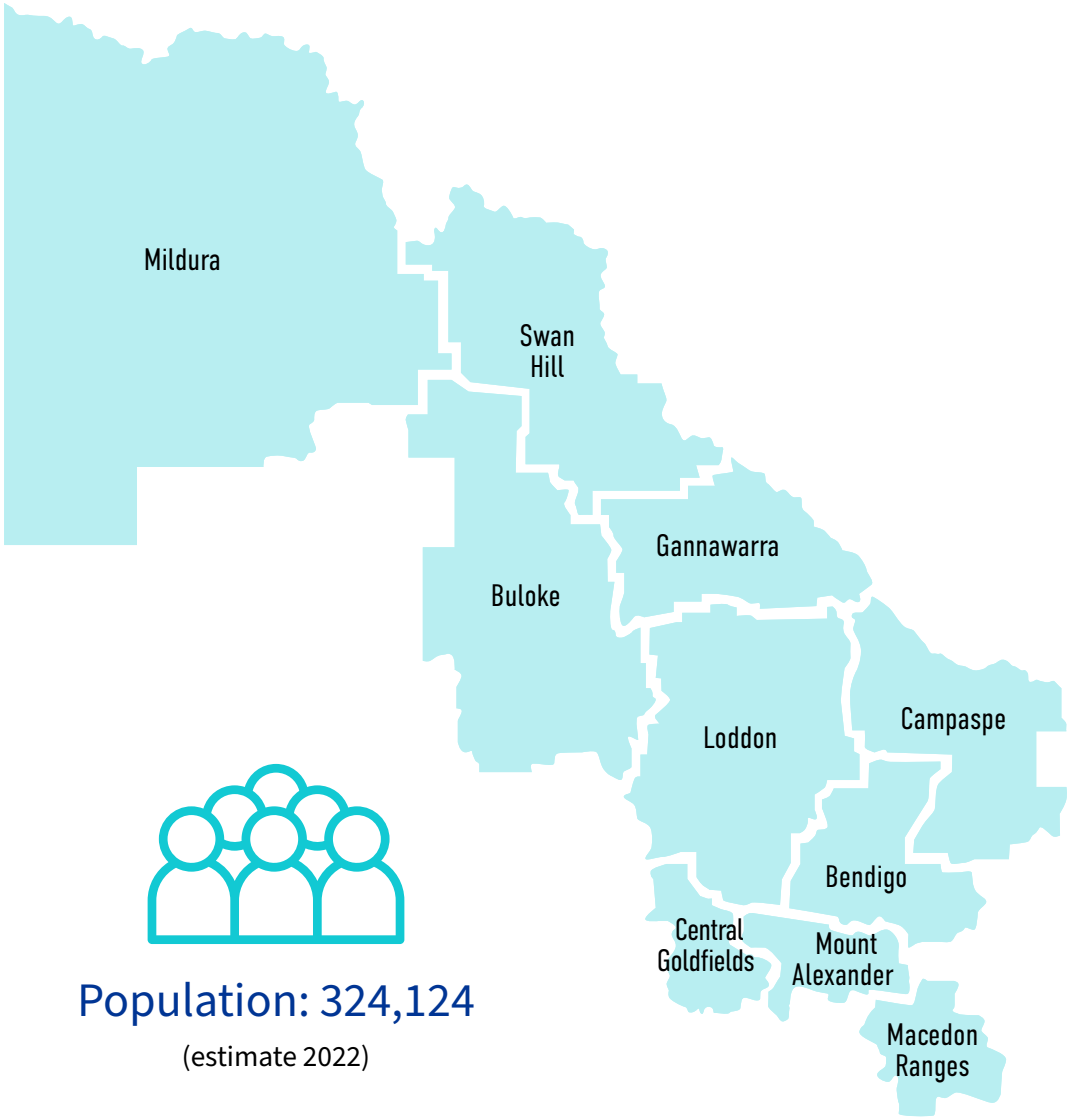
56,965

square kilometres

or



26% of Victoria



OUR PURPOSE

Bendigo Health Fundraising & Foundation funds specialised medical equipment and services so more people in our region are treated 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.

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.

We are grateful for every donation.
We say thankyou.

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



Investing in specialised equipment and services



Research and Innovation



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 & respectful

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



Surgeon 1 (Left): Blue scrubs, blue hairnet, white face mask, and blue surgical cap.

Surgeon 2 (Right): Blue scrubs, blue hairnet, and teal face mask.



Mobile medical cart with a small screen and control panel.

Yellow trash bin on a metal stand.

Proudly supporting the
technological advancement
of our regional hospital

A MESSAGE FROM OUR CHAIR

In July 2023, I proudly took the role of Chair of Bendigo Health's Fundraising Advisory Board (FAB) and I am pleased that Craig Niemann also commenced as Deputy Chair. Alongside our roles on the Bendigo Health Board, we are both committed to supporting the many fundraising and community-led initiatives so more people in our region can be treated closer to home and their loved ones.

The Fundraising Advisory Board is dedicated to fostering a culture of philanthropy, harnessing our collective wisdom, networks and passions to grow revenue to support the vital work of Bendigo Health. We also work closely and acknowledge the role of the Bendigo Health Foundation Trustees who diligently manage the allocation of funds held within the Foundation's Charitable Trust.

The Fundraising & Foundation team was awarded State High Commendation 2024 in the category Fundraising Team of the Year by the Fundraising Institute of Australia (FIA). I thank the team for their dedication and commitment to excellence and best-practice fundraising.

Our Strategic Plan is developed in alignment with Bendigo Health's strategic goals and reviewed annually. We are committed to improving our systems, building our brand and consistently working towards the goals of this plan. We will empower and support those who raise funds on our behalf through community-led events such as the McKean McGregor Gala Ball and the Bendigo Ford Fun Run.

We proudly fund specialised equipment, services and scholarships to enhance our patients experience and support those items that provide a level of comfort or kindness – we know it's often the little things that can make a big difference when you or a loved one is unwell.

The Cancer Wellness Program is proudly fully funded through philanthropy and given the high demand, we are expanding services as part of the Superintendent's Residence redevelopment. We acknowledge Mavis Hazeldene and the Hazledene family along with our Foundation Charitable Trustees for their contribution to commence this major project. In 2024, we plan to break ground on the new Kids Rehab Play Space which will support the hundred or more children undergoing rehabilitation treatment at Bendigo Health at any given time.

I continue to be humbled by the generosity of our regional community and dedication of our staff, volunteers and auxiliaries. I also acknowledge our Platinum Sponsors and Program Partners who underpin our many major projects and services; Exemplar Health, Bendigo Bank, Bendigo Toyota, Agnico Eagle and McKean McGregor.

Our fundraising helps improve our health service and contributes to positive experiences for our patients and staff.



Trevor Elliott
Fundraising Advisory Board Chair



OUR STRATEGIC GOALS

In support of Bendigo Health's Strategic Goals, we have identified the following priorities for this plan.



HEALTH

We will enhance services and our patient's experiences through the delivery and expansion of the Cancer Wellness Program within the Gobbé Wellness Centre and Superintendent's Residence. We will partner with our community to fund and improve our Mental Health Exercise and Wellbeing Program through the annual Move for Mental Health Challenge.



ACCESS

Our purpose to fund specialised equipment and services helps provide access to more treatments closer to home. For decades we have been supporting patients who need to travel for care and we will continue to provide low cost accommodation.



CARE

We are committed to creating a culture of philanthropy to enhance the outcomes of care for our community. We have made a commitment to deliver a clinical Rehabilitation Play Space, which will contribute to improving facilities for children in our region receiving care.



OUR PEOPLE

We will help build the capacity of our clinical workforce and proudly fund the development of staff through scholarships, research and innovation initiatives that contribute to the improvement, quality and outcomes of care.



OUR ENVIRONMENT

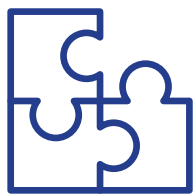
We will contribute to the financial sustainability of the health service and fundraise for agreed priorities. We will continue to improve our fundraising technology for efficiencies and to safeguard data. We will deliver programs and projects that consider our environmental footprint.

OUR OPPORTUNITIES



Improve efficiencies

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). The use of the CRM will allow us to provide a better donor experience, engage grateful patients, acknowledge financial contributions to the health service and safeguard data. It will equip our team with the information they need to engage our growing supporter network.



Building our network

We will establish a grateful patient program and work with stakeholders and organisations across the Loddon Mallee region to increase our regional footprint and supporter base.



Building a team of Clinical Fundraising Ambassadors

We will give our staff the tools to become fundraising ambassadors and provide opportunities to share their knowledge and showcase their expertise in our community.



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.

We will analyse new opportunities in alignment with our vision and purpose and consider the return on investment.

OUR APPROACH

How we will raise the funds

We will work in collaboration with our community to nurture and expand awareness for philanthropy 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



Measuring our progress and success

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

- Allocate \$500,000+ annually towards priority specialised equipment and services that would not otherwise be funded
- Increase the number of supporters recorded in the CRM
- Provide a 10 per cent increase in revenue each financial year
- Show an increase in participation or revenue from community led fundraising year-on-year
- Manage the diligent acceptance and expenditure of funds 100% of the time
- Maintain and continue to provide low cost patient accommodation close to the hospital
- Fund scholarships and training to build an exceptional skill base in our region.
- We will share our stories and celebrate the impact of our fundraising efforts



Proudly connecting our donors with causes they feel deeply about.

OUR IMPACT AT A GLANCE



\$251,519

Specialised medical equipment purchased to treat more people closer to home



\$615,202

Allocated to the Gobbé Wellness Centre - Cancer Wellness Program



\$206,228

Allocated to paediatric rehabilitation



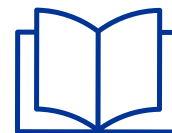
4,199

Nights regional patients stayed in low-cost accommodation



\$1.3m

Accepted to redevelop the Superintendent's Residence to expand cancer wellness services



1,792

Number of babies born at Bendigo Health who received a free book



\$66,392

Raised through Move for Mental Health to purchase a patient transport bus



\$268,374

Received through gifts in Wills allocated to improve our regional hospital for future generations

*Figures based on the 2022-2023 financial year

OUR

CAPITAL PROJECTS

Superintendent's Residence

Bendigo Health's Cancer Wellness Program is fully funded through philanthropy. Established initially through a major gift and funds raised from Dry July, the Gobbé Wellness Centre is the home of our Cancer Wellness Program.

The services have continued to grow as a direct result of the generosity of our regional community and through strategic community partnerships with Agnico Eagle and McKean McGregor Real Estate who each year host a large scale Gala Ball.

Cancer is now considered chronic disease. With the evolution of treatments, patients are now living longer.

We proudly fund a range of supportive services including reflexology and oncology massage, relaxation, mindfulness, yoga, art and pet therapy, hypnotherapy workshops, and counselling services to deal with the psychological challenges of a cancer diagnosis and treatment along with a dedicated Cancer Wellness Coordinator to provide nursing advice and direct support.

Given the high demand and success of the program, we are now expanding these services into the Superintendent's Residence with the restoration now underway following a commitment from the Hazeldene family and our Trustees.



“ I am immensely grateful for the Cancer Wellness Program at Bendigo Health.

It has empowered me to make the most of the time I have left and seek to live well alongside my diagnosis ”.

Francis.





Kids Rehab Play space



A new children's rehabilitation play space for Bendigo Health will enhance the Clinical Services Campus which has been part of the redevelopment of the former hospital site on Lucan Street.

Our team has worked in collaboration with our generous community to raise the funds needed to build a Kids Rehab Play Space for children from across our region, like Amelia and Chloe (pictured).

More than 100 children are treated by Bendigo Health's rehabilitation services at any one time. Two-thirds of the children receiving rehabilitation at Bendigo Health have cerebral palsy – a permanent condition with no known cure. Many of these children require rehabilitation over many years as they recover from injury and illness.



To support their rehabilitation therapy, the kids rehab play space will be a place to use during therapy sessions and other times when they just wish to play.

The upcoming construction of the specialised nature-based play space will serve as an outdoor extension of the rehabilitation services available to children through the Victorian Paediatric Rehabilitation Service at Bendigo Health.



Contact us

Bendigo Health Fundraising & Foundation
100 Barnard Street
Bendigo VIC 3550

PO Box 126
Bendigo VIC 3552

T: 1300 243 000
E: bhfoundation@bendigohealth.org.au

Bendigo Health Foundation Charitable Trust
ABN: 13 340 801 870

Bendigo Health
ABN: 26 875 445 912

**For more information please talk
to our fundraising team or
visit our website**



Platinum Sponsors



Principal Program Sponsor for Wellness



www.bendigohealthfoundation.org.au
www.bendigohealth.org.au

