

LIBERTY

HOSPITAL FOUNDATION

Strategic Goals and initiatives

As we embark on the 2024-2025 term, the Liberty Hospital Foundation is more committed than ever to our mission of making a meaningful difference in the community we serve. This year, we have identified Key Results Areas (KRAs) that will guide our efforts and measure our success. Alongside these focused initiatives, we are in active discussions with the University of Kansas Health System (UKHS), considering potential collaborations and changes that could enhance our impact and extend our reach even further. Together, we look forward to a year of transformative progress and community betterment.



1. Fundraising and Resource Mobilization:

The Foundation is dedicated to raising funds for the UKHS' Liberty Market. In 2024-2025, we aim to surpass previous fundraising goals to improve patient care, support hospital staff, and expand community outreach. Through donor and partner engagement, we'll strengthen our financial base and ensure sustainable funding for future projects.

Measurable Metrics:

1. Exceed Unrestricted Income Budget - \$150,000
2. Seek and Secure 3 New Grants – Currently unbudgeted
3. Increase Employee Giving by X% in \$ and people
4. Exceed Payroll Deduct/Employee Giving Budget - \$80,000
5. Convert 25% of TreeHouse guests to donors



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2. Marketing:

For 2024-2025, the Foundation will focus on marketing to amplify our impact. By leveraging targeted campaigns and engaging with community stakeholders, we aim to broaden our reach and maximize positive change in the community.

Measurable Metrics:

1. Create 30 news/blog articles for public promotion of programs, events, and people
 - a. (10 written by committee members)
2. Increase eNews growth by 3%, with 12 monthly eNews articles
3. Increase USPS mailing by 50% with targeted postal mail each month
4. Create dashboards for web traffic, increasing SEO and click rates at a later determined rate
5. Create and promote 6 promotional videos on Foundation programs, market with ad buys

3. Impactful Community Programs & Events:

Winning for the Liberty Hospital Foundation in 2024-2025 means hosting major events to amplify our brand and address critical healthcare needs. Through our events, we will support patients, families, and vulnerable community members while creating lasting, meaningful change.

Measurable Metrics:

1. Keep and increase the major Sponsors for each of the four main events
2. Liberty Half Marathon – Exceed net revenue \$87,000
3. Kyleighs Gift 3k Walk - Exceed net revenue \$10,750
4. Golf Classic – Exceed net revenue \$39,000
5. Twilight – Exceed net revenue \$79,200

4. Empowering Staff and Volunteers:

Behind every successful organization are passionate individuals. In 2024-2025, the Foundation will empower staff and volunteers by offering professional development, fostering collaboration, and providing necessary resources to help them thrive.

Measurable Metrics:

1. Host 4 Board Social Events, one quarterly
2. Complete 360° review of Board and Staff
3. Have 100% Board Member participation in committee meetings
4. All BOD members attend two major events
5. 100% Board Giving



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5. Financial, Operations, & TreeHouse:

Being a financially sound organization is vital to the long-term stability of the Liberty Hospital Foundation.

Measurable Metrics:

1. Finalize the program and partnership with the Mathes Appearance Center, host first patient
2. Bimonthly audit reviewing internal controls and finances
3. Prepare and approve policy manual to codify all existing and new policies
4. Engage with donors with gift acknowledgement within 15 days of a gift
5. Support patients, families, and Liberty Market employees with current assistance programs.

Defining Success in 2024-2025:

For the Liberty Hospital Foundation, success isn't just about meeting goals; it's about transforming lives. It means deeply impacting patients, families, and our community by fostering meaningful partnerships and a culture of compassion within Liberty Hospital and beyond.

In 2024-2025, success also means embracing innovation to meet evolving healthcare needs, overcoming challenges through continuous learning, and enhancing the quality of care we provide.

Ultimately, our success is measured by the lasting positive change we bring to those we serve. With dedication, compassion, and collaboration, we are committed to leaving a profound legacy of healing and hope in our community.



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