



Strategic Plan 2024-2029



WHO WE ARE

We are a community-based visiting hospice providing palliative clients and their caregivers in all of Dundas County an individualized approach to psychological, social, emotional, spiritual and practical support from diagnosis to end-of-life and during grief and bereavement.

MISSION

To provide a truly accessible and individualized approach to care in order to improve the outcomes of our clients and their loved ones who are living with life-threatening illness or grieving.

VISION

All residents of Dundas County who require palliative or grief and bereavement supports will receive them in their own community, close to home.

VALUES

Compassion, Equity, Collaboration

Compassion

We demonstrate an empathic, non-judgmental approach to providing our programs and services.

Equity

We are committed to advancing equity. We embrace diversity and advocate on behalf of others, creating fair conditions and a culture of acceptance and belonging.

Collaboration

Our participation as system partners will be informed, genuine and appreciative of all points of view. We will accomplish together what could not be achieved alone.

Approved by the Board of Directors on June 25, 2024, Version 1

What We Know

The need for our services continues to grow as the population ages. Navigating our complex health care system is extremely challenging. We will continue to think “outside the box”, leveraging our contacts in the community to find practical ways to help clients and their families.

- The need for our services is greater than ever as supports in the community are becoming exhausted. The health care system will be in this transition phase for a while yet.
- We must be unwavering in our commitment to bringing awareness to our services and building relationships with care partners to ensure we get as many referrals as possible.
- The needs of caregivers and the bereaved are more complex than ever.
- The need for equitable health services must be prioritized to reduce unnecessary and avoidable differences that are unfair and unjust.

What We Heard

Our friends and neighbours need support during one of the most vulnerable times in their lives. Our staff and volunteers are committed to improving the outcomes of those that come to us for help.

- Knowledge of our services continues to grow in the community among service groups and medical professionals, but we are only reaching a relatively small percentage of the population. We need to get better at communicating/quantifying what we do well.
- We are responsive and needs based which is ‘refreshing’ in the current system that is a challenging to navigate.
- There are many organizations looking for volunteers, so we need to provide a superior volunteer experience.
- We must seek alternative funding sources and expand our fundraising efforts.
- We need to consider corporate memory/succession planning within our staff and Board of Directors.

Clients & Caregivers

We will strive to provide a positive, individualized experience in a complex health system.

- Stay committed to client service and quality improvement to ensure a continued exceptional client and caregiver experience.
- Prioritize a client-first mentality, equip our staff and volunteers with resources to move our organization forward and remain nimble to changes in the community demographics.
- Collaborate with outside sources to ensure our clients receive a well rounded support system that is reliable and accessible to every resident of North and South Dundas.
- Prioritize equity and inclusivity to ensure all members of the community feel welcome.

Community Engagement

We will continue and grow on the current momentum to make hospice a recognized household name.

- Expand the understanding and visibility of Dundas County Hospice throughout our catchment area by providing engagement opportunities to volunteers and staff as well as increased marketing and advertisement.
- Offer equitable and routine outreach that is sensitive to the diverse cultural, spiritual, sexual orientation, and gender identity of people living in North and South Dundas.
- Continue to educate and build relationships with care partners so they know when and how to refer to our services.
- Use in-person, print, and social media opportunities to reach more people, more often.

Collaboration & Partnerships

We will focus on local collaboration, while still participating regionally and provincially.

- Create opportunities for collaboration, education, and action with our community partners to strengthen the strategic alliances we currently enjoy while forging new partnerships that will benefit not only the hospice, but the community as a whole.
- Engage community members to help each other and seek earlier referrals from our partners so we can better serve our community.
- Partner with private and public seniors residences to increase awareness in these areas.
- Be a voice for palliative and bereavement services in OHT discussions and projects.

Planning & Development

We will prioritize financial sustainability and human resources to ensure organizational resilience.

- Actively seek funding opportunities to continue to grow the services of Dundas County Hospice.
- Engage all opportunities to promote the hospice and drive donations from the community to increase the financial stability of Dundas County Hospice.
- Recruit, train, engage, and retain board members, volunteers and staff to support organizational functions.
- Consider opportunities for succession planning and increase recruitment of volunteers and board members.
- Plan potential development of acquired property.