



Portage Regional
Healthcare Foundation

STRATEGIC PLAN



Supporting Quality
Healthcare and Healthy
Communities

2025–2029



Portage Regional Healthcare Foundation (PRHF) Board

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“The Portage District General Hospital Foundation is uniquely positioned to make a significant impact in its community, given its deep roots in the region, the close relationship it has with local healthcare providers, and its focus on supporting a wide range of healthcare needs.”

Stakeholder, 2025



The Portage Regional Healthcare Foundation

Strategic Plan: 2025-2029

Introduction

The opening of a new hospital in 2026, evolving healthcare needs, and a growing population are transforming the healthcare system in the Portage la Prairie. The Portage Regional Healthcare Foundation (PRHF) is adapting to meet these changes. Since its founding in 1986, the Foundation has primarily focused on fundraising to close gaps in critical resources for three healthcare facilities in the region – Portage District General Hospital, Douglas Campbell Lodge, and Regency House.

As the healthcare landscape continues to evolve, we are working to build a more sustainable and proactive organization. We want to strengthen relationships with healthcare and community leaders to address the highest priority needs and have a positive, lasting impact on the health and well-being of our community.

The last four months have been a period of gathering information and input, reflecting on our past successes and current challenges, and planning for the future. This strategic plan represents changes in the Foundation’s name, vision and mission, and identifies four strategies, goals and key initiatives over the next five years that will guide its future. The next step will be the development of a first-year implementation plan by the team.

Led by our Board of Directors and the Executive Director, the planning process began in November 2024, marking the start of a collaborative journey to shape the Foundation's future. In November and December, we carried out an Environmental Scan to gather information on stakeholders’ perspectives and ideas. It focused on perceptions of the Foundation’s strengths and its positive impacts to date; areas

“The Foundation is deeply rooted in its community, understanding its specific healthcare needs and challenges.”

Stakeholder, 2025

for improvement in supports, communications, events or community engagement; prioritization of future initiatives; and emerging community health needs or priorities that should be addressed. In January 2025, members of the Foundation’s Board and the Executive Director came together for a daylong session to develop a strategic plan. The central question of the session was: *What do we want to see in place for the Portage Regional Healthcare Foundation over the next five years?*

This participatory process resulted in a deeper understanding of the diverse needs and perspectives of our community, as well as the complexity of the healthcare landscape in the region. We move forward with greater clarity for the role the Foundation can play to ensure that we can create healthier, stronger communities – together through enhanced healthcare.

Moving Forward – Our Strategic Plan

As a result of the strategic planning process, we have a new name, new vision and mission statements, an articulated set of core values, and four strategic priorities that set our direction for the next five years. Ultimately, this plan will position us to achieve our vision of a Foundation that is a trusted hub for enhanced healthcare philanthropy for all those seeking care.

Our Work

At the Portage Regional Healthcare Foundation (PRHF), we are passionate champions of community health, a cornerstone of which is access to enhanced healthcare. The Foundation’s core mission is to enrich healthcare and community well-being through leadership, strategic funding and meaningful collaboration. Since its inception in 1986, the Foundation has provided crucial financial support to enhancing healthcare. Thanks to the generosity of our donors, we've been able to provide funding for medical equipment and other needs that aren't covered by government funding, creating a lasting positive impact on the health and well-being of all those seeking care.

“Having the funds and ability to provide additional healthcare tools not covered by provincial funds really do enhance the healthcare experience for patients.”

Stakeholder, 2025

Our Vision

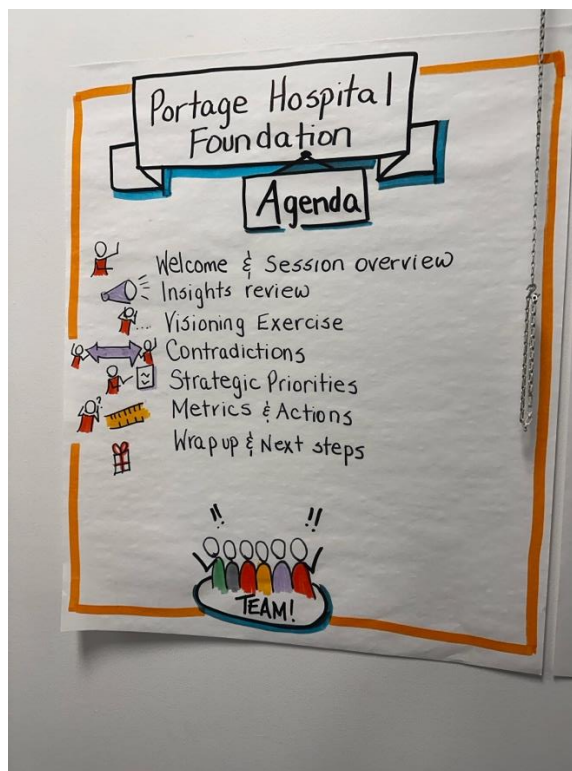
Be the trusted hub for healthcare philanthropy for all those seeking care by supporting and promoting enhanced healthcare.

Our Mission

To enhance healthcare and community well-being through leadership, strategic funding, and meaningful collaboration.

Our Core Values

- ✈ **Leadership:** We take a proactive role in shaping healthcare philanthropy and community well-being.
- ✈ **Collaboration:** We work with donors, healthcare providers, and community partners to amplify impact.
- ✈ **Transparency:** We prioritize openness and trust, ensuring clarity in decision-making and fund distribution.
- ✈ **Accountability:** We manage resources responsibly, aligning them with enhanced healthcare priorities.
- ✈ **Sustainability:** We ensure long-term financial viability through strategic investments and resource development.
- ✈ **Innovation:** We embrace new opportunities and approaches to meet evolving healthcare needs.



Strategic Priorities

Strengthening Leadership & Community Engagement

Goal: Shift from a reactive funding organization to a proactive leader in healthcare philanthropy, engaging decision-makers and the community.

Actions:

- Secure a seat at the Southern Health-Santé Sud (SH-SS) decision-making table for support of enhanced healthcare needs.
- Champion an annual community healthcare summit to align stakeholders on priorities.
- Develop a comprehensive communications strategy to enhance public awareness and donor engagement.
- Increase visibility through community events, media outreach, and direct donor engagement.

Outcome: *A well-connected, engaged community that collaboratively supports enhanced healthcare.*

Advancing the Framework for Funding & Philanthropy

Goal: Develop a transparent, impact-driven funding framework that aligns with our mission.

Actions:

- Define annual funding priorities and establish clear grant application guidelines.
- Enhance collaboration with government and healthcare organizations to secure funding opportunities.
- Implement impact measurement tools to track and report funding outcomes.
- Strengthen accountability by publishing an annual funding report to stakeholders.

Outcome: *A well-defined, structured funding model that ensures donor contributions create meaningful, lasting impact.*

Supporting Staff Recruitment and Retention

Goal: Develop a comprehensive healthcare staff recruitment and retention strategy to help facilitate a superior experience for both healthcare workers and those seeking care.

Actions:

- Support bursaries and professional development opportunities to attract and retain healthcare staff to the region.
- Provide financial incentives for healthcare professionals to relocate and train for needed positions.
- Support staff wellness and retention by exploring childcare and fitness facilities.
- Continue developing and offering staff appreciation incentives.

Outcome: A workplace culture that values, supports, and retains healthcare professionals, ensuring consistent, high-quality patient care.

Securing/Strengthening Financial Sustainability & Innovation

Goal: Ensure long-term financial viability through fundraising and strategic investments.




Actions:

- Expand fundraising initiatives, including donor engagement programs and community partnerships.
- Explore new revenue opportunities beyond traditional fundraising events.
- Invest in marketing and donor relations to build long-term financial support.
- Regularly review investment policies to optimize financial sustainability.

Outcome: A financially resilient foundation with capacity to respond to healthcare enhancement opportunities.



Next Steps

-  **Finalize the Year One Implementation Plan:** Outline timelines for specific actions.
-  **Engage Stakeholders:** Strengthen partnerships with healthcare providers, donors and the broader community.
-  **Launch Annual Reporting:** Enhance transparency and accountability through progress updates and impact reports.

“The Foundations reputation for good work makes them a group the public wants to donate to. That money allows them to do more good work.”- Stakeholder, 2025