

STRATEGIC PLAN

**BC WOMEN'S HEALTH FOUNDATION
STRATEGIC PLAN 2019-2022**



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HEALTH
FOUNDATION**



INTRODUCTION



OUR JOURNEY

In the fall of 2016, BC Women's Health Foundation (formerly BC Women's Hospital Foundation) and its Board of Directors collectively identified new opportunities to increase the Foundation's market share within the sector, elevate its brand identity, and increase prospects for financial growth.

As a result, the BC Women's Health Foundation initiated a re-visioning process that would distinguish it from stereotypical hospital foundations. The process included an exhaustive environmental scan of the marketplace culminating in the redevelopment of its core business goals. BCWHF elected to broaden its organizational mandate by establishing new strategic goals to make it competitive as a non-profit while also becoming an innovative industry leader in creating a niche nobody else occupies. It did so by basing its strategy on highlighting the pervasiveness of gender inequity within healthcare and the need to invest in the health of women by identifying that:

- A gendered approach to healthcare mattered.
- Women do not get equitable access to quality healthcare.
- Investing in women's health research and BC Women's Hospital is the solution.

In May 2019, BCWHF rebranded and relaunched its organization to focus on a pan-provincial mandate to advance the full spectrum of women's health so that all women, across all stages of their lives, can access the highest quality healthcare when, where and how they need it.

BCWHF now exists to provide holistic, solutions-focused philanthropy that delivers tangible societal impact in four key areas of focus within our expanded mission:

- **Capital + Equipment** at BC Women's Hospital + Health Centre
- **Research + Innovation** at the Women's Health Research Institute (WHRI)
- **Education + Awareness** to help women navigate the healthcare system
- **Advocacy** to change policy and practices with government and policymakers

MOVING THE NEEDLE ON WOMEN'S HEALTH

**The landscape needs to change,
so BC Women's Health Foundation is changing it.**

Despite decades of dramatic progress and development in health research, practice, and policy, **women still face too many barriers** to high-quality healthcare in British Columbia.

- Women's health is still poorly understood
- Women's health research is heavily underfunded
- Women are underrepresented in clinical studies
- Women are being misdiagnosed
- Women's health concerns are being diminished or overlooked
- Women still don't have access to the healthcare they deserve

And this inequity also varies greatly within the female population as socioeconomic factors can worsen these inequalities for women with low incomes, in rural areas and for Indigenous and new immigrant women.

To respond to this and to build a truly equitable healthcare system in British Columbia, the BC Women's Health Foundation has broadened its mandate beyond the transactional elements of supporting the direct needs of BC Women's Hospital to **ensure all BC women have access to the highest quality healthcare when, where, and how they need it. All women. All life stages.**

BC Women's Health Foundation's Purpose

Healthy women everywhere, capable of anything.

BC Women's Health Foundation's Vision

To ensure all women at all life stages in BC have access to the highest quality healthcare when, where, and how they need it.

BC Women's Health Foundation's Mission

To ensure exemplary healthcare for women by providing holistic, solutions-focused philanthropy that delivers tangible societal impact through capital + equipment, research + innovation, education + awareness and, advocacy.

CAPITAL + EQUIPMENT at BC WOMEN'S HOSPITAL

From young adulthood, through pregnancy and birth, to mature women's health, BC Women's Hospital + Health Centre is a one-of-a-kind facility with a provincial mandate specifically dedicated to meet the healthcare needs of women, newborns, and their families. The hospital serves over 80,000 patients each year, almost half of which live outside of the Lower Mainland, with services and programs ranging from maternal and newborn care to integrative care for complex chronic

diseases, pelvic pain, breast, and cervical cancer screening and diagnosis, along with HIV/AIDS care for women and children.

As the foundation for BC Women's Hospital, the BC Women's Health Foundation will bridge the gap between what the government provides and what women need, by funding much-needed medical equipment, facilities, training, and programs.

BC Women's Health Foundation is dedicated to ensuring the facilities, equipment, and programs at BC Women's Hospital + Health Centre match their world-class model-of-care.

BC Women's Health Foundation will:

- Work alongside the BC Women's Hospital to prioritize their needs for women's health in BC.
- Develop clear and compelling giving opportunities linked to the interests and values of supporters.
- Align research strategies with major capital investments to ensure BC Women's Hospital stays at the forefront of excellence.
- Develop tangible results oriented reporting to help share stories of donor impact.

RESEARCH + INNOVATION

If healthcare is the train to better women's health, then research is the track on which it rides. Research informs policy and practice. BC holds the only dedicated pan-provincial women's research centre in Canada. The Women's Health Research Institute (WHRI) has nearly 350 affiliated researchers embedded in post-secondary institutions and health authorities across the province and is leading the way on women's health research both nationally and globally in fields such as cervical cancer and sexual health.

However, women's health research is woefully underfunded, women's medical conditions are understudied, and a woman's physical anatomy has mainly been excluded from clinical trials resulting in poorer health outcomes for women. Through focused investment and sustainable grants, the BC Women's Health Foundation can help close the gap, remove the bias, and enable women's unique health needs to be understood, diagnosed, and treated here, nationally, and internationally.

The BC Women's Health Foundation is dedicated to ensuring women and their health needs have been validated as unique, real, and important through solutions-focused research and innovation.

To achieve this, the Foundation will:

- Work with the WHRI to identify funding structures that advance the field of women's health research whilst attracting and retaining talent.
- Work with the WHRI to create a sustainable annual granting process.
- Develop unique funds that move the needle on investment in women's health research and innovation.
- Develop tangible impact reporting to help share stories of donor impact in research + innovation.
- Identify and fund research chairs in women's health in partnership with the WHRI and BC Women's Hospital.

EDUCATION + AWARENESS

Many audiences aren't aware of the bias women experience in healthcare, in research, in diagnosis, in treatments, and medication. By making women, the public, the healthcare system, supporters, and government aware of relevant information related to the unique health needs of women, the BC Women's Health

Foundation will increase knowledge, change the discourse, encourage women to take control of their health and inspire and facilitate greater investment in our partners.

The BC Women's Health Foundation is dedicated to driving a gendered approach to healthcare in BC that is culturally-safe and trauma-informed.

To achieve this, the Foundation will:

- Identify and establish a variety of media partnerships that enhance the Foundation's ability to build awareness across all mediums in the women's health space.
- Secure pillar partnerships that align with the Foundation's values to amplify the gaps and present valid solutions through the development of content and impact reports.
- Formalize a national alliance with other women's hospital foundations to facilitate investments on national and international scales.
- Formalize the Foundation's impact reporting methods to share with donors; the transformational impacts philanthropy can have on women's health in our province.

ADVOCACY

The BC Women's Health Foundation recognizes that their resources and fundraising alone are not enough to move the needle on gender equity in healthcare. They will work to change public policies and generate transformational investment by advocating with elected officials and government policymakers. The BC

Women's Health Foundation will advocate for increased investment in BC Women's Hospital + Health Centre and the WHRI, reflective policies and practice, and an enhanced commitment to improving the health of women.

The BC Women's Health Foundation are dedicated to ensuring the investment models in health, research, policy, and practice are shifted towards being gender equitable.

To achieve this, the Foundation:

- Leverage the expertise and thought leadership of the Foundation and their partners to foster a broader and bolder multi-partisan dialogue on women's health in B.C., Canada, and around the world.
- Develop partnerships between the federal government, provincial and local government counterparts to help shape public policy that best supports women's healthcare and women's health research initiatives. Strengthen relationships and present investment and policy opportunities to ensure women's health is a priority in budgetary and funding considerations, policy, and practice.
- Help facilitate transformative investments that improve health outcomes for women.

IMPACT + OUR BROADENED MISSION

The BC Women's Health Foundation identified within its expanded four-pillar mandate some key areas in which it will make an impact in pursuit of its broadened mission.

CAPITAL + EQUIPMENT

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RESEARCH + INNOVATION

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OUR VALUES

Our values help to shape how we work towards achieving our vision. They shape the culture of our organization; how we interact within the Foundation and with our donors, our volunteers, our partners, and women across the province. We are proud of these values

and will stay true to them on our journey to ensuring all women at all life stages in BC have access to the highest quality healthcare when, where, and how they need it.

Strength

We draw upon women's undeniable power and tenacity in everything we do. We work with, and honour the voices of, women in our research, in our storytelling, in our fundraising, in our partnerships, and our advocacy, coupling their unique strengths with our dedication to drive change.

Innovation

We challenge ourselves to find solutions through emergent thinking, process, and dialogue. We are dedicated to utilizing new models, innovative practices, and emerging technology in order to leapfrog over systemic barriers causing inequity for women in healthcare and truly affect change in our lifetimes.

Collaboration

We align with partners to further leverage our cause and achieve greater impact as a unified team. Our partners are foundational to the work we do. We value the continuous collaboration with donors, researchers, healthcare professionals, universities, corporations, other health charities, all levels of government, and women across British Columbia.

Integrity

We build trust and respect through what we say and what we do. We believe that women deserve the highest quality healthcare when, where, and how they need it. We will drive towards our goal in an honest and responsible way, following through on our commitments, uncovering truths and speaking up on behalf of all women across our province.

Inclusivity

We stand up for everyone to ensure that all voices are heard. We recognize that women represent a diverse population unto themselves and that women's healthcare needs can be impacted by a multitude of factors, including ethnicity, socioeconomic backgrounds, colonization, migration histories, and life stages. We are dedicated to supporting all women, at all life stages, no matter their backgrounds.

**HEALTHY WOMEN EVERYWHERE,
CAPABLE OF ANYTHING**



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