

## Our Why: Enabling people to live healthier for longer

Established in 1986, The Prince Charles Hospital Foundation has contributed over \$78 million of funding to medical research, and targeted patient-care initiatives that align with the hospitals we support (The Prince Charles Hospital and Caboolture Hospital).

Our impact is sustained through a diversified income model that combines Philanthropy, strategic investment, and social enterprise.

### People are at the centre of everything we do.

We contribute to the Queensland Government's objective of health services when you need them by delivering on our objectives to drive research, patient care and innovation and drive a culture of philanthropy.

### Enablers

### Aligned Health Priorities

### Values

## Grow the Foundation's cumulative giving to \$100 million by 2030

Sustainability	Impact
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### Activating a sustainable and diversified revenue program

Protect the Foundation's mission for the long term.

Be diligent in providing long-term resilience, reduced risk, and stable funding that protects impact that our funding achieves.

New income opportunities are tested, learned and scaled when successful.

### Strong governance and excellence in utilising funds

Invest in skills, systems, and innovation to increase income over time and meet the needs of those we support.

Data and insight guide decision-making and prioritisation.

Ethical fundraising and donor trust are non-negotiable.

### Driving a culture of Philanthropy

Maintaining an organisation wide commitment where everyone champions the mission, values donors as partners, and consistently demonstrates impact, gratitude, and trust.

All Directors, staff, volunteers and ambassadors understand how their role contributes to donor confidence and impact.

### Driving research, patient care and innovation

Deliver a Researcher Development Grant program.

Drive innovation and Blue Sky thinking.

Empower researchers to innovate and trial new ideas.

Partner with hospitals to drive community supported life-saving and patient care initiatives.



Reputation	Systems	Information & Insights	Workforce	Philanthropy
Heart Disease	Lung Disease	Mental Health	Ageing	Paediatrics
Transparency	Collaboration	Innovation	Supportive	Diversity