




University  
Hospital  
Foundation

# Ignite 2030



University Hospital Foundation  
Direction for a Decade



“We cannot stop in our  
pursuit of better health.”

# Setting a bold course

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2020 was a dramatic year of challenge, disruption and unprecedented change. No individual, organization or business was untouched, including the University Hospital Foundation (UHF). Through this, we learned that assumptions made in the past may no longer hold true, and may not prepare us for the decisions we need to make in the future. And we also learned that the most successful organizations are those that are able to adjust quickly, switch gears when needed, and boldly disrupt longstanding approaches to achieve better results. That is exactly what Ignite 2030 signals for the future.

We are extremely proud of what the UHF has achieved and the contributions we and our donors have made to improving health for Albertans and Canadians. However, the challenges of improving health, tackling wicked diseases that steal lives and devastate

RIGHT - DR. JODI L. ABBOTT, PRESIDENT AND CEO  
WITH JOETTE DECORE, BOARD CHAIR



families, and addressing the inequitable health challenges faced by members of diverse cultures – especially Indigenous peoples – are never-ending. We cannot stop in our pursuit of better health, using innovative approaches, new partnerships, and bold ideas to bring the right people, resources and solutions together.

We have called this new strategic plan Ignite 2030 because we believe this is a time to be bold. A time to ignite new ideas and approaches. A time to inspire people and bring them together in our collective pursuit of better health. We have important work to do. And we can only do that by striking a match, lighting a fire, and igniting ideas that will change what we do and how we do it – all with the goal of achieving better health and better healthcare for the people and communities we serve.



“Without life saving treatment,  
I would not be here today.”

TARYN GANTAR, HEMODIALYSIS PATIENT

## Maintaining our essential commitments

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While Ignite 2030 launches a decade of new approaches and ideas, our essential commitments remain as the foundation of the work we do and the approach we take.

- Patients are at the heart of everything we do – people who are suffering from illnesses today and those who will benefit from new cures and treatments in the future thanks to our support.
- Generating revenue from passionate donors and community members will enable ground-breaking advancements in health and healthcare, and help transform our health system.
- Partners will always be key to our success. And by partners, we mean anyone who sees value in the work we do and what we are trying to achieve.
- Our role is to be both leaders and supporters. At times, we will provide essential support for advancements to happen. At other times, we will be the leader in launching new approaches that otherwise might not have been possible.
- We make things happen. This commitment to action and results drives everything we do.

# Declaring our promise

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**We are agents of hope. Our purpose is to continuously seek, inspire and lead bold solutions to seemingly insurmountable challenges and ignite new discoveries in health.**

We believe the ingenuity, talent and generosity of people in our community can be connected and harnessed to find solutions to some of the most pressing health challenges our society faces today.

We will achieve that purpose by being a **passionate catalyst and advocate**, bringing together the best people, ideas and resources to fearlessly drive world-changing innovation, solutions and transformation in health and healthcare.

By 2030, we expect to be internationally recognized as a leading advocate, supporter and catalyst for innovation, ideas and bold solutions in wellness and healthcare.

Our journey to achieve our purpose will be guided by **clear values**.

- We **respect our partners** – those who support UHF, and those who work with us and for us.
- We are **trusted stewards** of community members' generous donations.
- We are **persistent advocates** for health and better health outcomes.
- We are **brave and courageous**, willing to be disruptive, ask bold questions, and seek innovative solutions.
- We **respect and value diversity** of thought, ideas, cultures and contributions.



**“We are facing new and more complex health challenges everyday.”**

**ANDREA VAN DAMME, NURSE PRACTITIONER**

# The strategic direction for a decade

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Four strategic imperatives will guide and direct our actions for the decade.



**Health  
ecosystem  
leadership**



**Partnership  
impact**



**Thought  
leadership**



**Revenue  
generation**



*Dr. T. Sankar  
Neurosurgery*

“Together, we will keep Edmonton  
at the forefront of patient care.”

**DR. TEJAS SANKAR, NEUROSURGEON**

“We are so fortunate to have access to life-saving healthcare in our own backyard.”

SHAKEH CROWFOOT HENDY



## Health ecosystem leadership

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The University Hospital Foundation is unique in that it is focused on a leading academic health centre. The University of Alberta Hospital has innovation – in patient care, research and state-of-the-art-services – embedded in its culture. It is where the most desperately ill or injured patients go for life-saving care. And while none of us ever want to need it, there is comfort in knowing it is right here in our community. At the same time, UHF recognizes the diversity of the people and communities we serve and the reality that outcomes in health are not equitable among various members of our society. We will continuously strive to achieve better health and health outcomes to address these inequities, including for members of Indigenous and underserved communities.

We also recognize that with a growing emphasis on patient experience, community-based care, multi-disciplinary models and effective ways of preventing illness and injury, the health system is being transformed. By investing in innovative approaches to support this shift, UHF can play a leading role in this new health ecosystem.

**By 2030** we will be at the forefront of improvements in health outcomes, working with the region’s academic health centre in innovative discovery and clinical research, disease prevention activities, enhancing the patient experience and care through disease management, and improving end of life supports.


## Partnership impact

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Our partners are inspired to make a difference. They partner with us because they believe we have the ability to connect their generosity and transform their gifts and contributions into new treatments, cures and prevention programs that will ultimately improve and save lives. We respect the aspirations of our partners and understand it is through them that we will achieve the promise of Ignite 2030.

**By 2030** we will have leveraged our talent, resources and knowledge to create dynamic partnerships with individual and corporate donors, business associates, public sector colleagues, and our community to deliver a positive impact on health.





“We are revolutionizing the world of transplantation.”

RIGHT - DR. JAYAN NAGENDRAN  
AND DR. DARREN FREED  
CARDIAC SURGEONS

## Thought leadership

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The next ten years will see dramatic changes in all aspects of healthcare. Research happening right here in Alberta has the potential to explore and test new models of care, discoveries and treatments, and approaches to preventing illnesses. The University Hospital Foundation can be at the forefront of much of this work, facilitating and spreading new knowledge, and supporting exploration and implementation, all with the goal of improving the overall health of people in our community and beyond.

Our role as thought leaders also applies to exploring new approaches to philanthropy. The approaches used in the past have been successful but are not sustainable for the future. We must be more inclusive, broaden our engagement efforts, be willing to try unique approaches, increasingly mine data to guide our decisions and look at alternative revenue generating mechanisms.

**By 2030** we will be a magnet for facilitating and sharing knowledge and research outcomes, influencing policy creation and implementation, pioneering partnership practices, and implementing novel philanthropy and revenue generation methodologies.

## Revenue generation

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The University Hospital Foundation has a proud reputation of funding patient care, innovation and research. All of that work depends on generating revenue. To continue the essential work we do, UHF not only has to sustain and enhance our current approaches but expand our efforts to reach new potential donors and explore new approaches.

At the same time, we will maintain our firm commitment to achieving the highest possible standards of fiscal management for the funds our donors and supporters so generously provide.

**By 2030** we will demonstrate the value and impact for every dollar raised and distributed.

# Taking action

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Ignite 2030 challenges us to take action. To make real progress on achieving our promise and seeing tangible results on each of the four strategic imperatives, we need to be intentional about the actions we take, the investments we make and the opportunities we pursue.

To Ignite 2030 and achieve the success we are all looking for, the University Hospital Foundation will invest in five strategic enablers.



“Thanks to the best possible care,  
I’m alive to tell my story.”

**BILL MAXIM, COVID-19 PATIENT,  
WITH HIS WIFE, COLLEEN**



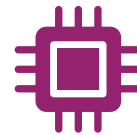
**Engaging partners**

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**Igniting  
our brand**

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**Investing in  
technology, process  
and automation**

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**Inspiring people**

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**Continuing strong  
governance**

“There’s no such thing as a second chance in trauma care.”

RIGHT - DR. NI LAM, FACILITY SITE CHIEF OF EMERGENCY MEDICINE  
DR. SANDY WIDDER, TRAUMA SURGEON, FACILITY SITE CHIEF OF TRAUMA



## What's next?

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Launching Ignite 2030 is an exciting step. But it is just the beginning. With this strategic plan in place, work is already underway to implement the direction, take the right steps to move us forward, and develop metrics that will track our progress in achieving the direction we set.

As partners and community members, we value your input and ideas. Visit [GivetoUHF.ca](http://GivetoUHF.ca) for stories about the work we are doing and the results being achieved. Bring ideas to us. We are always happy to listen, share ideas and make connections. Consider becoming a partner and donor. We promise, your donations will make a difference to the health of your family, friends and neighbours.



**University  
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**Ignite 2030**

[GivetoUHF.ca/Ignite](http://GivetoUHF.ca/Ignite)