



Strategic Planning

2022-2024



TABLE OF CONTENTS

A Message from the Executive Director	2
Mission & Vision	3
Focus Areas	4
Strategic Planning Goals	5-9
Make a Larger Impact	5
Plan for Sustainable Growth	6
Strengthen Community Outreach through Impactful Partnerships	7
Create an Effective Communications Strategy	8
Maximize Human Resources and Talent	9

A MESSAGE FROM THE EXECUTIVE DIRECTOR

HERIF advances health equity and fosters community wellbeing through strategic grant-giving and capacity-building support for nonprofit and mission-driven organizations.

Our strategic priorities guide the path forward for 2022 – 2024 as we focus on expanding our impact; strengthening our financial resources; increasing community outreach and partnerships; and maximizing the effectiveness of our staff, Board, and volunteers.

We embark on this chapter of our journey with an abiding faith in the power of healthcare to transform individuals and communities. HERIF remains committed to carrying out its vital mission with creativity and dedication.

Dan Roman, *Executive Director*

MISSION & VISION

The Healthcare Education, Research, and Innovation Foundation develops and supports high-impact programs that seek to transform patient-centered care for individuals, families, and communities.

We provide resources, support, and partnerships that enable healthcare and social professionals to enhance their skills, knowledge, and expertise while fostering innovation and research that drives new discoveries and improves health outcomes.

Through collaboration with passionate leaders and thoughtful execution, HERIF supports our partners' goals to make a positive difference in the quality and efficiency of healthcare, especially in non-institutional settings and areas of health inequity.

FOCUS AREAS

EDUCATION

Supporting educational programs that inspire and promote quality healthcare and collaborative learning. We seek to engage healthcare and social professionals and empower patients and others with actionable information about their health and healthcare choices.

RESEARCH

Promoting interdisciplinary medical and social research advances the discovery of successful treatments and breakthroughs that improve the quality of people's lives. We focus on outcomes that matter to patients.

INNOVATION

Working to accelerate innovations that fight against illnesses and health challenges. We aim to improve patient care and outcomes by supporting the scale and impact of promising healthcare technologies, services, and strategies.



STRATEGIC PLANNING GOALS

Make a Larger Impact: Addressing gaps in healthcare services, increasing capacity, and fostering innovative solutions for health and well-being.

Maintain exemplary programming standards and promote continuous innovation

- Employ effective program models—and explore new models of service—that align with funding priorities and leverage promising advancements in healthcare technologies and strategies.
- Capitalize on sponsorships, partnerships, and grants to establish sustainable revenue streams that support program development and operational costs.

Prioritize service to the most vulnerable

- Direct resources towards uninsured or underinsured individuals and families, as well as marginalized neighborhoods and communities lacking adequate access to healthcare services.
- Strengthen program capacity and collaborate with organizations and systems that enrich areas of health inequity.

STRATEGIC PLANNING GOALS

Plan for Sustainable Growth: Establishing the necessary resources to support HERIF's mission and programming.

Strengthen financial sustainability

- Foster the expansion of new fundraising initiatives to diversify revenue sources.
- Launch external income-generating programs that drive annual increases in earned income.
- Cultivate donations, fundraising efforts, and grants to achieve a yearly increase in contributed income.
- Set milestones for fundraising, including for contributions, special events, and awards.

Ensure robust financial planning

- Develop a comprehensive three-year fiscal plan and projected budgets aligned with HERIF's mission and strategic objectives.
- Regularly assess long-term financial needs and requirements to ensure ongoing viability and sustainability.

STRATEGIC PLANNING GOALS

Strengthen Community Outreach through Impactful Partnerships: Enhancing healthcare quality in our served communities and areas of health inequity.

Foster inclusive community partnerships

- Establish an Advisory Board comprising of esteemed community leaders, ensuring diverse representation.
- Intentionally cultivate strategic partnerships with underrepresented communities, fostering inclusivity and amplifying their voices.
- Prioritize partnerships to attract funding from new sources and expand community reach.

Elevate leadership in healthcare through strategic collaborations

- Enhance HERIF's visibility and impact within the healthcare landscape and broader community.
- Deepen and cultivate mutually beneficial relationships with key institutions in the Chicago area to advance collective goals.

STRATEGIC PLANNING GOALS

Create an Effective Communications Strategy:
Conveying HERIF's mission and goals with impact and consistency.

Coordinated and engaging messaging

- Construct an overarching, coordinated communications plan that conveys our identity through clear articulation of our Mission Vision Statements.
- Develop specific plans for all fundraising and related activities ensuring seamless integration of messaging.
- Coordinate messaging across various communication channels to maintain a consistent style and tone.

Aligning communications with outreach and fundraising

- Establish an ad hoc communications committee to review and enhance our marketing plan, leveraging diverse perspectives and expertise.
- Ensure the core message we convey is consistent and reflects the comprehensive scope of our non-profit mission, supporting both outreach efforts and fundraising initiatives.

STRATEGIC PLANNING GOALS

Maximize Human Resources and Talent: Engaging a well-balanced team of administrative personnel, interns, and volunteers with the necessary expertise, while maintaining their focus on key objectives.

Empowering the executive director and enhancing organizational structure

- Conduct a comprehensive analysis of current and future staff roles and responsibilities to facilitate succession planning and determine optimal staffing levels.
- Introduce an Advisory Board and optimize the structure of Board committees to provide valuable expertise and guidance.
- Enhance Board engagement to leverage their collective knowledge and networks.

Maximizing effectiveness of staff, board, and volunteers

- Translate the strategic plan into a detailed operational plan that maintains clarity of priorities and ensures effective execution.
- Identify specific areas of expertise and target diverse skill sets required on the Board to provide necessary support in achieving strategic goals.



HERIF
101 Madison St. , Oak Park
IL. 60304
www.herif.org