

A DIFFERENT  
**KIND**  
OF HEALTH  
**CARE**

# 2017–2019 Strategic Plan

The Medavie Health Foundation Strategic Plan will guide our work over the next three years

## Our Vision



That all Canadians, especially young Canadians, have access to the information, tools, and supports they need to live their best lives - both mentally and physically.

## Our Mission



We support and promote innovative and evidence-based solutions to address some of our country's most pressing physical and mental health care challenges.

## Guiding Principles



- Demonstrate cumulative impact by focusing on - and spreading - innovative and evidence-based solutions
- Further our position as an important strategic partner through collaborations with clients, community partners, other funders, and governments
- Monitor, measure, and report health outcomes to ensure the effective use of our resources and the long-term benefits to individuals and communities
- Align with the goals of Medavie to drive health care innovation

## Strategic Priorities

### Expand Our Core Causes



#### Mental Health:

- Improve access to a range of mental health support for children, youth and young adults when and where they need it
- Identify opportunities at both the local and national level for investments and collaborations that help individuals and their families who may be impacted by PTSD

#### Physical Health:

- Reduce the risk factors and impact of type 2 diabetes through initiatives that promote healthy eating and active living for individuals and their families
- Improve access to healthy food choices and physical literacy for vulnerable populations

### Invest For Impact



#### Define and measure our impact through a strategic portfolio of investments:

- Identify our Theory of Change to further define our future investments, impact, and reporting
- Strengthen and expand existing partnerships that demonstrate the greatest promise for impact
- Invest in and build local community capacity, and identify 4-6 new potential partnerships
- Invest in exploratory research to inform potential funding investments i.e. First Nations, post-secondary students, and new mothers
- Measure and report the cumulative impact of our activities and initiatives

### Grow Our Capacity



- Grow our capital base to \$60 million through the combination of an annual social dividend from Medavie and our investment income
- Increase our annual disbursements from \$2 million to \$3 million over three years
- Build our organizational capacity to ensure we are making strategic investments to advance our vision

### Build Our Influence



#### Leverage and enhance our growing ecosystem to strengthen our influence as a catalyst for healthy change:

- Become an influencer and convener in our areas of focus
- Engage Medavie thought leaders to be agents of change
- Develop a fully integrated communications and marketing strategy to support our efforts

### Demonstrate Value



- Amplify the efforts of Medavie as a purpose-driven company making a difference in the lives of Canadians by engaging Medavie clients and employees, partner and grant recipients, governments, peer funders, and communities as ambassadors for a different kind of health care
- Explore case for support to increase the social dividend