STRATEGIC PLAN 2023-2026

Pacific Public Health FOUNDATION

OUR MISSION: To be a leader in public health philanthropy, engaging and investing in innovative, collaborative, and evidence-based initiatives that improve population health.

Raise the profile of public health, emphasize the role we play, and enhance the value we bring to the system.

- Engage with the public, donors, partners, and community.
- Engage with BC's public health system.

Outcomes
- We are a brand people recognize, respect, trust, and support.
- Public health becomes more recognized as a cause.
- We support and are integral to the broader public health system.
- Health authorities and public health stakeholders have a better understanding of our purpose.
- We are part of the solution and have an impact on policy and practice.

Refine, strengthen, and mobilize our programs in partnership with the BCCDC, the broader public health sector, and community.

- Select and pursue equity-driven initiatives that reduce harms, address threats, promote health, and drive innovation where we can maximize public health impact.
- Advance evidence-based initiatives.

Outcomes
- Our priorities are driven by lived experience and evidence.
- We demonstrate short-term tangible results and long-term impact on public health through investments that translate research into action and positively change health outcomes.
- We are part of a collaborative collective proactively working towards public health solutions.

Enhance organizational sustainability.

- Diversify and grow our fundraising portfolio to meet program needs.
- Stabilize and enhance operations and governance.

Outcomes
- Predictable, responsive, and diversified funding streams.
- Donors, funders, partners, government, and the public feel part of the solution.
- We have organizational resilience.

OUR IMPACT

Health equity is advanced in BC.

A positive impact on community resiliency.

Demonstrated and measurable population health improvement.

OUR VISION: A healthier, safer, and more equitable future for all.