



CUMBERLAND COUNTY  
HOSPICE & PALLIATIVE CARE SOCIETY

*Comfort, Hope, and Care*



# Our History

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The people of Cumberland County have long understood the value of caring for one another. Twenty-six years ago, a core group of dedicated volunteers developed a hospital-based palliative care program to provide compassionate care for clients approaching the end of their lives and support for their families. In 2002, the Cumberland County Hospice and Palliative Care Society (CCHPCS) was formally incorporated and continues to provide an invaluable service to the people of Cumberland County.

The CCHPCS is a volunteer organization that enjoys a strong and respected reputation, as well as support from its 600 members and the residents of the County. Over the years, our volunteers have been there when families needed them the most – to provide compassionate care while meeting end-of-life needs.

# Our Challenges

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CCHPCS is striving to meet the current and future needs of individuals and families who are facing life-limiting illnesses. We must maintain our ability to fulfill our mission and vision physically and financially. Leadership is vital and must meet both the human and financial resources needed to meet the Mission. Partnership and collaboration at all levels of our society is fundamental. Corporate, Government, and private support is central in order for the CCHPCS goals to be achieved. Business planning and financial sustainability are crucial in order to meet the challenges of the future. It is, therefore, our expectation that this strategic development process will propel the Society forward into the next several years.



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## OUR Mission

To provide physical, emotional, social and spiritual support to those individuals affected by a life-limiting illness.

### Our vision

The Cumberland County Hospice/Palliative Care Society strives to provide support and resources to all citizens of Cumberland County affected by a life-limiting illness and are hoping to live fully in a caring environment of their choice.

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## Our values

**Healing-** supports people to heal emotionally and spiritually

**Hope/Meaning-** assists people to find hope and assists the individual to find peace, purpose, and love.

**Dignity/Respect-** preserves the individual's dignity and self-esteem

**Integrity-** ensures a transparent and accountable organization



## Celebrating our past

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The CCHPCS has been assisting individuals of Cumberland County for 22 years. During that time, the Society has worked with the Palliative Care Resource Team and Continuing Care Program to provide medical equipment, nutrition, and emotional support to clients and their families. The Society has provided financial assistance for home care, transportation, and prescriptions. CCHPCS has maintained high standards in providing care and assistance to clients and their families, in a time of need. A strong volunteer program has allowed the Society to perform the administrative duties required for daily operation and host successful fundraising events.

By recognizing and celebrating our past accomplishments, the Society will be able to build a stronger platform to launch and support a strategic plan.

# Our Future

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The CCHPCS future will be one of strong leadership which will stimulate public and professional participation in the study and growth of the Hospice/Palliative Care vision. The Society will increase public understanding of the CCHPCS through a solid, strategic plan. Increasing cooperation with government services that share common goals will allow the Society to widen their scope of practice. The Society will operate a financially viable organization that participates and supports fundraising efforts to maintain current services and achieve the goal of a stand-alone hospice facility for the citizens of Cumberland County and the catchment area.

## Communication Model

CCHPCS will build a model to allow effective and efficient communication within the Hospice Society and with external stakeholders.

**We will fulfill our commitment to build an enhanced communication model through the following goals:**

- Determine objectives and roles of the communications team within the Society
- Create an internal communication strategy using e-mail, postal mail, and telephone to distribute information to the Board, Executive and Members
- Distribute articles about the Society into newsletters that are circulating in various organizations, such as community newspaper, community health boards, and VON newsletters
- Maintain an internal monthly newsletter that is accessible to all members through email, webpage, or social media
- Utilize SUMAC system to support all committees and track donations



# Strategic Priority 2

## Community Awareness, Education and Support

CCHPCS will enhance education and awareness to external stakeholders and community about the Hospice Society and their strategic directions.

**We will fulfill our commitment to education, awareness, and support through the following goals:**

- Maintain current support and provide services that allows the Society to meet evolving community needs
- Enhance the communities' education by creating a social media presence that promotes community awareness of the Society
- Create and maintain a website that allows all community members, partners, and donors to gain information regarding the Society
- Host seminars and education sessions to inform residents of Cumberland County of the current services offered by CCHPCS, how to access services, and the importance and need for increased hospice care

# Strategic Priority 3

## Board Recruitment

**CCHPCS will build a diverse, strong board structure that can address and support strategic priorities and objectives**

**We will fulfill our commitment to board recruitment through the following goals:**

- Identify the core competencies that are required to support the society's strategic direction
- Catalogue current skills of Board members to identify learning needs in core competencies
- Clarify leadership roles and responsibilities
- Identify accountability framework through an organizational flow chart
- Build on board-member knowledge and education through workshops and seminars that will identify national and local board governance changes that are required

# Strategic Priority 4

## Achieve Financial Sustainability

CCHPCS will create and implement a financial growth plan that supports current practices and future development of the Society through financial sustainability.

**We will fulfill our commitment to achieve sustainability through the following goals:**

- Increase revenue sources through a financial plan which will engage government support, introduce simplified donor giving opportunities, corporate giving campaign strategies, and fundraising activities
- Confirm funding and projection requirements to meet current and future needs
- Ensure a transparent and accountable society
- Build government and community support; recruit a campaign champion in order to launch a capital campaign

