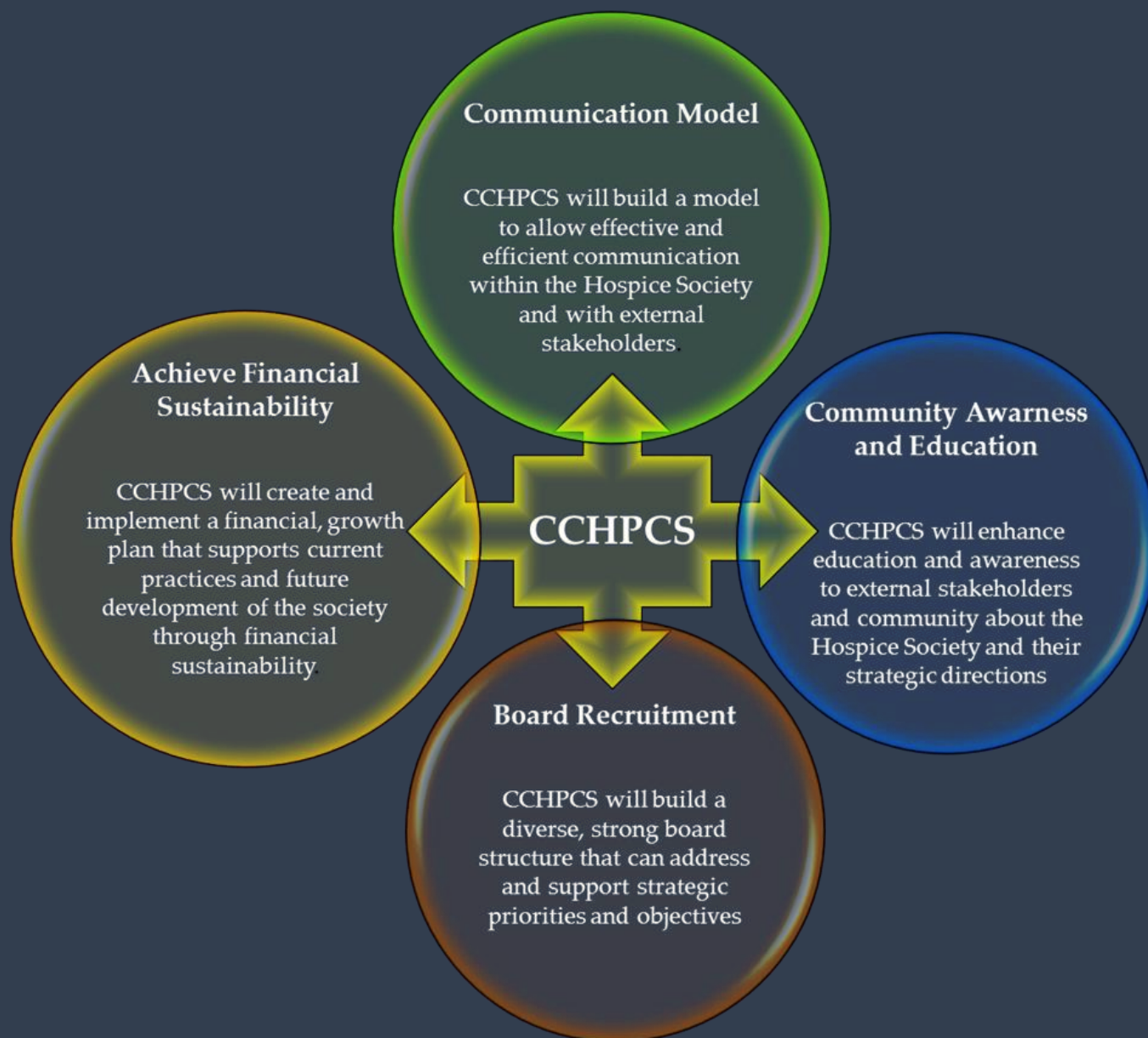


# COMFORT HOPE CARE

HEALING HOPE MEANING DIGNITY RESPECT INTEGRITY



## 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 strive to provide support and resources to all citizens of Cumberland County affected by a life-limiting illness and are hoping to live fully and die well in a caring environment of their choice.

- 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
- 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
- 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
- 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