



**DOCTORS
NOVA SCOTIA**

**HEALTHY
TOMORROW
FOUNDATION**

STRATEGIC PLAN 2019-2022

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VISION

Every Nova Scotian is inspired, informed and empowered to achieve wellness through active and healthy living.

MISSION

Helping to create a happy and healthy tomorrow for all Nova Scotians through movement.

VALUES

Inclusive | Kids First | Fun | Agile

INTRODUCTION

IN THE FALL OF 2019, the Doctors Nova Scotia (DNS) Healthy Tomorrow Foundation began developing its new strategic plan to guide the work of the foundation over the next three years. This document represents the priorities of the Foundation's Board of Directors.

STRATEGIC GOALS

1. TO SECURE SUSTAINABLE THREE-TO-FIVE-YEAR FUNDING FOR THE FOUNDATION'S MARQUEE PROGRAM – KIDS RUN CLUB.
 2. TO DIVERSIFY THE FOUNDATION'S FUNDING PARTNERSHIPS TO REACH 51% NON-GOVERNMENTAL SOURCES.
 3. TO SUCCESSFULLY EXPAND THE FOUNDATION'S SCOPE BY EMBARKING ON TWO NEW INITIATIVES THAT HELP NOVA SCOTIANS ACHIEVE WELLNESS THROUGH MOVEMENT.
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STRATEGIC PRIORITIES

1. BUILD THE FOUNDATION'S CAPACITY
2. DEVELOP AND DELIVER EXCEPTIONAL PRODUCTS
3. CREATE AND STRENGTHEN STRATEGIC ALLIANCES
4. EVOLVE KIDS RUN CLUB
5. ADVOCATE FOR A HEALTHY TOMORROW

STRATEGIC PRIORITIES



Strategic Priority I

BUILD THE FOUNDATION'S CAPACITY

Build a strong foundation for the organization to ensure we're positioned to fulfill our mission and achieve results.

- A. The DNS Healthy Tomorrow Foundation will define its identity by:
 - a. Defining the brand of the DNS Healthy Tomorrow Foundation;
 - b. Ensure the Foundation's fundraising strategy is focused on sustainable and diverse funding opportunities;
 - c. Strengthen the Board of Director's capacity through recruitment and training; and
 - d. Share the Foundation's story with the province.



Strategic Priority II

DEVELOP & DELIVER EXCEPTIONAL PRODUCTS

Honour the legacy of the Foundation's marquee program and expand our focus to seek new opportunities to develop and deliver products that enhance the well-being of all Nova Scotians.

- A. The DNS Healthy Tomorrow Foundation will explore the potential of products that increase movement across populations by:
 - a. Researching trends and opportunities that align with our values and serve diverse populations; and
 - b. Develop new programs in collaboration with our strategic alliances.



Strategic Priority III

CREATE AND STRENGTHEN STRATEGIC ALLIANCES

When we are connected to the broader community, we can support, encourage and learn from other organizations. Working collaboratively with like-minded organizations we can achieve results that may not have been possible if working alone.

- A. The DNS Healthy Tomorrow Foundation will nurture its relationship with Doctors Nova Scotia
- B. Strengthen and enhance relationship with government stakeholders
 - a. Continue to support the work of the Department of Communities, Culture and Heritage; and
 - b. Look for opportunities to partner with other provincial government departments.
- C. Expand relationships with like-minded non-governmental organizations
- D. Nurture our relationship with the communities that support and implement our programs



Strategic Priority IV

EVOLVE KIDS RUN CLUB

The DNS Healthy Tomorrow Foundation strives to inspire all children and youth in Nova Scotia to be healthier and more active.

- A. The DNS Healthy Tomorrow Foundation will ensure Kids Run Club continues to thrive by:
 - a. Ensuring awareness and growth are key priorities;
 - b. Nurture relationship with Regional Centres for Education, schools and physical activity leaders in the province;
 - c. Adapt girls-only program to respond to changing needs;
 - d. Look for opportunities to expand programing; and
 - e. Evaluate Kids Run Club and make recommendations for improvement.



Strategic Priority V

ADVOCATE FOR A HEALTHY TOMORROW

The DNS Healthy Tomorrow Foundation is passionate about the well-being of all Nova Scotians.

- A. We will advocate for a healthier tomorrow for all Nova Scotians by:
 - a. Defining what advocacy means for the Foundation; and
 - b. Creating an effective advocacy strategy that supports the work of the Foundation and its key partners.



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“Working together with communities and partners has enabled us to impact the lives of more than 16,000 kids in Nova Scotia. This is only the beginning – this strategic plan will enable us all to reach greater heights and expand our reach into more communities across Nova Scotia.”

DR. ALEX MITCHELL, CHAIR
DNS HEALTHY TOMORROW
FOUNDATION