



our Vision

Helping Families
Chase the clouds
away - every day.

Core Values

We focus on the critical
needs of children

We celebrate the
diversity of our people
and programmes

We value our heritage

We operate with
accountability and
transparency

our Mission

Helping support families
while their children
receive hospital care
- more than just a House.



STRATEGY MAP

-RESULTS-

OUR PURPOSE

MISSION:
HELPING SUPPORT FAMILIES
WHILE THEIR CHILDREN
RECEIVE HOSPITAL CARE
- MORE THAN JUST A HOUSE

CORE VALUES:
WE FOCUS ON THE CRITICAL
NEEDS OF CHILDREN
WE CELEBRATE THE
DIVERSITY OF OUR PEOPLE
AND OUR PROGRAMMES
WE VALUE OUR HERITAGE
WE OPERATE WITH
ACCOUNTABILITY AND
TRANSPARENCY

RESOURCES

CUSTOMER /
CONSTITUENT
PERSPECTIVE

INTERNAL
PROCESS
PERSPECTIVE

FINANCIAL
PERSPECTIVE

ORG. CAPABILITY
PERSPECTIVE

REACH
• EXPAND PROGRAMME
CAPABILITY
• INCREASE SERVICES

IDENTIFY AND
DEVELOP FUTURE
OPPORTUNITIES

GROW AND
DIVERSIFY
REVENUE BASE

ENHANCE BOARD
AND MANAGEMENT
CAPACITY

REPUTATION
• MARKET AND BRAND
POSITION

MAINTAIN
OPERATIONAL
EXCELLENCE

BUILD A DIVERSE
AND TALENTED TEAM

STAFF

VOLUNTEERS

RELATIONSHIPS
• SPONSORS/BUSINESS CLUB
• DONORS/SUPPORTERS
• ALLIANCES

EFFECTIVELY
MANAGE COSTS

INCREASE
TECHNOLOGY
CAPABILITY

