



**WYNDHAM
HEALTH
FOUNDATION**

Strategic Plan 2026 - 2028

A focused three-year plan to strengthen Wyndham Health Foundation as a trusted, sustainable and locally connected organisation, supporting better health outcomes for the City of Wyndham.

Supporting Wyndham | Advancing Care | Lasting Impact

Achievements

90% 2024-25 strategic objectives achieved

\$112k Strategic funding provided in 2024-25

2x Total fundraising in 2025-26 on the previous year

From Strategy to Future Impact



Rebuild, Connect, Build Impact

Rebuilt and relaunched WHF's presence, expand partnerships and increase community engagement and impactful initiatives.



Strengthen Foundations

Focus on DGR1/PBI structure, embedding governance processes, fundraising systems and delivering on the first three-year strategic plan.



Lead with Legacy

Establish WHF as Wyndham's leading health foundation, trusted for measurable community outcomes.

Funding Pillars - Mental Health | Chronic Health | Preventative health

Strategic Plan 2026 - 2028

Mission - Enhance healthcare in the City of Wyndham by providing strategic funding that improves the wellbeing of the community.

Vision - A community where every resident of Wyndham has access to healthcare services, supported by research, education and innovation.

Fundraising Capacity

Strategic Outcome: Significantly increase sustainable fundraising capacity, through diversification & partnerships.

- Build a balanced fundraising portfolio (events, corporates, grants, individuals).
- Establish and grow WHF's bequest program as a cornerstone of long-term sustainability.
- Secure and maintain DGR1 status to unlock tax-deductible giving and major gifts.
- Reduce over-reliance on large community-run events by diversifying revenue streams.
- Develop structured donor stewardship and recognition programs to grow repeat giving.
- Establish a corporate and philanthropic partnership framework.
- Ensure fundraising growth aligns with and supports WHF's programmatic and research ambitions.

Brand Profile & Stakeholder Relations

Strategic Outcome: Raise WHF's profile across Wyndham and build strategic relationships to amplify impact.

- Develop and embed WHF's brand narrative across all platforms, leveraging the single bequest that started WFH.
- Grow WHF's profile through iconic events (Health Festival) and consistent storytelling, including highlighting measured impacts.
- Increase awareness across multicultural communities.
- Build trust with healthcare providers, corporates, and civic leaders.
- Strengthen and retain WHF's volunteer and ambassador networks.
- Secure media presence and recognition as Wyndham's health foundation.
- Ensure fundraising growth aligns with and supports WHF's programmatic and research ambitions.

Community Engagement & Education

Strategic Outcome: Deepen WHF's connection with the Wyndham community through engagement, education, and co-designed initiatives that improve health literacy and empower people.

- Develop and deliver community health education programs (preventive health, mental health awareness, chronic disease management, family wellbeing).
- Build signature engagement platforms (e.g. Health Festival, multicultural forums) as iconic, must-attend events for Wyndham.
- Strengthen community partnerships with schools, cultural groups, faith organisations, and grassroots networks.
- Establish a community advisory group to ensure lived experience informs WHF's funding and projects.
- Collect and share community health insights (via consultation and surveys) to guide WHF priorities and advocacy.
- Leverage technology (low- and high-tech) to increase access to WHF programs and information.
- Establish Board sub committees to extend the reach of the Foundation.

Partnerships, Research & Impact

Strategic Outcome: Position WHF as a trusted, evidence-based foundation through strong partnerships, research collaborations, and rigorous evaluation of our impact.

- Expand funding partnerships beyond Mercy to include multiple hospitals, health services, and community providers across Wyndham.
- Formalise partnerships via MoUs with health, education, and community organisations.
- Support and co-deliver research and innovation projects with universities and health agencies, including a research based report on health needs across Wyndham.
- Develop and embed an evaluation framework for all funded projects and WHF programs.
- Measure and share WHF's impact, including a publishing an annual Impact Statement and Health Impact Report to share outcomes and influence local planning.
- Leverage partnerships to secure co-funding and extend WHF's reach.
- Strengthen Governances practices

Values - Equity | Collaboration | Transparency | Diversity | Accountability