



Strategic Plan 2026-2029

Our Mission Enhancing the comfort, dignity, and quality of life for those living with or affected by life-threatening illness or grief.

Our Vision To be the regional leader for the delivery of hospice palliative care and grief and bereavement support in Peterborough City and County.

Strategic Priorities:

Trusted Leader in Hospice Palliative Care

As the sector evolves, Hospice Peterborough will continue to be a trusted regional leader in the delivery of excellent hospice palliative care and grief and bereavement support.

Exemplary Programs and Services

Hospice Peterborough is committed to providing seamless, evidence-based, high-quality care that honours the whole person and their loved ones.

Organizational Excellence

We are committed to ensuring that our staff and volunteers are equipped with the resources needed to deliver high-quality programs and services for our clients and their families.

Financial Sustainability

We are committed to transparent fiscal management and thoughtful resource development to ensure that every dollar received is used with integrity to deliver compassionate, high-quality care and expand our reach to serve more individuals and families in our community.

As we move forward, we remain steadfast in our commitment to continuous quality improvement, thoughtful evaluation, and a renewed commitment to our mission, vision, values, and our Philosophy of Care.

We are energized to continue our work as your community hospice.

Marie Hynes
President, Board of Directors

Hajni Hös
Executive Director



Check out the next page
for more information!





Strategic Plan

2026-2029

To ensure our continued excellence and ability to respond to emerging needs, Hospice Peterborough has reviewed and updated its strategic plan to guide us through the next three years. Our strategic priorities remain the same, but our objectives have been updated to reflect current realities and future opportunities. We have renewed our commitments to, and are grounded in, our mission, vision, and values, as well as our Philosophy of Care.

Strategic Priority 1: Trusted Leader in Hospice Palliative Care | Objectives:

- I. Continue to strengthen existing partnerships with community organizations, including those serving diverse and rural populations.
- II. Continue to actively participate in planning discussions related to the health systems sector, in particular with the Peterborough Ontario Health Team and Hospice Palliative Care Ontario.
- III. Empower Board members and volunteers to be champions of hospice palliative care as well as grief and bereavement support through storytelling and community engagement.

Strategic Priority 2: Exemplary Programs and Services | Objectives:

- I. Continue to strengthen, evolve, and evaluate existing programs and services to ensure they meet the changing needs of our community and exceed expectations.
- II. Explore opportunities for new or enhanced programs and services, including respite bed options.
- III. Explore effective means to increase awareness of programs and services within the community.
- IV. Explore enrichment activities for those receiving care in Hospice.

Strategic Priority 3: Organizational Excellence | Objectives:

- I. Invest in staff through ongoing training, professional development, and team building that supports recruitment, retention, and builds a positive and trusting team culture. Provide fair and sustainable remuneration and comprehensive staff supports that enable team members to thrive professionally and personally.
- II. Support volunteers with excellent training and fulfilling work experiences.
- III. Maintain accreditation by Hospice Palliative Care Ontario.
- IV. Regularly review and update Hospice Peterborough's policies and procedures, including governance, financial, operational policies and procedures, and cyber security risks.
- V. Enhance and improve our data collection and impact measurement to better communicate the value and outcomes of our programs and services to our community.

Strategic Priority 4: Financial Sustainability | Objectives:

- I. Continue to nurture strong relationships with donors and funders and maintain a strong community profile through active communication and engagement, with attention to wealth transfer trends and cultivating donor relationships.
- II. Continue to evaluate fundraising and fund development activities to ensure they are effective at meeting resource development goals and are in line with best practices.
- III. Grow the Legacy Fund, with a goal of reaching \$5 million, to support long-term sustainability.
- IV. Continue to refine financial efficiency and sustainability in response to potential economic uncertainty.

To read the full strategic plan, visit hospicepeterborough.org