

Healing Hand Foundation Strategic Plan 2018-2021

Mission

Healing Hand Foundation is a charitable organization that provides assistance to help meet some of the unfunded medical and health care related needs of SEARHC beneficiaries and veterans.

Vision

Healing Hand Foundation is widely known as an invaluable partner in creating healthy Southeast Alaskan communities through its commitment to individual well-being of body, mind and spirit.

Strategic Goals

- **Increase awareness of the impact of the Healing Hand Foundation**
 - i. Recipients & donors share stories
 - ii. Outreach to millennials (i.e. interactive donor campaigns)
 - iii. Branding including increased visibility outside of Jnu and Sitka
 - iv. Improve mission statement
 - v. More consistent donor communication
 - vi. Expand/emphasize employee giving

- **Increase collaboration and partnerships around creating healthy communities**
 - i. Stronger partnerships with organizations with similar missions
 - ii. Partner with Native organizations outside of Juneau
 - iii. Collaborate with other groups to do a fundraiser

- **Strengthen the existing infrastructure of the Healing Hand Foundation**
 - i. Develop a desk manual
 - ii. Define roles, expectations of board members
 - iii. Clarify SEARHC steering committee responsibilities and process

- **Expand the types of eligible requests**
 - i. Substance abuse/mental health
 - ii. Prevention
 - iii. Non-Western medicine