



Healthy Tomorrow Foundation

STRATEGIC PLAN 2023–28

OUR VALUES Inclusive | Fun | Agile

DOCTORS
NOVA SCOTIA
**HEALTHY
TOMORROW
FOUNDATION**

STRATEGIC PLAN
2023–28

VISION

All those living in Nova Scotia (Mi'kma'ki) are inspired, informed and empowered to enhance their wellness through active and healthy living.

MISSION

Helping to create a happy and healthy tomorrow for all those living in Nova Scotia (Mi'kma'ki) through movement.

VALUES

Inclusive | Fun | Agile

INTRODUCTION

The Healthy Tomorrow Foundation (HTF) was created by doctors in 2018. Since then, the foundation has evolved, growing and launching new programs and initiatives that impact the lives of all those living in Nova Scotia (Mi'kma'ki). Our new five-year strategic plan will guide our future work. In developing the plan, we consulted with and collected input from community partners, funders, HTF staff and board members.

STRATEGIC PRIORITIES

Woven into the work of the HTF is a commitment to working with community partners and funders to address systemic barriers to wellness, such as racism, poverty and ablism, so that all those living in Nova Scotia (Mi'kma'ki) have opportunities to enhance their well-being through movement. The HTF is committed to increasing representation and correcting historic disadvantage by creating opportunities for underrepresented groups within the HTF and its initiatives.

The HTF is committed to using an equity, diversity, inclusion and accessibility lens as it strives to achieve these priorities:

- 1. Build the foundation's capacity**
- 2. Develop and deliver exceptional movement programs and initiatives**
- 3. Expand and strengthen strategic relationships**
- 4. Advocate for a healthy tomorrow through movement**

STRATEGIC PRIORITIES



Strategic Priority 1

BUILD THE HTF'S CAPACITY

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

The HTF will:

- Continue to build awareness of the HTF brand and position the foundation as the expert on promoting movement for all those living in Nova Scotia (Mi'kma'ki);
- Ensure the foundation's fundraising strategy is focused on sustainable and diverse funding opportunities, while recognizing the importance of existing funding partnerships;
- Develop an equity, diversity, inclusion and accessibility strategy that supports learning and addresses inequities;
- Create a workplace of excellence that offers a culture of support where staff can thrive and innovate;
- Strengthen the capacity of the Board of Directors through strategic recruitment and training; and
- Develop evaluation mechanisms to ensure continued improvement of partnerships, programs and initiatives.

Strategic Priority 2



DEVELOP AND DELIVER EXCEPTIONAL MOVEMENT PROGRAMS AND INITIATIVES

Honour the legacy of the foundation's marquee program (Kids Run Club), enhance existing programs and initiatives, and seek strategic opportunities that enhance the well-being of all those living in Nova Scotia (Mi'kma'ki) through movement.

The HTF will continue to explore the potential of evolving existing programs and creating new initiatives that increase movement across populations by:

- Identifying trends and opportunities that align with our values and serve diverse populations;
- Collaborating with strategic partners on identifying and addressing program gaps;
- Developing new programs and initiatives in response to the previous two items; and
- Ensuring all programs and initiatives have a mechanism for tracking impact and identifying strengths and weaknesses.



Strategic Priority 3

EXPAND AND STRENGTHEN STRATEGIC RELATIONSHIPS

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.

To support these important connections, the foundation will:

- Nurture its relationship with Doctors Nova Scotia and its members;
- Strengthen and enhance relationships with government and funding partners;
- Enhance and expand relationships with stakeholders and organizations that help the foundation live its commitment to equity, diversity, inclusion and accessibility; and
- Nurture relationships with the organizations and communities that support and implement HTF programs.



Strategic Priority 4

ADVOCATE FOR A HEALTHY TOMORROW THROUGH MOVEMENT

The HTF is passionate about the well-being of all those living in Nova Scotia (Mi'kma'ki).

We will advocate for a healthier tomorrow for all those living in Nova Scotia (Mi'kma'ki) by:

- Defining what advocacy means for the foundation;
- Creating an effective advocacy strategy that supports the work of the foundation and its key partners; and
- Taking an equity, diversity, inclusion and accessibility approach to advocacy efforts, which includes seeking to support, highlight and understand the work of equity-deserving groups.



Healthy Tomorrow
Foundation | CREATED
BY DOCTORS

“The Healthy Tomorrow Foundation has achieved more than what we thought possible since its inception in 2018. As we look to the future, the 2023-28 plan connects us more deeply with our mission, values and priorities. We are inspired to do the transformational work of creating a culture of movement in Nova Scotia (Mi'kma'ki) with support from communities, partners and government.”

DR. ALEX MITCHELL, CHAIR
HEALTHY TOMORROW FOUNDATION

