



CORE VALUES

DIVERSITY

At NHF our mission is to serve those affected by all inheritable bleeding disorders. We are committed to our employees as well as those we serve. To do so, NHF seeks and values those qualities, both visible and invisible, that makes individuals unique. We strive to be a safe place where regardless of age, color, disability, gender, gender identity, gender expression, family status, national origin, race, ethnicity, or sexual orientation, you are heard, empowered and valued. We believe that every person's unique perspective and experience helps us advance our mission.

ACCOUNTABILITY

Accountability is accepting responsibility for your actions and being willing to be answerable to the outcomes of your choices, decisions, and actions. Accountability equates to living in integrity – being honest in thoughts, words, and actions.

A culture of accountability means we can build trust as we know then that we can depend on our team members to keep their word. We perform better, we get honest feedback from others, and we can be expected to meet firm deadlines for important tasks.

SERVICE

As a research, advocacy, and education organization, we are in continuous contact with community members, stakeholders, and peers who depend on us for all sorts of information. At NHF, being of service is a constant. The very definition of service; an act or a variety of work done for others, helps demonstrate behaviors where we set aside our preoccupation with ourselves and turn our focus outwards, towards others.

COLLABORATION

A group of individuals has more power and impact than a single person. When we collaborate, we work together to form solutions and ideas that advance the mission. We come to a common, shared understanding of what success looks like and we strive for it. We foster the ability to share information, become more productive, and learn from each other. When we collaborate with each other, we build healthier relationships and engage more deeply with our mission and goals.

SUPPORT

A supportive work environment is one where everyone's role and emotional, physical, and mental well-being is valued. When we feel valued, we are more likely to perform better and are more committed to the mission of our organization.

STRATEGIC FOCUS AREAS

1. GROW LEADERSHIP

Expand resources available to the Nevada Chapter by investing in the growth and capability of the Board of Directors.

2. DIVERSIFY REVENUE

Foster sustainability of the Nevada Chapter's ability to serve the Nevada Bleeding Disorders community by diversifying revenue.

3. ENHANCE COMMUNICATION

Promote awareness and strengthen the Nevada Chapter's activities through the use of a communications plan.

4. INCREASE IMPACT

Increase the measurable impact of programs and the effective use of resources to maximize the Nevada Chapter's ability to meet its mission.

VISION

A world without inheritable blood disorders

MISSION

The National Hemophilia Foundation (NHF) is dedicated to finding cures for inheritable blood disorders and addressing and preventing the complications of these disorders through research, education, and advocacy people and families to thrive.

Advocacy

Ensure patient access to comprehensive care that meets state-of-the-art standards of care for people with bleeding disorders.

Research

Foster scientific and technological innovations, define patient-important science and innovation to find better treatments and cures for inheritable bleeding disorders.

Education

Inform stakeholders of discoveries and key issues facing the community while empowering communication and increasing transparency between stakeholders.



1. GROW LEADERSHIP

Expand resources available to the Nevada Chapter by investing in the growth and capability of the Board of Directors.

Year One:

- Increase board member accountability by adopting systems of that promote understanding of board role, transparency on board member commitment, and progress toward reaching board goals.
- Improve board member effectiveness by adopting a board communication platform that facilitates ease of communication in between and in preparation for board meetings.
- Invest in board member professional growth by creation and implementation of a board member education program.
- Expand board by prioritizing board recruitment as a core function of the board.
- Expand resources and sustainability of NHFNV by prioritizing fund development as a core function of the board.

Year Two:

- Review board accountability and communication systems for effectiveness.
- Continue to invest in board member professional growth through an education program.
- Continue to prioritize board recruitment and fund development as a core function of the board.
- Invest in recruitment of committee members to support board candidate recruitment efforts.

Year Three:

- Engage in strategic planning to prepare for 2024-2026 strategic plan

Year One Outcomes:

	100% of Board Members meet commitment expectations as defined by the board member commitment form.	Measured quarterly. Achieved by 12/31/2021
	100% of board members communicate via communication platform on a monthly basis	Measured quarterly. Achieved by 12/31/2021
	100% of board members indicate improved understanding and skills related to their role after participating in the education program.	Measured after each education component. Achieved by 12/31/2021
	Board has a minimum of 5 active members in good standing	Measured by board commitment forms. Achieved by 12/31/2021
	At least five candidates start the board application process.	Measured by board application submissions. Achieved by 12/31/2021
	100% of board members actively engage in fundraising efforts as defined by board commitment forms	Measured quarterly. Achieved by 12/31/2021



2. DIVERSIFY REVENUE

Foster sustainability for the Nevada Chapter's ability to serve the Nevada Bleeding Disorders community by diversifying revenue.

Year One:

- Increase profitability of special events by:
 - Leveraging volunteers and staff team
 - Establishing a plan to have positive net proceeds of cycling event in three years
 - Increasing total number of individual donors and individual giving revenue
- Focus on cultivation of donors
 - Establish education communication plan for first time donors to sell them on mission
 - Create and adopt a strong year-long donor cultivation plan
- Increase donor base by actively seeking and engaging new donors, analyzing lapsed donors, and activating contacts into donors.

Year Two:

- Introduce a major gifts program that incorporates major gift potential donors at special events
- Engage local businesses in development program
- Continue to increase profitability of special events by engaging volunteers and increasing individual giving
- Continue to engage in donor stewardship to promote donor engagement and growth of individual giving

Year Three:

- Introduce a planned giving program into development plan
- Implement a giving society as part of development plan

Year One Outcomes:

	Functioning development and special event committees actively support development plan.	Measured quarterly. Achieved by 12/31/2021
	5% increase in number of individual giving donors in 2021 over 2020.	Measured quarterly. Achieved by 12/31/2021
	5% increase in individual giving revenue in 2021 over 2020.	Measured quarterly. Achieved by 12/31/2021
	Net proceeds from special events increases by 5% in 2021 over 2020.	Measured quarterly. Achieved by 12/31/2021



3. ENHANCE COMMUNICATION

Promote awareness and strengthen the Nevada Chapter's activities through the use of a communications plan.

Year One:

- Incorporate public relations into strategies for events, development, programs and outreach in order to raise awareness and support success of NHFNV's activities
- Establish and communicate strategic plan to a wide audience

Year Two:

- Assess public relations approach to increase targeted impact and broad awareness
- Communicate progress on strategic plan to a wide audience
- Create succession plan
- Create crisis communication plan

Year Three:

- Communicate progress on strategic plan to a wide audience
- Continue to evaluate public relations approach

Year One Outcomes:

	Hire a PR company to provide strategic communications on NHFNV activities	Achieved by Q1 2021
	Finalize Strategic Plan	Achieved by Q1 2021
	Communicate strategic plan to stakeholders through web, email, and social media	Achieved by Q2 2021
	Review impact of PR contract on awareness and NHFNV's activities to determine measurable results	Reviewed quarterly. Achieved by 12/31/2021



4. INCREASE IMPACT

Increase the measurable impact of programs and the effective use of resources to maximize the Nevada Chapter's ability to meet its mission.

Year One:

- Continue to meet the needs of the community through a combination of high impact events, leadership opportunities, advocacy, and direct service.
- Fine tune program impact tracking to include leadership roles, targeted groups, and patient surveys.
- Continue to incorporate Hispanic Outreach into existing programs and services to provide an inclusive experience.
- Create an outreach program to engage newly diagnosed families.
- Establish a more comprehensive approach to public awareness raising.

Year Two:

- Continue to meet the needs of the community through a combination of high impact events, leadership opportunities, advocacy, and direct service.
- Report on program impact benchmarks periodically throughout the year.
- Continue to incorporate Hispanic Outreach into existing programs and services to promote inclusivity.
- Review approaches to outreach and awareness programs
- Create and implement a plan to educate providers and key contacts (i.e. school nurses, ER staff)

Year Three:

- Continue to meet the needs of the community through a combination of high impact events, leadership opportunities, advocacy, and direct service.
- Provide regular reporting on program impact benchmarks.
- Explore ways to incorporate outreach to other groups to promote inclusivity.
- Continue to evaluate and improve outreach and awareness programs

Year One Outcomes:

Participant surveys reflect 85% or higher that program goals are met by offered programs.	Reviewing quarterly. Achieved by 12/31/2021
80% of mailed materials and e-newsletters offer Spanish translated version.	Reviewed quarterly. Achieved by 12/31/2021
100% of participation in events, assistance, and leadership roles are recorded in bloomerang	Reviewed monthly. Achieved by 1/31/2021
100% of new referrals receive a welcome kit	Reviewed quarterly. Achieved by 12/31/2021
Public awareness impact is tracked monthly	Reviewed monthly. Achieved quarterly.