

Where we're heading 2021-2024

Our story

We're passionate about the heart health of all people living in New Zealand.

We want people and whānau to live long and healthy lives, free of heart disease and safe from the sudden loss of a family member.

We've come a long way since a small, dedicated group of cardiologists got together more than 50 years ago and created the Heart Foundation.

Enabled by the support of our donors, we've helped to fund world-class research and specialist training for New Zealand cardiologists, a cornerstone of our work.

The development of new interventions and treatments and the pace at which our knowledge and understanding of heart health have accelerated.

Since we started our work, there's been a 75 per cent reduction in deaths from heart disease, but one preventable death is still one too many.

Today, we're New Zealand's heart charity. Our people across the country and the generosity and participation of donors and volunteers are what sustains our work.

But challenges remain - heart disease is still New Zealand's single biggest killer and outcomes for heart health are not equitable.

We still have a way to go.

Life-saving heart research makes a difference. Enabling tens of thousands of people with heart disease to live well and access care makes a difference. Engaging with people and whānau about heart health and positive lifestyle choices makes a difference.

For us, it's all about helping people.

What gets us up and going every day is striving to improve the heart health of every New Zealander.

Working towards our vision - **Hearts fit for life.**



OUR VISION

Hearts fit for life

OUR PURPOSE

To stop all people in New Zealand dying prematurely from heart disease and enable people with heart disease to live full lives



STRATEGIC THEMES



Strategic themes and objectives

Constantly striving to improve the heart health of every New Zealander

- Engage all New Zealanders in the heart health cause
- Lead and fund life-saving research as New Zealand's heart charity
- Improve equitable outcomes for priority populations - Māori, Pacific and South Asian.

Optimise our service delivery and secure and grow partnerships to promote and deliver heart health

- Grow our evidence base
- Collaborate and innovate to close the evidence-action gap
- Develop and deliver relevant services and programmes to have a positive, measurable impact
- Develop new strategic partner relationships
- Support world class clinical care for people with heart conditions
- Lead, influence and direct research in heart health.

Work with people, whānau and communities in ways that improve their lives

- Connect with communities, whānau, people to understand future needs
- Engage with people and whānau about heart health and support them to live well
- Enable people with heart conditions and their whānau to live well and access care
- Increase engagement and loyalty for donors and volunteers
- Invest in brand to grow support and engagement with our charitable purpose.

Grow and diversify revenue, ensure financial stability

- Deliver value from financial and physical resources to achieve our purpose
- Develop new funding and diversify revenue streams
- Actively manage finances to sustain future, inter-generational impacts.

Have the right people and provide them with the right tools for us to be successful

- Change the narrative to heart health and/or manawa ora
- Develop and nurture a values-based, high-performing organisation culture
- Size, configure and diversify the workforce to align with the needs of people, whānau and communities
- Develop people, build skills and competencies
- Use technology and resources to improve efficiency and create value.