

OUR VISION

A COMMUNITY WHERE EVERYONE CAN BENEFIT FROM THE BEST HEALTHCARE IN THE UK.

OUR POSITIONING

We are a leading healthcare charity of choice for donations in the community.



OUR PROMISE

We will ensure that funds, however big or small, are used to the best effect to make a positive difference to our community's healthcare.

Making charitable donations work as hard as possible for everyone.

Goal: Improve the care of 1 million patients in the next 5 years.

Being synonymous with effective and targeted fundraising.
Goal: Increase and retain donor levels by 10% year on year for the next 5 years.

Being the go-to organisation for everyone who wants to support and enhance our local NHS through charitable giving.

Goal: Investment target of £3m over 5 years.

OUR AMBITIONS

OUR MISSION

We inspire, engage and channel the charitable intent of people, helping them to donate and make a real difference to the quality of people's healthcare where it really matters.

OUR VALUES

We're passionately caring

We care about people – they're more than just patients to us. We're passionate about making their healthcare experience the best it can possibly be.

Our reason for being is...

BECAUSE SMALL CHANGES MAKE A BIG DIFFERENCE

We're collaborative

We proactively engage and work in partnership with people in our local community. We're supportive and share our expertise and knowledge to enable them to achieve their goals.

We're open and transparent

We're honest and clear about what we do, and the difference raised funds make to our local community. We're transparent about where donations are directed and spent. We're proud to honour the dedication of our donors and fundraisers, by ensuring that the funds they raise are used in the most effective way possible.

Our core message

Your donations, however big or small, will make a difference to the quality of people's healthcare.

Supporting messages

We understand what the community's services need and where fundraising can make a real difference.

We help donors to maximise the impact of their efforts and the funds they raise.

We know we're here to enhance NHS services – not to replace statutory funding.

OUR KEY MESSAGES



THE HEALTH TREE FOUNDATION

Small changes. Big differences.

healthtreefoundation.org.uk

Northern Lincolnshire and Goole 
NHS Foundation Trust