

Rooftop Foundation Inc

Strategic Plan
2018-2020



Our mission

Supporting regional families with affordable relief accommodation at times of medical needs



Our purpose

We broker relief accommodation projects.

We offer support to families when they are away from home due to a loved one having medical treatment.

We understand the impact chronic illness and medical treatment has on the quality of life of a family and we want to make a difference. We raise funds to construct relief accommodation in Canberra for use by those travelling here for medical treatment or rehabilitation.

We also encourage the government, businesses, private and community organisations to work with us to design, develop and build these facilities to be affordable, sustainable and familiar for regional families to use. Our goal is also to inform and educate the community about this need.

Our strategic priorities

2018- 2020

Advocacy and Engagement

Profile our activities online, on social media and with traditional media to raise our profile/funds for our construction projects

Expand our networks, take every opportunity to develop and share our business knowledge

Research 'better practice' accommodation options that support holistic health outcomes for patients

Our projects

Test and review our construction project criteria/designs to ensure our infrastructure will meet our clients' ongoing needs.

Expand our network of construction specialists/ project partners to inform the design and development of our projects

Build our first business case, using 'intel' from others and design a pilot project

Events and Partners

Expand our program of events to encourage people to donate, partner and support our work

Develop clear fundraising options to draw attention to our cause

Develop partnership packages and approach new groups

Business capability

Test our business model and case study other national and international business models, to remain relevant as a service provider

Ensure our systems and practices meet better practice accommodation provision for medical situations

Build a culture of partnerships to deliver relief accommodation

Offer suitable support and facilities at the right time

Increase access to relief accommodation by those with medical needs

Reduce the stigmatism of 'help seeking' by those in need of relief accommodation

Innovation and Quality

Embed strong governance practices through robust business frameworks

Continue to build evidence about the need for our services through research and informed partnerships

Consider environmental impacts in our Project designs

Skilled People

Build our paid/volunteer workforce capacity and board positions through targeted recruitment.

Encourage mentoring of staff and board by skilled and respected community members

Seek out skilled community members to be a 'circle of influence' for our group

A roof overhead when health is the focus

Our story

Rooftop Foundation has been in operation since 2009 with a focus to ensure affordable accommodation is available for people in need.

By 2014, homelessness was finally getting community attention but we noticed a latent need. Regional families were struggling to find low cost relief accommodation when travelling for non-critical medical treatment. Knowing this, a further journey began for Rooftop.

Since then, we have hosted community events to profile the issue of affordable relief accommodation, connected with local community groups that share our concern, and explored the regional need for such services.

Rooftop Foundation is an Australian benevolent institution located in Canberra that works to support regional families to cope emotionally and financially when travelling for medical treatment. We achieve this through brokering relief accommodation – through partnering to construct or repurpose a site, or negotiate alternate accommodation options through our partners.

We are only one of a few organisations working for this purpose in Canberra.

A roof overhead when health is the focus



Rooftop Foundation Inc

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It is our goal to be the preferred broker of low cost accommodation options for those in need, when travelling to Canberra for medical treatment.

Our Values

Empowerment – We inspire others in our work through our vision to help others in their time of need. We empower others to work towards our mission and lead by example.

Compassion – We demonstrate empathy to others, seeking to understand their perspective when supporting them. We accept and respect others for who they are, supporting them as we work towards our goals.

Excellence – We strive to go above and beyond, seeking out the best solution to a problem. By seeking connections to the best people, growing strong partnerships and using solid processes, we want to deliver quickly and well.

Integrity – We act according to our values, in an honest and transparent way. We are accountable for our decisions and the way we engage with others.

Fairness – We stand up for what we believe in, persevering despite adversity. We take calculated risks, learn quickly from others and think outside the square.

Business Facts

- * The Rooftop Foundation was established in 2009 as a benevolent institution.
- * Our golf day and gala dinner are our main fundraisers, bringing hundreds together to support our cause.
- * In 2017/18, we are expanding our range of community events to raise our profile and encourage a broader support base.
- * By 2020, we want our first project completed, through strong community partnerships
- * By 2022, we want to be known as a supporter of regional families in need