



SAINT LUKE INSTITUTE

STRATEGIC REVENUE FRAMEWORK

Healing Hearts, Renewing Hope: 2030

Sustainable Revenue Growth

Meeting and exceeding operational costs in service of the Church

New & Expanded Programs

Responding to emerging needs with fidelity and innovation

- ✚ Innovative clinical and formation offerings
- ✚ Expanded delivery models and audiences
- ✚ Programs aligned with mission and charism

Increased Census & Client Diversification

Broadening access while strengthening stability

- ✚ Broader referral sources
- ✚ Expanded demographic and vocational reach
- ✚ Reduced reliance on any single payer or population

Multifaceted Mission Advancement

Stewardship in service of healing

- ✚ Philanthropy and donor engagement
- ✚ Institutional partnerships and grants
- ✚ Mission-centered storytelling and visibility

REINFORCING AND SUSTAINING THE MISSION OF HEALING