



Exceptional CARING

The RMHF Gratitude Report

Our Mission:

"Inspire donor support for Ross Memorial Hospital and ensure gifts are used effectively and responsibly to improve local healthcare."

Our Vision:

Exceptional support for exceptional care.

Summer 2014

What's Inside:

"Operation: Exceptional Care" impacts the OR

Scotiabank's MRI pledge touches a team member

Local Legions show their loyalty to RMH patients



Auxiliary completes MRI pledge 1 year early ...

Imagine!

In 2010, the RMH Foundation launched its "Imagine the Future" campaign, with a goal to raise \$5.8 million to help the hospital purchase an MRI and new CT scanner for local patients. The RMH Auxiliary stepped up and became the lead organizational donor, pledging \$750,000 over five years.

During the Auxiliary's Annual General Meeting on June 9th, members of the Auxiliary made the final payment to its Imagine pledge **one year early**.

"Every volunteer plays a role in the Auxiliary's mission to enhance patient care and raise funds for the hospital," said John Albin, President of the RMH Auxiliary. "So to present the final payment of our Imagine the Future pledge — \$225,000 — it was important that all volunteers take part."

The volunteers formed a line in the hospital cafeteria and passed a big cheque from volunteer to volunteer until it reached the front where it was presented to Foundation and Hospital representatives, including Foundation Executive Director, Erin Coons.

"In 2010, we had some of the longest MRI wait times in the province," said Coons. "Now, thanks to the generosity of donors such as the Auxiliary, we can meet our patients needs in a timely fashion—right here at home. We've even been able to add services, such as Cardiac CT Angiography and MRI Breast Imaging. The members of the Auxiliary are true champions of the Ross."





Dr. Bert Lauwers, Chief of Staff, and Paul McPherson, Board Chair, launch the Spring Appeal to help purchase new OR tools for RMH patients.

Have you ever had an operation at the Ross?

Every year, approximately 7000 procedures are performed in the RMH operating rooms.

This year, the hospital needed to replace the precision tools that a surgeon inserts through a laparoscope to perform surgeries such as gallbladder removal and bowel resection. Also on the priority list was an OR table and two scopes used in gynecological procedures.

The cost of these tools totals \$94,080 which is not covered by provincial health funding. That's why the Foundation made this effort the focus of its annual spring appeal.

"I'm proud of the expert care our patients receive in the OR, and of the experienced team in which they place their trust," said Dr. Bert Lauwers, Chief of Staff at RMH and signatory of the appeal letter. "In order to provide this level of care, we need to keep the best tools in the best hands. Our team is incredibly skilled, but we need help from the community to ensure our equipment is also ready to perform."

Thanks to donors' exceptional generosity, the fundraising goal has been met!

Royal Canadian Legion Grant benefits care in the OR

The Foundation is exceptionally grateful for the support of the Royal Canadian Legion Ontario Provincial Command Branches and Ladies' Auxiliaries Charitable Foundation.

On April 14th, Harold Jessup, local Branch President, and John Sherman, 3rd Vice President, presented a cheque for \$6370 to Erin Coons, Executive Director of the RMH Foundation.

The funds will help the hospital to purchase an automated instrument rinsing system and infra-red scope for the operating room.

"We sincerely appreciate the support Royal Canadian Legion Ontario Provincial Command Branches and Ladies' Auxiliaries Charitable Foundation has provided to our hospital and to the patients we serve in the City of Kawartha Lakes," said Coons.



John Sherman and Harold Jessup present the Royal Canadian Legion grant to Erin Coons of the RMHF.

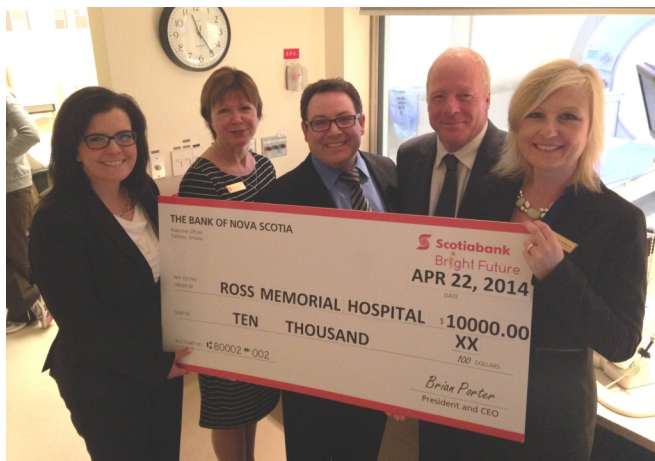
Scotiabank's Imagine pledge touches a team member

As an employee, Andrea Harrington was proud that Scotiabank was making a pledge to help RMH buy an MRI. That was before she needed an MRI to rule out a neurological problem.

"The people were great," Andrea said. "They were very professional and helpful when you're anxious. It was very convenient, too. I didn't have to take the whole day off work. And the results were sent to my doctor immediately. She called me right away so I wouldn't be stressed out anymore."

"It's so wonderful that Scotiabank played a big part in the MRI campaign, so people don't have to go to unfamiliar hospitals for care when they're already sick and worried."

Andrea joined Branch Manager Greg Clements, Kreg McKenzie and Diane Bosnell to present



Scotiabank's first pledge payment of \$10,000 to Erin Coons of the RMH Foundation on April 22. This is the first of five annual payments toward the bank's \$50,000 pledge.

"We're so grateful for the Scotiabank's commitment to local healthcare," said Coons. "Since the MRI was installed in 2011, it has been impacting patients' lives, and thanks to the advanced capabilities of our new CT scanner, our physicians are able to diagnose patients faster than ever."

Lions are Loyal Knights

The Coboconk Lions Club is committed to the Lions International crusade to improve vision care. At its meeting on May 15th, club members Mark Allen, President Glenn Houghton, Murray Walker and Peter Visser presented a cheque for \$1000 to Paul McPherson, Chair of the RMH Foundation's Board of Directors.

The donation will benefit patients in the Ross Memorial's Ophthalmology department, where cataract surgery is performed. In recent years, the Eye Suite has undergone significant enhancements which have improved patient flow, reduced patient wait times and improved efficiency. RMH ophthalmology patients have some of the shortest wait times in the province.

"We're very grateful for the support of the Coboconk Lions," said McPherson. "Their generous donation will directly impact patients at the Ross, improving their eyesight and their quality of life. What an incredible gift."

Wet weather on May 2nd didn't discourage participants from the annual Walk of Life. A total of 92 people took part, including 58 patients and 29 staff members. The \$6821.25 raised will help support equipment needs in the Cardiac Rehabilitation program.



Poppy funds support ultrasound purchase

Every day, as many as 40 people have an ultrasound at the Ross. Physicians rely on the precision images provided by ultrasound equipment to diagnose medical conditions from gall stones and appendicitis to breast cancer and vascular disease.

Even after thirty years, ultrasound continues to be one of the most important tools for diagnosing injuries and illness in patients both young and old. That's why the Royal Canadian Legion—Coboconk Branch believes it's a worthy cause to support through the proceeds of its Poppy Fund.

On May 28th, Poppy Chair Al Cumming and Poppy Committee Member Lynn Drake presented a cheque for \$3000 to Erin Coons, Executive Director of the RMH Foundation. The funds will go toward the cost of buying a new ultrasound for RMH.



"A lot of members and people in the community need care at the Ross Memorial, and they're often referred for ultrasound tests," said Cumming. "We thought that by supporting this fundraising project, we could help the community."

"We're deeply grateful that the members of the Coboconk Legion chose to support this project with the proceeds of their poppy campaign," said Coons. "Their gift is a contribution from so many generous people, and will help countless more."

Victoria West WI supports "Operation: Exceptional Care"



Erin Coons and Dr. Lauwers thank Melanie Connell, RN, for the support of the WI.

Since their inception, Women's Institutes have focused their efforts to improve the health and safety of their communities. True to this mission, the Women's Institutes of the Victoria West District have donated funds raised through their initiatives to organizations and efforts that benefit a great number of people.

This year, members joined "Operation: Exceptional Care", the RMH Foundation's spring appeal raising funds to purchase a new OR table, laparoscopic tools and gynecology scopes.

Melanie Connell is a member of the Victoria West District WI. She's also a Registered Nurse at RMH. On June 2nd, Connell presented a cheque for \$500 on behalf of the Victoria West District WI to Erin Coons, Executive Director of the Foundation, and Dr. Bert Lauwers, RMH Chief of Staff and signatory of the spring appeal letter.

"I know that this equipment is used daily for all community members, young and old," said Connell. "By supporting the spring appeal for OR equipment, we're helping to provide better service to the community."

The RMH Foundation is grateful for the generous donations made in memory of donors' loved ones.

When we lose someone dear to us, we often want to do something special in their memory. With the kind cooperation of local funeral homes, the RMH Foundation's memorial giving program allows family and friends to commemorate the lives that have touched them. The Foundation hopes that the memorial giving program assists families, knowing that their kindness will help the Ross Memorial Hospital continue to respond to local health care needs.

In memory of ...

Elva Anderson	John Hollingshead	Jean Perkins
Margaret Anderson	Ken Hubbert	Alice Prescott
Jean Anderson	Carl Humphries	Gary Preston
David Andrews	Clarence Hurley	Leona Rea
Shirley Barkley	Pamela Jeffery	Frank Roberts
Jim Bogar	Alice Jermyn	Ivan Rodd
Carol Bouch	Jeanette Jones	Muriel Rose
Harvey Bowen	Jerry Kea	Irene Sanders
Edmund Cadieux	Agnes Kovacs	Debbie Simpson
Brenda Campbell	William Leishman	Joan Smith
Steven Carlsen	Sirkka Lepage	Joan Stauffer
Yvonne Chambers	Ivan Long	Charles Stoddart
Patrick Cote	Hazel McLachlan	George Sundberg
Christian Cournoyer	Sherri Meneely	Jean Tapp
Eileen Drury	Bob Mitchell	Marjorie Thompson
Paul Dunbar	Joseph Moher	Irene Tremeer
Bona Duncan	Joan Mooney	Roger Walker
Dorothy Ferguson	Joanne Morton	Keith Wood
Helen Goode	Ted Moynes	Arthur Wood
Nancy Grant	Jim Mulock	Terry Worobec
Shirley Handley	Norman Newman	Eileen Wright
Roy Hartwick	Meghan O'Brien	Levern Wright
Jack Hodgson	Juanita Parish	



These gifts were donated between March and June 2014.

John Lindsay Memorial Golf Tournament sets new FUN-raising record!

It's been 39 years since John Lindsay launched a golf tournament that involved friends, fairways and fundraising. John Lindsay passed away in 2003, but his legacy lives on. The John Lindsay Memorial Golf Tournament celebrated its 11th year in April, with 54 golfers taking part, raising \$3040 for the RMH Foundation — **a new record for the group.**

On June 5th, organizers Greg Welton and Les Fowler presented the proceeds to Erin Coons of the RMHF, to be directed to "Operation: Exceptional Care".

Since 2003, the John Lindsay Memorial Golf Tournament has raised \$24,036 to enhance patient care at the Ross by funding medical equipment and capital projects.



"For us, the John Lindsay Memorial Golf Tournament is as much a sign of spring as buds on the trees," said Coons.

Highlights from the Board Chair's Annual Report

- In May, the Foundation Board of Directors approved five 5 strategic priorities for the Foundation.
- In the fall, the Foundation funded the community portion of the funding for the Hospital's Infrastructure project including a new Air Handling Unit - \$1,000,000.
- The Foundation Board approved the final disbursement of funds of \$432,155.45 to complete our \$5,800,000 Imagine the Future Campaign commitment for the new MRI, CT and development of the Diagnostic Imaging department.
- To mark the Foundation's 25th Anniversary, we are highlighting the profound impact donors have on the hospital's ability to provide exceptional care.
- In March, the Board approved the disbursement of funds totaling \$18,647.49 to RMH for minor capital and education needs, including Smart IV Pumps, a sleeper chair for the ED, a Grand Rounds education session on Chronic Obstructive Pulmonary Disease, an automated instrument rinsing system, an infra-red scope, and a palliative care conference.
- At the end of the year, the Foundation had raised **\$2,391,522** in donations:

17.84% was Campaign Giving	19.57% was Annual Giving
59.47% was Planned Giving	3.11% was Tribute Giving
- By the year's end, RMHF had distributed \$1,450,802.94 to the Ross Memorial Hospital which included appeal funds, campaign funds and other minor capital & educational disbursements.

I would like to thank the board members for all their hard work and time spent to offer this level of support. I look forward to another great year.

Paul McPherson
Chair of the RMHF Board of Directors

The RMH Foundation's 5 Strategic Priorities

The Ross Memorial Hospital Foundation Board of Directors monitors a number of metrics throughout the year in relation to our strategic priorities to ensure that the organization's overall performance is in line with our strategies.

1. Effective Fundraising Programs

	5yr Average	5yr Total
Events	\$15,150.60	\$76,647.03
General	\$100,543.00	\$501,798.64
Tribute Giving	\$73,777.83	\$374,144.50
Bequests & Planned Giving	\$926,015.80	\$4,634,479.02
Spring Appeal	\$94,042.35	\$472,765.50
Holiday Appeal	\$154,490.78	\$776,229.25
Total	\$1,364,020.42	\$6,836,063.94

2. Impactful Disbursements

Capital Expansion (2002-2008)	\$7,715,818.02
Dialysis (2006-2008)	\$1,842,355.00
PACS DI Digital Archive (2006)	\$1,421,007.90
Digital Mammography (2008-2010)	\$583,000.00
Land Acquisition (2009)	\$1,960,828.42
CT Scanner (2010-2011)	\$1,000,000.00
MRI (2011-2013)	\$4,800,000.00
Air Handling Project (2013-2014)	\$1,000,000.00
Other Disbursements (2002-Present)	\$913,699.79
Total	\$21,236,709.13

3. Prudent Financial Management

	Cost per \$ raised (5 yr average)	Funds raised per \$ spent (5 yr average)
RMHF	\$0.21	\$4.73
Peer Comparators	\$0.24	\$4.31

4. Quality in our Operations

RMHF is a mission driven organization and does not promote a sales driven approach to philanthropy. We take a personalized approach to our interactions with our donors that is reflective of our values. We acknowledge the trust that the community places in us and are committed to providing excellent donor service while maintaining the highest standards in ethics, privacy and confidentiality.

Every contribution to the RMHF is tracked. Revenue and expenses are monitored by the Foundation's Finance Committee and Board of Directors on a monthly basis. The Foundation is also required by the Canada Revenue Agency to undergo an independent audit annually. The CRA reviews the Foundation's performance.

The RMHF only engages in allowable activities, keeps adequate records, issues complete receipts and maintains its status as a legal entity.

5. Be a Great Place to Work & Volunteer

RMHF Values

Integrity: Honour the trust placed in us by a grateful community and adhere to ethical/professional standards.

Donor Focused: Value our relationship with and be mindful of our donors when making decisions.

Accountability: Be fiscally responsible with the funds entrusted to us by our donors and be accountable to our stakeholders.

Respect: In our team environment we will be guided by mutual respect in interactions with our donors, Foundation board members and staff, volunteers, hospital staff, physicians and community.

Excellence: Innovation is encouraged; we aim to achieve goals with resourcefulness, patience and commitment.



The full report is available from the RMH Foundation.

Contact us at 705-328-6146 or foundation@rmh.org

The Gratitude Report

We respect your privacy

At the RMH Foundation, we are committed to protecting the privacy of our donors.

We value our donors' trust and recognize that maintaining this trust requires that we be open and accountable in our treatment of the information that you choose to share with us.

We protect your personal information and adhere to all legislative requirements with respect to protecting privacy.

The information you provide will be used to deliver services and to keep you informed and up to date on the activities of RMHF, through periodic contacts.

How to contact us:

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F (705) 328-6147
foundation@rmh.org

www.rmh.org/
foundation

Charitable Registration
Number

11912 4121 RR0001

A letter of thanks

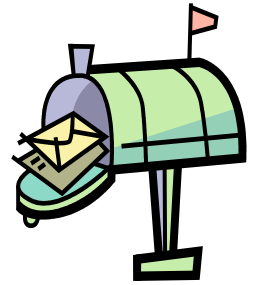
I am pleased to enclose a cheque, a modest amount of \$100.00, in response to your request for donations.

As recently as February, I was fortunate to experience the excellent care provided by the staff at Ross Memorial. Luckily, following a thorough examination and treatment, I was given a pass on my problems. Thank you.

I am a retired senior and manage to provide financially for our daily expenses. Unfortunately, I have to be reasonably conservative in donating funds, otherwise I would certainly be more generous in my donation to your Foundation.

Thank you, again,

~ A grateful patient



Did you know ...

Summer is one of the toughest times for the Canadian Blood Services to collect blood, because regular donors are away on vacation, and the school clinics take a break.

RMH has joined hospitals across Ontario and is encouraging employees, volunteers, physicians and your families and friends to donate this summer. Say you're part of the RMH Hospital Challenge and help us to donate 25 units of blood.

Call 1-888-2-DONATE to book an appointment or ask questions.



In 2013, RMH transfused close to 2000 units of red blood cells and 35 doses of platelets to help local patients.



**ROSS MEMORIAL
HOSPITAL**
Foundation

"Yes, I would like to help RMH keep the best tools in the best hands."

Here is my donation of \$25 \$50 \$100 Other _____

I have enclosed my cheque (payable to RMH Foundation)

I prefer to use my credit card. Please use my VISA Mastercard

Cardholder's name _____ Card # _____

Signature _____ Expiry: ____ / ____

Address _____ City _____

Province _____ Postal Code _____ Phone _____

I would like to direct my gift to: Where it's most needed Current Appeal

Equipment Fund Education Fund Specific Program _____