



# Exceptional CARING

## The RMHF Gratitude Report

### Our Mission:

"Partnering with our donors and the community to support exceptional care."

### Our Vision:

Inspired donors advancing care close to home.

## Summer 2020

### What's Inside:

- Responding to the Pandemic: Donors are Heroes at Heart
- With your help, RMH expands its services
- A Letter from the Foundation Chair and CEO
- Meet the Ross Memorial CEO: a conversation with Kelly Isfan
- Making a difference with Monthly Giving



*“As we continue to evolve our response to the pandemic, knowing the community cares so much and supports our efforts ... that makes all the difference.”*

*Tab Carroll, RMH Director, Surgical/Obstetrics Program*

As the community, the province, and countries around the world adapt their COVID-19 response plans to changing needs, we are grateful to you for doing your part—keeping your distance from others, washing your hands often, and giving to charitable causes such as the Heroes at Heart appeal at Ross Memorial Hospital.

From the early days of the pandemic, the Ross Memorial has been working closely with health system partners to provide the best and safest care possible. The Hospital continues to adapt its plans based on the latest evidence and direction from the Ministry of Health. The ability to change processes and services quickly can be attributed to the dedicated team of professionals at the Ross—and to you, our donors, whose contributions to the Heroes at Heart appeal have enabled the Hospital to purchase urgently needed equipment and technology.

It's also vitally important to continue to meet our patients' acute care needs, and that's why the Heroes at Heart appeal is also supporting the replacement of the Hospital's fleet of electrocardiography machines (ECGs), which help to detect heart attacks and arrhythmia, lung disease and kidney failure.

By working together, we are keeping our patients — and each other — as safe as possible. Knowing that you support this important work is more than encouraging. Support from the community through donations to the RMH Foundation are vital to the Hospital's ability to keep the best tools and technology available to local patients. We couldn't do this without you. **Donors are Heroes at Heart!**

Note: Some pictures in this report were taken before social/physical distancing precautions were put in place.

## Frontline caregivers are local heroes ... So are those who support their important work!



Members of the Sunderland Lions Club are dedicated to making a difference in the lives of those in need. The club’s recent gift to the Ross Memorial Hospital Foundation will have a significant impact on patients of all ages. The Sunderland Lions Club has donated \$5,000 to the Heroes at Heart appeal, supporting COVID-related equipment and technology needs and the replacement of the Ross Memorial’s fleet of ECGs.

“Sixty-five years ago, the Sunderland Lions Club was established with a goal of serving its community and meeting humanitarian needs. Two generations later, its members are still making a difference,” said Erin Coons. “The Sunderland Lions have supported needs throughout the Ross, from the Dialysis Unit to the OR, in the X-ray Department and Cardiac Rehab. This year, their generosity will help the community yet again. They are truly heroes at heart.”

For 24 years, the Kinette Club of Bobcaygeon has been performing good deeds for good causes. As part of the club’s mission to serve the community’s greatest needs, it has been a loyal supporter of the RMH Foundation, funding medical equipment and priority projects impacting patient care for a generation. While the club couldn’t hold its annual June meeting to present its donations to local causes due to restrictions on gatherings, that didn’t stop members from making an impact. The club made a \$1,000 donation to the Heroes at Heart appeal funding urgent COVID-related needs and ECGs at RMH.



The RMH Foundation is honoured to be selected by members of 100 Men Kawartha Lakes to receive donations following its virtual meeting on June 3. The RMHF was one of three local charities invited to speak to members and explain the needs for which they are fundraising. Foundation CEO Erin Coons joined the Zoom meeting to discuss the Heroes at Heart appeal.

“We had three very deserving charities present and we look forward to the other two returning to try again,” said Bradley Campkin of the 100 Men Kawartha Lakes. “I think RMH Foundation’s presentation struck a chord as we are all so much more aware of the importance of the hospital but also the challenges it faces. We were educated regarding what government covers and more importantly what they don’t! Our group voted to help the Foundation and to support its Heroes at Heart campaign.”





## We're all in this together — Donors are Heroes at Heart!



As local 'do it yourself' experts, the owners of Rustically Signed in Lindsay knew that if they wanted to help frontline caregivers protect the community from COVID-19, putting their talents to work would make good things happen. Steph Buckley and Holly Suddick launched a promotion that raised funds for the Heroes At Heart effort through sales of their Do It Yourself (DIY) Kits. The response was inspiring. With customers eager to support the RMH Foundation through their crafting purchases, Rustically Signed was able to donate \$1,246. "We receive so much support from our community, we just wanted to give back," said Steph Buckley.

When Jenn Mason and her daughters, Myriah and Ella, came up with a project to keep busy during the pandemic, they had no idea that their plan would impact so many people so quickly. "When COVID hit back in March, we decided to make some DIY cookie kits and post them on Facebook for the girls' friends to purchase and then watch the girls live instructional video to learn how to decorate them. We thought that this would be a fun activity to do to help keep everyone busy while social distancing. They ended up being a hit. Even people we didn't know were purchasing them. So along came our little cookie baking business — Sweet Things Bakehouse! We soon realized that this would be a great way to give back to the community. Nurses Week was an excellent opportunity to donate to the Heroes at Heart appeal... We baked and decorated nurse cookie sets and offered them to purchase through Facebook. All the proceeds were donated to the Heroes at Heart appeal. We are so happy to be able to help out this important cause." Thanks to all who helped the Masons raise \$558 ... you are all heroes at heart!



Sophie Frain received the Heroes at Heart appeal letter in the mail and was inspired to help. So she teamed up with her grandmother, Janice, and reached out to friends, family and neighbours urging them to 'donate fast for a grandma-made mask!' With a donation of \$300, Sophie's mother, Melanie, sent the following letter: "My daughter Sophie received your letter from Dr. Jones. Sophie came up with an idea to raise money. She asked her grandma to make cloth masks. Together we then created a poster asking family and friends for support. Sophie offered to deliver one mask for every \$5 donated to this great cause. Her goal was to raise \$100. Some of our great community members donated without a mask given so she could ask more people. Today I'm very proud to be donating \$300. We are even more proud of RMH for the outstanding service provided to our community every day. As coincidence would have it, Sophie herself had to visit the Emergency department and under the care of the wonderful, Dr. Dawn Reid, received an ECG test. Thanks very much!"

## A letter from the Foundation CEO and Board Chair

More than ever before, people in our community are reflecting on the importance of local health care and its impact on every facet of our lives. We are grateful for the invaluable roles of our frontline healthcare workers and their dedication to keeping us well.

We now know that we all play an important role in patient care: by protecting our own health and considering the wellbeing of others; with enhanced attention to hand hygiene and physical distancing; and by supporting frontline healthcare providers.

This year stands out for so many reasons. Dr. Jyoti Katakhar & Dr. Mark Chandra and Drs. Mike & Sara-Lynn Francis led our **Here to Help** appeal, raising \$102,330 for equipment for the RMH Lab, ICU, Medical and Surgical Programs. RMH nurses Steven Lofkrantz, Rebecca Karkoulas and Kristen Parson championed the **Comfort and Care** appeal, raising \$128,560 for new technologically-advanced IV pumps.

We also funded capital projects, patient care equipment and education throughout the Hospital ... *all made possible by our generous donors!*

This year, while we celebrated the past 30 years of your exceptional support for exceptional care, we also launched a strategic planning process to chart our next five years to support innovations in care and future directions at the hospital. Thanks to all of the community members who contributed their insights to the plan.

And while the world responded to the global pandemic, the **Heroes at Heart** fund was launched to support urgent COVID-related equipment and technology needs at RMH. The novel coronavirus has had a profound impact on our lives and affirmed the pivotal role the hospital and foundation play in the community.

On behalf of the RMH Foundation Board and staff, thank you for recognizing your important role in exceptional care and for standing with our frontline heroes. *Donors make the difference.*

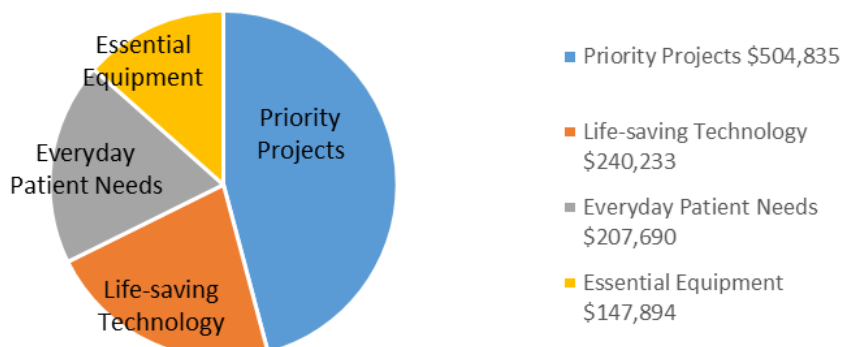


**Heather Richardson**  
Board Chair  
RMH Foundation



**Erin Coons, CFRE**  
Chief Executive Officer  
RMH Foundation

RMH Foundation funded projects in 2019/20  
totalling \$1,100,653



To read more about the RMH Foundation's fundraising priorities and ways you can make a difference, visit our website, [www.rmh.org/foundation](http://www.rmh.org/foundation). You can also contact the office by calling 705-328-6146, email [foundation@rmh.org](mailto:foundation@rmh.org) or follow us on Facebook, Twitter and Instagram.

## With your support, RMH is expanding its services



**Dr. Daniel Bourgeois, Radiologist, and Cynthia Suarez, MRT, prepare for the first PICC line insertion procedure at Ross Memorial Hospital on March 25, 2020.**

**On March 25, 2020, the Ross Memorial's Diagnostic Imaging team performed the hospital's first Interventional Radiology procedure – marking the culmination of years of planning and preparation, and the realization of the hospital's mission to continue enhancing services for local patients.**

*It was an accomplishment that would not have been possible without the generous support of you, our donors.*

Interventional Radiology is a medical specialty that involves the use of imaging to guide a physician during diagnostic or therapeutic procedures such as needle biopsies and the insertion of catheters or PICC lines (Peripherally Inserted Central Catheter) to deliver intravenous (IV) medications.

Until now, patients requiring this specialty service had to be transferred to a hospital outside of this community, often by ambulance and with nursing support.

This achievement follows the launch of stereotactic biopsy services in June 2019. Using the hospital's new 3D mammography equipment, radiologists use images to find the precise location of breast abnormalities and remove samples to test for cancerous cells.

Both of these new services are the result of the modernization of the Ross Memorial's radiography and mammography departments – **which was funded 100% by donors.**

This redevelopment project included the installation of Canada's first advanced robotic X-ray/Fluoroscopy equipment and new 3D mammography technology with biopsy capability and the SmartCurve Breast Stabilization System, the first in Ontario.

Every gift you make is essential to provide the tools and technology necessary for exceptional care for our patients.

Advances in medical equipment and technology are integral to the future of healthcare, but government funding alone cannot provide those tools.

Our talented physicians and staff are committed to providing exceptional care, but they need your help. Your support is necessary to ensure they have the tools and technology needed for the best diagnosis, treatment and service for our patients.

**Donors make the difference.**



## Meet the new Ross Memorial President & CEO

### A conversation with Kelly Isfan



**Kelly Isfan, President & CEO  
Ross Memorial Hospital**

On April 6, Kelly Isfan took over the helm at RMH. Kelly has been a healthcare leader for more than 30 years, working in acute, community and long-term care sectors in Saskatchewan, B.C. and Ontario. Most recently, she has served as President & CEO at the Norfolk General and West Haldimand General hospitals, and was previously President & CEO at Campbellford Memorial Hospital. While the pandemic is keeping us from meeting in person, the Foundation is happy to introduce you to Kelly with this Q&A.

**You've now been at RMH for a season. What are your impressions?**

I am so pleased to be here at Ross Memorial Hospital – a community hospital I was drawn to for its exceptional reputation. I have been in health care leadership for over 30 years, and by now I can determine what culture a hospital has within the first few hours of touring around and talking to people. I can tell you that RMH has surpassed all of my expectations – this Hospital has a genuine culture of compassion and excellence, and fully deserves its reputation as a leader in Ontario. Of course, the relationship with the RMH Foundation is a critical part of the hospital's success,

and I am very excited for the opportunity to work with Erin Coons and the Foundation Board.

**Can you elaborate on the importance of the partnership between the Hospital and its Foundation?**

The importance of the Hospital's relationship with the Foundation can't be overstated. Many people don't realize that hospitals don't receive provincial funding to replace medical equipment or to buy new technology to ensure patients have access to the best care and services. The Hospital team works closely with the Foundation to prioritize needs and encourage support through donations. Without the generosity of people in the community, we simply wouldn't have the means to make these critical purchases. Providing health care is a team effort, and donors are important members of that team.

**More than ever before, people are keenly interested in the health of their hospitals. How would you recommend people help the Ross to succeed?**

It's been heartwarming to read the messages of encouragement sent to our physicians and staff since the pandemic arrived. And I'm very pleased to know that the public is staying informed by reading the COVID updates on our website and social media channels and in the local media. While our volunteers are doing their part by staying safe at home right now, I would encourage people to consider volunteering at the Hospital or with one of our health system partners in the community. It all makes a difference. And I would ask that people support their hospital by helping us to fund the cost of equipment and technology through donations to the RMH Foundation. A hospital relies on its community just as much as the community counts on its hospital.

**If you have questions for Kelly Isfan, email them to [kisfan@rmh.org](mailto:kisfan@rmh.org).**

## Given with compassion. Accepted with thanks. Used with care.

When we lose someone dear to us, it can be comforting to share stories of happy times, and to remember the things that made them so special. Often we want to do something special in their memory.

**The RMH Foundation is grateful for the generous donations made in memory of these special people.**

\* These gifts were made between March and June 2020.



Dorothy Airey	Christopher Gaitskell-Keenan	Beverley Maslen	Barbara St. Thomas
Keith Baker	Keenan	Cindy Lou McCaughey	David Steadman
Clarence Barkey	Susan Gaulin	James McLean	Barbara Stewart
Joan Bedard	Gerald Harper	Winifred McNabb	Donald Sutcliffe
Irene Bell	Kimberly Harris	Keith Miller	Melvin Tapscott
Doreen Bowen	Gordon Hay	Joan Minitier	Paul Terrill
June Burke	Rodney Hayes	Charles Mitchell	Wanda Thompson
Doug Burke	Kathleen Holden	Beverly Newman	Donna Thomson
Grace Calder	Watterson Holmes	David Pegg	Bud Tracey
Margaret Chessar	Mary James	Patricia Peter	Lenna Tracey
Paul Collins	June Kennedy	Bryant Pushie	Enid Wetheral
Geoffrey Cross	Betty Kight	Bernard Sage	William Witham
Edith Ehlebracht	Henderkin Koster	Geraldine Seeley	Paul Wooldridge
Shirley Erwin	Doug Kyle	Dolores Sibley	Nadine Wright
Lynn Farewell	Dorian Lavalley	Audrey Silver	Shirley Wright
Fiore Fattore	Dorothy Leach	Andrew Skilling	
Shari Foster	Lloyd Leadbeater	Florence Skilling	

## Donations made in honour of someone special or in celebration of a milestone event have a ripple effect

A celebration gift to the RMH Foundation expresses to others how much you care. With a celebration gift, you can recognize a loved one's special day or big event, or show gratitude to someone who provided you with exceptional care at RMH. You can mark the occasion and benefit the community through enhanced patient care at the Ross!



**The Foundation appreciates the donations that were made in honour of the following people:**

- Dr. Meileen Joynt
- RMH Surgical Floor Staff
- Dr. Michelle Snarr
- Cari Tracey

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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Charitable Registration  
Number

11912 4121 RR0001

## Make a difference with monthly giving

Did you know that you can arrange to make monthly donations to maximize the impact of your giving? Recurring gifts help donors make affordable gifts that add up to significant contributions over time, and help the RMH Foundation provide funds for medical equipment and priority projects at the Ross.

Ross Beattie is a dedicated volunteer at RMH. Through his years of service, he has seen the impact donors have on patient care. In 2009, Ross and his wife, Susan, made the decision to automate their giving with monthly donations.

"It is my belief that the Hospital is the last place that will be there for most of us at some point in our lives. Therefore, we have a responsibility to be certain that it is there. We must contribute so that it is strong and well managed," Ross said. "In my case, I do not believe that a large donation is possible but a small donation on a regular basis is definitely possible. The Ross Memorial Hospital is a great institution that is here for everyone in our neighborhood regardless if they contributed or not. But if everyone contributes a little on a regular basis, things will be much better for one and all to have the best life possible."

**Spreading your donations out makes giving easy — and impactful!**

**A monthly gift of \$10 costs 33 cents per day and adds up to \$120 per year**

**A monthly gift of \$25 costs 83 cents per day and adds up to \$300 per year**

**A monthly gift of \$50 costs \$1.65 per day and adds up to \$600 per year**

For more information on monthly giving, please contact the Foundation office at 705-328-6146 or email foundation@rmh.org. We're happy to help.



**ROSS MEMORIAL  
HOSPITAL**  
Foundation

*"Yes, I want to help the heroes on the  
frontline with support for RMH."*

Here is my donation of  \$25  \$50  \$100  Other \_\_\_\_\_ Sum20

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  Heroes at Heart

Equipment  Technology  Education Fund  Specific Program

\_\_\_\_\_

I'd like information about how to include RMH Foundation in my Will.

I'd like to make monthly gifts. Please have the Foundation contact me.