Hospital opens Doors on new era of healthcare

Five, four, three, two, one...snip.

A large number of donors and community members joined Ontario Minister of Health Deb Matthews, local dignitaries and Hospital representatives to participate in the ribbon cutting event for the eagerly anticipated new North Wing of the Stratford General Hospital site in August, officially opening what has been called ‘the single biggest project to impact health care in our community in 50 years’.

“The Grand Opening of our redevelopment project is the culmination of the efforts of many who’ve worked towards our common vision of healthcare and our commitment to providing the highest quality care to our patients throughout the region,” said Leslie Showers, Huron Perth Healthcare Alliance Board Chair.

In addition to speeches and the official ribbon cutting ceremonies, the public were invited to tour key parts of the new wing, including: the new Emergency Department, Surgical Services, and Imaging Department.

“For many of our donors it was their first opportunity to see first-hand the impact their donations can have,” said Andrea Page, Foundation Executive Director. “Many of them mentioned how impressed they are with the new wing – and how happy they are to have played a part in helping to build it through their support.”

Other portions of the $65 million redevelopment project – the new Rotary Inpatient Mental Health Unit, Critical Care Unit and Pediatric Unit – were all opened within the last year.

“We’ve already seen the impact those newly-opened units are having – both in terms of the care we provide and our ability to attract and retain health care professionals,” said Dr. Miriam Mann, Chief of Emergency Services. “The opening of the new wing is even bigger and will affect our physicians, staff and thousands of patients for years to come.”

The Grand Opening/Ribbon cutting event turned into a double celebration of sorts with the additional announcement that the Heart & Soul Campaign for the project had successfully reached and exceeded its $20 million local goal by some $300,000.

“It was a tremendous achievement,” added Ms. Page. “Big or small, every donation has helped us reach our goal. We owe everything to the generosity of our donors.”

OUR THANKS TO YOU!

Debbie Reece, SGH Foundation Board Chair
On behalf of the Board, I’ll extend our biggest thanks to the people who have truly made this project possible – our donors... the individuals, service clubs, community groups, business and industry representatives who recognized the importance of this campaign to the future of healthcare in this region.

Andrew Williams, HPHA Chief Executive Officer
The Grand Opening of the new North Wing marks a milestone for an organization that prides itself on our capacity to adapt to the way healthcare is evolving around us – ensuring our ability to provide safe, high quality services into the future.

Tom Orr, Heart & Soul Campaign Co-chair
We asked our community to ‘answer the call’ to help fund the redevelopment of the Stratford General Hospital site. Our donors understood the importance of this project to our Hospital’s ability to provide the very best of care, and they responded with unparalleled support. Their generosity will always be remembered.

Bill Preston, Heart & Soul Campaign Co-chair
Our community has looked beyond our immediate needs and opened their hearts to build a brighter future for healthcare throughout our region for years to come. They’ve truly given a ‘gift of a generation’ and show our community at its very best.

Anne Campbell, Director of Corporate Planning
The amount of planning, the effort of construction – even the degree of detail involved in relocating our core services into the new North Wing – is phenomenal. Throughout the redevelopment a great deal of attention has been paid not only to efficiency and effectiveness in design, but to ensuring patient privacy, dignity and well-being. I know it’s something our patients will notice and appreciate.

Donnalene Hodes, Chief Nurse Executive, Program Director - Surgery
Nurses are thrilled with the advantages brought to bear through new facilities and technologies. Additional space, efficient design and better patient flow result in a positive experience for nurses and patients alike. “Cutting edge” technology is also incorporated into the new operating rooms. Surgeons have the tools they need at their fingertips – activated by voice controls and touch screen technology. A designated teaching OR is
Successful Fundraising Campaigns are run by successful people.

That was never truer than the Heart & Soul Campaign which recently reached its $20 million goal.

Co-chairs Tom Orr and Bill Preston, were recognized for their time, talent and expertise with a ceremonial plaque in August. The plaque will be a permanent fixture in the lobby of the new North Wing – the primary location of the hospital’s redevelopment project.

“Through their vision, leadership and commitment, Tom and Bill have inspired our community to new heights of generosity,” said Andrea Page, Executive Director. “They’ve both gone above and beyond the call of duty in the Heart & Soul Campaign, and we wanted to recognize them for their extraordinary efforts.”

The plaque, with photos of both Tom and Bill, quotes a famous saying of Sir Winston Churchill, “We make a living by what we get, but we make a life by what we give.”

“We felt that quotation really summed up the efforts of these two men who have done so much for our campaign and the health of our community,” said Ms. Page.

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**Kim Holmes, Manager, Peri-Operative Services**

We now have five new Operating Rooms, a Procedure Room, Endoscopy, Cystoscopy suites and 39 Day Surgery and Recovery Room bays that provide the space we need for a growing number of patients. Our new Surgical Services Unit has $2.7 million of state-of-the-art surgical and monitoring equipment. It all means a safe, quality patient experience. Our staff now love how and where they work.

**Shirley Veenendaal, Site Administrator, St. Marys and Program Director, Emergency Medicine**

Emergency care is a service most people need at some point. At Stratford we see more than 25,000 emergency patients each year, and many of those are truly a case of ‘life and limb’. The layout of the new ER improves our ability to monitor patients and its proximity to other acute care services will really improve patient flow. An improved waiting room, separate ambulance and walk-in entrances, a designated, private triage area – even a room designed with children in mind – means the new ER is a welcome improvement for physicians, staff and patients alike.

**Jeff Kerk, Director of Medical Imaging**

The expansion and relocation of the Medical Imaging Department into the new North Wing will help reduce delays, enhance patient flow and improve the care we provide.

Recent technology upgrades, such as our digital mammography unit, and Picture Archiving Communication System (PACS) harness the newest digital technologies to reduce wait times, provide the highest quality images, and share those images between Alliance sites and with radiologists and specialists connected to a larger regional network. Our technology is incredible; our staff is amazing!

**Dr. Laurel Moore, Chief of Staff**

Our physicians are just bursting with enthusiasm over our new North Wing, and how it will help us provide even better care for our patients. We know that there’s hardly a person in our community – barely a family in our area – that won’t be touched in some way by this project. What it represents to our physicians and staff, our community, and most of all the patients we care for, is immeasurable.

**Andrea Page, SGH Foundation Executive Director**

Throughout this Campaign we’ve challenged and involved our donors. We’ve asked a great deal of you, and your generosity and commitment has been outstanding. We recognize how important you are to our success – and we want you, and others to know how grateful we are.
**Time to Celebrate!**

The Heart & Soul Campaign has reached its $20 million goal!

The official announcement was made at an event unveiling the spectacular new donor recognition wall in the new North Wing’s lobby in August, just prior to the Wing’s Grand Opening.

“We knew in the Spring that we’d be challenged to make our goal by the time of the Grand Opening, but a number of major gifts we’ve been working on for months were finalized and pushed us over our goal in the last few weeks,” says Andrea Page, Executive Director. “While our Foundation and the Campaign Team deserve a great deal of credit, our success is truly due to our donors – the people who understood the importance of this Campaign to health care in our region, and supported us with all their Heart & Soul.”

Campaign Co-chair Tom Orr was beaming as he thanked all who “answered the call”. He praised the City of Stratford, the town of St. Marys and surrounding municipalities for their pacesetting gifts, and recognized the enthusiasm shown by a wide variety of donors – from the largest corporate and businesses to community groups and service clubs, from the Hospital family – employees, physicians and volunteers – to the many individual donors who stepped forward to show they care.

“I’m really impressed with our community – with the vision and understanding they’ve shown in supporting this campaign,” he said. “Reaching our goal at the same time as the North Wing Grand Opening is like the icing on the cake.”

Campaign Co-chair Bill Preston shared credit for the success with the Campaign Team and was clearly moved by the generosity of a community that keeps on giving. He recalled his father’s involvement in the original East Building Campaign and said how grateful he was to be completing the journey his father had started years before.

“I’ve always seen this campaign as a gift from one generation to the next,” he explains. “This was our turn to step up to the plate and make sure we leave the next generation with a hospital and healthcare that’s even better than our parents left us.”

Foundation Board Chair Debbie Reece – a relative newcomer to the Stratford General Hospital Foundation – said how the degree of generosity shown by donors has been “eye-opening and very heart-warming.” She praised executive director Andrea Page and her staff for their skill and dedication, but saved her biggest thanks for the donors – some hundred of whom attended the celebration.

“Although it’s us who stand before you in the spotlight, this is really your day, your celebration, your achievement,” Ms. Reece said to donors. “I feel privileged to have been a part of it.”
These were all comments heard as the new 2.5 storey donor recognition wall was unveiled at the Aug 6th event, recognizing the generosity of donors in successfully reaching the $20 million Heart & Soul Campaign goal.

Besides a stunning artistic glass and steel centerpiece, the wall lists and categorizes the names of all donors of over $1,000 – all etched in glass – ensuring their support of “the biggest single project to impact healthcare in our region in 50 years” is properly recognized and will remain for all to see for years to come.

“This Campaign was the largest we’ve ever attempted, and we wanted something that would capture the spirit of generosity and caring our donors have shown,” says Andrea Page, Executive Director.

“Located in the high-traffic new June Blanch North Wing lobby, we wanted people to recognize the indispensable role our supporters played in making this project happen.”

Many in attendance soon approached the wall, searching out their own names and those of friends and family; some touching their inscribed names.

“That’s exactly the reaction we’d hoped for,” explains Ms. Page. “This campaign really challenged our donors and we want them to know how grateful we are.”

Besides plaques recognizing donors at various levels, the new wall incorporates a leaf motif that ties it to the Huron Perth Healthcare Alliance tree logo. That leaf design is further echoed throughout the new way-finding signage in the Hospital, as well as on the major donor room naming plaques throughout the redeveloped parts of the Hospital.

“While our Donor Recognition wall is a permanent fixture, we will have one more chance to update donor names,” adds Ms. Page. “We know there are a few supporters who still want to give – and we have every intention of recognizing their generosity fully.”

More panels will be added to the donor wall early in 2011 listing even more donors who have committed $1,000 or more to the redevelopment project.
OUR THANKS TO THE FOLLOWING DONORS FOR THEIR SUPPORT!

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Michelle & Ed Jeffrey
Barry and Heather Jesson
Ms. Janet Johns
Mr. and Mrs. Mervil Johnson
Dorothy & Orville Klea
Mr. Josef Kleinhenz
Henry & Grace Koskamp
In Memory of Lorne Krantz
Mr. Delford Kropf
Donald & Barbara Kyle
In Memory of Ilene Kane
Stephen and Margaret Lamont
Mr. Wallace Landers
Grace & Scott Langford
Mr. Jason Lantz
Dr. and Mrs. Sergio Lappano
Linda Lauzon
James Le Souder
John & Gail Lennon
David James Lester
Kim & Chris Lichti
Shirley Joyce Linton
Dr. Susan Lipa
Ivo & Jeanette Looser
Art and Ellen Lucy
John & Colleen MacDonald
Mrs. Reva L. MacDonald
Mr. Donald J. Maciver
Mr. Leslie MacLean
Mr. Neil S. MacLeod
Mr. and Mrs. Alastair MacLeod
Mrs. Kathleen S. Mandy
Mr. and Mrs. John Mann
Ian & Dixie Manners & Family
In Memory of Gordon Mark
In Memory of Wesley Hinz
In Memory of Gerry Holland
Jim and Fran Holloway
Mrs. Elva Holm
Al and Kim Holmes
Mr. Don Hook
Harry and Michelle Hulman
Ms. Sharon Hunt
Mrs. Helen Huras
Bill & Gretta Foster
Mr. and Mrs. Gerald Ingram
Mr. and Mrs. John Innes
Mrs. Margery Isaac
Miss I. Jean Isbister
Paul and Janet Jeffery
Michelle & Ed Jeffrey
Barry and Heather Jesson
Ms. Janet Johns
Mr. and Mrs. Mervil Johnson
Mr. and Mrs. William Gottschalk
Cathy and Stan Gough
In Memory of John A. Grabarczyk
Mrs. Emilie E. Graff
Mr. and Mrs. George Gray
Bert and Sylvia Groenestege
Mrs. Daisy Gropp
Betty A. Gropp
Bob & Dolores Gulliford
Ms. M. Elaine Hamilton
In Memory of John Harley
Earl & Verdelia Harloff
Dorothy E. Hart
Robert & Elaine Jones
Doug & Lucy Jones
Mr. David H. & Frieda Jutzi
Ken and Penny Keegan
Mr. Thomas M. Kelly
Joe and Linda Kelly
Dr. James R. Kelly
Martin Kern and Rita Gysens
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Mr. Steven King
Fred & Lois Kipfer
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In Memory of H. Mary Matthews
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Mr. and Mrs. Robert McCallum
Mrs. Cora McCann
Susan and Gary McCann
In Memory of Audrey McConnell
Ross & Linda McCorquodale
Dr. Marcie McCune
Mr. Hugh McDermid
Mr. and Mrs. Eric R. McFadden
Dr. R. Keith McGill DDS
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Mr. and Mrs. Lorne McKinnon
Mr. Mac McLeod
Ms. Margaret J. McManus
Jim and Ilse McMillan
Alex and Ruby McMillan
Wendy A. McNaughton
Estate of Ann McTavish
Mary & Robert McTavish
Mr. and Mrs. Ken Meadows
Margaret J. Merkel
Mr. Ron Mikel
Mr. and Mrs. George N. Miller
Mr. and Mrs. Denton Miller
Miss Patricia Million
Diane & Chester Misener
Donald & Colleen Misener
Brenda Mitchell
Stephen and Diane Mitchell
Stanley & Aileen Mitchell
Miss Velma I. Mode
Jane and Keith Moffat in memory of
Jeff and Isabel Preston
Mrs. Reta Moffett
Mr. William W. Mogk
In Memory of Roy A. Monteith
In Memory of Franklin & Florence Moore
Mr. and Mrs. Robert Moorehead
In Memory of Mary E. Morse
Mr. and Mrs. Robert G. Mueller
Mr. George Mueller, Sr.
Mrs. Margaret H. Munro
Elinor and Russel Murdoch
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Mr. and Mrs. Leo Nicholson
Mrs. Alyn Nickel
Mr. Wilfred H. Oman
James & Maureen Hayes
Mr. William Haynes
In Memory of Ross Heimpel
Mrs. Margaret Heinbuch
Jack and Alveretta Henderson
William & June Hill
Carl Simonne John Hinz
In Memory of Wesley Hinz
In Memory of Gerry Holland
Jim and Fran Holloway
Mrs. Elva Holm
Al and Kim Holmes
Mr. Don Hook
Harry and Michelle Hulman
Ms. Sharon Hunt
Mrs. Helen Huras
Bill & Gretta Foster
Mr. and Mrs. Gerald Ingram
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Miss I. Jean Isbister
Paul and Janet Jeffery
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Mr. and Mrs. Earl M. Oppenhauser  
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Mr. and Mrs. Dave O'Reilly  
Mr. Douglas G. Page In Memory of Shirley L. Page  
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The Parisi Family  
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Dr. David W. Parratt & Dr. Janis MacNaughton  
Dr. and Mrs. G. Wayne Parsons  
Mr. and Mrs. Norman Parsons  
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Allan and Ruth Reath  
Dr. Luis Redigonda & Dr. Mariela Anderson  
Dave & Mae Reed  
The Estate of Stanley Reibling  
Karen and Paul Rempel  
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Mr. Heinz Riedel  
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Mr. and Mrs. George Ruby  
Mr. Erik G. Rule  
In Memory of Timothy Russell  
Mr. and Mrs. Wesley Russell  
Colleen & Anthony Ryan  
In Honour of Peter Sansom  
Bob & Carol Savage  
Gerald & Rita Schaefer  
Gary & Judy Schellenberger  
Ms. Almeda Schiedel  
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Mrs. Lyn Schlotzhauer  
In Memory of Doug Schlotzhauer & David Schlotzhauer  
Mr. and Mrs. Robert Schlotzhauer  
Mr. and Mrs. Gerald Schmidt  
Mr. and Mrs. James Schneuken  
Ottlie Shnuerer  
Mr. and Mrs. Douglas J. Schoch  
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John & Mary Scott  
Brenda Scott  
Alan & Margaret Scott  
Fred H. Scott  
Mr. and Mrs. Harold C. Seyler  
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In Memory of Evelyn Shivas  
Chris, Shannon, Georgia Sideris  
Bob and Cindy Skinner  
Mr. Ronald F. Skinner  
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Gordon & Jean Stiles  
Mrs. Margaret Stokopf  
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Cliff and Joan Taylor  
Mr. Marvin Thomas  
Mr. and Mrs. Ron Tiplady  
Mr. and Mrs. Neely A. Todd  
Mr. Joseph Totaro  
In Memory of Sophia Townsend  
Mrs. Gertha Trielsmann  
Mrs. Audrey Tucker  
Wanda and Ray Tuer  
Kenneth & Donna Tuffnail  
Mr. and Mrs. Ronald Turnbull  
In Memory of Frances Josephine Turner  
Ms. Grace Untucht  
In Memory of Gregory Valcke  
Dr. Patriciá Van Boekel  
Mr. and Mrs. George Van Den Tempel  
In Memory of Mr. James Van Dyk  
Mr. and Mrs. Harry Van Moorsel  
Mr. and Mrs. Harry Van Nes  
Mr. Adrian Van Nynatten  
Ms. Corrie Vanderschot  
Mr. and Mrs. John VanNynatten  
Leander Wagler in memory of Beatrice Wagler  
Mr. and Mrs. Ray Walkom  
Mr. L. R. Waller  
Mr. Jim Walsh  
In Memory of Katherine Patey Walsh  
Mrs. Hannelore Walter  
In Memory of Mr. Charles Walton  
George A. Would & V. Jean Wanless  
Mr. and Mrs. Nick Warus  
Ernest and Lois Webb  
Shirley Weitzel  
Mrs. Joyce Welch  
Mr. Robert & Mrs. Marilyn Wells  
Mrs. Mary Wendland  
Andy Werner and Barb Hoyle-Werner  
Mr. and Mrs. John & Margaret West  
Mr. and Mrs. Raymond Whetstone  
In Memory of Doreen Whiting  
Mrs. Anneli B. Whyte  
George and Elaine Wicke  
Mr. and Mrs. Gerhard Wiedmann  
Mr. and Mrs. Glenn Wilhelm  
Mr. Andrew Wilker  
Mr. and Mrs. Harvey J. Willoughby  
Margaret Willmer  
Mr. and Mrs. Leonard Wilson  
William E. Wilson and Janet A. Wilson  
In Memory of Gordon C. Wilson  
Donald M. & Catharine Wilson  
Mr. and Mrs. Richard Winter  
Mr. and Mrs. Harold Wisternoff  
In Memory of Husband Lester and Son Robert. Marion Wood & Family  
Leroy Workman & Linda Straus  
Mr. and Mrs. John J. Wray  
Gary and Jennifer Wray  
In Memory of Harry Yost  
Mr. Gordon Yuill  
In Memory of Henry Leyser
Summer 2005 – It's a go...a green light...historic...a turning point. The Stratford site redevelopment project receives provincial backing. The Alliance can proceed with planning, renovation and construction to revitalize the core areas of its Stratford site.

Fall 2006 - $20 million Heart & Soul Campaign is launched with major gifts of support from the City of Stratford, the Auxiliary Association of Stratford General Hospital, the Yeandle Family, surrounding counties and municipalities, service clubs and individuals. Honourary Campaign Chair Cynthia Dale salutes donor generosity in song.

Fall 2007 – The Redevelopment project receives a green light to go to tender. The project is awarded to Melloul-Blamey Construction based in Waterloo.

Winter 2008 - Dignitaries, HPHA Staff and Board Members, along with Heart & Soul Campaign Cabinet members brave the -13 degree February 29th morning to witness the first shovel of earth, signifying the actual construction start of the new north wing.
In the following months construction transforms the Stratford site, creating a new north wing to house the Emergency Department, Surgical Services, and Medical Imaging. Paediatrics, Intensive Care and Telemetry (CCU), and Mental Health move to a newly renovated space, and the Maternal Child Unit is expanded to meet growing demand.

Spring 2008 – PACS paid in full. The Stratford General Hospital Foundation presents a $2.4 million cheque to fulfill its commitment for the new Picture Archiving Communication System at the Stratford site. PACS revolutionizes medical imaging, using digital technology to capture, store and send images. It also links Alliance hospitals with a regional network of other hospital organizations.

Summer 2009 - With the snip of the scissors HPHA’s Stratford site gave the public its first glimpse of things to come at the Ribbon Cutting and Open House event for the new Paediatrics Unit—the first part of the Alliance’s $65 million redevelopment project to be “patient ready”.

Fall 2009 - Ribbon cuttings open the new Critical Care and Mental Health Units, launching a new era of quality, compassionate care delivered in the most modern, patient-friendly facilities available.
There’s an old saying that a journey of a thousand miles starts with a single footstep.

That is exactly how raising $20 million for Hospital redevelopment appeared to us when we started out on the Heart & Soul Campaign. Many thought it was a journey that was impossible – too ambitious with too many obstacles to overcome.

But we took that first tentative step, and then another; gathering momentum and support from our friends and donors along the way. And here we are today, not only celebrating the success of our campaign and the opening of the new North Wing, but already seeing the benefits of that journey in a very tangible way – new facilities, new technology and equipment, and staff still dedicated to providing the very best care to us all.

It truly is the most ambitious and important single project in the past 50 years to impact the healthcare of everyone in our region. And we couldn’t have done it without you.

Was the journey easy? No, nothing worthwhile ever is – especially when it’s such an ambitious goal. But we also realized along the way that this journey was not just about reaching our fundraising goal; that there were many important stops along the way where we needed to reach out and invite our community and our donors to help guide us.

And look at the support we’ve garnered, and the friends we’ve made along the way:

- New donors who embraced our vision of health care joined enthusiastically with our loyal supporters who understand that their long-term commitment can work miracles
- The province along with municipalities who have given us unprecedented support, with strong leadership from MPP John Wilkinson and Stratford Mayor Dan Mathieson
- Individuals, service clubs, businesses and industry who’ve recognized the importance of this project to the health and future of our community, and in many cases committed to ongoing, multi-year pledges
- The Hospital family – from the selfless commitment of Auxiliary members and volunteers, to physicians and hospital staff whose generosity has been exceptional.

Our Foundation Board, Foundation staff and the Heart & Soul Campaign team, headed by Bill Preston and Tom Orr, have been an inspiration and we owe them our thanks. They’ve all supported the Campaign themselves and continually reached out to involve others in our journey.

And while we are thrilled to have reached our $20 million goal in cash and pledges, we’re also proud of how we’ve raised those funds. We always seek to involve our donors, turning their vision and generosity into concrete action; asking much of them, while recognizing their generosity and commitment to this important cause. We also used our heads – spending wisely, and investing prudently; far exceeding recognized standards for Hospital Campaigns.

Together with our donors and friends we’ve laughed, learned and accomplished more than many dare dreamed possible. As we come to the end of this “thousand mile journey” I’m reminded of the words of one writer…who said, “It is good to have an end to journey towards, but it is the journey that matters, in the end.”

And this truly is not an end. The challenges and changes in healthcare are ongoing, as is our need for friends and donors to stay the course in the years ahead and continue your enthusiastic support.

So this is not goodbye, but rather a “thank you” for traveling with us, and an invitation to stay on board as we chart new horizons together. The best is yet to come.
Welcome to the new and improved Stratford General Hospital, the largest single project in our region to affect your healthcare within the last 50 years.

“As the thousands of visitors who came to our Grand Opening – as well as the patients who arrive each day at our hospital can now see – the redevelopment of the Stratford site is awesome, with improvements that will impact healthcare in our region for years to come,” says Andrea Page, Stratford General Hospital Foundation Executive Director.

“Some of the design elements can now be appreciated by physicians, staff and patients. We always emphasized how it was planned with patient privacy, dignity and safety in mind, and designed to enhance the care we provide,” explains Ms. Page. “The feedback we’re receiving from physicians, staff and patients is very positive.”

Not only has the hospital relocated its core patient care services to a new wing and fully utilized existing space to meet growing needs, but it has also invested heavily in the newest tools and technology – key elements in attracting new healthcare providers and serving patients better.

Many areas, like the new Imaging Department, have undergone a digital revolution. The CT Scanner is already digital as well as all recent x-ray equipment purchased. And the $2.4 million Picture Archiving Communication System (PACS) opens new horizons in our ability to take, store, retrieve, distribute and display the very clearest images available – even linking the Alliance Hospital sites with a London-based network of other hospitals and their expertise.

Cutting edge technology is also incorporated into the new operating rooms (ORs). Surgeons now have the tools they need at their fingertips – activated by voice controls and touch screen technology. A special “teaching OR” is equipped to send high definition images, supporting learning opportunities for surgeons and other healthcare professionals through our Telementoring initiative.

Some $11 million in new tools and technology are incorporated into the areas we’ve redeveloped: Emergency, Critical Care, Imaging, Surgical Services, Mental Health and Maternal/Child. Communications technology is also having a huge impact throughout, with the recent addition of Voice over Internet Protocol (VoIP) phone technology throughout the Alliance, and more than 80 new wireless nursing handheld devices to better track and access vital nursing and patient information.

“State-of-the-art technology and new facilities are two of the most important elements in ensuring we can continue to provide our community and region with top-notch healthcare into the future,” explains Ms. Page. “The other element that’s so important is the dedication and expertise of our medical and hospital staff in providing exceptional care to all our patients…it looks like we have all the bases covered.”

The other group that’s been quick to praise the new facility is donors, according to Ms. Page. Many were able to attend Grand Opening and Donor Events for a first-hand look at the facilities and new technologies. Many larger donors also took great pleasure in seeing their names on the recently unveiled Donor Recognition wall, on purchased equipment and on donor-sponsored rooms.

“It was a wonderful opportunity to recognize their continuing support and show them in a very tangible way the impact their donations are having,” said Ms. Page.
Trust and Accountability, Keys to Success
Invest wisely, spend prudently, and be accountable to your donors.

These are principles that helped Stratford General Hospital Foundation’s Heart & Soul Campaign reach its $20 million goal in cash and pledges in August – an accomplishment that’s even sweeter given the economic roller coaster of the last few years. And while donor generosity is the key component in any Campaign’s success, the challenge for many charities is how to maintain and grow that support, especially during difficult economic times where there’s increased competition for donated dollars.

Some charities have responded to this challenge by relying on external or “professional” fundraising organizations that may pocket a large percentage of funds raised to cover telemarketing or other initiatives. While increasingly uncommon – particularly for large campaigns – Stratford General Hospital Foundation hasn’t followed that trend. “We’ve never utilized professional fundraising counsel in that way,” explains Heart & Soul Campaign Co-chairman Bill Preston. “Instead, we’ve relied on our own community fundraising team of volunteers and Foundation staff to reach our goals with a minimum of expense and considerable success.”

Donors want to know the charity they’re supporting is effective, efficient and trustworthy, notes Andrea Page, Executive Director. “We embrace our stewardship role and have worked hard to build that relationship of trust with our donors – ensuring they know where their dollars are spent, how much we spend to raise money, and that we’re transparent in all we do.”

While many Hospital Campaigns of a similar size run expenses of 15 per cent or more, Stratford General’s Heart & Soul Campaign operated at under 4 per cent – a point of pride for the Campaign team and the Foundation.

“Reaching goal is only part of the challenge,” explains Campaign Co-chair Tom Orr. “The less money that goes on expenses, the more there is for better healthcare.”

That commitment to careful money management held the Foundation in good stead during last year’s market meltdown, notes Board Chair Debbie Reece. “We never lost a penny of donated funds. We’ll continue to safeguard every dollar, ensuring it’s spent where the donor has designated.”

SGH Foundation was one of the first 100 charities to be listed in MacLean’s magazine as a “code builder”, meeting a rigorous ethical fundraising and financial accountability code. That designation was renewed in MacLean’s last summer. Such charities are entitled to use a “trustmark” assuring donors of responsible fundraising and financial accountability.

What’s next?

Now that the $20 million Heart & Soul Campaign has successfully reached goal, there’s nothing to do but kick back and relax right?

Well, not exactly.

“Reaching goal is only part of the Campaign,” explains Andrea Page, Executive Director. “A great many of our Heart & Soul Campaign donors pledged their support over five or more years. Throughout that period we have to continue to remind donors of their commitment, communicate the essential role their ongoing donations play, and keep up with our ongoing donor recognition.”

While there are always some donors who are unable to continue their pledges, Ms. Page says this is traditionally a small number that shouldn’t affect the Foundation’s ability to help fund the redevelopment project.

“By the time a donor decides on a multi-year pledge, they’re truly committed to the cause,” she explains. “I think that explains their ongoing dedication.”

The Foundation also stays in contact with donors through local media, newsletters, direct mail and its website. “These are avenues we use to both inform and recognize our donors for their ongoing support. We want to show our donors their dollars at work, as well as make them aware of new and exciting opportunities where they could help,” says Ms. Page.

While fulfillment of pledges and donor communication continue, the Foundation will also be setting its sights on strategic planning. “While we embrace our role of helping the Hospital meet its commitment to provide top notch care, the Foundation must also have its own vision of where we want to go, how we’re going to get there, and how we can inspire donors to travel with us,” explains Debbie Reece, SGH Foundation Board Chair.

And what’s likely to be the next fundraising focus? Most likely a Magnetic Resonance Imaging (MRI) Campaign,” says Ms. Page. “At this point it’s not a certainty, but there’s general recognition that an MRI in Stratford makes sense both in terms of location and the physical space available through the hospital’s recent redevelopment,” she says. “It would further strengthen our Imaging services to patients, and help attract and retain more specialists.”
In memory of ...

The Stratford General Hospital Foundation is grateful to the family members and friends who have made memorial donations from November 11, 2009 to September 30, 2010 in memory of ...
Mother's Day Mailing in memory of …

Elfleda Aitcheson
Nellie Andela
Fran Bain
Ralph Ball
Shirley Bardoe
Lucille Bell
Agnes Bender
Jim L. Betts
Betty Jean Boyce
Madzy Brender a Brandis
A. Rita Brewer
Dixie Brooks
Winnifred Budden
Margaret H. Cameron
Sadie Candler
Jean Carey
Susan Cassel
Lynnda Collins
Mary Collins Fenton
Hazel Conrad
Violet Cook
Dorothy Cooper-Craig
Edna Crawford
Margaret Delea
Anne Deleplanque
Ronald Denboer
Lawrence Diamond
David John Alvin Doell
Eunice (Squire) Doupe
Katie Doyle
Hank Dyk
Ted Elder
Alistair John Farquhar
Oleva Faulhafer
Alvin Faulhafer
Marie Foley-MacGregor
Eliza May Frier
Gertrude Gernhaelder
Annetta (Smith) Gibb
Ferne Gotts
Margaret E. Grant
Pearl Gropp
Maria Gross
Joyce Hall
Christina Hesse
Elda Hishon
Olive Hoffman
Bill Holman
John Hoodless
Janet Hunter
Helen Irwin
Dayna Jamieson
Loreen Jantzi
Leonard N. Jantzi
Spencer Jeffery
James K. Jones
Pauline Jones
Fern Kalbfleisch
Matilda Kastner
Jeff Kastner
Doris Knebel
Anna Knies
Mary Knight
Dorothy La Croix
Eleanor LaFrenere
Louise Langford
Margaret Long
Elsie Lupton
Louisa MacPherson
Cathie Malcolm
Margaret March
Linda Marriott
Stella Masnyik
Lillian McCann
Florence McClevis
Eleanor McCullough
Florence McKay
Gladys Mohr
Florence Moore
Marie Morin
Gladys Neeb
Ann M. Noordhof
Bernice Norris
Annie O’Connell
Leona Oldfield
Shirley Irene Page
Beatrice Paul
Clara Pinder
Clarence Player
Clarissa Pletsch
Laura Press Hawkins
Lillian Priestap
Marie Querengeuer
Dr. Vincent Quinlan
Ronald Rae
Catherine A. Rae
Helen Irene Rae
Anne Rebecca
Oliver Reibling
Robert Reibling
Robert W. Reinhart
Tillie Riehl
Ida Roadhouse
Margaret Rudd
Gloria Schaefer
Gertrude Schaefer
Lois Schmidt
Olive Schmidt
Ruth Schneider
Nandan Gauri J. Shah
Eleanor Shantz
Laura Simpson
George Smyth
Beryl Somars
Clarence Steinman
Verna Stewart
Jean A. Taylor
Ethel (Orville) Thamer
Rie Theijsmiejer
Johanna Van Blokland
Elva M. Vosper
Robert Walker
Lois Dorothy Walker
William K. Walsh
Laura Weisflock
Christopher Whelan
Donna Wilker
Jean Williams
Karen D. Wilson
Ada Yantzi
Lucinda Yantzi
Otto Zettel

Goverance & Stewardship – Volunteer Board

Stratford General Hospital Foundation Board of Trustees, 2010 - 2011
Seated L-R: Mary McTavish, Tom Parisi - Vice Chair, Heather Lennon, Carol Rock
Standing L-R: Andrew Williams, Jim Burns, Andrea Page - Executive Director, Chris Thomson - Treasurer, Debbie Reece - Chair, Bob Gulliford, Dr. Miriam Mann, Rick Orr
Absent: Dave Carter
The Emergency Dept. Waiting Room in our New North Wing will;

- be the gateway to our hospital’s emergency services
- be the waiting space for over 27,000 patients and their families yearly
- have comfortable space including a triage priority waiting area.

Bank of Montreal invests in a project that will provide true dividends;

- Retention and recruitment of physicians, nurses and professionals
- Investment into state-of-the-art technology
- Investment in a rural leader in health-care supported by exemplary hospital care and patient satisfaction scores

A salute to the BMO team for their generosity and support!!

The team at Credit Risk Management donated $15,000 to name the Gowned Waiting/Change room and Biopsy room in the New Breast Health Centre as part of the Heart & Soul Campaign. Seated and holding the cheque - left to right are Wendy Kwasnick, Ron Connolly and Laurie Zehr. Wendy and Laurie both are instrumental in spearheading the annual fundraising campaign at CRM for Breast Cancer and Ron’s wife is a Survivor of Breast Cancer. A salute to Tracey Ivanyshyn, President Credit Risk Management Canada and all her staff in making a true difference in the battle against breast cancer. We can never say thank you enough!
North Easthope Antique Tractor Breakfast Club Impacts Rural Care

North Easthope Antique Tractor members committed $11,050 to a project which will enhance the quality of life for people in rural areas. Their generous gift will name an ICU Recovery Bay. Our project will impact 50,000 patients a year, of that, less than half are from Stratford and the remainder are from surrounding communities. There are over 2800 farms in our local catchment area. Also, 90% of our area is classified as prime agricultural land. Every year the hospital sees about 4,800 patients from Milverton, 1200 from Listowel, 1625 from Perth South and 4,500 from the Mitchell area.


A Gift to “ROAR” About from Giant Tiger Stratford

A salute to Jack and Pauline Book for their tremendous pledge of $25,000 to name an Ultrasound room in the New North Wing. It’s very gratifying to see first-hand the generosity of our donors being transformed into a wonderful new facility. There is no greater gift than the gift of health. Pictured L-R The Giant Tiger, Bill Preston Heart & Soul Campaign Co-chair; Andrea Page, ED SGH Foundation; Bob Gulliford, Heart & Soul Campaign Cabinet; Pauline and Jack Book, Giant Tiger and Tom Orr Campaign Co-chair.

STRATFORD GENERAL HOSPITAL Foundation

“People Caring for People”

A Really Sweet Gift from Rheo Thompson Candies!

If you’ve driven past the front of Stratford General Hospital lately, you’re sure to have noticed the impressive New North Wing. But like a child with a box of chocolates, no matter how attractively it’s wrapped, it is what’s inside that counts. That’s what our hospital project and Rheo Thompson Candies have in common – QUALITY and a commitment to care! A special thank you to the team at Rheo Thompson Candies for their pledge of $25,000 to name a Maternal Child Post-partum room.

to Our Community’s Generosity!

2010 Golf For the Health Of It – A sold out event; a sunny day; a net of $19,500 raised for Heart & Soul Campaign! A special thanks to all the sponsors, golfers, volunteers and the organizing committee for another successful year.

Back Row (L-R) Andrea Page, Dianne Hiller, Barb Hiller-Thibeault, Brent Hiller, Peter Hiller, and Bob Gulliford.
Front Row (L-R) Jane Landreth, Melissa Steinbach, Bill Preston. Absent Steve Culliton

Positive Spin cycling enduro raises $8,000 for new emergency dept. stretchers. A special thank you to all 71 cyclists, instructors from several health clubs, Healthworks, volunteers, top individual fundraiser Keary Fulton-Wallace and top team the Smooth Operators (SGH Foundation Board members) and especially organizers Scott and Joy Wishart.

A Hole in One for Royal LePage Hiller Reality! Golf For the Health Of It Tournament a Great Success
Royal LePage Hiller Realty agents are celebrating $164,093 raised and pledged for equipment and the naming of the Emergency Department Paeds room for the redevelopment project. We can never say thank you enough to every one at Royal LePage Hiller Reality for their continued dedication to quality health care. A salute to all the agents, sponsors, volunteers and golfers who help make this event possible. L-R Chris Evans, Grant Buxton, Brent Hiller, Dave Harwood, Paul Carnegie, John Hart. Back Left : Bob Gulliford, Sherrie Roulston, Dave Logan, Paul Schumm, Jane Landreth, Barb Hiller Thibeault, Maria Walsh, Mike Walsh, Annette Vyge, Tom Orr, Terri Lynn Hart, Lisa Patrick, Bill Preston. Absent, Mike Slattery, Sean Raleigh, Vikki Mogk, John Vyge.

11,900 SMILES – Good for Your Health!
Local Tim Hortons owners at all four Stratford locations tantalize taste buds with SMILE COOKIES! 100% of cookie sales during the September Smile cookie drive will truly make a difference at Stratford General Hospital towards the Heart & Soul Campaign. Left to right; Mat Cooper, Robbin Hewitt, Cheryl and Mark Moore.
Thank You for Caring ~ A Salute to Our Community’s Generosity!

HOGJOG 2010 in the Pink raising $42,500 for Cardiac Equipment!
Hospital staff, had an opportunity to showcase the defibrillator, specialized ECG machine and heart monitor, some of the cardiac equipment purchased from HOGJOG proceeds. We can never say thank you enough!!!
Left to right; Jim LeSouder, Bill Preston, Anne Campbell, Shirley Veenendaal, Ken Haworth, Lori Moser, Dan Kane, Joanne Selves, Ann Coyle

Optimist Club of Mitchell Supports Paediatric Day Surgery Room
The Optimist Club of Mitchell presents a cheque for $10,000 towards the Paediatric Day Surgery Room a project supported by 9 Optimist clubs. The clubs are aiming to raise a total of $100,000. The paediatric day surgery area will have a tremendous impact on the youth of our area, helping them overcome and recover from surgeries like tonsillectomies, insertion of ear tubes and other minor procedures.
L-R HPHA CEO Andrew Williams, Heart & Soul campaign co-chair Bill Preston, Optimist Club of Mitchell president Cheryl Davidson, past board chair of the Stratford General Hospital Foundation Jim Burns, Sadie Josling, Mary-Anne Lealess, Heart & Soul campaign co-chair Tom Orr, Megan Reinhart, Dianne Josling and Mary Jane Reinhart

Soaring High. The Perth County Flying Club Annual Fly-In Breakfast at the Stratford Municipal Airport was a great success with 300 hundred people flying and driving in to participate. A special thanks to all the organizers for their tremendous support. Breakfast donations and the silent auction raised a total of $2,500 towards the Heart & Soul campaign. This yearly event makes a great difference to our community and our hospital!!!
Every Dollar Counts . . . Monthly Giving

Monthly giving is a tremendous way to ensure your gift works harder. It’s the most effective way to provide steady, on-going funds to help Stratford General Hospital site. Not only is a monthly debit amount a more manageable way to give a generous gift — it saves envelopes and postage too.

YES, I WANT TO JOIN YOUR MONTHLY GIVING PROGRAMME!

Yes, I authorize Stratford General Hospital Foundation to withdraw the following amount from my bank account monthly. I may change the amount or cancel my monthly contribution at any time by notifying Stratford General Hospital Foundation.

Once a month I will give:  □ $10  □ $20  □ $50  □ $100  □ Other $ ________________

□ I authorize the Stratford General Hospital Foundation to draw on my bank account through my financial institution on the 1st of each month beginning __________________________ Date

_________________________ __________________________
Signature Date

□ I have enclosed a cheque with VOID written across it for Stratford General Hospital Foundation to arrange the monthly withdrawal from my bank account.

At the end of the year, we will issue you an official receipt for the total amount of your donations.

YOUR DONATION COUNTS!

Please take a moment and reflect on what our community would be like without our hospital. Our health care team has one main focus - YOU - the patient. In the last year the health care team has touched the lives of countless people and their families with their compassion, skill and expertise.

Every gift you give impacts the care we are able to provide. Your support purchases essential medical equipment - equipment we can't afford to be without. We count on you to help us provide quality and patient-focused care. Thank you!

STRATFORD GENERAL HOSPITAL FOUNDATION
“People Caring for People” □ YES, I care! I wish to support our Hospital.

Name: ____________________________________________ Address: ____________________________

City: __________________________ Postal Code: __________________________ Telephone: __________________________

□ Enclosed is my cheque to Stratford General Hospital Foundation.

□ $1,000  □ $500  □ $250  □ $100  □ $50  □ $25  I prefer to give $ ________________

□ Visa □ MasterCard  Card # __________________________ Expiry Date __________________________

□ I’d like to pledge my support of $ ________________ each year over the next ________________ years.

_________________________ __________________________
Signature Date

A receipt will be issued for tax purposes. Charitable Registration # BN 11920 0004 RR0001

Our donor records are confidential. We do not share our lists.

Thank you for caring!
Stratford General Hospital Foundation
46 General Hospital Drive
Stratford, Ontario N5A 2Y6

The SGH Foundation works with the community to help raise funds for equipment, upgrading of facilities and special projects of the Stratford General Hospital.

Readers will note a change to coated paper, which is the same cost and allows clearer pictures. Contains recycled fibre and is recyclable.

Charitable Reg. BN 11920 0004 RR0001

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