Community Report 2014/15

Donors Making an Impact on Patient Care!
Making a Real Impact... A Year

2014/2015 Chair’s Message

I feel fortunate to live, work and raise my family in a place like Stratford. It is a city and a region that is blessed in many ways. It’s an exciting, vibrant place to live; a place where caring and generosity is woven into the very fabric of the community, improving the lives of all who live here in countless ways.

As Board Chairman, and both a Foundation Board member and Hospital Local Advisory Committee member for a number of years, I’ve witnessed that generosity at work and watched it grow, helping us build and modernize our hospital and equip it with millions of dollars worth of lifesaving equipment, including the MRI.

Imagine the impact this has had – how many lives it has touched and even saved...our family members, friends and neighbours.

The past year has been just as successful from an organizational standpoint and the positive influence we continue to have on helping to build a stronger hospital and a healthier future for us all.

Not only was our Foundation recognized as one of North America’s top 55 performing Foundations by the International Association for Healthcare Philanthropy, but we’ve also continued to raise significant funds through the support of generous donors like you – some $2.6 million to help purchase priority equipment including a new nuclear medicine camera, and a number of essential tools to help battle cancer including a Neoprobe, a Faxitron and a number of scopes.

At Stratford General Hospital Foundation, we treasure our donors. We’re tremendously grateful for your support and thankful for the strength and flexibility it gives us as we move forward to create a healthier future for us all, despite a constantly challenging and changing environment.

To ensure we’re prepared for those challenges, a great deal of effort has been focused on planning in recent months. That includes a major focus on strategic planning as well as preparation for our next major effort – a multi-year capital campaign to help purchase some of the $18 million worth of new technology and equipment that’s currently on the hospital’s priority list.

In order to successfully undertake such a major capital campaign, we know how important it is to inform, involve and inspire donors like you by sharing our vision of improved healthcare and celebrating our successes along the way.

To accomplish that, we’ve continued to reach out to our donors through traditional, tried-and-true methods like newsletters, news articles, appeal letters and personal contact. But we’re also harnessing the power of social media and utilizing new communication technology like our recently installed donor kiosk in the main lobby. If you’re interested, like us on Facebook, or send us your email address and we’ll add you to our electronic distribution list. With these new options for people, we’re hoping to attract new donors and strengthen our relationship with existing supporters as we reach new heights and chart our way to new horizons.

Raising funds is never easy, even when you have enthusiastic donors and a cause that inspires. But it can be made a little easier when you work with knowledgeable and dedicated people like our Foundation Board Members whose wisdom is key in guiding our organization on its journey. Their efforts are appreciated.

And also my very special thanks to our Foundation staff Melissa Steinbach, Susan Grabarczyk, Christy Mair and Andrea Page, our executive director who provides the leadership, passion and know-how we rely on to keep us all moving in the right direction.

Thank you all for making a difference!

Rick Orr
Board Chairman

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2014/2015 EQUIPMENT PURCHASES

The Stratford General Hospital Foundation disbursed $1,329,630.25. The items sponsored through our donors’ generosity include:

- Digital Chair Scale
- Vial Reconstitution Shaker
- 3 Laptop Computers
- Sequential Compression Device
- 3 Welsch Allyn Blood Pressure/SP02 Monitors w/ accessories
- Patient/Visitor Lounge Furniture
- 2 Sleeper Chairs
- Holter Monitor Equipment
- 2 Wheelchairs
- Versa Care Bed
- Ice/Water Maker
- Drill Set and a Glidescope
- Neoprobe
- EMG Unit
- Ceiling Lift
- Warming Cabinet
- Video Processor/Scopes
- Faxitron
- MRI – $332,000 – towards MRI
- Building Redevelopment construction – $452,570
- Nuclear Medicine Equipment – $197,430
- Hospital Staff Education

Please visit our website www.sghfoundation.org for a complete list.
to Remember... Highlights!

- Some 200 physicians, hospital staff, family members and friends were on hand at the special memorial dedication and naming of the Day Surgery Communication Station in memory of Dr. Kent Sorsdahl. Many months of planning culminated in this poignant and memorable event. A special thanks to Larry Sorsdahl, Kent’s father, for his major naming gift and his ongoing support.

- Our community continues to respond generously to our Christmas mailing reaching $282,932 to date with a total of 1328 donors with the average gift of $213.05.

- With a committed core of some 230 members, Volunteers of Stratford General Hospital play an essential role in providing quality care to each patient who comes through our doors, and in raising much needed funding to help the hospital meet its priority needs. They completed their $100,000 MRI Pledge, and have committed another $150,000 pledge to essential equipment.

- “A million thanks!” says surgeon Marcie McCune to donors whose support of the Spring mail-out helped purchase the Neoprobe, a state-of-the-art gamma probe, used in both breast cancer and melanoma surgery, several times each week by five general surgeons and two plastic surgeons.

- The Strickland’s Gong sounds through the lobby as patients, visitors and staff alike celebrate their milestones. A special thanks to the team at Strickland’s and Bannon Log Homes for their continued support of our hospital.

- Faxitron ($150,000) and Nuclear Medicine Camera ($857,400) are both “paid in full”! We can never say thank you enough to our community!

- Over the last few years the Foundation has disbursed over $17 million to the redevelopment project, including $2.4 million for PACS and this fiscal year’s $650,000 towards Nuclear Medicine equipment, and towards construction. To date over $3.4 million has been disbursed towards the cost of the $3.8 million MRI project.

- SGH Foundation Facebook contest is launched. Be our friend, like our page and get a chance to win really NEAT prizes! For every 25 new friends added – all our friends will be included in a draw for hoodies, first aid kits, market baskets, etc. Next grand prize threshold is 500. It’s a great way to get news on what’s going on at our Foundation.

- Unveiling our new Donor Recognition Kiosk in the Main Lobby. Interactive recognition displays are a very effective way to attract, inform, inspire and motivate donors, visitors, volunteers and staff at first point of contact. Touch screen digital displays are appealing because they can be updated as often as necessary and they can tell stories in the actual words of the donors and patients.

- Special events including the Royal Lepage Hiller Realty Golf for the Health of It tournament, Perth County Flying Club, Tim Hortons Smile Cookies, Shoppers Drug Mart Tree of Life, Festival City 10k Run and the ACES car rally help raise essential dollars for medical equipment.

- Association for Healthcare Philanthropy International congratulates our Foundation as one of 55 foundations recognized as “High Performers” based on analysis from the 2013 AHP benchmarking database. AHP identified participants “that have shown high efficiency and effectiveness as they relate to bottom-line returns*. Membership in this group of 55 “is quite an achievement – one worth special recognition.”

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Chris Thomson

Longest Serving Board Member in Foundation’s History

It’s often said that an organization is only as strong as its people. If that’s the case, Stratford General Hospital Foundation is in enviable shape thanks in large part to Board Member Chris Thomson.

As the longest serving Board Member in the Foundation’s history, Chris has been one of the organization’s architects, helping to plan, grow and shape the Foundation into the highly successful, internationally recognized organization it is today.

Chris has served in a number of executive positions on the Foundation Board including Board Chairman, and with a strong banking/finance background, his skills and guidance have been invaluable as a committee member and Chair of the Finance Committee.

“It’s impossible to overstate Chris’s contribution to our organization and to the health of our community,” says Rick Orr, SGH Foundation Board Chair. “Chris has always had a wealth of skills and knowledge we could tap into. Having served two full 10 year terms with the Foundation, he also has the organizational memory, perspective and sound judgment we rely on to help guide our organization.”

“As a fellow Rotarian, I know Chris will have no difficulty filling his calendar with other projects, but filling his shoes on the Foundation Board may not be such an easy task,” added Andrea Page, SGH Foundation Executive Director.

Mary McTavish

Triple A Marks as Advocate, Asker and Ambassador

Volunteers embody the best of who we are – selfless in their actions, noble in their intentions, and tireless in their dedication. And few Volunteers personify these qualities better than Mary McTavish, who is stepping off the Stratford General Hospital Foundation Board after seven years of service, including 2 years as Board Chair.

Mary has had a long term impact on healthcare in our community and region. A retired Registered Nurse, Mary volunteered for various groups and organizations including some 30 years as a hospital volunteer and board member prior to her involvement with the Foundation.

“To me Mary exemplifies volunteerism, philanthropy and community involvement for the betterment of healthcare,” says Rick Orr, SGH Foundation Board Chairman. “From leading our Board appeals to participating in special events, from ensuring good governance practices to her focus on staff morale, Mary has always brought her expertise, perspective and communication skills to the Board table. We’re very thankful for both the quantity and the quality of her contributions.”

“Anyone who takes on the job as Board Chair has my admiration and thanks”, adds Andrea Page, SGH Foundation Executive Director. “Mary exemplifies the “triple A” Board Member, working as an advocate, an asker and an ambassador for our organization. As Chair, Mary led us through the launch and completion of the $3.8 million MRI Make a Real Impact Campaign, and has made a lasting impact of her own on the healthcare of Stratford and beyond.”
Breast Cancer experience taught valuable lessons in life

Alexandra MacDonald, grateful patient

A few days after the biopsy, family physician Laurel Moore called to deliver the grim news. “I sat in our kitchen and cried my eyes out,” recalls Alexandra. After weeks of waiting and worrying, Alexandra and her husband met with her surgeon to discuss her options.

“My case was relatively straightforward. The tumor was small, it was caught early and they felt that with surgery and radiation treatment I would be fine…no need for chemotherapy,” she says.

While the idea of radiation treatment in Kitchener was initially worrying, a friend helped put things in perspective by telling her that ‘the hardest thing about radiation is going to be finding a place to park your car’. Another friend helped her cope with the worry by telling her to get a dried kidney bean and put it in her pocket—reminding herself that this was the size of the tumor she was dealing with.

As a designer, Alexandra was especially impressed by the Breast Assessment facilities at SGH. “It was pleasant, clean, well lit, and welcoming; there were even inspirational comments on the mirrors in the change room,” she says. “Little things like that matter a lot when you’re worried and frightened.”

One of the best things that came from her experience was an awareness of her own strength and resilience, and learning to savor each day. Another lesson learned from her experiences with the Breast Health Centre was on the importance of kindness and caring.

“From the pink gowns in the breast screening centre, to the incredibly warm, confident and considerate attitudes of the staff…they made a frightening, often lonely experience a lesson in hope and love,” she says.

No one ever wants to hear they have breast cancer. But for Alexandra MacDonald it was a diagnosis that would eventually lead to a deeper understanding of herself, gratitude for the family, friends and hospital that rallied around her, and an appreciation for each and every day of life.

Alexandra first went to the Breast Screening Centre at Stratford General for a routine mammogram in January of 2011. When the clinic called a few days later and asked her to come back, the worry took hold.

“I can’t recall the exact sequence of events, but I remember the biopsy, and I remember, despite my best efforts, the tears running down my cheeks,” she says. “What I now remember most though, aside from Dr. Lynda Harker’s upbeat smile and cheerful manner, was Deb Moon. She held my hands throughout the procedure, and told me repeatedly, that I was not going to die from breast cancer.”

“If there are angels on this earth, surely she is one of them,” says Alexandra.

Grateful Patients show support

Melody & Tim Roth, Woodstock & District Canine Association

The Woodstock & District Canine Association has been donating on a monthly basis to their members’ favorite charities. I am one of the more recent members so had to wait until now to make my choice on where I wanted to send my donation.

It wasn’t hard to make my decision on where I wanted my donation to go.

Last fall/winter my husband Tim was admitted to the hospital twice – once in November for a heart attack and again in December after a fall in which he broke 7 ribs. We found the Emergency Department wonderful to work with, the nurses are fantastic and the doctors are great. They were awesome with Tim & I and our family. He was eventually sent upstairs to the Critical Care Unit in November and the Surgical Wing in December. The staff there was great as well. We really appreciated it.

Thanks for everything,
Melody and Tim Roth
Making A Real Impact . . . A Salute to Our Community’s Generosity!

Each donation is precious, and every donor is priceless...individuals, groups, businesses building a brighter future for healthcare throughout our region.

Little Sophie Richardson has a BIG heart.
She recently celebrated her 6th birthday and asked family members to donate to the "hospital where I was born" in lieu of birthday presents! Sophie and her family donated $450.00! Thank you Sophie!

Young Philanthropists!
Aurora, Jaymie and Ellie, students of Central Perth Elementary School smile proudly with their certificates of appreciation. Their tremendous gift of $335 to the Chemotherapy Unit at Stratford General Hospital helps members of our local community by bringing cancer care closer to home. Working together during the winter months making silly band bracelets, these young philanthropists merchandised their creations at their school fundraisers. Thank you to all for your support!

Royal Canadian Legion Branch # 8, Stratford – Poppy Fund
A special thanks to the Royal Canadian Legion Branch #8 members who donated $5,000 towards the purchase of two Dialysis chairs.
L-R: Manager Medicine and Medical Clinics SGH, Bonita Thompson; Legion members, Doreen Zurbrig, Dot Harmer Secretary, Doug Harmer, Leroy Workman, Cliff Morgan; HPHA CEO, Andrew Williams.

Strickland Community Fund donates $5,000 to support Chemotherapy – Cancer care closer to home.
We can never say thank you enough for Strickland’s gift of a $5,000 chemo infusion chair. This specialized chair provides comfortable seating for patients receiving their chemo over several hours at a time and allows our community to benefit from cancer care closer to home. The grant was announced by the Stratford Perth Community Foundation in January 2015 and was celebrated at the April 26th Community Impact Celebration.
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Higgins Skate for HHT Education raises $3,000
Lindsay Higgins, her family and friends are focused on raising awareness and money for hospitals to include a genetic condition called Hereditary Hemorrhagic Telangiectasia (HHT) as a part of their learning days. HHT is a malformation of blood vessels that can be anywhere in the body. This includes lungs, heart, brain, liver, intestines, skin and nose. HHT affects 1 in 5000 people. Lindsay’s baby, Natalie was born at Stratford General Hospital. After some breathing and heart problems presented she was transferred to London. Natalie was in London’s Children Hospital for over two months with her HHT undiagnosed and then transferred to Toronto where she then passed away. Last year’s skate sponsored a session by one of the top HHT specialists from Toronto, Dr. Marie Faughnan for health care professionals at London’s Children’s Hospital. This year the skate money will be used for an HHT education opportunity for Stratford’s health care professionals.

Volunteers of SGH Raffle – Congratulations to our winners!
The Volunteers of Stratford General Hospital/ SGH Foundation draw (Licence # M658126), was held Thursday, February 12, 2015 in the hospital lobby. Proceeds from this fundraiser will be used towards the Volunteers of Stratford General Hospital’s pledge to the Make a Real Impact MRI Campaign.

1st Prize - Jim Millar, winner of the $1,000 cash prize.
2nd Prize - Diane Broome, winner of the iPad Mini (value $373).
3rd Prize - Betsy Austin-Olsen, winner of the Target Gift Cards (value $200).

A BIG thank you to our prize sponsors, Royal Palisade Retirement Community and John Hart-Broker & Terri Hart-Salesperson, Royal LePage/Hiller Realty and Target. Thank you to everyone for your support of our Volunteers!

A big THANK YOU to the gang at Moffatt & Powell Rona in Mitchell for their donation to the Stratford General Hospital Foundation from their recent fundraising events. We can never say thank you enough!

(A-CES) included the presentation of a big cheque. We can never say thank you enough for their gift of $2,100 in support of our MRI!

L to R: ACE John Otten; MJ Thomson, Festival Marketplace; ACES Ed Power and Doug Young. Behind the camera was ACE John Scheerer.

Drop by Festival Marketplace to check it out … Tuesdays until September 22nd, weather permitting 6:30 pm to dusk … a great way to celebrate cars and help support our hospital!

L to R: HPHA Corporate Lead Volunteer Services Cheryl Hunt, SGH Volunteer Carolyn Yundt, Volunteer Council Chair Terry Aitcheson, SGHF Executive Director Andrea Page, Royal Palisade Retirement Community Valerie Trudgeon, Terri Hart Royal LePage/Hiller Realty and HPHA CEO Andrew Williams show off the draw prizes.

A Tuesday Gathering at Festival Marketplace of the ASSOCIATION OF CAR ENTHUSIASTS IN STRATFORD & AREA (ACES) included the presentation of a big cheque. We can never say thank you enough for their gift of $2,100 in support of our MRI!

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Our Performance
- Successful Fundraising Programs
- Creation of Endowment Fund
- Building a Culture of Philanthropy (including an Engaged and Diversified Donor Base)

Our People
- Strong Proactive Board
- Sustainable Staffing Capacity
- Satisfied Donors

Our Partnerships
- Strong Working Relationship with HPHA
- Explore New Strategic Partnerships Aligned with HPHA
- Continue to Support Other Three HPHA Foundations

How We Will Define Success
We consider the following indicators as important ‘measures of success’ that we can track over time:
- Total funds raised – Achieving financial targets
- Successful major capital campaign
- Growing endowment/long term restricted fund and planned giving expectancies
- Growing base of new donors
- Donor satisfaction and retention
- Building Foundation’s financial stability
- Community reputation
- Efficient programs focused on impact and best practice
- Strong partnership with HPHA
- Progressive (Triple A) board

Physicians said:
- Keep up the excellent work. We really appreciate the foundation.
- Would be important to continue to work on public perception of how amazing their local health care is
- Please be sure to maintain flexibility for urgent/emergent “needs” as identified by the care teams at SGH
- Shift in demographics of our workforce is leading to a loss of valuable experience. Consider funding a mentorship program for physicians.
- We have something special in that (between doctors and the foundation) relationship that does not exist elsewhere in the province
- More frequent short “plugs” of success of activities of foundation, projects happening – especially as so many new docs to enlighten and inform.
- I think we need to entice medical staff to weigh in on a regular basis
- With difficulties meeting operational costs capital expansions will continue to fall on the shoulders of our fundraisers - advances in technology and equipment are outpacing all healthcare government spending

MISSION:
We are committed to giving to life and a lifetime of giving.

To be a healthcare charity of choice and a recognized leader in healthcare philanthropy in our region.
When we think about our future legacy, the following future accomplishments are important to us:

- We accomplished what we said we were going to do
- We helped to facilitate collaboration across Huron Perth and reduce geographic barriers
- We helped the hospital to deliver best practice standards and supported innovation across HPHA
- We were recognized as a leader in rural healthcare philanthropy
- Health care was there when you needed it

What our donors, hospital staff, volunteers and physicians shared with us:

- 90% are extremely to moderately familiar with the Foundation’s goals
- 70% see the Foundation having to change focus in fundraising priorities
- 78% see the Foundation playing new roles in the future by contributing to the community and healthcare in new ways
- 89% always read the Foundation Monitor newsletter

Donors and Volunteers said:

- Equipment needs are never ending. New technology is essential and will impact patient care. We need fundraising "champions" at a business and individual level.
- Continue to implement "grateful patient" programs. Have the Foundation located in a prominent place in the main Hospital building! Continue to communicate changes at HPHA to our donors in a proactive manner. Issue news flashes via e-mail to our donors to add to the existing messaging plan.
- Keep up the good work!
- Keep donors & the general public informed of activities & needs of SGH.
- Thank you, you do an excellent job when sending out the receipts, Andrea usually writes a personal thank you.
- Doing well - we give out the required information and people respond to it.
- Keeping the needs of the patients uppermost in all your endeavours. The building and equipment is wonderful but we still have to keep the people in the forefront.
“With a committed core of some 230 members, Volunteers of Stratford General Hospital have been involved from the very start of our hospital and continue to play an essential role in providing quality care to each patient who comes through our doors, and in raising much needed funding to help the hospital meet its priority needs. The volunteers were one of our first major donors to Heart & Soul, pledging $1 million of support, about half of which paid for the digital mammography machine,” says Andrea Page, SGH Foundation Executive Director. “They’ve also contributed $100,000 to the MRI Campaign to sponsor the control room. They’re truly a remarkable group.”

“Volunteers Rock! A volunteer action is like a stone thrown in a lake: its effect has a direct impact. At the same time, like ripples, volunteer efforts reach out far and wide to improve communities. Undeniably, volunteers rock and are an integral part of the health care team!”

We are focused on recognizing the indispensable role donors and volunteers play in building a stronger, healthier future for us all. We are all part of “the patient experience.”

“Volunteers of Stratford General Hospital are committed to improving the patient experience. A Concierge program has recently been implemented in the main lobby. This role is designed to greet our patients and offer assistance. “It’s a wonderful way to spend my morning, ensuring all who come into the hospital can find their way,” says Ron Touzel, Concierge Volunteer. It is the mission of each Concierge Volunteer to be warm, friendly, approachable and extremely courteous, helping to make our patients and their families feel comfortable.

To explore the many volunteer opportunities at HPHA, call Cheryl Hunt at 519-272-8210 ext 2551.
Did **YOU** Know?

2014/15 **At Stratford General**

- 1,124 babies were delivered
- 91 babies were treated in the Special Care Nursery
- 25,585 patients were seen in the Emergency Department
- 2,150 inpatient surgeries and 7,930 day surgeries were performed
- 342 children treated on the Pediatric Floor
- 484 Mental Health inpatients were cared for
- 770 Patients treated in ICU & Telemetry Unit
- 29,809 X-Rays were taken and 11,202 CT Scans were performed
- 16,216 Ultrasound Exams, 2,677 Nuclear Medicine Exams and 1,431 Echo Cardio Exams were performed
- 5,971 Mammography Exams and 3,569 Ontario Breast Screening Program (OBSP) exams were performed
- 4,690 MRI scans were performed
- 4,262 Dialysis Visits
- 1,083 Oncology Visits (Chemo Only)

2014/15 **Throughout HPHA’s 4 sites** (Stratford, St. Marys, Seaforth, Clinton)

- Babies Delivered .......................................................... 1,127
- Acute Patient Days .................................................... 32,495
- Complex Continuing Care Patient Days .................. 9,766
- Rehab Patient Days ...................................................... 4,588
- Mental Health Patient Days ........................................ 4,462
- Inpatient Surgeries Performed ................................. 2,150
- Day Surgeries Performed .......................................... 11,530
- Patients seen in the Emergency Departments ........... 56,615

Governance & Stewardship – Volunteer Board

Stratford General Hospital Foundation
Board of Trustees 2014 - 2015

Standing L to R: Andrew Williams, Dave Carter, Paul Roulston, Manon Johanns, Bob Gulliford, Andrea Page - Executive Director, Chris Thomson. Seated L to R: Mary McTavish - Past Chair, Brent Hilier - Vice Chair, Rick Orr - Chair, Debbie Reece - Treasurer. Absent: Hugh McDonald, Dr. K. Sparrow. Honourary Life Member, Colleen Misener.
In a corner of the MRI waiting room attached to the Donor Wall hangs a plaque inscribed with the words ‘In memory of Fisher Hendrikus Duits.’

While the plaque is small, its purpose is not – it’s there as a touching reminder of the brief but precious life of baby Fisher, the family that loved and remembers him, and the generosity that flowed from his tragic loss.

Mother Bonnie Duits, husband Chris and their daughter Briar had only been in Ontario for three months when they found out they were expecting twins. Her pregnancy progressed normally with no signs of complications during the prenatal period.

However, due to the higher risk of delivering twins, a hospital birth including both physicians and midwives was chosen. As the time grew near a decision to induce birth was made as Bonnie had managed to carry her twin boys to full term and was feeling uncomfortable and exhausted.

“Kale was first, then Fisher was born about three minutes later. But from the minute he came out Fisher wasn’t even crying. That terrified me,” recalls Bonnie. “Then finally he did cry out, so I had a brief moment of relief.”

As the delivery team started working on Fisher it was clear something was very wrong. Both boys were taken to the Special Care Nursery while a specially trained and equipped transport team was summoned from London to rush Fisher to the Children’s Hospital. The obstetrician at Stratford also pondered sending him immediately by ambulance to reduce travel time – but the ambulance was not equipped with a portable ventilator which was deemed essential to safely transport the newborn.

Bonnie’s husband Chris went with Fisher in the ambulance to London while Bonnie remained behind with Kale, who was still in the Special Care Nursery. “We knew it was serious and that Fisher was likely never coming home, but as parents we wanted him to have a chance,” says Bonnie.

In London, doctors told Chris there was no hope. Fisher had gone without oxygen for too long. Chris made the painful decision to allow medical staff to withdraw the ventilator and other life support, staying with his son until he passed away in the early morning hours.

“I never got to hold him. I think that’s something I will probably never get over,” says Bonnie.

Since then, the St. Marys couple struggled for a way to honor Fisher’s short life and to ensure his memory lives on for themselves, their three-year-old daughter Briar and for Kale, the surviving twin.

“We had so little time with him and he was important to us,” says Bonnie. “We wanted to give Fisher’s life some sort of meaning.”

That’s when the idea of donating to the hospital emerged. Working with the Stratford General Hospital Foundation, the Duits along with close friends and family established a Special Care Nursery fund in Fisher’s name to help purchase priority equipment.

“From our experience we knew what an immense difference the Special Care Nursery, its team of people and equipment can make in those situations,” explains Bonnie. “Now, wherever our family goes and whatever happens, we will have that connection to the hospital where Kale and Fisher were born.”

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High Performance Marks

January 2015: More great news...we have received a letter from The President & CEO of the Association for Healthcare Philanthropy International congratulating our Foundation which is one of 55 foundations recognized as “High Performers” based on analysis from the 2013 AHP benchmarking database. Our achievement will be recognized on the AHP website and in upcoming AHP publications. AHP identified participants “that have shown high efficiency and effectiveness as they relate to bottom-line returns”. Membership in this group of 55 “is quite an achievement—one worth special recognition.” AHP recognizes high performance based on net production returns in the top 75th percentile. We have a small but mighty team of staff and Board volunteers!

Thank you for being a friend...

Stratford General Hospital Foundation Facebook contest. Be our friend, like our page and get a chance to win really NEAT prizes! For every 25 new friends added – all our friends will be included in a draw for items like hoodies, first aid kits, Tim cards, market baskets, etc. Next grand prize threshold is 500. Please tell your friends and family!!! To be eligible for our draw, we need to know who you are so adjust your privacy settings accordingly.

www.facebook.com/StratfordGeneralHospitalFoundation
Donations in Honour of and in Memory of ...

The Stratford General Hospital Foundation is grateful to the family members and friends who have made Honour and Memorial donations from October 16, 2014 to April 14, 2015.

In Honour of...
3rd Floor Surgical Staff
Harrison Cressman
Vic Hayter
David Hogan
Moya Kennedy
Howard Luckhart
Marjorie Luckhart
Vivian Macdonald
Sophie Richardson
Allan Royce
Lynn Buxton
Jennifer Caughy
Carol Cawston
Vivian Cheney
Calvin Christie
Gwendolyn Christie
Isobel Margaret Chriswell
Eugene Cole
Jane Coleman
Ken Connolly
Anthony W. Culliton
Bill Curtis
William Davis
Betty Drake
Frederick J. Dunbar
Mary Lou Dunbar
Jean Dunn Finlay
Jack Dunsmore
Doug Evans
Margaret Farmer
Len Ferguson
Neil Leonard Ferguson
Gertrude Fischer
Fred Flewitt
Mervin Foster
Elmer Gaul
Craig Gonder
Meg Gonder
Shirley Gottschalk
Nicholas Groenestege
Daisy Gropp
Margaret Haldane
Jean Grace Mary Hall
Don Harmer
Helen Harmer
Isobel Hartung
Jack Heaman
John Heimpel
Olive Heimpel
Larry Herman
Wilbert Herman
Donna Hess
Howard Hesse
Sheila Huntley
Fred Jacobs
Robert Jacobs
Shirley Johnson
Darlene Johnston
Gunter Keller
Bev Kemp
Bill Kompf
Wilhelmine Krawczyk
Larry Lacroix
Lois LeSouder
Jean Lester
Arthur Lucy
June MacAlpine
Faye Marks
Bob Marshall
Gerald Marshall
Gary Martin
Janet McArthur
Velma McKellar
Robert McNair
Florence McPhail
Arnold Merkel
Edmund Mieczkowski
Lois Miller
Lawrence P. Mitchell
Velma I. Mode
Alex Morse
William A. Morse
Ruby Murray
John Orr
Margaret Paff
Ella Parratt
Helen Piett
Brian Prescott
Velma Pryde
Dr. John Pyper
Kathy Rae
Betty Lou Ramseyer
George Renecker
Debbie Robson
Bruce Rock
Alan Rodas
Don Rowland
Albert Ruby
Brad Ruston
Franciska Sagi
Stanley Schellenberger
Nancy Schmitte
Reta Scholl
Marilyn Schwartzentruber
Barbara Sharpe
Ralph Siemon
William G. Snell
Gloria Staines
Marie Strahm
Kenneth Sutherland
Herman Van Bakel
Albert Van De Byl
Liz Van Gaal
Aspen VanWaalraven
Nico Wagler
Sylvia Walker
L. Ray Waller
Katherine Weigand
Bill Weiss
Grace Wettlaufer
Peter Whelan
Roy Wildfong
Wiila Wildfong
Harry Wilhelm
Margaret Williams
George Wilson
Rev. Malcolm Wilson
Trine Wolf
Patrick “Paddy” Woods
Norma Wright
James Yausie
Beulah Zimmer
Owen Zorgdrager
It’s all about the patient and it’s all about the donor. That has been one of our key themes at Stratford General Hospital and throughout the Huron Perth Healthcare Alliance this past year. Every day, staff, physicians and volunteers across the HPHA make a difference in the lives and experiences of our patients and their loved ones.

According to Anne Campbell, HPHA Vice President Partnerships & Patient Experience, the message reinforces that no matter what our role, we all form part of the patient’s experience.

“In health care, it’s all about the patient,” states Andrew Williams, President & CEO. “At HPHA our team prides itself on providing each patient with the very best of care by supporting and promoting a culture where patients and families have a voice in their care. Each and every staff member takes responsibility for this by taking active steps to enhance the patient’s experience.”

The hospital has embraced the voice of the patient far beyond patient satisfaction surveys. Patients and their families have an opportunity to volunteer on a variety of committees and councils that have a direct impact on how future care is provided.

“Patients and their families are often considered an unused resource in the health care system. Our goal is to change that,” states Campbell. “This framework truly is the voice of the patient and the voice of the staff working together to co-create the way we deliver care and services.”

“Each time we embark on a new initiative we are actively reinforcing our commitment to a patient-centred culture by recruiting patient input. Having patients working with us ensures that we focus on the care needs that matter most to patients and their families,” adds Williams.

A happy and satisfied patient, is generally a grateful patient. That’s where the Foundation role begins. I see it as a circle of patient and donor experience. Donors have a direct and immediate impact on our hospital.

As donors, you are helping the hospital meet its most important equipment and facility needs – putting the right tools and technology into the healing hands of our talented and dedicated caregivers.

Similar to what HPHA is doing, this year we asked donors, volunteers, physicians and hospital staff to help guide our Foundation -- to share with us what you thought about our region’s evolving healthcare system and our Foundation’s role in supporting it.

I feel a sense of pride and appreciation for our whole healthcare team, our doctors, nurses and other team members who go that extra mile; volunteers and staff who make our Foundation successful… and most of all our donors whose generosity, commitment and advice help us build a stronger hospital and a healthier future for us all.

We are all working towards our mission: Giving to life and a lifetime of giving.

Foundation Board Celebrates Donors

Interactive recognition displays are a very effective way to attract, inform, inspire and motivate donors, visitors, volunteers and staff at first point of contact. Multimedia presentations allow the Foundation to keep current and important messages in front of our community when it counts. Touch screen digital displays are appealing because they can be updated as often as necessary and they can tell stories in the actual words of the donors and patients.

Our interactive recognition display has become a key destination at our facility. “The kiosk allows us to recognize donors from the Equipped to CARE Campaign, the Heart & Soul Campaign, The MRI Make a Real Impact Campaign and future campaigns all in one central location – with the flexibility for more immediate recognition,” says Rick Orr, SGH Foundation Board Chairman. “The touch screen, high-impact content can also help us strengthen relationships, build awareness and promote increased giving and participation.”

The kiosk includes:

- A searchable donor listing by campaign representing the donors of $1,000 or more
- 428 names on the Make a Real Impact MRI Wall
- 813 donors on the Heart & Soul Wall
- 303 donors recognized for Equipped to CARE
- 90 second video testimonials
- Short impact stories
- Featured Donors
- Up-to-date news and events
- “I Am The Patient Experience” video
- Information on how to donate
- Photo highlights on patients, staff, physicians, and volunteers.
State-of-the-art equipment for:
- Even better patient care
- Retention & recruitment of physicians and other healthcare professionals
- Reduction of wait times
- An increase in surgeries (hip, knee, cancer)
- Quicker diagnostic results

Your Donation COUNTS! Your Gift = Medical Equipment

100% of all medical equipment must be raised locally.
You can help give our doctors, nurses and staff the tools they need to care for those who walk through our doors. From wheelchairs to pain pumps from surgical equipment to cardiac monitors, x-ray machines, scopes and a faxitron – our equipment pieces range from $300 - $750,000 each.

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 ☐ American Express 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!
Thank you to our donors for helping us keep our promise!

- the promise every staff member makes to do their best in performing their role in patient-centred care
- the promise of every team member to ensure exceptional care
- the promise of our community and donors in making an impact and being engaged as an integral part of the healthcare team
- the promise of the Foundation to be committed to the highest standards of philanthropy, accountability and donor relations.

We’re there for you 24/7
Now we need you!

Please give generously from the heart for state-of-the-art technology.

Stratford General Hospital Foundation
46 General Hospital Drive, Stratford, ON 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

SGHFOUNDATION.ORG | 519.272.8210 EXT. 2626