A Year of Anniversary MILESTONES

August 8, 2013  - Stratford General Hospital Foundation 30th Anniversary
August 6, 2013  - New North Wing Opening & Heart & Soul Donor Wall Unveiling 3rd Anniversary
July 3, 2013    - Huron Perth Healthcare Alliance 10th Anniversary

Since the Stratford General Hospital Foundation was founded in 1983, we have raised over $51 million for Stratford General Hospital. That’s over 42,000 donors whose generosity has had a tremendous impact on local healthcare. This impact is felt each and every day as the hospital’s caregivers save and change lives using equipment and facilities funded by donors.

We can never say Thank You Enough
Colleen Misener  ...more than talk  

“For whether it’s being born or dying or something in between – it’s so important to have proper healthcare for all of us”

If you’re ever sitting on the wooden bench outside the Stratford General Hospital Foundation office at the Avon Crest building, take a moment to read the plaque. The bench is there to honor Colleen Misener, one of only two people to ever be recognized for their service to the Foundation as an “honorary lifetime member.”

“I was thrilled with that honor, but there were others who’ve done just as much as me. Maybe I mouhted off more,” she laughs.

But Colleen has always done much more than talk. She was a Hospital Board member for years and Board Chair for two years in the early 90s. She was also a driving force behind the creation of the Hospital Foundation in 1983, and has been involved in some capacity with every major fundraising effort since—including co-chairing the original CT Scanner Campaign.

While not as mobile as she once was, Colleen is still interested and actively involved. She helped with strategy in the recent $3.8 million MRI Campaign, and helped raise some $65,000 from friends and neighbors for the $20 million Heart & Soul Campaign.

“Whether it’s being born or dying—or something in between—it’s so important to have proper healthcare for all of us,” says Colleen. “It’s also essential for the whole municipality, because that’s one thing industry looks at when they’re thinking of relocating. Also, if we’re going to attract physicians and get the high quality care we want, we have to have the best equipment and latest technology.”

Success through the years has resulted from several factors: a generous, neighborly community; a Foundation Board that created the right atmosphere; and a skilled and determined Foundation Staff.

“When we first started out, I thought, oh my gosh, what a mountain we have to climb,” says Colleen. “But we’ve reached the summit so often that I no longer get discouraged when people say we need $5 million for this project or that.”

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Orrs help steer the Hospital-Foundation to Success

Stratford would not be the community it is today without the Orr family “answering the call.”

It seems one member of the family or another has always been involved in the community’s most important projects: from R. Thomas Orr’s fight to establish Stratford’s park system…to Tom Orr’s involvement with the Festival Theatre, Library Foundation and co-chairmanship of the Hospital Foundation’s Heart & Soul Redevelopment Campaign…to Jeff and Rick Orr and their involvement with various community groups and causes.

“I was actually looking for somewhere I could have an impact where the family hadn’t yet been—and the hospital seemed a natural fit,” explains Rick of his decision to join the Hospital board more than 10 years ago. “I served as a board member and as a member of the LAC (Local Advisory Committee) and eventually got just as involved with the Foundation as I was with the Hospital.”

“If there’s one thing that touches everyone in the community at some point, it’s healthcare,” says Rick. “It’s changing rapidly and we need to keep up with the current technology in order to recruit the physicians we need. And without a strong hospital and the healthcare it provides it becomes very difficult to attract industry to Stratford.”

Rick gives top marks to the leadership and staff of the Hospital and the Foundation for the East Building Campaign and to his father Tom who stepped forward to co-chair the $20 million Heart & Soul Campaign at a time when there were other competing fundraising campaigns in town, and feasibility studies had said the $20 million goal was unreachable.

“But I’ve also spent a lot of time traveling across the province and the country and I think Stratford is unique—from its civic pride to the spirit of generosity we’ve been able to tap into for campaigns like Heart & Soul and MRI,” says Rick. “The Foundation has a way of connecting with our community and inspiring them to give…and every gift is important, and deserving of our thanks.”

Will the Hospital and Foundation continue to be important in the future? Undoubtedly, says Rick, given future demographic challenges. But roles may change as patient care becomes less hospital centred. “It’s unlikely to just be about funding the hospital in the future…but following the patient beyond the hospital walls to ensure their needs are met.”

Gift of Generations

His great grandfather, William, was one of the early Board Chairs of Stratford General Hospital. His father, Jeff, always stressed the need to “put back a little extra” and co-chaired the fundraising for the East Building Campaign. Even his brother, Jim, served as Hospital Board Chair in the mid 1980s.

With such strong family connections to the Hospital, it may have seemed inevitable for Bill Preston to co-chair the Heart & Soul Campaign. But what wasn’t inevitable was success in the $20 million Hospital Redevelopment Campaign—a goal that was more than double what a feasibility study said could be raised in Stratford.

“When my dad passed away it occurred to me that maybe it was my turn to step up and do what I could,” explains Bill who came on the Board in 1996, many years before the start of the Heart & Soul Campaign.

He sees some strong parallels between raising money for healthcare and individual financial planning carried out by many of his clients at W&K Financial. In both instances it’s not strictly about money, but more about the benefits and advantages those dollars can bring.

“That’s really the whole goal of raising a dollar—not to have money in the bank, but to have the equipment, facilities and staff to look after the community,” he explains. “And we all need the hospital at some point in our lives.”

Three years after the successful conclusion of the Heart & Soul Campaign, Bill is still in awe of the generous individuals, groups and clubs, and support from all levels of government that made the campaign a success. He credits Andrea Page, SGH Foundation Executive Director for creating a roadmap to success, and his co-chair Tom Orr who had very different, but complementary skill sets to his own.

“We had a great team in place and support from many sectors of our community—right down to the hospital volunteers, staff and physicians,” he says. “But it’s not just about the shiny new facilities and equipment—it’s really about the care you get when you walk through the front doors. From that standpoint, we’re in good shape.”

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Next Generation of Hillers steps up to the-tee

The Hiller family has long been involved with Stratford General Hospital Foundation through its Board – but also through its longest running and highly successful special event, the Royal LePage Hiller Realty golf tournament.

“My mom Dianne was on the Board in the late 1990s and served as Board Chair for three years. I also had a grandmother who had her own nursing home in Stratford, and my wife Allison is a registered nurse who has worked at both St. Marys and Stratford Hospitals with the CCAC (Community Care Access Centre),” says Brent Hiller, the newest addition to the Stratford General Hospital Foundation Board and the “next generation” of Hillers to step up to the tee.

“I think all those factors – plus my high regard for both the Hospital and the Foundation—led me to getting involved,” explains Brent.

“It’s amazing that we have a facility like our hospital in a city the size of Stratford, and the Foundation’s efforts—coupled with a very supportive community have helped make that happen.”

Brent says there’s still lots to learn about the Foundation, the Hospital and healthcare, but he wants to spread the word through business and personal contacts to make sure people appreciate that what we have in Stratford is something special—and that their generosity can have an impact.

“Accountability and transparency are big things. When people support the Foundation, they know the money is going to the right places for the right reasons and with minimal expense,” explains Brent.

ICU a Critical Success

Each day in Stratford General Hospital’s Intensive Care Unit (ICU) there are reminders how far they’ve come since leaving the old, cramped, dark facility behind three years ago.

But occasionally something happens to highlight that change. For Jane Moore, Interim Manager, Critical Care Unit, that happened several months ago when an elderly couple, married for many years, arrived at the ICU following a nasty fall. Towards evening the couple’s son told Jane how badly his father felt about leaving the old ICU, which was essentially one room with curtains between the beds. There was little privacy and little room for physicians and nurses to examine and treat patients.

Now we have proper rooms with proper windows that staff and patients can see out of. Nurses can visually monitor our patients from just outside the room, and privacy for patients and families is much improved,” says Jane. “We even have a quiet room and a waiting room for families.”

New technology—from hi-tech beds to monitoring systems in each of the seven patient rooms have made a big difference, as have the “articulating arms” which hang from the ceiling and contain many of the tools needed to care for patients, including power outlets and IV hookups.

“A big thank you to all the people who donated to the Heart & Soul Campaign. It certainly has made it so much better for us to work here - the space, the windows, the ability to provide excellent care for our patients, and the added privacy,” says Jane. “All those things come from that support.”

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Brent Hiller
The 30th Anniversary of the Stratford General Hospital Foundation, the 10th Anniversary of the Huron Perth Healthcare Alliance, and the third Anniversary of the opening of the Stratford site’s New North wing which coincide this summer, provide an opportunity to reflect, celebrate our success, and plan for what the future holds.

**FOUNDATION**

A key piece in developing strong, flexible and responsive local healthcare in Stratford and area is the strength of the Hospital Foundation—something that goes for all four sites of the Huron Perth Healthcare Alliance, says Andrew Williams, HPHA President and CEO.

“You have to put your money where your mouth is,” he says of his sponsorship of an Intensive Care Room—a service that supports the whole region.

“Happy Anniversary, Happy Anniversary...”

The North Wing expansion and infill of the East Building three years ago were essential to ensuring we could continue to meet and exceed the needs of patients. The latest tools and technology—including the facilities—are indispensable to doing that, allowing caregivers to maximize their skills, says Andrew.

“It also helps greatly with one of our biggest challenges—recruitment and retention,” he says. “You simply can’t attract the healthcare professionals you need without the best tools and technology.”

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**HPHA**

“There’s a saying that when you put a team together it forms, storms, norms, and then performs. With the Alliance I think we’re now into that stage of performing,” says Andrew who notes that each of the Alliance sites is stronger today because of the other three hospitals.

“Our model—a voluntary alliance—is really innovative and we’ve dealt with some very challenging issues,” says Andrew. “We’re well positioned to continue to deliver the quality care that’s our number one focus, while building closer relationships between our sites and with other providers in the community.”

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Donor Generosity a lifesaver in Hospital’s Emergency Department

If there’s one thing that Dr. Miriam Mann wants donors to know about their impact on the Stratford General Hospital Emergency Department, it’s that their support has been a lifesaver—quite literally. And the equipment and facilities that generosity helped fund is allowing the ER to handle far more complex cases today than even 10 years ago.

The new ER, which opened three years ago as part of the Hospital redevelopment project, is a significant improvement for staff and patients, says Dr. Mann, Chief of Emergency. The physical layout allows improved visual monitoring of patients; and special rooms like a dedicated mental health room, gynecology room and a two bed orthopedics room are significant improvements. Two side-by-side trauma bays have repeatedly proven their ability to save lives in true emergencies.

“I’ve had cases where we’ve had two very serious traumas at the same time, and I’ve been able to open the sliding doors, stand between the two trauma rooms and manage the care of both patients—something we couldn’t do before,” explains Dr. Mann.

Funded by the Heart & Soul Campaign, equipment in the new ER is also a big improvement. Large articulating arms that hang from the ceiling contain power cables and suction. All 18 beds can be monitored from a central location. Two trauma carts and 20 moveable procedure carts ensure the needed supplies and equipment are close at hand.

“While the number of patients hasn’t changed much in recent years, their needs are so much greater,” explains Dr. Mann. “We’re not talking about 25,000 people with ankle sprains…we’re talking about 25,000 people with complex medical problems that often require a variety of diagnostic tests. To do all that, we needed more space, better rooms, more equipment and more efficient facilities to do that work.”

While wait times continue to be a frustration for both patients and staff, the hospital is concentrating on decreasing those waits throughout. A recent process optimization project examined patient flow through the organization including such key areas as Admitting, Emergency and patient discharge.

“While we are challenged by the evolving healthcare system and the constraints we face, we are meeting, discussing, identifying trends, planning and examining ways we can improve our processes to be more efficient for the good of our patients,” says Dr. Mann.

Surgical Services on Cutting Edge... Thanks to Donors

Having surgery of any kind can be worrying.

But the new Surgical Services Unit at Stratford General—now marking its third anniversary in the new North Wing—provides the very best facilities and equipment possible, ensuring a patient experience that’s “a cut above”.

“We have such a beautiful facility that’s so clean, bright and new. It contains the latest technology which allows us to provide the best and safest in patient care,” explains Kim Holmes, Manager, Perioperative Services.

When patients rarely see the inside of the new operating rooms, the technology within is amazing says Kim—much of it voice activated and finger tip controlled.

“We’re very patient centred, and there’s a huge improvement in privacy for our patients particularly in a day surgery unit,” says Kim. “In our old unit everybody was in one big room; now we have 29 individual bays all of which have partial walls and privacy curtains.”

Patient flow is much improved within the unit, and its close proximity to other key areas—like the Emergency Department, Medical Imaging and Intensive Care—ensure an added degree of convenience, safety and efficiency.

Two recent initiatives are making surgery and other procedures a little less worrying for patients and families. Kid’s Corner is a new link on the HPHA website, created for pediatric patients and their families. Another enhancement is the “tracker board”. Each surgical patient is now assigned a number which can be tracked on a TV screen in the waiting room, allowing family members to know where their loved one is in the surgical/recovery process.

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The Volunteers of Stratford General Hospital have a way of making you feel like a million bucks!
And that’s not just because they’ve paid off their final payment of a $1 million pledge to the Heart & Soul Hospital Redevelopment Campaign, raised over the last 10 years. It has just as much to do with the extra care and kindness they provide patients throughout the hospital.

“At the Foundation we see the fruits of their labors,” says Andrea Page, Stratford General Hospital Foundation Executive Director. “If you look at every fundraising campaign we’ve run, the Volunteers have been willing to commit and able to deliver—giving generously to improve care for us all. We’re very grateful.”

“It’s certainly a lot of money—and it represents a lot of effort,” says Janette Veal Chair, Volunteer Council. “It’s very satisfying for us to realize what we’ve accomplished. It’s like reaching that final mortgage payment on your house.

The relationship between the Volunteers and the Foundation has grown very close over the years. The Foundation helps organize certain events and recognizes the Volunteers’ efforts; while the Volunteers are major and respected donors. “We are two separate entities but with similar goals,” explains HPHA Volunteer Coordinator Cheryl Hunt.

The Coffee Shop and Gift Shop are two major sources of revenue for the Volunteers. But raffles, bridge and euchre tournaments, and H.E.L.P. lottery activities raise their fair share towards funding vital equipment and projects.

With 231 active volunteers, and another 22 "honorary members" who participate less regularly, the hours volunteers donate each year are staggering—some 14,400 at Stratford General alone at 21 different locations throughout the hospital.

But volunteers are changing says Janette. Many have fewer hours to donate, and a number are moving away from traditional fundraising activities, preferring to work more closely with patients. They perform vital roles in many areas, including Continuing Care/Rehab, Palliative Care/Medicine, and ICU/Telemetry.

“Many want that one-on-one contact with patients,” she says. “Often they look after the little things so that nurses can concentrate on care. But it’s often those little things that can make a patient’s day.”

Volunteers Make Everyone Feel Richer
### History of the Stratford General Hospital Foundation

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1983</td>
<td>The Stratford General Hospital Foundation was incorporated.</td>
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<tr>
<td>1984</td>
<td>The Foundation holds its 1st Annual Meeting.</td>
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<tr>
<td>1985</td>
<td>The Foundation held its 4th Annual Meeting.</td>
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<tr>
<td>1986</td>
<td>No entries in Foundation Minute Book. Foundation remained in background during Hospital’s “For Your Health Campaign”.</td>
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<td>1987</td>
<td>Equipped to CARE reaches halfway point $2.5 million.</td>
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<td>1988</td>
<td>Heart &amp; Soul Campaign launched with $13.5 million in lead pledges.</td>
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<tr>
<td>1989</td>
<td>Equipped to CARE exceeds $5 million.</td>
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<tr>
<td>1990</td>
<td>Donor cube unveiled.</td>
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<td>1991</td>
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<tr>
<td>1992</td>
<td>First $3 million was disbursed to hospital. CT Donor Wall unveiled. November - Equipped to CARE reaches halfway point $1.5 million.</td>
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<tr>
<td>1993</td>
<td>Foundation hired ED. L. Jones.</td>
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<td>1994</td>
<td>Foundation received 2 Development Showcase Awards from AHP. CT Scanner $2.8 million goal reached.</td>
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<td>1995</td>
<td>Foundation received 2 NATIONAL AHP awards for Direct Mail &amp; Publications.</td>
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<td>1996</td>
<td>First $1 million was disbursed to Hospital. CT Scanner campaign launched with co-chairs Colleen Misener &amp; Frank Romano. CT Donor Wall unveiled. November: Equipped to CARE 5-year campaign launched with co-chairs Barb Cullition &amp; John Lawson.</td>
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<td>2000</td>
<td>Foundation hired E.D. L. Jones.</td>
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<td>A. Page returned and has been E.D. since.</td>
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<td>2004</td>
<td>AHP Canada Donor Recognition Award.</td>
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<td>2005</td>
<td>4th Annual Meeting. First&amp; current ED Andrea Page was hired. Foundation office was established in Avon Crest Building. Foundation received $2 million. First million was disbursed to hospital. CT Scanner campaign launched with co-chairs Colleen Misener &amp; Frank Romano. CT Donor Wall unveiled. November: Equipped to CARE 5-year campaign launched with co-chairs Barb Cullition &amp; John Lawson.</td>
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### Celebrating 30 Years of Giving

Our staff team brings 46 years of experience and dedication to the Foundation, the Hospital and, most importantly, our donors.

Left to Right: Susan Grabarczyk, Administrative Assistant, Andrea Page, FAHP, CFRE, Executive Director, Melissa Steinbach, Data/Finance Support, Michelle Jeffrey, Data Support

Seated Left to Right: Mary McTavish - Chair, Debbie Reece - Treasurer, Brent Hiller - Vice Chair, Chris Thomson, Andrea Page - Executive Director, Bob Guillford, Rick Orr - Absent: Heather Lennon, Tom Parisi - Vice Chair, Dr. K. Sparrow, Andrew Williams and Honourary Life Trustee – Colleen Misener

Please visit our website at www.sghfoundation.org for lists of donor funded equipment 2001-2013, Up-to-date donor recognition and a list of all Board members from 1983-2013.