

NOTICE OF MEETING AND AGENDA
RESOURCE DEVELOPMENT /
PUBLIC RELATIONS / IOH STEERING COMMITTEE

A meeting of the members will be held on
Wednesday, October 23rd, 2024 at 12:00 noon
(lunch served at 11:45)
SGHF Board Room

Call In Number: 519-272-8210 x 2712

A G E N D A

- 1. In Our Hands Campaign Update** **(Discussion)**
 - IOH Core Cabinet Update

- 2. Resource Development** **(Discussion)**
 - Financial Institutions
 - Municipalities
 - Proposal writing
 - 50/50 (Split the Pot)
 - Physician Giving Campaign
 - High School Co-op Program


- 3. Special Events** **(Discussion)**
 - New Cancer Care and Ambulatory Clinic & Co-located Pharmacy Unit
 - Grand Opening and Ribbon Cutting
 - VSGH Christmas in July Raffle
 - RE/MAX a-b Realty Ltd. Charity Golf
 - Festival School of Hairstyling
 - Festival Hydro
 - Mitchell Ladies' Night Out
 - Staff/Patient Cancer Fundraiser

- 4. Public Relations** **(Discussion)**
 - Communication Report
 - Monitor Mail Drop
 - Brook Global Recognition Project

- 5. Adjournment** **(Motion)**

Mrs. Cheryl Hunt, CVA
Executive Director

RSVP to 519-272-8210 Ext. 2626 or by email to stephanie.groenestege@hpha.ca

STRATFORD GENERAL HOSPITAL
Foundation 
 "People Caring for People"

MINUTES OF THE MEETING OF
RESOURCE DEVELOPMENT/ PUBLIC RELATIONS COMMITTEE
 WEDNESDAY, APRIL 24, 2024

PRESENT:

Mrs. B. Thibeault Mr. M. Rees Mrs. J. Smelski, <i>Committee Chair</i> Mr. R. Gould Mr. P. Roulston Mr. J. Frank Mr. R. Orr	Mrs. C. Hunt, Executive Director Ms. M. Clarkson, Foundation Assistant/ Recording Secretary
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REGRETS:

Mr. A. William Dr. A. Smith Mayor M. Ritsma	
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COMMITTEE
CHAIR WELCOME:

Mrs. J. Smelski welcomed the committee.

1. In Our Hands Campaign Update (Discussion)

Mrs. C. Hunt shared a campaign update: As of April 8th – the campaign is currently at 92% of goal, \$27.4 Million. The In Our Hands Core Cabinet continues to work on Major Donor Giving in developing a “case for support” portfolio. Mrs. C. Hunt also highlighted some recent gifts:

- John Donaldson Pledge: \$70,000 + past gift in December of \$78,500 = \$ 148,500 towards dementia care on our MH and CCU. Also, his past business, Lori-Jo Holdings gifted \$3000 to be used towards celebrating John’s gift and promoting our IOH campaign.
- Martin and Kathryn Ritsma: \$10,000 naming on nutrition station within the cancer & medical care unit
- Anonymous donation of \$5,181.60 - general
- Stratford Makers Market: \$6,308.80 + community donations from their event (receipted) brought them to \$7,500 to purchase a kangaroo chair for the special care nursery.
- Estate of Marjorie Britton: \$10,000 – ISU
- Private Giving Foundation: \$6,587.39 – general
- Estate of George Lantz: \$100,000 – capital equipment

2. Resource Development (Discussion)

- *Financial Institutions*

Mrs. C. Hunt gave a summary of conversations that occurred during In Our Hands Core Cabinet meetings and Strategic Planning regarding the pivoting of strategy for the financial institution asks, and shared updates regarding the Transitional Youth- Youth Mental Health committee project. Discussion had. Recommendation given to ensure the Foundation has a bank representative supporting the engagement process.

- *Municipalities*

Municipal Hard Hat Tours are on April 23rd and April 30th, 2024 at 5:30. Great conversations occurred with councillors during the recent tour. Following the tours, the IOH Campaign Co-Chairs and Mrs. C. Hunt will work on a strategy to attend municipal council meetings in September and October.

- *Proposal writing*

The Foundation will be submitting a proposal to the FCC AgriSpirit Fund – the focus is on construction upgrades (Cancer & Medical Care Unit). The funding announcement will occur in the Fall of 2024.

Mrs. C. Hunt continues to engage with “Foundation Search” to build the Foundation's access to Canadian Foundations for grant writing.

- *Split the Pot Lottery*

Through conversations with the “Split the Pot” organizers, the Foundation team recommends not to pursue the “Split the Pot” lottery at this time. Instead resurrecting our own 50/50 lottery in the Fall of 2024.

- *Physician Giving Campaign*

Strategies and discussions have taken place with Dr. A. Smith. The Foundation will attend the HPHA all-staff meeting in June 2024. Dr. A. Smith and Mrs. C. Hunt recommend the solicitation of individual gifts from physicians, then moving forward with a community “matching gift campaign” theme.

- *Stratford & District Agricultural Society*

The HPHA Community Mental Health Team will present to the Stratford District Agricultural Society on May 21st, coordinated by Mayor Martin Ritsma. Rodney Phillips, Manager of Outpatient Mental Health, HPHA will speak with a focus on Mental Health in the agricultural-rural sector. Foundation representatives will attend as support.

- *Stratford Festival Engagement*

“Print @ Home” e-ticket ads have been booked to start in May 2024. Planning is underway with Post Media- Beacon Herald to renew “Festival Edition” ad space for this 2024 theatre season.

3. Special Events

(Discussion)

- *New Cancer Care and Ambulatory Clinic & Co-located Pharmacy Unit*

- Municipal Hard Hat Tours- April 23rd and April 30th at 5:30 P.M.

- Ribbon Cutting / Grand Opening TBD

Planning is ongoing with HPHA management for the Major Donor Ribbon Cutting event.

- Community Open House to follow the ribbon cutting.

- *The Stratford Home and Leisure Show, April 13th-14th, 2024*

Mrs. C. Hunt reviewed the highlights and takeaways of the Foundation’s time at the 2024 Home Show. A “Geo-tagged” map generated by our new database, NXT, was shared with the committee highlighting our community outreach during this event.

- Mrs. C. Hunt and Ms. M. Clarkson gave an overview of upcoming community events:

- Perth County Flying Club- COPA Flight 69,

- FLY-IN // DRIVE-IN BREAKFAST - *Sunday, June 2nd, 2024*

- VSGH Christmas in July Raffle- *Tickets on sale now, drawn throughout July*

- AGM / Donor Impact Celebration- *June 12th, 2024 at SCC*

- RE/MAX a-b Realty Ltd. Charity Golf- *June 19th, 2024 at SCC*

4. Public Relations

(Discussion)

- *Communication Metrics Report*

The pre-circulated “Communications Metric Report” was highlighted on the projector screen. Ms. M. Clarkson clarified items in the social media engagement report across Facebook, Instagram, Twitter and LinkedIn platforms.

- *Advertising*

Mrs. C. Hunt and Ms. M. Clarkson shared the final design for the upcoming Stratford city bus ad, on contract from June 1st to July 31st, 2024.

- *Radio Advertisements- CJCS*

Mrs. C. Hunt shared that CJCS-Vista Radio agreed to help support the SGH Foundation’s upcoming community events by mentioning them on-air, and “sharing” posts on social media.

- *Donor Recognition Refresh*

The approved designs for the Donor Recognition (Chemotherapy and Pharmacy unit naming’s), plus the June Blanch Lobby- *In Our Hands* donor wall refresh were shared. Mrs. C. Hunt explained the display features of the June Blanch Lobby- *In Our Hands* donor wall “insert panels” and digital screens.

5. Annual General Meeting/ Donor Impact Celebration

(Discussion)

Mrs. C. Hunt reminded the committee about the event timeline outlining the meeting order: Board of Trustees Meeting, Organizational Committee held in the Curling Lounge, AGM, and Donor Impact Celebration held in the event hall, will take place on Wednesday, June 12th, 2024 at the Stratford Country Club. We will also celebrate our community’s gifts, the VSGH’s pledge fulfilment, and Hugh McDonald’s retirement from the SGHF Board of Trustees.

Mrs. C. Hunt explained the programming of the “Donor Impact Celebration” which will feature “talks” led by healthcare managers and front-line techs, overviewing donor-funded equipment purchases from 2019 – to present.

MOTION TO ADJOURN:

It was **MOVED** by Mr. R. Gould, **SECONDED** by Mr. J. Frank and **RESOLVED** to adjourn the meeting.

CARRIED

ADJOURNMENT: The Resource Development meeting was adjourned at 12:58 p.m.

Mrs. J. Smelski, Committee Chair

Ms. M. Clarkson Recording Secretary

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