


STRATFORD GENERAL HOSPITAL
Foundation 
"People Caring for People"

NOTICE OF MEETING AND AGENDA SGH FOUNDATION BOARD OF TRUSTEES

A meeting of the members will be held on
Wednesday, January 24th, 2024
11:45 with lunch in the SGHF Board Room


AGENDA

ACTIONS

12:00	1. Board Chair Welcome	FYI
12:05	Presentation: Information Technology and Securities at HPHA <u>Guest Speakers</u> Iris Michaels, Director <i>Analytics, Financial Planning and Regional Information Mgmt</i> Daniel Moutte, Manager <i>IT Operations</i>	
12:20	2. Consent Items <ul style="list-style-type: none">• Foundation Board with Finance Minutes- November 22nd, 2023• Strategic Planning Committee Minutes- <i>No meeting due to the holidays</i>• Resource Development Public Relations Committee Minutes- <i>No meeting due to the holidays</i>• Finance/Audit Committee Minutes- <i>January 15th, 2024</i>• Finance Statements- December 31st, 2023• Investment Statements- December 31st, 2023	Discussion / Motion
12:30	3. In- Camera Session <ul style="list-style-type: none">• HPHA Finance Disbursement Consideration	Motion / Update
12:40	4. Raisers Edge + Financial Edge Transition	FYI
12:50	5. Executive Director's Report	FYI
1:00	6. Adjournment	Motion

Mrs. Cheryl Hunt, CVA
Executive Director

RSVP to 519-272-8210 Ext. 2626 or by e-mail to merle.clarkson@hpha.ca

STRATFORD GENERAL HOSPITAL
Foundation 
"People Caring for People"

MINUTES OF THE MEETING OF THE FOUNDATION BOARD OF TRUSTEES HELD
WEDNESDAY, NOVEMBER 22, 2023 at 11:45 IN THE SGHF BOARD ROOM

PRESENT: Mrs. B. Thibeault, Chair
Mr. P. Roulston
Mr. R. Gould
Mr. P. Buxton, Treasurer
Mr. H. McDonald
Mr. M. Rees
Mr. F. Steigmeier
Mr. R. Orr
Mr. J. Frank

Mrs. C. Hunt, Executive Director
Ms. M. Clarkson, Recording Secretary

REGRETS: Mr. A. Williams
Mr. M. Ritsma
Ms. A. Conrad
Mrs. J. Smelski

**BOARD CHAIR
WELCOME:**

Mrs. B. Thibeault called the meeting to order. She noted that the In Our Hands campaign is currently at 88% of goal, and highlighted some recent donations as listed in the pre-circulated Executive Director's report.

**CONSENT
ITEMS:**

There were no questions arising from the consent agenda items: *Foundation Board with Finance Minutes- September 27 2023, Strategic Planning Committee Minutes- October 11 2023, Resource Development Public Relations Committee Minutes- October 25 2023, Finance/Audit Committee Minutes- November 20 2023, Finance Statements- October 31 2023, and Investment Statements- October 31 2023.*

It was **MOVED** by Mrs. B. Thibeault, **SECONDED** by Mr. P. Roulston, and **RESOLVED** to approve the following consent agenda items:

- **Foundation Board with Finance Minutes-**
September 27 2023
- **Strategic Planning Committee Minutes-** October 11 2023
- **Resource Development Public Relations Committee Minutes-** October 25 2023
- **Finance/Audit Committee Minutes-** November 20 2023
- **Finance Statements-** October 31 2023
- **Investment Statements-** October 31 2023

CARRIED

**IN- CAMERA
SESSION:**

It was **MOVED** by Mr. R. Orr, **SECONDED** by Mr. R. Gould and **RESOLVED** to move into an in-camera session.

CARRIED

It was **MOVED** by Mrs. B. Thibeault, **SECONDED** by Mr. R. Orr and **RESOLVED** to move out of the in-camera session.

CARRIED

MOTION:

It was **MOVED** by Mr. R. Orr, **SECONDED** by Mr. P. Buxton and **RESOLVED** that Stratford Hospital Foundation advance to the Stratford General Hospital up to \$5.5M in cash received that has been directed towards the Pharmacy/Chemo Unit project upon obtaining proof that charitable expenditures have been incurred up to \$5.5M. Funds to be advanced upon staff audit and final board approval.

CARRIED

**RAISERS EDGE &
FINANCIAL EDGE
TRANSITION:**

Mrs. C. Hunt gave an overview of the discussion that was held during the 11-20-2023 SGHF Finance Committee meeting. Discussion ensued, and some questions were asked regarding: the capabilities of exporting year-year Financial reports after the server migration, the data back-up process (and secure storage of old-data). Mrs. C. Hunt confirmed that she will seek to provide information to support these inquiries at the next Foundation Board meeting. She confirmed that the anticipated “launch date” of the new cloud-hosted software is April 1,2024.

**EXECUTIVE
DIRECTOR'S
REPORT:**

Mrs. C. Hunt referenced the pre-circulated Executive Director’s report and highlighted:

- The \$300,000 ask for the Stratford Rotary Club to benefit our Mental Health unit is ongoing. The Foundation has been asked to attend a February 2024 meeting with Rotary club members in-support of this ask.
- The SGH Foundation will be attending the 2024 Stratford Home Show. Volunteer support will be encouraged, Mr. R. Gould volunteered to help out.
- Financial Institutions- Proposal Strategy: Will be starting with RBC, in support of the Youth Mental Health proposal.

**PHYSICIAN
REPRESENTATIVE:**

The SGH Medical Advisory Committee has appointed Dr. Alistair Smith to fulfil the Physician role on our IOH campaign cabinet. Should he be unavailable to attend meetings, Dr. Smith requests the appointment of a co-chair to fill-in in his absence and help support.

**MOTION TO
ADJOURN:**


It was **MOVED** by Mrs. B. Thibeault, **SECONDED** by Mr.F. Steigmeier and **RESOLVED** to adjourn the meeting.

CARRIED

ADJOURNMENT: The meeting was adjourned at 12:59 p.m.

Mrs. B. Thibeault, Board Chair

Ms. M. Clarkson, Recording Secretary

STRATFORD GENERAL HOSPITAL
Foundation 
“People Caring for People”

MINUTES OF THE MEETING OF THE FINANCE/INVESTMENT COMMITTEE
HELD ON MONDAY, JANUARY 15, 2024 AT 12:00 NOON VIA ZOOM

PRESENT: Mr. P. Buxton, Treasurer Mrs. C. Hunt, Executive Director
Mr. J. Frank Mrs. M. Steinbach, Data/Finance Manager
Mr. F. Steigmeier Ms. M. Clarkson, Recording Secretary
Mrs. A. Conrad
Mr. P. Roulston

REGRETS: Mr. R. Orr
Mrs. B. Thibeault, Board Chair
Mr. H. McDonald

**BUSINESS
ARISING:**

1.1 Financial Statements ending December 31, 2023

Mr. P. Buxton referenced the pre-circulated financial statements for the period ending December 31, 2023. There were no comments or questions. Mrs. M. Steinbach gave clarification regarding:

1. Subscriptions and memberships- Currently \$3,000 over budget for year to date because Cheryl Hunt’s membership fees are now coming out of the operating budget and not the campaign budget.
2. Higher commissions due to stock donations- the RBC commissions increased from \$1,900 last year to \$3,200 for 2023.
3. Fees have increased due to the large amount of online donations the Foundation has received.

Mr. P. Buxton referenced the “Project Activity” report. Mrs. A. Conrad inquired if Interest Income was budgeted for. Mr. P. Buxton confirmed that this type of revenue is recorded under the revenue section of the Statement of Operations.

Discussion took place.

It was **MOVED** by Mrs. A. Conrad, **SECONDED** by Mr. J. Frank and **RESOLVED** to *recommend revenue budgeting for interest income under advisements for the 24/25 budget to the Board of Trustees.*

CARRIED

It was **MOVED** by Mr. P. Buxton, **SECONDED** by Mr. P. Roulston and **RESOLVED** to recommend the acceptance of the *Financial Statements for the period ending December 31, 2023* to the Board of Trustees.

CARRIED

**INVESTMENT
UPDATE:**

2.1 Investment Statements ending December 31, 2023

Mr. P. Buxton noted that the Endowment funds were up slightly. There were no further comments or questions.

It was **MOVED** by Mr. P. Buxton, **SECONDED** by Mrs. A. Conrad and **RESOLVED** to recommend the acceptance of the *Investment Statements for the period ending December 31, 2023* to the Board of Trustees.

CARRIED

Mrs. C. Hunt referred to the GIC recommendations made by RBC which was pre-circulated in the meeting package, highlighting that there is up to \$675,000 available for possible reinvestment.

Discussion ensued regarding the Chemotherapy unit disbursement ask, and the breakdown of available funds in cash and pledges. Mrs. M. Steinbach broke down the designation of SGH Foundation account dollars in Cash:

- Up to \$5 Million available for disbursement to the Chemotherapy unit,
- \$1.2 Million slated for annual equipment disbursement in March 2024,
- Reserve funds of \$3 Million – as pre-negotiated for best practice, 3 years of SGH Foundation Operating funds to be left in the bank (which amounts to \$1.996 Million).

The committee members also noted that another \$855,000 in GICs will mature by July 2024. The committee members welcome a meeting with Rob and Darren of RBC to discuss their recommendations for GICs/Investments.

It was **MOVED** by Mr. J. Frank, **SECONDED** by Mr. P. Buxton and **RESOLVED** to recommend that \$434,127 be reinvested in GICs and Banker's notes and the remaining \$241,999 to keep in cash or high-interest savings, at the rate of 4.55% to the Board of Trustees.

CARRIED

It was **MOVED** by Mr. P. Buxton, **SECONDED** by Mrs. A. Conrad and **RESOLVED** to recommend that a metric be made to keep a minimum of 3 years' operating funds, in cash or high interest savings in the bank, to the Board of Trustees.

CARRIED

**CAMPAIGN
SUMMARY**

REPORT:

Mrs. C. Hunt presented campaign dashboards to the group: The Christmas mailings (Monitor and Direct Mail) generated a combined total of \$584,089.22, and the “In Our Hands” Capital Campaign now sits at 90% of goal- \$27.1 Million in cash and pledges. Mrs. C. Hunt listed various large gifts from very generous donors, made up of stocks, estates, and other gifts.

Mrs. C. Hunt also referenced the pre-circulated “Chart of Standards” document which breaks down gifts fulfilled, and where fundraising gaps are to achieve our \$30 Million goal. This is a working document which now reflects 90% of the goal met. Mrs. C. Hunt clarified that there is a column referencing a previous “Feasibility Study” projection of gift increments, that can be compared to the number of gifts we have received at certain dollar amounts.

**RAISERS EDGE +
FINANCIAL EDGE
TRANSITION/MIGRATION:**

Mrs. C. Hunt provided an overview of the current state of the migration. Mrs. M. Steinbach updated the committee, informing them that she will be the project lead for both the SGH Foundation and Seaforth Foundation as they make this software migration. The next step of the project:

- “mapping” which the HPHA IT team will support.
- Then an elaborate testing phase before our “go-live” date.
- During the final migration step, our database will be down for a few days so no updates can occur.
- The planned “go-live date” is April 1st, 2024, but this may be earlier.

ADJOURNMENT:

It was **MOVED** by Mr. F. Steigmeier **SECONDED** by Mr. J. Frank and **RESOLVED** to adjourn the meeting.

CARRIED

The meeting was adjourned at 12:46 p.m.

Mr. P. Buxton, Meeting Chair

Ms. M. Clarkson, Recording Secretary

STRATFORD GENERAL HOSPITAL
Foundation 

“People Caring for People”

NOTICE OF MEETING
STRATFORD GENERAL HOSPITAL FOUNDATION
FINANCE, INVESTMENT & AUDIT COMMITTEE
Monday, January 15, 2024
at 11:45 with lunch in the SGHF Board Room

A G E N D A

1. FINANCIAL UPDATE:

1.1. Financial Statements ending December 31, 2023

2. INVESTMENT UPDATE

2.1. Investment Statements

3. CAMPAIGN SUMMARY REPORT

3.1 Holiday Mail-out

3.2 Chart of Standards as of January 09, 2024

4. RAISERS EDGE + FINANCIAL EDGE TRANSITION

5. ADJOURNMENT

Cheryl Hunt, CVA
Executive Director

RSVP to 519-272-8210 ext 2626 or by e-mail to merle.clarkson@hpha.ca

Stratford General Hospital Foundation
Balance Sheet
December 31, 2023

	November 2023	Actual
ASSETS		
CURRENT ASSETS:		
01-1000 Bank-Bank of Montreal	8,351,965.55	8,654,992.43
01-1005 Bank-Lottery Account	48,371.42	48,371.42
01-1015 Bank-Raffle Account	5,677.24	5,677.24
01-1020 Petty Cash	200.00	200.00
01-1025 Petty Cash DR - Bank of Montreal	997.50	765.30
01-1100 Investments	2,139,348.59	2,289,049.51
01-1105 Investments (Endowment)	1,062,716.71	1,094,685.09
01-1200 Prepaid Expenses	34,859.39	35,119.24
01-1310 HST Paid on Purchases	14,090.16	8,726.75
TOTAL CURRENT ASSETS:	11,658,226.56	12,137,586.98
PROPERTY, PLANT & EQUIPMENT		
01-1400 Equipment-Purchased	47,364.42	47,364.42
01-1499 Accum Depreciation	(33,166.92)	(33,411.13)
TOTAL PROPERTY, PLANT & EQUIPMENT	14,197.50	13,953.29
TOTAL ASSETS	11,672,424.06	12,151,540.27
LIABILITY & EQUITY		
LIABILITIES		
CURRENT LIABILITIES		
01-2000 Accounts Payable	33,527.17	48,738.48
TOTAL CURRENT LIABILITIES	33,527.17	48,738.48
TOTAL LIABILITIES	33,527.17	48,738.48
EQUITY EARNINGS		
Building Redevelopment	98,085.92	98,085.92
In Our Hands	9,070,220.26	9,535,530.83
General Restricted	366,788.40	364,152.44
General Unrestricted	1,041,085.60	1,010,347.51
McNair Endowment Fund	1,062,716.71	1,094,685.09
Special Events Holding	0.00	0.00
TOTAL EQUITY EARNINGS	11,638,896.89	12,102,801.79
TOTAL LIABILITY & EQUITY	11,672,424.06	12,151,540.27

Stratford General Hospital Foundation
Statement of Continuity of Equity Earnings

December 31, 2023

	Beginning Balance April 1, 2023	Revenue	Net Interfund Transfers	Total to be Accounted For	Expenditures/ Disbursements	Ending Balance 12/31/2023
Building Redevelopment In Our Hands	\$98,085.92	\$0.00	\$0.00	\$98,085.92	\$0.00	\$98,085.92
General Restricted	\$6,464,826.06	\$3,282,848.92	\$28,636.69	\$9,776,311.67	\$240,780.84	\$9,535,530.83
General Unrestricted	\$268,171.36	\$122,002.92	\$555.98	\$390,730.26	\$26,577.82	\$364,152.44
Gifts In Kind	\$993,162.00	\$422,667.39	\$0.00	\$1,415,829.39	\$405,481.88	\$1,010,347.51
McNair Endowment Fund	\$0.00	\$9,865.59	\$0.00	\$9,865.59	\$9,865.59	\$0.00
Special Events Holding	\$1,048,413.62	\$55,607.43	\$0.00	\$1,104,021.05	\$9,335.96	\$1,094,685.09
	\$2,679.00	\$26,513.67	(\$29,192.67)	\$0.00	\$0.00	\$0.00
Total	\$8,875,337.96	\$3,919,505.92	\$0.00	\$12,794,843.88	\$692,042.09	\$12,102,801.79

Stratford General Hospital Foundation

Statement Of Operations

December 31, 2023

	Current Month Actual 12/31/2023	YTD Actual 12/31/2023	YTD Budget 12/31/2023	YTD Variance Actual/Budget	2023/2024 Budget
REVENUES:					
Donations					
Donations - Building Redevelopment Fund	0.00	0.00	0.00	0.00	0.00
Donations - In Our Hands	466,633.69	3,282,848.92	0.00	0.00	0.00
Donations - General Restricted	3,445.00	122,002.92	0.00	0.00	0.00
Donations - General Unrestricted	25,658.40	149,194.98	0.00	0.00	0.00
Donations - Gift-in-Kind	0.00	9,865.59	0.00	0.00	0.00
Total Donations	495,737.09	3,563,912.41	0.00	0.00	0.00
Interest					
Investment Income	35,672.50	268,506.47	0.00	0.00	0.00
Investment Income - McNair Endowment	4,626.62	12,903.82	0.00	0.00	0.00
Total Interest	40,299.12	281,410.29	0.00	0.00	0.00
Net Gain/Loss on Investments					
Gain(Loss) on Unrestricted Investments	206.30	199.26	0.00	0.00	0.00
Gain(Loss) on Endowment Investments	27,341.76	42,703.61	0.00	0.00	0.00
Total Net Gain/Loss on Investments	27,548.06	42,902.87	0.00	0.00	0.00
Other Revenue					
Gain(Loss) on Disposal of Assets	0.00	0.00	0.00	0.00	0.00
Other Revenue	0.00	4,766.68	0.00	0.00	0.00
Special Events Revenue	0.00	26,513.67	0.00	0.00	0.00
Total Other Revenue	0.00	31,280.35	0.00	0.00	0.00
Total Foundation Revenue	563,584.27	3,919,505.92	0.00	0.00	0.00
EXPENSES:					
Operating					
Regular Salaries	34,148.20	279,662.87	284,399.25	(4,736.38)	379,199.00
Regular Benefits	6,753.86	63,596.07	65,939.25	(2,343.18)	87,919.00
Office Supplies	982.49	2,482.81	1,875.00	607.81	2,500.00
Postage	95.52	3,825.43	3,900.00	(74.57)	5,200.00
Advertising	4.50	36.00	750.00	(714.00)	1,000.00
Telephone	289.66	2,696.68	3,150.00	(453.32)	4,200.00
Subscriptions & Memberships	0.00	4,229.11	2,250.00	1,979.11	3,000.00
Bank Service/Broker Charges	2,392.88	8,928.65	5,850.00	3,078.65	7,800.00
Audit & Accounting	0.00	10,414.79	10,800.00	(385.21)	10,800.00
Direct Mail	26,520.93	59,841.98	51,000.00	8,841.98	65,000.00
Monitor Newsletter	18,050.10	29,058.80	32,400.00	(3,341.20)	32,400.00
Travel & Conference	2.46	8,685.97	8,500.00	185.97	8,500.00
Computer Maintenance/Training	0.00	20,610.21	18,000.00	2,610.21	18,000.00
Donor Recognition/PR/Staff/Memorial	306.62	1,715.07	3,000.00	(1,284.93)	4,000.00
Catering	1,698.24	2,129.74	1,125.00	1,004.74	1,500.00
Depreciation	244.21	2,197.89	2,062.50	135.39	2,750.00
Annual Meeting Expense	0.00	0.00	10,000.00	(10,000.00)	10,000.00
Computer Equipment	646.00	646.00	750.00	(104.00)	1,000.00
Furnishings	0.00	0.00	375.00	(375.00)	500.00
Miscellaneous	28.97	450.46	375.00	75.46	500.00
Professional Fees - Board Development	0.00	0.00	2,250.00	(2,250.00)	3,000.00
Service Contracts/Accreditation	0.00	0.00	900.00	(900.00)	1,200.00
Internet Service Charges/Website	110.65	963.49	1,500.00	(536.51)	2,000.00
Endowment Investment Management Fees	0.00	9,335.96	10,125.00	(789.04)	13,500.00
In Our Hands	1,323.12	101,410.14	326,625.00	(225,214.86)	435,500.00
Special Events Holding	0.00	0.00	0.00	0.00	0.00
Total Operating	93,598.41	612,918.12	847,901.00	(234,982.88)	1,100,968.00
Disbursements					
Building Redevelopment	0.00	0.00	0.00	0.00	0.00
In Our Hands	0.00	42,680.56	0.00	0.00	0.00
General Restricted	6,080.96	26,577.82	0.00	0.00	0.00
General Unrestricted	0.00	0.00	0.00	0.00	0.00
Gift-In-Kind	0.00	9,865.59	0.00	0.00	0.00
People of Stratford Bursary	0.00	0.00	0.00	0.00	0.00
Total Disbursements	6,080.96	79,123.97	0.00	0.00	0.00
Gross Expense	99,679.37	692,042.09	847,901.00	0.00	0.00
Excess of Revenue over Expenses	463,904.90	3,227,463.83	847,901.00	0.00	0.00

Stratford General Hospital Foundation
Project Activity Report - GENERAL RESTRICTED
Year-to-Date As of December 31, 2023

Project ID	Project Description	Beginning Balance	Adjustments	Net Change	Ending Balance
0007	Giggle & Getwell Service	\$1,172.00	\$0.00	(\$302.75)	\$869.25
0008	Palliative Care	\$15,357.00	\$0.00	(\$313.38)	\$15,043.62
0016	Diabetes	\$14,931.73	\$0.00	\$2,193.23	\$17,124.96
0119	Elderly Patient Support	\$3,341.02	\$0.00	\$0.00	\$3,341.02
0202	Volunteers - General	\$20,255.97	\$0.00	\$79,688.20	\$99,944.17
0203	Volunteers - HELLP Lottery	\$1,198.90	\$0.00	\$0.00	\$1,198.90
0205	Volunteers - Raffle	\$0.00	\$0.00	\$6,224.50	\$6,224.50
0206	Community Stroke Rehab Team	\$6,109.72	\$0.00	\$0.00	\$6,109.72
0234	Huron Perth Addiction & Mental Health All	\$17,745.38	\$0.00	\$650.00	\$18,395.38
0235	Mental Health - Eating Disorder Program	\$380.00	\$0.00	\$405.00	\$785.00
0240	Historical Fund	\$266.56	\$0.00	\$0.00	\$266.56
0245	Postpartum Mood Disorders	\$1,995.15	\$0.00	\$0.00	\$1,995.15
0246	Nursing Recognition Award for Exceptional C	\$0.00	\$0.00	\$0.00	\$0.00
0247	PAIL (Pregnancy and Infant Loss)	\$136.00	\$0.00	\$0.00	\$136.00
0261	Spiritual Care Fund	\$200.00	\$0.00	\$0.00	\$200.00
0262	St. Marys - Healthcare Heroes	\$50.00	\$0.00	\$160.00	\$210.00
152	Mental Health - Special Purposes	\$10,860.14	\$0.00	(\$2,464.29)	\$8,395.85
ACTT	ACTT	\$1,862.22	\$0.00	\$0.00	\$1,862.22
Chemo-Gen	Chemo Unit - General	\$7,567.99	\$0.00	(\$2,192.34)	\$5,375.65
EF-Diabete	Education Fund - Diabetes	\$33,775.84	\$0.00	\$2,360.00	\$36,135.84
EF-E1500	Education Fund - E1-500	\$3,200.00	\$0.00	\$425.00	\$3,625.00
EF-Educato	Education Fund - Educators	\$375.00	\$0.00	\$0.00	\$375.00
EF-HHT	Education Fund - HHT	\$2,500.00	\$0.00	\$0.00	\$2,500.00
EF-Lab	Education Fund - Lab	\$600.00	\$0.00	\$0.00	\$600.00
EF-Lead	Education Fund - Leadership Program	\$359.02	\$0.00	\$0.00	\$359.02
EF-MatChil	Education Fund - Mat/Child Education & Sp	\$25,149.11	\$0.00	\$11,024.52	\$36,173.63
EF-Med Im	Education Fund - Ultrasound/Diagnostic Ima	\$5,701.15	\$0.00	\$0.00	\$5,701.15
EF-NEWS	Education Fund - NEWS	(\$0.42)	\$0.00	\$0.00	(\$0.42)
EF-Nut	Education Fund - Clinical Nutrition	\$7,183.12	\$0.00	\$1,000.00	\$8,183.12
EF-OR	Education Fund - OR	\$8,989.81	\$0.00	\$0.00	\$8,989.81
EF-OT	Education Fund - Occupational Therapy	\$2,395.21	\$0.00	\$822.44	\$3,217.65
EF-Paeds C	Education Fund - Paeds - CME Day	\$2,749.29	\$0.00	\$3,108.54	\$5,857.83
EF-Pharm	Education Fund - Pharmacy Education & Sp	\$12,457.22	\$0.00	(\$5,598.87)	\$6,858.35
EF-Psych	Education Fund - A Day In Psychiatry Fund	(\$2.10)	\$0.00	\$0.00	(\$2.10)
EF-Speech	Education Fund - Speech Language Patholog	\$1,100.00	\$0.00	\$0.00	\$1,100.00
EF-Stroke	Education Fund - District Stroke Centre	\$21,269.46	\$0.00	(\$1,839.57)	\$19,429.89
GAP Fund	GAP Fund/Special Services Unit	\$863.59	\$0.00	\$0.00	\$863.59
Mindruta H	Mindruta Hetcou Memorial Fund	\$1,400.00	\$0.00	\$0.00	\$1,400.00
Novartis	Novartis	\$25,861.25	\$0.00	\$0.00	\$25,861.25
Nursing Ed	Nursing Education	(\$165.39)	\$0.00	\$400.00	\$234.61
OT Camp	OT Camp	\$100.00	\$0.00	\$0.00	\$100.00
StrokePrevn	Stroke Prevention Clinic	\$9,111.27	\$0.00	\$0.00	\$9,111.27
VolIntrSrvcs	Volunteer Services Co-Ordinator Fund	(\$230.85)	\$0.00	\$230.85	\$0.00
Totals:		\$268,171.36	\$0.00	\$95,981.08	\$364,152.44



Wealth Management
Dominion Securities

RBC Dominion Securities Inc.
CANADIAN DOLLAR
ACCOUNT STATEMENT

DEC. 29
2023

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Your Account Number: 588-24660-1-3

Date of Last Statement: NOV. 30, 2023

STRATFORD GENERAL HOSPITAL
FOUNDATION
46 GENERAL HOSPITAL DRIVE
STRATFORD ON N5A 2Y6

ADVISORY TEAM

Investment Advisor(s):
BRYN/SCRIM/GRAHBSP
519-271-4075

Branch Address:
187 Ontario Street
Stratford, Ontario
N5A 3H3

ASSET SUMMARY

	MARKET VALUE AT DEC. 29	PERCENTAGE OF MARKET VALUE
Cash	\$45.17	0.00 %
Fixed Income	\$2,058,975.55	89.90 %
Preferred Shares	\$0.00	0.00 %
Common Shares	\$0.00	0.00 %
Mutual Funds **	\$231,147.89	10.10 %
Foreign Securities	\$0.00	0.00 %
Managed Assets	\$0.00	0.00 %
Other	\$0.00	0.00 %
Total Value	\$2,290,168.61	100.00 %

INCOME SUMMARY

	THIS MONTH	YEAR-TO-DATE
Dividends	\$0.00	\$0.00
Interest	\$220.21	\$60,520.36
Other	\$486.49	\$486.49
Total Income	\$706.70	\$61,006.85

CASH BALANCE

ACCOUNT TYPE	OPENING BALANCE AT NOV. 30	CLOSING BALANCE AT DEC. 29
Cash	\$1.41	\$45.17

- CONTINUED ON NEXT PAGE -

0009490 -DSC44



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Organization of Canada





Wealth Management
Dominion Securities

RBC Dominion Securities Inc.
CANADIAN DOLLAR
A + STATEMENT

DEC. 29
2023

Page 1 of 16

Your Account Number: 370-73490-1-9

STRATFORD GENERAL HOSPITAL
FOUNDATION
46 GENERAL HOSPITAL DRIVE
STRATFORD ON N5A 2Y6

Date of Last Statement: NOV. 30, 2023

ADVISORY TEAM

Investment Manager:
RBC DOMINION SECURITIES
A+ CUSTOM MODEL

Investment Advisor(s):
BRYN/SCRIM/GRAHA+/A B
519-271-4075

Branch Address:
187 Ontario Street
Stratford, Ontario
N5A 3H3

ASSET SUMMARY

	MARKET VALUE AT DEC. 29	PERCENTAGE OF MARKET VALUE
Cash	\$23,883.85	2.43 %
Fixed Income	\$619,952.36	63.04 %
Preferred Shares	\$0.00	0.00 %
Common Shares	\$318,663.81	32.40 %
Mutual Funds **	\$20,268.00	2.06 %
Foreign Securities	\$709.92	0.07 %
Managed Assets	\$0.00	0.00 %
Other	\$0.00	0.00 %
Total Value	\$983,477.94	100.00 %

INCOME SUMMARY

	THIS MONTH	YEAR-TO-DATE
Dividends	\$804.53	\$7,255.63
Interest	\$4,626.62	\$16,425.33
Other	\$712.73	\$4,132.58
Total Income	\$6,143.88	\$27,813.54

CASH BALANCE

ACCOUNT TYPE	OPENING BALANCE AT NOV. 30	CLOSING BALANCE AT DEC. 29
Cash	\$21,060.62	\$23,883.85

- CONTINUED ON NEXT PAGE -



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0114592 -BSC07





Wealth Management
Dominion Securities

RBC Dominion Securities Inc.
U.S. DOLLAR
A + STATEMENT

DEC. 29
2023

Page 1 of 10

Your Account Number: 370-73490-1-9

STRATFORD GENERAL HOSPITAL
FOUNDATION
46 GENERAL HOSPITAL DRIVE
STRATFORD ON N5A 2Y6

Date of Last Statement: NOV. 30, 2023

ADVISORY TEAM

Investment Manager:
RBC DOMINION SECURITIES
A+ CUSTOM MODEL

Investment Advisor(s):
BRYN/SCRIM/GRAHA+/A B
519-271-4075

Branch Address:
187 Ontario Street
Stratford, Ontario
N5A 3H3

ASSET SUMMARY

	MARKET VALUE AT DEC. 29	PERCENTAGE OF MARKET VALUE
Cash	\$4,176.13	6.13 %
Fixed Income	\$0.00	0.00 %
Preferred Shares	\$0.00	0.00 %
Common Shares	\$33,582.23	49.28 %
Mutual Funds **	\$0.00	0.00 %
Foreign Securities	\$0.00	0.00 %
Managed Assets	\$0.00	0.00 %
Other	\$30,380.94	44.59 %
Total Value	\$68,139.30	100.00 %

INCOME SUMMARY

	THIS MONTH	YEAR-TO-DATE
Dividends	\$83.73	\$1,135.22
Interest	\$0.00	\$15.95
Other	\$0.00	\$0.00
Total Income	\$83.73	\$1,151.17

CASH BALANCE

ACCOUNT TYPE	OPENING BALANCE AT NOV. 30	CLOSING BALANCE AT DEC. 29
Cash	\$3,112.35	\$4,176.13

- CONTINUED ON NEXT PAGE -



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Organization of Canada

0114600 -DSC07



Chart of Standards	As of January 9, 2024			Planning Study		Confirmed Gifts	
Objective:	\$ 30,000,000						
% of Goal Reached	90%						
Average Gift:	\$1,174.44						
# of Gifts	Gift Amount	Total	Cumulative	# of Gifts	Total	# of Gifts	Total
1	\$ 5,000,000	\$5,000,000	\$5,000,000		\$0	2	\$10,000,000
2	\$ 2,000,000	\$4,000,000	\$9,000,000	2	\$5,500,000	1	\$2,000,000
3	\$ 1,000,000	\$3,000,000	\$12,000,000	3	\$3,000,000	1	\$1,000,000
4	\$ 500,000	\$2,000,000	\$14,000,000	5	\$2,500,000	4	\$2,408,194
10	\$ 250,000	\$2,500,000	\$16,500,000	10	\$2,500,000	4	\$1,347,157
30	\$ 100,000	\$3,000,000	\$19,500,000	20	\$2,000,000	10	\$1,270,124
50	\$ 50,000	\$2,500,000	\$22,000,000	35	\$1,750,000	20	\$1,298,237
100	\$ 25,000	\$2,500,000	\$24,500,000	50	\$1,250,000	29	\$881,366
100	\$ 15,000	\$1,500,000	\$26,000,000		\$0	40	\$728,879
100	\$ 10,000	\$1,000,000	\$27,000,000	75	\$750,000	97	\$1,049,118
100	\$ 7,500	\$750,000	\$27,750,000		\$0	8	\$69,381
100	\$ 5,000	\$500,000	\$28,250,000		\$0	122	\$658,265
100	\$ 2,500	\$250,000	\$28,500,000		\$0	128	\$402,417
Numerous smaller Investments			\$1,500,000			22631	\$4,012,964
700		\$30,000,000		200	\$19,250,000	23097	\$27,126,103

MERLE.CLARKSON

From: CHERYL.HUNT
Sent: January 15, 2024 7:41 AM
To: CHERYL.HUNT; Alyson Conrad; josef.frank@rbc.com; roulston7285@gmail.com; pandlbuxton@rogers.com; Hugh McDonald (hugh@mcdonaldsimon.com); barbht70@gmail.com; Fritz Steigmeier; MELISSA.STEINBACH; rorr@orrinsurance.net; MERLE.CLARKSON
Subject: Re: RBC Secure Email: RE: RE: GICs coming due
Attachments: image010.png; image001.png; image002.png; image003.png; image004.png; image005.png; image011.png; image001.png; image002.png; image003.png; image004.png; image005.png; image013.png; Secondary GIC yield examples.pdf; SGH Upcoming maturities.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Good morning-

Due to inclement weather conditions, we are going to be safe and move our finance meeting to a zoom call.

Merle will add this link into our meeting invite.

If you have any trouble, please connect with Merle for support via email.

I look forward to our conversation at noon.

Keep warm and say safe.

Cheryl

Sent from my iPhone

On Jan 14, 2024, at 12:00 PM, CHERYL.HUNT <cheryl.hunt@hpha.ca> wrote:

Hello everyone,

Please see the below chain of email communication with RBC Dominion Securities.

We will want to discuss this on Monday at our Finance Meeting.

Keep warm,

Cheryl

From: McKelvie, Dean <dean.mckelvie@rbc.com>
Sent: January 12, 2024 2:59 PM
To: CHERYL.HUNT <cheryl.hunt@hpha.ca>
Cc: Bryan, Robert <robert.bryan@rbc.com>; Scrimgeour, Darren <darren.scrimgeour@rbc.com>
Subject: RBC Secure Email: RE: RE: GICs coming due

CAUTION: This email originated from outside the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Cheryl

As per our earlier notes, we wanted to put some rates and thoughts to you and the investment committee for consideration for the upcoming maturities in the Stratford General Hospital Foundation (SGHF) account.

There is \$434,127 in GICs and a banker's note maturing before month's end. There is also \$241,199 in cash and a high interest savings fund in the account. That would give us a total of \$675,326 for possible reinvestment. (FYI the saving component within the account currently pays an interest rate of 4.55%). Please see the attached 'SGH Upcoming Maturities' file

You said that there were no anticipated cash needs from this account in the next six months. There is also another \$855,000 in GICs maturing in early July 2024.

Currently 1-year GIC rates are the highest, as rates are lower the longer the term to maturity. However, we feel that we certainly may be at 'peak' rates and there will be downward pressure on rates in time, and investing some of the available cash for 2, 3, 4 or 5 years may be sensible.

Below are the best current GIC rates for 1 – 5 years. These are the highest posted rates as of Friday January 12th.

As you know rates are subject to change. As well, we will take into consideration the CDIC limit of \$100,000 per issuer in the account, so we may not be able to invest at the highest posted rate.

The only way we would consider going beyond the \$100,000 CDIC limit is if we were considering a GIC with one of the Tier 1 issuers – i.e. 'Big Banks'

If we were to spread the available cash evenly across 1-5 year terms, the anticipated annual interest would be ~\$30,500 – if we could invest at the highest rate. This effectively would be a return rate of 4.516%. If the investments were concentrated into 1 & 2 year terms, the annual interest and effective rate would be higher. However, if we are at 'peak' rates, I anticipate that we will not be able to reinvest in 1 or 2 years at the rate levels we have today.

Another avenue to consider for some of the funds to reinvest in is the 'secondary GIC market' which we have wide-ranging access to as a full brokerage firm. These secondary GICs may be worth considering for investments of say less than 2 years. We can get higher yields on secondary GICs than on new issue GICs. I have attached an illustration of how the rates on secondary GICs compare to new issue rates. As an example, today there was a \$45,000 GIC available in the secondary market with a yield of 5.309% on an 11-month term. Comparatively the best 1-year GIC rate today was 5.03%
However, secondary GICs come in odd amounts with odd maturity dates. So, investing in secondary GICs would mean there would be a somewhat more erratic maturity schedule with varying amounts.

I know Rob and Darren had also spoken to Andrea and Melissa (...just before Andrea's retirement announcement) about consolidating the operating funds to RBC DS as there are "special" GIC offers from the Big 5 banks on 1 year GIC rates however, the minimums start at \$1MM. Rob and Darren offered to attend a Finance Committee meeting to update and share these ideas with your team and lead a discussion around short to medium term liquidity needs balanced against the highest investment rate options. Rob and Darren are copied on this email, so please do not hesitate to reach out to them directly regarding this.

Not sure what time your meeting is on Monday, but if anything needs clarification or if you have any questions, please be in touch.

Thank you,

Dean
Dean McKelvie
Associate Advisor | RBC Dominion Securities Inc. |
T. (519) 271-4611 dean.mckelvie@rbc.com
[RBC Dominion Securities - Stratford](#)

From: CHERYL.HUNT <cheryl.hunt@hpha.ca>
Sent: Wednesday, January 10, 2024 1:00 PM
To: McKelvie, Dean <dean.mckelvie@rbc.com>
Cc: Bryan, Robert <robert.bryan@rbc.com>; Scrimgeour, Darren <darren.scrimgeour@rbc.com>
Subject: RE: RBC Secure Email: RE: GICs coming due

[External]/[Externe]

Thanks for your quick reply, Dean.

Melissa and I have reviewed our financials and do not have cash needs at this time.
Come the summer, this may be a different conversation.

I look forward to your communication by end of day Friday.

All the best,
Cheryl

From: McKelvie, Dean <dean.mckelvie@rbc.com>
Sent: January 10, 2024 12:57 PM
To: CHERYL.HUNT <cheryl.hunt@hpha.ca>
Cc: Bryan, Robert <robert.bryan@rbc.com>; Scrimgeour, Darren <darren.scrimgeour@rbc.com>
Subject: RBC Secure Email: RE: GICs coming due

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Cheryl

Thank you for update as to when the Finance Committee meets.

Rob, Darren and I have spoken about the upcoming GICs. Also, there is \$99,300 banker's note in the account maturing on January 15th, and there is \$231,000 in a high interest savings component. We have discussed alternatives and options for the upcoming maturities and cash, and will get something to you by end of day Friday.

Does the Foundation anticipate any cash needs from this account before early summer ??

The next batch of GICs matures in early July 2024.

We will be in touch, but please feel free to reach out if there is anything else.

Take care

Dean
Dean McKelvie
Associate Advisor | **RBC Dominion Securities Inc.** |
T. (519) 271-4611 dean.mckelvie@rbc.com
[RBC Dominion Securities - Stratford](#)

From: CHERYL.HUNT <cheryl.hunt@hpha.ca>
Sent: Wednesday, January 10, 2024 12:44 PM
To: McKelvie, Dean <dean.mckelvie@rbc.com>
Subject: FW: GICs coming due

[External]/[Externe]

Hello Dean,

Happy New Year!

I trust this message is finding you back into the swing of things after the holiday season.

According to our records, we have the following investments coming due in January and I would like to lean on you for your recommendation:

1.	1/23/2024	Cdn Western Trust	49,500	5.000%	Unrestricted
2.	1/23/2024	Effort Trust	95,000	5.030%	Unrestricted
3.	1/23/2024	HSBC Bank Canada	95,000	5.030%	Unrestricted
4.	1/23/2024	Montreal Trust CDA	95,000	5.010%	Unrestricted

We have a Finance Committee meeting on **Monday, January 15th** and I would like to pass a motion at this meeting based on your recommendation.

This will ensure you have board direction come the 23rd.

I look forward to your feedback and working closely together to support our hospital in 2024.

Warm regards,

Cheryl Hunt, CVA | Executive Director | (519) 272-8210 ext 2627 |
cheryl.hunt@hpha.ca | www.sghfoundation.org

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From: MELISSA.STEINBACH <melissa.steinbach@hpha.ca>
Sent: January 9, 2024 9:42 AM
To: CHERYL.HUNT <cheryl.hunt@hpha.ca>
Subject: GICs coming due

Hi! Just wanted to make sure you saw this in your tasks.

1/23/2024	Cdn Western Trust	49,500	5.000%	Unrestricted
1/23/2024	Effort Trust	95,000	5.030%	Unrestricted
1/23/2024	HSBC Bank Canada	95,000	5.030%	Unrestricted
1/23/2024	Montreal Trust CDA	95,000	5.010%	Unrestricted

Dean McKelvie dean.mckelvie@rbc.com

Thanks!

Melissa Steinbach | Data & Finance Manager | (519) 272-8210 ext 2632 |
melissa.steinbach@hpha.ca | www.sghfoundation.org

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Wednesday, January 03,2024

Maturity Date	Institution Name	Coupon %	Par Value	Annual Yield %	Price	Acc Int	Cost To Client
11/24/2026	BANK OF MONTREAL	5.1	\$4,700	4.676	\$106.92	\$268.00	\$5,025.00
12/08/2025	BANK OF MONTREAL	5.25	\$19,800	4.842	\$106.46	\$1,126.43	\$21,078.68
11/28/2025	VERSABANK	5.62	\$5,000	4.854	\$101.35	\$28.49	\$5,095.78
10/14/2025	CDN WESTERN BANK	5.85	\$5,000	4.91	\$101.54	\$67.32	\$5,144.22
09/02/2025	MONTREAL TRUST CDA	4.7	\$16,800	4.962	\$99.57	\$274.74	\$17,001.99
04/10/2025	EQUITABLE BANK	4.68	\$3,500	5.14	\$99.43	\$120.72	\$3,600.66
04/07/2025	HOME TRUST COMPANY	3.61	\$7,000	5.144	\$104.45	\$449.25	\$7,311.29
03/03/2025	EQUITABLE BANK	3.04	\$16,000	5.187	\$103.17	\$909.32	\$16,506.72
09/26/2024	HSBC BANK CANADA	4.75	\$15,000	5.257	\$105.70	\$916.98	\$15,855.60
09/16/2024	ROYAL BANK OF CANADA	5.5	\$8,000	5.256	\$100.11	\$133.81	\$8,142.29
08/19/2024	VERSABANK	5.71	\$5,000	5.256	\$100.21	\$109.51	\$5,119.81
08/15/2024	HOMEEQUITY BANK	2.34	\$30,772	5.255	\$108.79	\$3,290.23	\$33,475.94
07/29/2024	GENERAL BANK OF CDA	2.32	\$21,943	5.255	\$108.94	\$2,351.35	\$23,904.70
06/20/2024	ICICI BANK CANADA	2.3	\$10,000	5.246	\$109.44	\$1,088.88	\$10,943.50
06/17/2024	VERSABANK	5.19	\$6,200	5.244	\$99.91	\$178.96	\$6,373.38
06/17/2024	CDN WESTERN BANK	4.4	\$100,000	5.244	\$99.57	\$2,447.12	\$102,019.12
06/05/2024	EQUITABLE BANK	5.04	\$48,500	5.238	\$99.86	\$1,426.46	\$49,856.62
05/16/2024	HOMEEQUITY BANK	2.77	\$18,315	5.226	\$112.53	\$2,476.44	\$20,609.87
05/13/2024	CDN WESTERN BANK	2.75	\$16,000	5.225	\$112.47	\$2,151.04	\$17,995.04
04/23/2024	VERSABANK	2.37	\$15,000	5.214	\$99.13	\$249.34	\$15,119.29
04/05/2024	HOMEEQUITY BANK	2.75	\$60,000	5.203	\$99.37	\$1,238.63	\$60,857.63
03/08/2024	HOME TRUST COMPANY	4.98	\$35,000	5.185	\$99.93	\$1,442.15	\$36,416.95

**New Issue Rates
Wednesday, January 03,2024**

Term	Annual
1 year	5.01
2 years	4.56
3 years	4.41
4 years	4.30
5 years	4.16

Friday, January 12,2024

Maturity Date	Institution Name	Coupon %	Par Value	Annual Yield %	Price	Acc Int	Cost To Client
06/09/2025	HOMEEQUITY BANK	1.87	\$6,000	5.104	\$102.33	\$414.75	\$6,139.56
03/11/2025	HOME TRUST COMPANY	2.05	\$75,000	5.212	\$104.38	\$6,095.49	\$78,284.25
12/09/2024	EFFORT TRUST	5.25	\$45,000	5.309	\$99.93	\$245.96	\$45,212.21
07/15/2024	HOMEEQUITY BANK	2.49	\$8,000	5.43	\$110.14	\$937.86	\$8,811.44
05/06/2024	VERSABANK	2.92	\$25,000	5.499	\$113.60	\$3,620.39	\$28,399.00

**New Issue Rates
Friday, January 12,2024**

Term	Annual
1 year	5.03
2 years	4.59
3 years	4.43
4 years	4.33
5 years	4.20

Maturity/Expiry Date	Instrument Description	Client File As	Quantity	Price	Cost	Market Value
15-Jan-24	ROYAL BANK OF CANADA BANKERS ACCEPTANCE DUE 01/15/2024	STRATFORD GENERAL HOSPITAL FOUNDATION	100,000	99.6274	98,752.00	99,627.40
23-Jan-24	CDN WESTERN TRUST GIC - ANNUAL DUE 01/23/2024 5.00000%	STRATFORD GENERAL HOSPITAL FOUNDATION	49,500	100	49,500.00	49,500.00
23-Jan-24	MONTREAL TRUST CDA GIC - ANNUAL DUE 01/23/2024 5.01000%	STRATFORD GENERAL HOSPITAL FOUNDATION	95,000	100	95,000.00	95,000.00
23-Jan-24	HSBC BANK CANADA GIC - ANNUAL DUE 01/23/2024 5.03000%	STRATFORD GENERAL HOSPITAL FOUNDATION	95,000	100	95,000.00	95,000.00
23-Jan-24	EFFORT TRUST GIC - ANNUAL DUE 01/23/2024 5.03000%	STRATFORD GENERAL HOSPITAL FOUNDATION	95,000	100	95,000.00	95,000.00
Sub Total						\$ 434,127.40
Cash						\$ 10,052.00
HISA						\$ 231,147.00
Sub Total						\$ 241,199.00
Total						\$ 675,326.40

Executive Director's Report – January 24th, 2024

- **Campaign Report:**

- The In Our Hands campaign is at \$27.1 million in cash and pledges bringing us to 90% of the goal! – up from 88% in November 2023.
- A special note to thank the following donors:
 - Anna Marie & David Murray - \$10,000 IOH General - cash
 - Alric McGratten \$23,305 – IOH Chemo/Pharmacy – stock/shares
 - Township of Perth South - \$12,500 – IOH General - cash
 - Marjorie Sinclair - \$19,851.13 – IOH Chemo/Pharmacy – Stock/shares
 - Fred Judge - \$15,000 - IOH General - cash
 - Jeff & Sue Orr - \$10,000 cash – towards the Orr Insurance & Family's \$100,000 commitment for the naming of the Cancer Care waiting room.
 - Hogervorst Foundation (Goderich) - \$15,000, IOH General - cash
 - Estate of Noelle Elizabeth Saville - \$20,000 – IOH General – cash
 - Thomas Melanson - \$20,000 – IOH General – cash
 - John Donaldson - \$75,147.65 – IOH Medicine/CCU – stock/shares
 - JoAnn Hayter - \$10,526.39 – IOH General – stock/shares
 - Jay Preston - \$10,000 – IOH General – cash
 - Strickland's Toyota – \$35,215.75 - paid their \$100,000 pledge off in full!
 - Marg & John Van Nes – \$100,000 - IOH Chemo/Pharmacy – naming of Consult Room - cash

- **Holiday Mail-out and Monitor:** donations continue to be received. As of January 23/24

- Mail out: \$184,446.00
- Monitor: \$62,215.00
- **Total to date: \$246,661** cash towards the Chemo/Pharmacy project
- **Total donations** between Nov 15th to Jan 15th = **\$584,009.22**

- **Proposals:**

- **Stratford Rotary Mental Health Unit's \$300,000** ask remains in process. A presentation to the entire club will take place on February 8th. Paul Roulston, Lynanne Mason, VP Partnerships and Chief Nursing Executive, and I will present our case for support.
- **Royal Canadian Legion Ladies Auxiliary for \$10,000** towards the purchase of a new hospital bed has **been awarded to our foundation**. Plans are moving forward with recognition and acceptance of the grant dollars. The funds have not been received to date.

- **Financial Institutions:** Further conversations are planned with HPHA Leadership due to leadership transitions – we wish to ensure all key players are united and in support of moving this initiative forward. Feb 8th is the planned meeting date.
- **Municipal Engagement:** Planning is underway to invite the municipalities in for a tour of the Chemo/Pharmacy project. Followed by requesting to present our case for support. Tours to take place in May. Requests to present in September/October.

Councils include Perth County, Perth East, North Perth, West Perth, Perth South, and the Town of St. Marys.

- **Recognition:**

- Donor Recognition- Brook Global continues to be in process.
 - The focus is on our Cancer Care and Co-located Pharmacy Project and the June Blanch Donor wall.

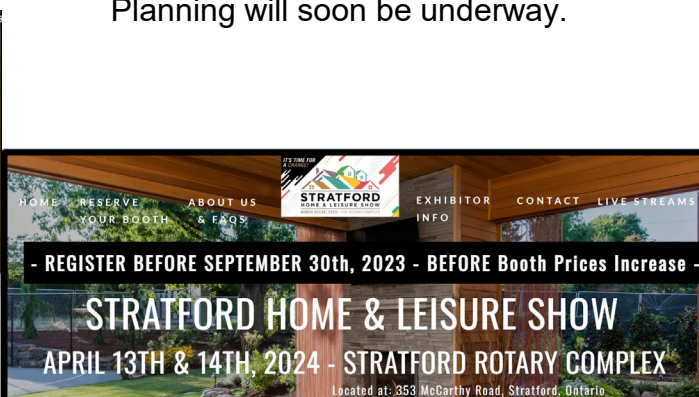
- **Community Engagement:**

New Advertisements are being created for radio promotion. If you are interested in being a voice on the radio – promoting our Foundation, please reach out to Cheryl.

The New Air Handling Units were delivered to SGH on January 17th. A huge milestone for the Cancer/Pharmacy project. Story/photo and video can be seen on our SM outlets.

Up coming Special Events: please take note:

- Friday, Jan 26th : Hard Hat Tours for Chemo/Pharmacy- from 11:30-2:30pm.
- Friday, Feb 16th : Live Elimination Party – WINE SURVIVOR organized by the Festival City Rotary. Starts at 7 pm – Army and Navy – call/text for tickets 519-274-2134 – see poster below for details.
- Saturday, March 23rd : Easter Market –Stratford Makers Market, in support of our Special Care Nursery
- Saturday, April 13th – Sunday, April 14th : Stratford Home Show. We will be looking for volunteers to work the booth. Please watch for more details. This is a great way to engage our community!
- Wednesday, June 12th - AGM, Stratford Golf and Country Club. Time and details to follow. Planning will soon be underway.



Respectfully submitted,

Cheryl Hunt, CVA
 Executive Director
 Stratford General Hospital Foundation

Communications Report

Facebook and Twitter



REACH/IMPRESSIONS

Reach is the total number of people who see your content. **Impressions** are the number of times your content is displayed, no matter if it was clicked or not.

ENGAGEMENTS

"Love", Emoji Reactions, Comments and "Likes"

CLICKS

Post interactions, and link clicks to a website, donation page, or "read more"



FACEBOOK January 2024: 2,180 Followers

18-Dec	Orr Insurance & Family \$100,000 Pledge	REACH 1673	273 reactions, comments, shares
08-Nov	Teutonia German Canadian Club	REACH 1189	95 reactions, comments, shares
16-Oct	Optimist Club of Shakespeare	REACH 1454	102 reactions, comments, shares

October 11 2023 to Jan 08 2024: 866 Reactions, 87 Comments, 46 Post Shares

Post Engagements- 2,087

Av. Post Reach- 10,000, Page Likes- +15 NEW



TWITTER October 2023 to January 2024
 TOP Impressions: December with 1,240 New Followers +2 in October



eNewsletter

Our audience- donors and website visitors who signed-up plus Board Members, and HPHA Stratford Site staff.



Instagram Followers:

As of January 2024, **511**



LinkedIn Followers:

As of January 2024, **141 (+6 new)**

(+ HPHA Board and Over 1000 HPHA Stratford Staff)

December 07 2023- Holiday Update **1244** Link Clicks **34**

December 27 2023- Year-end Reminder - **1221** Link Clicks **22**

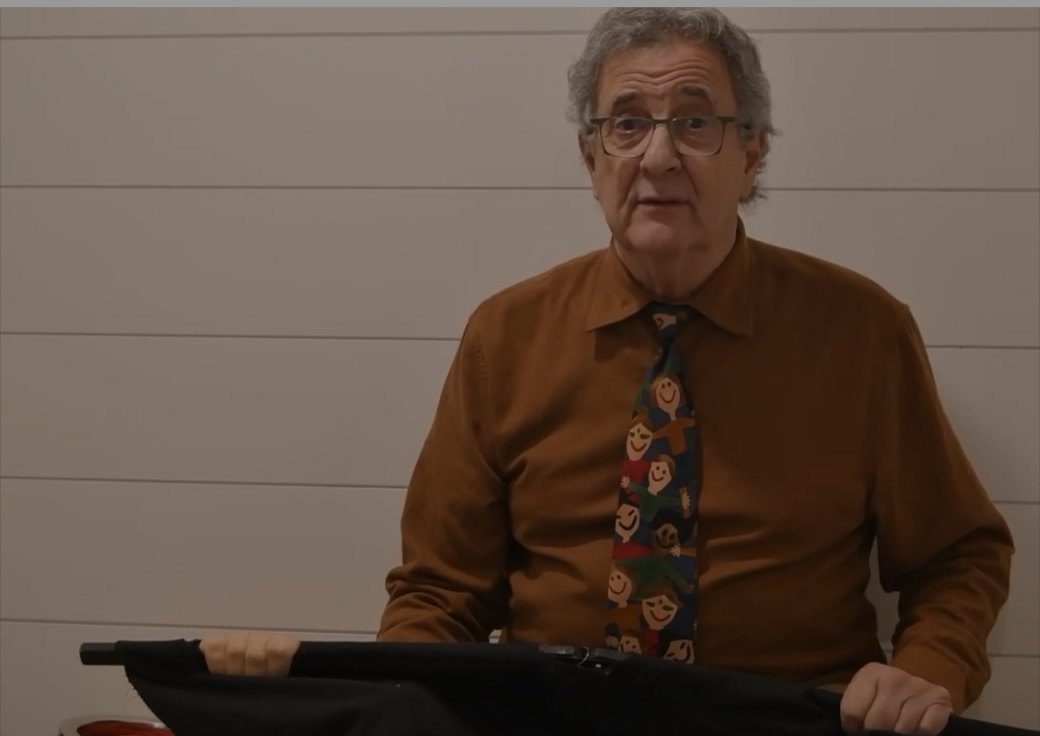


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[Boost post](#)

  3

2 shares 112 views



Total insights

See more details about your post.



People reached

320

Post engagement

20