

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

A meeting of the members will be held on  
**Wednesday, April 24, 2024 at 12:00 noon**  
*(lunch served at 11:45)*  
SGHF Board Room

**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
  - Split the Pot Lottery
  - Physician Giving Campaign
  - Stratford & District Agricultural Society
  - Stratford Festival Engagement
  
- 3. Special Events** **(Discussion)**
  - New Cancer Care and Ambulatory Clinic & Co-located Pharmacy Unit
    - Municipal Hard Hat Tours- *April 23<sup>rd</sup> and April 30<sup>th</sup> at 5:30 P.M.*
    - Ribbon Cutting / Grand Opening TBD
  - Recap: Stratford Home Show- *April 13<sup>th</sup>-14<sup>th</sup>, 2024*
  - Perth Country Flying Club Breakfast - *Sunday, June 2<sup>nd</sup>, 2024*
  - VSGH Christmas in July Raffle- *Tickets on sale now, drawn throughout July*
  - AGM / Donor Impact Celebration- *June 12<sup>th</sup>, 2024 at SCC*
  - RE/MAX a-b Realty Ltd. Charity Golf- *June 19<sup>th</sup>, 2024 at SCC*
  
- 4. Public Relations** **(Discussion)**
  - Communication Metrics Report
  - Social Media
  - Advertising
  - Radio ads
  - Donor Recognition Refresh
  
- 5. Annual General Meeting/ Donor Impact Celebration** **(Discussion)**
  
- 6. Adjournment** **(Motion)**

*Mrs. Cheryl Hunt, CVA*  
*Executive Director*

RSVP to 519-272-8210 Ext. 2626 or by email to [merle.clarkson@hpha.ca](mailto:merle.clarkson@hpha.ca)

STRATFORD GENERAL HOSPITAL  
*Foundation* 

*“People Caring for People”*

**MINUTES OF THE MEETING OF RESOURCE DEVELOPMENT/  
PUBLIC RELATIONS COMMITTEE  
HELD WEDNESDAY, FEBRUARY 28, 2024**

**PRESENT:**

Mrs. B. Thibeault	Mrs. C. Hunt, Executive Director
Mr. M. Rees	Ms. M. Clarkson, Foundation Assistant/ Recording Secretary
Mrs. J. Smelski, <i>Committee Chair</i>	
Mr. R. Gould	
Mayor M. Ritsma	

**REGRETS:**

Mr. A. William
Mr. P. Roulston
Mr. J. Frank
Mr. R. Orr
Dr. A. Smith

**COMMITTEE**

**CHAIR WELCOME:**

Mrs. J. Smelski welcomed the committee. We did not have quorum for this event due to scheduling conflicts, so this is an “informational” meeting.

- In Our Hands Campaign Update** **(Discussion)**
  - The in Our Hands campaign is at 90% of goal, \$27.1 Million in cash and pledges.
  - The core cabinet is moving into the major donor prospect and cultivation. There is an estimated \$900,000 in our donor pipelines (community members and business owners). This does not include new major donors.
  - Recent gifts: \$10,000 from the RCL Ontario Provincial Command for a hospital bed, \$10,000 from the Ontario St Baptist Church (anonymous) from the sale of their property – general fund, and \$10,000 from the Estate of Dr. Douglas Allan towards the Maternal Child Unit.
- Resource Development** **(Discussion)**
  - The Financial Institution proposal continues to move forward. Meetings continue with HPHA leadership and our community partners to ensure the vision is current. The RBC Foundation has a focus on child and youth mental health. Once our lead financial inst. is secured, we are able to move forward with the remaining institutions. Other: Bank of Montreal, CIBC, Scotia Bank & Scotia Bank Employee Charity Fund, TD Financial, (approximately \$1 million).
  - Municipalities – tours in April/May. Requests to present to the municipalities will occur in June to secure September/October meeting dates. The SP/Nominating committee will continue to strategize and plan.
  - Community Giving Manager- The Foundation is moving forward with replacing the Community Giving Manager position. Their role will focus on fundraising and public relations with a focus on community engagement strategies.

- Proposal Writing - Our team is having discussions about the possibility of engaging an organization from Vancouver, “Foundation Search”. Their platform provides a detailed list of all possible foundations who support hospitals within Canada.
- Split the Pot and 50/50 fundraisers – Mrs. C. Hunt is in discussions with the organizers of the “Split The Pot” project. The Foundation is also looking into the return of our own 50/50. Discussion ensued.
- Physician Giving Campaign – Planning underway with Dr. A. Smith.
- Mayor M. Ritsma shared that he has upcoming meetings with the Stratford and District Agricultural Society. He will seek our opportunities for the SGHF Foundation to do a Speaker’s Bureau presentation at one of their upcoming meetings.
- Mr R. Gould shared his suggestions about community engagement and donor opportunities during the Stratford Festival season. He referenced past fundraisers with Arlene G. of the Performance Arts Lodge. Discussion ensued.

**3. Special Events\_ (Discussion)**

- Stratford Home Show- April 13th-14th, 2024- A volunteer shift sign-up sheet for SGHF Board Members has been circulated, and will continue to be circulated up until the date of the event. Board Members were encouraged to sign-up for a time at our booth.
- New Cancer Care and Ambulatory Clinic & Co-located Pharmacy Unit
  - Municipal Hard Hat Tours, dates in April are being explored.
  - Ribbon Cutting / Grand Opening Ceremony in June 2024: Invite Only- may be pushed back to July 2024.

**4. Public Relations\_ (Discussion)**

- Social Media Communication Metrics Report – displayed on screen. Report template created by M. Clarkson and will be developed overtime to track engagement with our online community.
- Social Media- Internally, messaging is being created to start promoting a Monthly Giving program on a regular basis, this is a great way increase revenue. Mrs. B. Thibeault recommended business to business “shout outs” on Facebook, and seasonal draws/giveaways to increase community engagement.
- Advertising- Contracts for local billboards, buses, and hockey arenas are being researched. Discussion ensued.
- Radio ads- Premiering March 1, Dr. Alistair Smith will be talking about the importance of community and how he felt very welcomed (focus on recruitment and retention and community giving).
- Donor Recognition Refresh- Ongoing. Once the June Blanch lobby has been redesigned, we will be using this forum for promotional material for IOH as an “education piece”, and swapping out “inserts” for IOH campaign donor recognition once ready to unveil.

**5. Annual General Meeting/ Donor Impact Celebration (Discussion)**

- The event has been booked at the Stratford Country Club for Wednesday June 12<sup>th</sup>, 2024. A donor impact “medical panel” talk featuring our hospital’s department managers is being developed. A board dinner will follow presentations.

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Mrs. J. Smelski, Committee Chair

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Ms. M. Clarkson Recording Secretary

# Stratford General Hospital Foundation



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STRATFORD GENERAL HOSPITAL  
*Foundation*   
*"People Caring for People"*



The Stratford General Hospital Foundation works with the community to help raise funds for equipment, upgrading of facilities, and special projects for the Stratford General Hospital site of the Huron Perth Healthcare Alliance.

The Foundation is committed to the highest standards in philanthropy, accountability and donor relations. We've received top honours on five separate occasions from the Association of Healthcare Philanthropy for cutting edge work in Donor Recognition, Direct Mail, and Publications.

Incorporated in 1983, the Foundation is governed by a volunteer board of directors. The Foundation, through the support of our community, has raised millions of dollars to purchase equipment and enhance facilities at Stratford General, touching the lives of countless patients and their families.

## Mission Statement

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

## Statement of Purpose

The Stratford General Hospital Foundation and the community it serves are stakeholders supporting Stratford General Hospital's goal meeting the current and future health care needs of this area. In this partnership of caring, the general public, donors, volunteers and staff are entitled to the highest standards of professional conduct as expressed in our core values—integrity, accountability, leadership, partnership, and innovation.

We gratefully accept [online donations](#).

# Our People



**Merle Clarkson**

Social Media & Development  
Coordinator

[Full profile >](#)



**Cheryl Hunt**

Executive Director

[Full profile >](#)



**Melissa Steinbach**

Data & Finance Manager

[Full profile >](#)



**Christy Wood (Mair)**

Data Entry Clerk

[Full profile >](#)

# Communications Report

## January 1- March 1 2024

### 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 March 11 2024: 2.2K Followers



- 01/16/2024 Crane lift video- chemo pharmacy HVAC 3.9K reach, 64 reactions, 1 comment, 13 shares
- 02/29/2024 Leap Year Photos- Henrik 2.5K reach, 32 reactions, 6 comments, 2 shares
- 02/05/2024 Ontario Provincial Command Branch Cheque 1.5K reach, 23 reactions, 1 comment, 12 shares
- 01/22/2024 Updated Cancer Care Medical Clinic plus Pharmacy walkthrough videos 1.2K reach, 25 reactions, 2 shares

12 Median post reactions, comments and shares

Page Visits- 1.4K

Av. Post Reach- 7.3K Page Likes- + 5 NEW



**TWITTER** Janury 2024 to March 2024  
 Impressions: 318 New Followers (N/A)



#### eNewsletter

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

N/A



**Instagram Followers:**  
 As of March 2024, 525 (14 new)



**Linkedin Followers:**  
 As of March 2024, 147 (3 new)