



Stratford General Hospital Foundation
In Our Hands Capital Campaign Core Cabinet
Tuesday, October 8, 2024 at 1:00 pm
Boardroom

Agenda

1. Campaign Update
 - 1.1 Chart of Standards
2. Major Gifts
3. Municipal Giving
4. Financial Institution Giving
5. Physician & Midwife Campaign
6. 50/50
7. Mail Drop + Monitor – Winter Campaign
8. Cancer & Medical Care Clinic / Pharmacy Update
9. Special Events / Community Engagement

RSVP to: amanda.dobson@hpha.ca



Stratford General Hospital Foundation
In Our Hands Capital Campaign Core Cabinet
 Tuesday, September 10, 2024

Present: A. Dobson, J. Frank, C. Hunt, R. Orr, J. Smelski, F. Steigmeier, B. Thibeault

Regrets: P. Roulston

1. Campaign Update

Donations received since last meeting include:

Donor	Amount	Type	Campaign Allocation
Rotary Club of Stratford	\$300,000	Pledge Note: \$60,000 anonymous gift received in support of Rotary Pledge	Mental Health Unit Naming
City of Stratford	\$250,000	Pledge Payment	General
D. Stacey	\$100,000	Gift	Cancer & Medical Care Clinic
J. Donaldson	\$70,454.45	Pledge Payment – Paid in Full	Dementia Care – Mental Health & Medicine Units
Estate of M. Heinbuch	\$50,000	Gift	General
D. Ryan	\$45,000	Gift	Maternal Child Equipment
B. Bentley	\$25,694.29	Pledge Payment	Bed Fund
Stratford General Hospital Medical Staff	\$15,000	Gift	General
Fischer Family	\$10,000	Pledge	Cancer & Medical Care Clinic – Chair Bay Naming
The Rutherford Group	\$10,000	Pledge Payment	General
Estate of S. Yundt	\$7,000	Gift	General
Strickland's Stratford Toyota	\$5,705.05	Gift	General
Royal Canadian Legion Branch 532	\$5,000	Gift	General
Perth County Flying Club	\$3,800	Gift	General

Correction: At a previous meeting an estate gift was incorrectly identified. Gift was from the estate of L. Webb (\$700,991.11) not J. Boersen. This estate gift has not been applied to the campaign.

1.1 Chart of Standards

Chart of Standards was reviewed. Campaign is currently at 97% of goal with \$29,002,489 received in gifts and pledges.

Communication to the community will be that we are at 95% of the goal – as Municipal and Financial asks are still ongoing.

Summary of what has already been gifted to the HPHA – Stratford General Hospital from campaign funds.

Investment Priority	Goal	Amount Received to Date
Cancer & Medical Care Clinic with co-located Pharmacy	\$15 Million	\$4,834,246.74
New & Replacement Medical Equipment	\$8.5 Million	\$6,647,429.60
Lab Improvements	\$4 Million	\$1,319,896.93
Transformation Initiatives	\$1 Million	\$32,056.52
Staff Training & Education	\$1 Million	\$143,914.45
Communication Stations	\$0.5 Million	\$0

Discussion ensued regarding the replacement of the MRI. It was decided that the \$5 million replacement not be included in the campaign.

2. Major Gifts

Major Gift packages were distributed. These include a Capital Equipment overview, as requested.

3. Municipal Giving

J. Frank, R. Orr, P. Roulston, A. Williams and C. Hunt have been participating in Municipal asks.

Recent presentations included:

- July 9, 2024 – Township of Perth East (C. Hunt & P. Roulston)
- August 1, 2024 - Perth County (R. Orr & P. Roulston)
- September 3, 2024 – Municipality of West Perth (J. Frank & R. Orr)

3.1 Upcoming Presentations

- September 16, 2024 – Municipality of North Perth (Paul & Josef)
- September 17, 2024 – Township of Perth South (Paul & Josef)
- September 24, 2024 – Town of St. Marys – reschedule – no trustees available.
- October 2, 2024 – Township of East Zorra-Tavistock (J. Frank & B. Thibeault)

Total ask to the municipalities is \$2.6 million.

Future strategies may consider going to Perth County only versus Perth County and the lower tiers. Questions were raised from councillors regarding “double-dipping”.

4. Financial Institution Giving

Was suggested that we start with Bank of Montreal. J. Frank and C. Hunt will meet to plan for this process.

5. Physician & Midwife Giving Campaign

Campaign materials and distribution plans are being created. Campaign themes are being considered with **Hand in Hand** being the top contender at this point.

6. 50/50

Our online 50/50 fundraiser launched on September 3, 2024. Foundation is supporting Early Bird Draws of \$250 and \$500. Current jackpot is

Communications pre-launch included:

- Media release (numerous interviews and pickups)
- Website – News Story
- Social Media Posts
- Vital Signs Newsletter
- Emails

Current communications include:

- Website – Home page & Navigation menu
- Social Media Posts
- Emails
- Vital Signs Newsletter
- inSITES (HPHA newsletter)
- Posters
- Menu cards in Main Lobby
- Radio ads (2day FM & CJCS)

Cabinet was encouraged to help spread the word and share social media posts.

7. Mail Drop & Monitor

7.1 Results from Spring Campaign

Growth Springs Hope Campaign results: \$38,660

General donations received during this time: \$33,130

Total: \$71,790

Spring 2023 Campaign Total: \$65,195

7.2 Planning for Winter Campaign

Planning for Winter Campaign – will removal of MRI from campaign we will need to pivot as the MRI was scheduled to be featured.

8. Cancer & Medical Care Clinic / Pharmacy Update

Construction handover is expected to happen on October 2, 2024. The cost of the project is now at \$18 million.

Next Steps include planning of:

- Donor Celebration Event
- Ribbon Cutting Ceremony with HPHA
- Community Open House

Events are likely to happen in November.

Campaign Recognition

- June Blanch Lobby is currently under construction.
- Install of the hybrid digital/static donor wall is expected to happen the week of October 7.

8. Special Events/ Community Engagement

Past Special Events

- RE/MAX Golf Tournament took place on June 19. This was a sold out, record-breaking event that raised \$35,000 in support of RE/MAX's pledge.
- Volunteers of Stratford General Hospital – Christmas in July Raffle was a great success. Over \$17,000 was raised.

Upcoming Special Events

- Ladies Night – October 19 at the Mitchell Legion. This event is in support of the Cancer & Medical Care Clinic. Foundation will be presenting and accepting donations at the event.

Community Engagement

- New donor story campaign has been launched – Every Story Matters.
- First feature is Lori-Jo – Lorene & John Donaldson. Production of video was made possible by Lori-Jo Holdings Inc.
- Will continue to share stories using this theme – also gives us a chance to highlight some of the past In Our Hands donors.
- Please share on your social media channels!

Proposals

- Awaiting response from Farm Credit Canada.

Next Meeting: Tuesday, October 8, 2024