

**HEALTH CARE**  
FOUNDATION  
for hospitals & health centres here at home

# Annual Report

**2018-19**



# Facts & Figures

Fiscal 2018-19

Total Revenue  
for 2018-19  
**\$4,461,605**

**5 Special  
Events**  
Raised a combined  
**\$768,720**

We Transferred  
**\$2,810,455**  
to Eastern  
Health



See Financial Summary, Page 18



**\$550,000**  
toward 3 new cardiac  
ultrasound machines

**\$500,000**  
to support  
senior's  
healthcare

**\$80,000**  
toward  
Rehabilitative  
Care at the  
Miller Centre



**\$105,000**  
in support of  
Mental Health



## A Message from Our Chair and CEO

As you read this annual report, you will see that The Health Care Foundation continues to help bring the best medical technologies and patient programs to hospitals right here at home.

**“We’re putting tomorrow’s technology in our hospitals today so you and your families get nothing but the best care possible.”**

We’re putting tomorrow’s technology in our hospitals today, so you and your families get nothing but the best care possible. Better technology will render clearer images of a patient’s organ so surgery may be avoided and improve new ways of diagnosing and treating illnesses more successfully.

Of equal importance, we also continue to elevate the patient experience of healthcare here in this province. With the support of donors, we continue to make our hospitals feel like vibrant spaces of healing for patients, and their families.

The cross-discipline donations highlighted in this year’s annual report also demonstrate that our Foundation is advancing all areas of healthcare; from women’s health, cardiac care, mental health, and senior care to name a few.

We were able to transfer nearly \$3 million to Eastern Health this year. This was made possible because of the generous contributions of our donors who continue to step up in support of better healthcare. Thank you to all donors and volunteers of the Health Care Foundation. Together, we are making a difference. We truly appreciate your generosity.

Sincerely,  
Jocelyn Perry, Chair

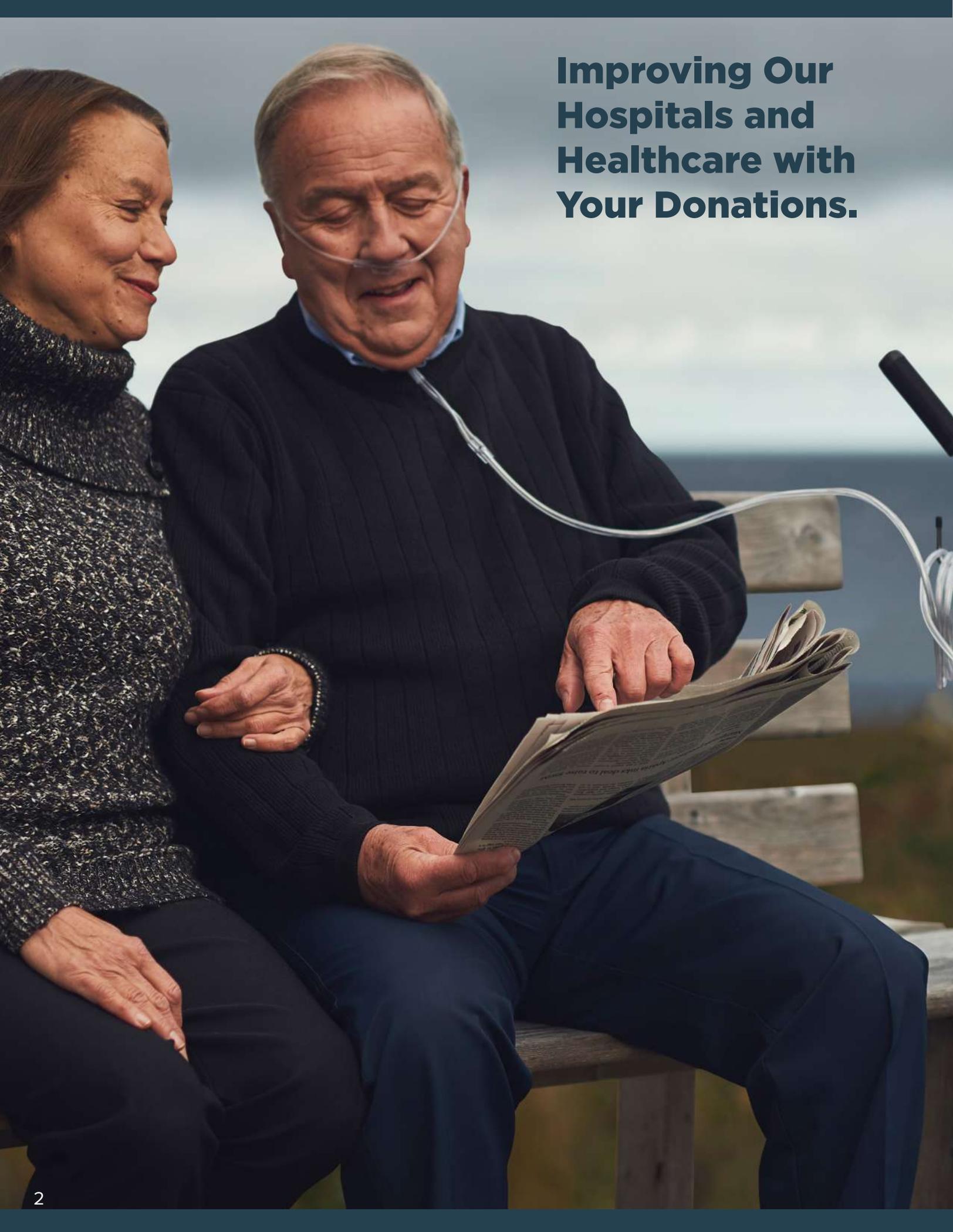
A handwritten signature in cursive script, appearing to read "Jocelyn Perry".

Paul Snow, CEO

A handwritten signature in cursive script, appearing to read "Paul Snow".



**Improving Our  
Hospitals and  
Healthcare with  
Your Donations.**





## Experiential Fundraiser “Operation Cliffhanger” Raised \$105,000 in support of Mental Health and PTSD

Held on October 4<sup>th</sup>, Operation Cliffhanger generated \$105,000. This funding will be used to provide mental health and PTSD supports to frontline staff and emergency responders.

For this unique fundraising event, The Health Care Foundation partnered with the Royal Newfoundland Constabulary (RNC) to turn a mock search-and-rescue exercise into an experiential fundraiser for donors of The Health Care Foundation.

The donors were members of the business community, and as part of their donation, 11 donors were placed in fictionalized scenarios where they needed to be rescued by first responders.

Immersing donors in the workplace scenarios faced by emergency responders helped them truly appreciate the need to have PTSD and mental health supports in place for our emergency responders and frontline staff.

### **A Collaborative Success Between the Foundation and Nearly 10 Agencies**

This unique and successful event would not have been possible without the enthused cooperation of the Canadian Coast Guard, CASARA, RNC, Rovers, Universal Helicopters, Cougar Helicopters, St. John’s Regional Fire Department, and Paramedicine and Medical Transport. A special thanks to Debbie Patten for her leadership on this event, as well as Chief Joe Boland of the RNC, Keith Bradbury, and the event’s volunteers.





Dr. Sean Connors, Clinical Chief of Cardiac Care, giving the donors a tour of the cath lab.

The cardiology department at the Health Sciences Centre has two new next generation echocardiograms, thanks to a generous donation from Capital Auto Group.

Capital Auto Group is a long-time supporter of the Health Care Foundation, and previously donated \$100,000 to support cardiac care.

## Major Gift, Major Impact:

# A \$440,000 Donation from Capital Auto Group Means Less Invasive Heart Procedures For Patients

“These new cardiac ultrasound machines allow us to visualize your heart without using a scalpel, needle, or a tube to look inside of you.”

- *Dr. Sean Connors, Clinical Chief of Cardiac Care*

## We Need the Best Cardiac Technology on The Market

1 in 3 people in our province will be affected by heart disease.





## Major Gift, Major Impact

**\$500,000** from  
**Sisters of Mercy**  
to Make Our Hospitals  
More Senior Friendly

Hospital space must be equipped to handle patients with cognitive limitations, patients prone to falling, and patients with impaired vision or hearing.

An Acute Care of the Elderly (ACE) pilot project at St. Clare's Hospital is maximizing the quality of care seniors receive, and minimizing the duration of their hospital stays.

A \$500,000 donation from Sisters of Mercy to combat age-ism in healthcare will work in synergy with the ACE program to make hospitals more senior friendly.

**When most patients are admitted to a hospital, the medical team can get right down to treating their injury or disease. With seniors, additional care is required.**



**We have the most rapidly aging population in the country ...**



**... and the highest rate of people with 2 or more chronic diseases.**

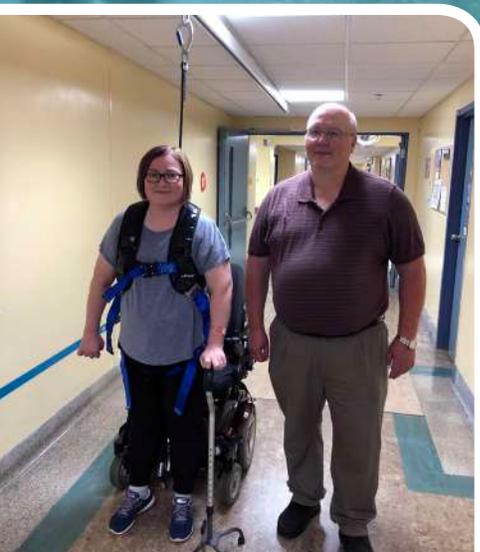


**Seniors with chronic illnesses account for the majority of hospital visits.**

## Major Gift, Major Impact

“Solo Step” system providing a

# Safer, Quicker Recovery for Patients in Rehabilitative Care.



### Donor Profile: Making a Difference

**George Beckett has been donating regularly to the Health Care Foundation since 2006, particularly to rehabilitative care.**

Mr. Beckett’s cumulative contribution to our foundation surpassed \$125,000 this fiscal year. His latest donation was made specifically to install track and harness systems at the Miller Centre.

With the Solo Step track and harness system, a patient is secured in a harness hanging from the ceiling. This protects the patient from falling during rehabilitative exercises, and gives them more stability and confidence.

“Due to health issues encountered by my wife I have spent considerable time at the Miller Centre in recent years,” Mr. Beckett says.

“I was moved by the great challenges faced by many of the patients in the rehabilitation program and was equally impressed by the tremendous dedication of the staff to help patients recover from, or adjust to their ailments.”

“Donating to help with the acquisition of much needed equipment provides me with an immediate level of satisfaction.”



Donor George Beckett meeting with a grateful patient at the Miller Centre.



Presented by

**JOHNSON** 

## The Gurney Cup 2018

**Raised \$106,528 for Orthopedics and Ear, Nose, and Throat (ENT). Thank you to Johnson Insurance, presenting sponsor of the Gurney Cup Golf Tournament and premier partner sponsor of all signature events.**

### **A New C-Arm for Orthopedics Will Treat Patients More Efficiently, More Comfortably, and with Less X-ray Exposure.**

The machine produces X-rays intensified by “fluoroscopic imaging” technology, so that the machine produces scans of bones and implants comparable in quality to a CT scan. The C-Arm also exposes patients to less harmful X-ray dosages than older technology.

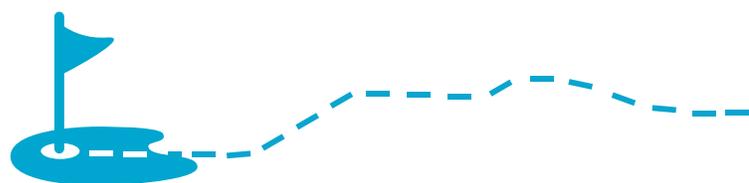
Currently, patients are required to leave the Orthopedic Clinic and be registered in Diagnostic Imaging. A new C-arm will allow the patient to be imaged at the point of care so the procedure will be performed within one department only, thereby decreasing the treatment and wait times for patients.

### **Thanks to Gurney Cup 2018, ENT Surgeons Can Treat Cancer in a Way That’s Easier on Patients.**

Eastern Health’s Dr. Doug Angel explains that traditionally, patients with cancers of the head and neck would require a high dose of chemotherapy.

The Canadian medical community has shifted towards using laryngoscopes to operate on these cancers, and now we can do the same, right here at home.

The laryngoscopes purchased with funds from the Gurney Cup allow ENT surgeons to operate through the mouth to remove these cancers, and follow-up with lower dose radiation.





## Eleganza 2018

**Raised \$354,203 that will transform the Ambulatory Care Unit into a peaceful haven for patients undergoing treatment for blood-related illnesses.**

Proceeds from this year's Eleganza will make sure we do not overlook what it's like to be a patient in our healthcare facilities.

Patients with blood-borne illnesses spend hours in treatment, every day, and deserve to spend their hospital-bound days in a tranquil space of healing.

It was feedback from patients that inspired the decision to put this year's funding towards renovating the ambulatory care unit.

Thanks to our generous supporters, the funds raised will support new entertainment consoles, coffee stations and new treatment chairs to name a few. It will be a complete unit facelift to make the environment feel more like home.



Our circus-themed 2018 gala featured the stars of Wonderbolt Circus.

# Brunch with the Bags™ Raised \$116,735 For Women's Health.



## New Portable Ultrasound Sees “170% More Information” Ensuring Better Diagnostics and Swifter Exams.

Proceeds from the 2018 Brunch with the Bags™ purchased a portable ultrasound – The LOGIQ E9 with XD Clear Imaging.

The LOGIQ E9 recently won a Best in KLAS Award, and has been recognized as the top general imaging ultrasound system on the market. Its stellar diagnostic abilities helps our doctors see, catch, and better treat a variety of women's health issues. Also, it is portable, and can be wheeled to the patient's room, which enhances patient comfort and dignity.



LOGIQ E9's imaging is so strong it can visualize blood flow, and detect blockages or vascular damage.

In support of our mothers, wives, and daughters, Brunch with the Bags™ takes place on Mother's Day weekend. All proceeds from the games, auctions, and ticket sales go towards improvements to our Women's Health program.



Three Brunchers take a break from the auction bidding war to capture the moment at our photo booth.



The thrilled and lucky winner of a \$1,700 Louis Vitton bag.



**Row 4 Heart 2019 raised \$107,436 for cardiac care.**



## **The GE Vivid T8 Cardiac Ultrasound Has Put Unprecedented Technology at our Cardiologists' Fingertips.**

Funds raised at the 2019 Row 4 Heart event went towards an ultrasound machine that has morphed two of GE's leading cardiac imaging systems into one feature-rich machine: the GE Vivid T8.

The T8 gives cardiologists vivid, real-time images and an array of at-a-glance information about their patient's heart function. It also allows surgeons to guide interventional procedures with more confidence and ease, and renders complex diagnostic details better and faster than ever, including visualization of bloodflow dynamics.

The uptake for this year's Row 4 Heart was so strong the venue could not accommodate the volume of teams who wanted to register. To build on this momentum, and raise even more funds at next year's event, we have secured a larger venue for 2020, with our partners at Capital Subaru.



## **Dialysis Dash 2018 Raised \$80,000 to Help The New Kidney Care Centre Edge Towards Its Finish Line**

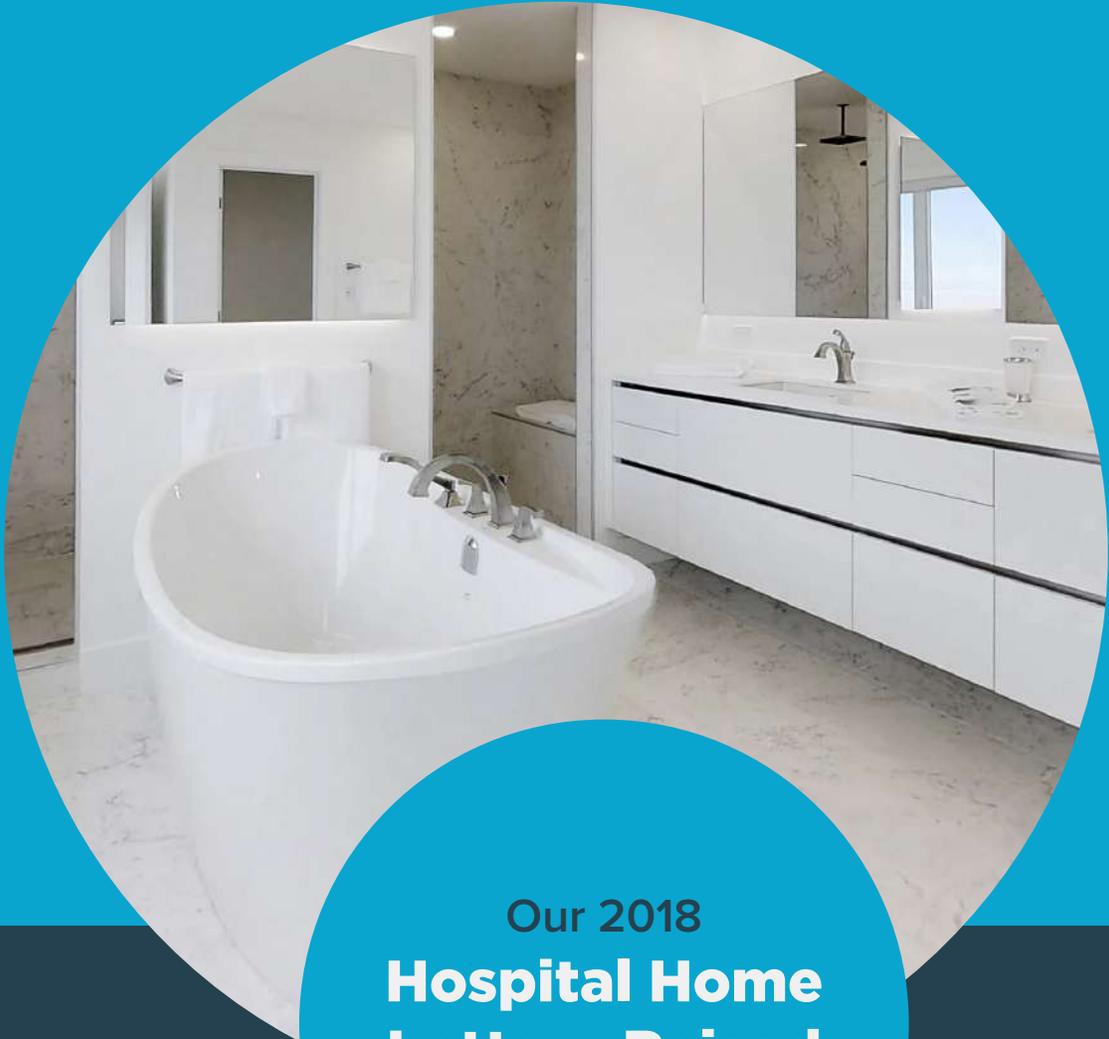


**There are 44,500 dialysis treatments a year in Newfoundland & Labrador.**

**The new Kidney Care Centre in St. John's provides dialysis treatment to more patients than ever. But it still needs more equipment to treat all those in need.**

Those who need dialysis typically need a treatment 3 times a week. Each session takes 4 hours.

Thanks to Dialysis Dash 2018, we were able to raise over \$80,000 for new equipment at the Kidney Care Centre.



Our 2018  
**Hospital Home  
Lottery Raised  
\$1,091,394**



# Hospital Home Lottery 2018

**2018 was a big year for our Hospital Home Lottery: it was our first Ocean View Grand Prize Show Home.**

## **First Ocean View Show Home.**

This year's home, at 9 Ocean's Edge in Portugal Cove-St. Phillip's, was a 4,300 square foot wonder home, decorated by Hayward Interiors, with amazing ocean views of Bell Island.

## **Sold out at Early Bird Deadline.**

A total of 1,008 prizes were awarded, including vacations, vehicles, and leisure & luxury items. The winner of the Early Bird draw drove off in a 2018 Jaguar F-type convertible.

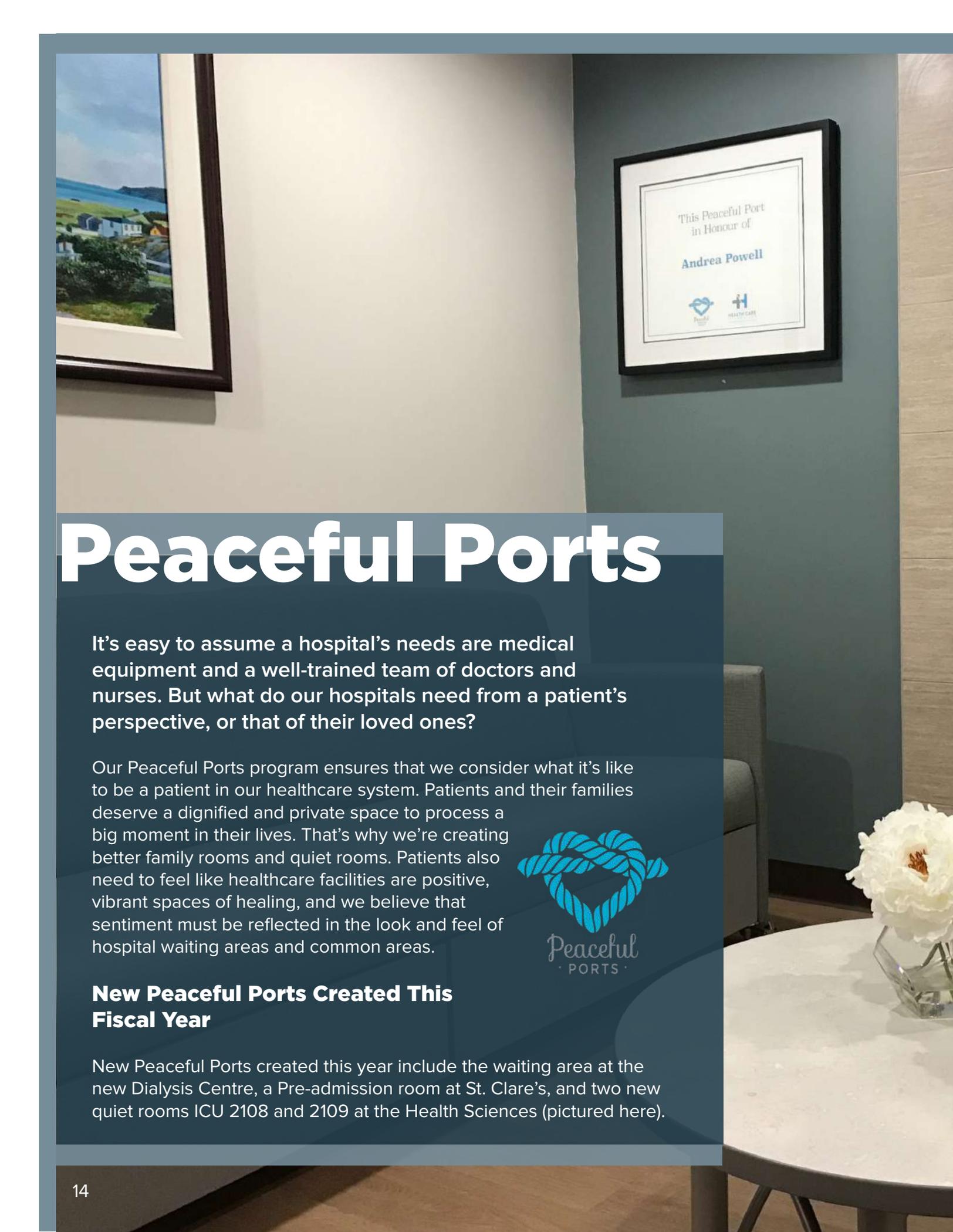
## **Proceeds For a Variety of Needs**

Proceeds from Hospital Home Lottery 2018 went towards the purchase of vital new medical equipment, medical research and patient comfort in care, and mental health and addictions programs



The big winners from 2018's Lottery





# Peaceful Ports

It's easy to assume a hospital's needs are medical equipment and a well-trained team of doctors and nurses. But what do our hospitals need from a patient's perspective, or that of their loved ones?

Our Peaceful Ports program ensures that we consider what it's like to be a patient in our healthcare system. Patients and their families deserve a dignified and private space to process a big moment in their lives. That's why we're creating better family rooms and quiet rooms. Patients also need to feel like healthcare facilities are positive, vibrant spaces of healing, and we believe that sentiment must be reflected in the look and feel of hospital waiting areas and common areas.



## **New Peaceful Ports Created This Fiscal Year**

New Peaceful Ports created this year include the waiting area at the new Dialysis Centre, a Pre-admission room at St. Clare's, and two new quiet rooms ICU 2108 and 2109 at the Health Sciences (pictured here).



**Caring in Action:  
A Message from The Kelly Family, on why  
they sponsored a Quiet Room in 2018**

“While the latest equipment or the finest doctors are part of what our hospitals need, in order to offer compassionate healthcare in our province, what my family needed was a peaceful or private space that felt more like home than a hospital. A dignified space where we could come to terms with the biggest moment of our lives.

On September 5, 2017, I lost my wife. My sons lost their mother. My family lost the most important thing in our world: Andrea Powell. What we needed that day, and didn't have, was a dignified space to grieve, to catch our breaths, to process what was happening to us, and how dramatically our lives were changing.

My children were too devastated to have to go through that in a hospital hallway, and to be frank, what I needed was a space where I could openly cry for Andrea, gather myself, and walk my sons through what was happening to our family. That is why I chose to sponsor a Peaceful Port in Andrea's name, and hope others will do the same.”



**Andrea Powell Quiet Room ICU 2109 at HSC**



## Supporting our Health Care Providers

Our mission is to help keep our hospitals filled with the latest technologies and support the best-trained minds in medicine behind those machines. To help achieve this goal, the Health Care Foundation takes great pride in offering a variety of grants and educational opportunities to staff of Eastern Health, as well as their patients and families.



## Canadian Nursing Association Grants

During National Nursing Week in May of 2018, the 9<sup>th</sup> annual Nursing Dinner and Gala Awards Ceremony was held to celebrate and recognize excellence in nursing. Twelve awards for nursing excellence were granted this year.



## Moving Lives Forward Bursary Program

This program allows recent clients of Eastern Health's mental health or addictions programs to apply for funding towards educational opportunities.



## Comfort in Care™ Grant Program

This program lets healthcare workers apply for funding to purchase comfort items for the patients in their units. The program elevates the patient experience of healthcare in our hospitals by giving patients the little things that make a big difference in their time of need. This year, a total of 67 items were purchased, totalling \$60,000.



## Eastern Health Research Grants

Our annual commitment of \$50,000 towards medical research grants for Eastern Health staff continues to yield important findings. An example of one of this year's funded projects include research on restoring manual dexterity in people with Multiple Sclerosis.



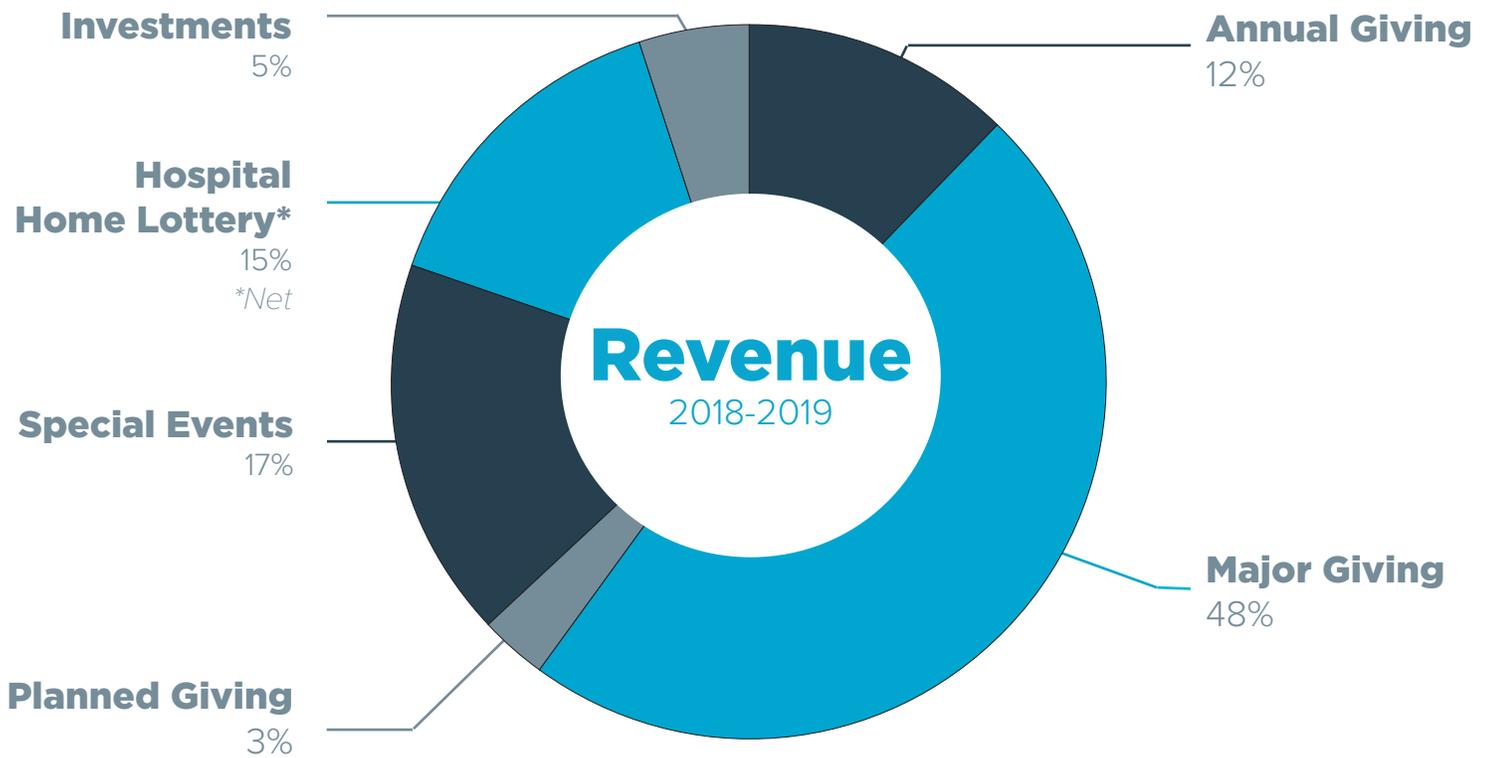
## Eastern Health Staff Scholarships

Every year we provide \$10,000 in scholarships to staff at the adult healthcare centres in the Greater St. John's region. The purpose is to support staff who decide to advance their professional growth, by keeping up to date on advances in their fields.

# Financial Snapshot

2018-2019

## Revenue by Source



## Total Revenue for Fiscal Year

\$4,461,605



**Thank you for supporting your  
Health Care Foundation**

# Financial Review

2018-2019

## Revenue

	2019 Total	2018 Total
Annual Giving	546,238	568,159
Major Gifts	2,133,028	2,534,254
Planned Giving	137,659	319,000
Special Events	768,720	763,100
Hospital Home Lottery (Net)	653,333	586,032
Investments	222,627	136,058

**\$4,461,605**

**\$4,907,503**

## Expenditures

	2019 Total	2018 Total
Annual Giving	139,253	161,031
Major Gifts	23,328	10,078
Planned Giving	250	1,419
Special Events	165,075	201,636
Salaries & Benefits	778,273	709,748
Administration	185,435	175,299
Communications	138,247	192,793
Amortization	12,155	6,591

**\$1,442,016**

**\$1,458,595**

**Excess Revenue after Expenditures** before Grants to Eastern Health

**\$3,019,589**

**\$3,448,908**

**Grants to Eastern Health**

**\$2,810,455**

**\$2,751,936**

**Excess Revenue** after Grants & Expenditures

**\$209,134**

**\$696,972**

# 2018-19 | Event Sponsors

## Lifetime Cumulative Partners (\$500,000+)

Johnson Insurance  
Browning Harvey

### Brunch with the Bags™

#### Presenting Sponsor (\$15,000)

Johnson Insurance

#### Platinum Sponsor (\$5,000)

Fortis Inc. • Browning Harvey Ltd.  
Shoppers Drug Mart • By Sharpe Design  
Hallmark

#### Gold Sponsor (\$2,500)

The Landells Clinic • Russell Accident Law  
Westbury Estates

#### Silver Sponsor (\$1,000)

Genoa Design • NL Power  
Basil Dobbin Family Foundation

### Dialysis Dash

#### Title Sponsor (\$15,000)

Johnson Insurance

#### Presenting Sponsor (\$10,000)

Body Quest • Hickman Automotive Group

#### Gold Sponsor (\$5,000)

Deloitte

#### Silver Sponsor (\$2,500)

The Running Room • Martek • Tim Hortons  
S.O. Asher • Browning Harvey • Canadian AV  
TC Mount Pearl Square

### Row 4 Heart

#### Sponsor of the Hour (\$2,500)

Deloitte • Browning Harvey • Fortis Inc.  
Tenaris • Regular Power Clarke Bennett Lawyers

### Eleganza

#### Presenting Sponsor (\$30,000)

Johnson Insurance

#### Signature Sponsor (\$20,000)

Browning Harvey Ltd. • m5 • VOCCM Cares

#### Platinum Sponsor (\$10,000)

Morgan Group • Oceanex • Canadian AV

#### Gold Sponsor (\$5,000)

Hallmark • By Sharpe Design

#### Silver Sponsor (\$2,500)

S.O. Asher

### Gurney Cup

#### Presenting Sponsor (\$10,000)

Johnson Insurance

#### Pig Roast Sponsor (\$10,000)

Compass-Group Canada • Mobia

#### Gold Sponsor (\$5,000)

Honeywell • Impress Design

#### Power Cart Sponsor & Cocktail Reception Sponsor (\$5,000)

Audi Canada  
Johnson Insurance

#### Grand Prize Sponsor (\$3,000)

Scotia Bank

#### Silver Sponsor (\$2,500)

The Wilds • Canadian Tire • S.O. Asher

## Program Sponsors

**Comfort in Care™ Program:** Johnson Insurance • Estate of Gary Rowe

**Eastern Health Scholarship Program:** Estate of Gary Rowe

**Canadian Nursing Association Grants:** TD Bank • The Health Care Foundation

**Moving Lives Forward Bursary Program:** RBC • The Health Care Foundation

**Eastern Health Research Grants:** The Health Care Foundation

# 2018-19 | Donors

## Guardian (\$10,000,000+)

TradesNL\*

## Philanthropist (\$1,000,000+)

Sisters of Mercy\*  
Vale\*  
General Hospital Auxiliary\*  
St. Clare's Mercy Hospital Auxiliary\*

## Visionary (\$500,000-999,999)

Vale

## Humanitarian (\$100,000-\$499,999)

BMO  
Capital Auto Group  
Sanofi Aventis  
General Hospital Auxiliary

## Champion (\$25,000-\$99,999)

Johnson Insurance  
Lawtons Drugs  
Carpenter's Millwright  
CIBC

George Beckett  
St. Clare's Mercy Hospital Auxiliary  
Scotiabank  
Community Fundraising Association

## Sustainer (\$5,000 - \$24,999)

Cal Legrow  
Chris Verbski  
Dan Penney  
Eastern Health  
Frank Fagan  
Gail & Ches Penney  
Hallmark  
Hotel & Restaurant Workers  
Ian Pippy  
Jim Burton  
Jocelyn Perry  
Keith Bradbury  
Lions Club  
Linda Barrett  
Perennial Management  
Pyramid Construction  
Shoppers Drug Mart  
Steele Honda  
Waterford Hospital Auxiliary

*\*Cumulative Lifetime Giving*

## Board

**Jocelyn Perry** | Chair  
**Ken Bennett** | Vice Chair  
**David Jones** | Secretary  
**Scott Antle** | Treasurer

Margaret Butt  
Bernard Collins  
Eileen Young  
Rick Bhatia  
Sean Connors  
John Allan  
Collette Smith

## Staff

**Paul Snow**  
President & CEO  
**Kelly Reid**  
Chief Development Officer  
**Allison Noseworthy**  
Chief Financial Officer  
**Shelley Moores**  
Development Manager, Signature Events  
**Gennette Martin**  
Development Manager, Annual Giving  
**Darlene Goodyear**  
Executive Program Officer  
**Dana Norman**  
Accounts & Donor Liaison Officer  
**Chad Pelley**  
Manager of Marketing & Communications



**HEALTH CARE**  
FOUNDATION  
for hospitals & health centres here at home

**We Are Your  
Health Care Foundation**

**We Take Action  
So We Can Take Care of Each Other**

71 Goldstone Street, St. John's, NL A1B 5C3  
Charitable Registration Number: 85699 2334 RR0001  
Phone: (709) 777-5901 | Email: [hcf@healthcarefoundation.ca](mailto:hcf@healthcarefoundation.ca) |  
Web: [healthcarefoundation.ca](http://healthcarefoundation.ca)

