



CHATHAM-KENT
Health Alliance
FOUNDATION



THE
CKHAF
BUNCH



PRESIDENT & CEO REPORT
SEPTEMBER 26, 2023

MISSION

We are leading the way in philanthropy and connecting the communities of Chatham-Kent in support of high quality healthcare in our local hospital sites.

VISION

Through the generosity of our community, we invest in program innovation, equipment renewal and modern facilities to enable world-class healthcare in Chatham-Kent.

Strategic Direction 1: Volunteer Leadership will Champion Greater Giving

Increase the capacity of the Board and volunteers to fundraise and engage all areas of Chatham-Kent.

Strategic Goals

- 1.1 Ensure geographic diversity on the Board through renewed recruitment strategies
- 1.2 Restructure the Board to increase focus on philanthropy
- 1.3 Provide ongoing education for Board members

Strategic Direction 2: Achieve Fundraising Success through Larger Giving

Position CKHAF as a major donor fundraising entity with a greater focus on major and planned giving and a sustainable base of supporters.

Strategic Goals

- 2.1 Establish an operational framework to enable fundraising
- 2.2 Decrease reliance on events for fundraising
- 2.3 Redevelop the Planned Giving program
- 2.4 Establish a goal-oriented Major Gifts program with an eye toward a capital campaign
- 2.5 Redevelop and launch an Intermediate Giving Program (\$1,000 to \$10,000)

Strategic Direction 3: Show the Community the Value of their Giving

Enhance internal and external communication to build a culture of philanthropy.

Strategic Goals

- 3.1 Articulate a compelling case for giving and funding priorities
- 3.2 Increase Foundation visibility both in the Hospital and in the communities of Chatham-Kent

New Board Additions

- At the last Foundation Board meeting on June 20th, we were honoured to welcome Dr. Dennis Atoe as the newest member of our Board of Directors. With decades of experience in the medical field, Dr. Atoe currently serves as a Wallaceburg Physician on the Chatham-Kent Family Health Team (CKFHT), and possesses Board experience from his former role as Lead Physician for CKFHT.
- We were also thrilled to welcome Jason Gillett as a Community Member at Large on the Board's Governance & Nominating Committee. With two decades of experience with Enbridge Gas Inc., Jason possesses considerable expertise in the areas of strategic planning, governance, operations, project management, and regulatory affairs.



Alliance Awards of Excellence

- Each year, CKHA and the Foundation hold a ceremony for staff reaching milestone years within the organizations. During the ceremony, the Alliance Awards of Excellence are presented to honour staff, physicians, volunteers and teams who exemplify performance excellence in our healthcare environment.
- Through the generosity of our community, the Foundation has assisted in implementing three awards presented during the ceremony:
 - The Compassionate Caregiver Award**, which recognizes and honours caregivers who display extraordinary compassion in caring for patients and families at CKHA.
 - The Vicente and Delia Calma Memorial Nurse Excellency Award**, which honours a nurse who provides extraordinary patient care, is a positive role model and is committed to seeking opportunities to gain new knowledge.
 - The Stroke Care Award**, which recognizes a staff member's commitment to ensuring that stroke patients receive quality, compassionate, Patient & Family Centred Care with a goal to improve the quality of life for patients with chronic and complex conditions.
- The Foundation has been invited to have a representative sit on the 2023 selection committee for these awards. Gaye Thompson (*Director, Past Board Chair*) has volunteered and will be representing the Foundation through this process. **Thank you, Gaye!**



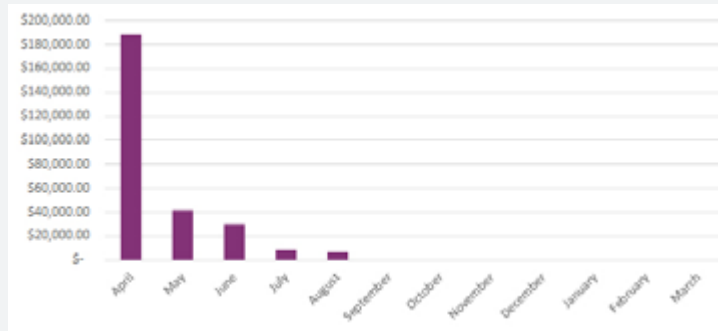
New Staff Additions

- We were delighted to welcome Melissa Hunter to our team on August 21st in the role of Director of Development.
- Melissa possesses a decade of experience in fundraising, with unique expertise in events, marketing, media relations, and relationship building. She is passionate about connecting donors' interests with exciting and innovative community projects. Melissa has obtained a Certified Fund Raising Executive (CFRE) credential based on a wide range of criteria, including tenure in the profession, education, and demonstrated fundraising achievement for not-for-profit organizations. In her role, Melissa leads and compliments the Foundation's fundraising efforts in support of CKHA, with a particular focus on the ongoing Wallaceburg Site Redevelopment project.



2.1

Signature Events



Igniting Healthcare 50/50 FUNdraiser

- This year's campaign was once again sponsored by our partners at MCH Homes. It launched on May 24th with the draw held on July 12th at the Agriroots office.
- This year's 50/50 featured more prizes than ever before, with three Early Bird Draws held throughout the campaign:
 - **Janice Mardling** of Chatham was the lucky winner of the first Early Bird draw on June 2nd, winning a \$1,000 cash prize donated by Chorley + Bisset Ltd.
 - **Terry and Tom Bonnell** of Ridgetown won the second Early Bird draw held on June 16th, taking home a Broil King Keg Smoker donated by Chatham-Kent Home Hardware Building Centre.
 - **Timothy Badder** of Thamesville was the winner of the third Early Bird draw on June 30th, and he was rewarded with a Pelican Magna 1-Person Kayak donated by Canadian Tire Wallaceburg.



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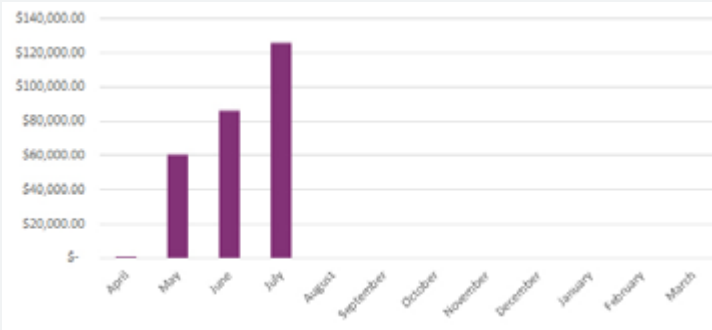
Igniting Healthcare 50/50 FUNdraiser *(continued)*

- In total, this year's campaign netted \$120,184 to support the purchase of a Sterrad Unit for CKHA. The 2023 campaign significantly exceeded last year's total, and marked the fifth consecutive year in which the Igniting Healthcare 50/50 FUNdraiser has awarded a jackpot in excess of \$100,000.
- The winner of the \$141,290 jackpot was local business owner John Schinkel. John purchases several tickets for this campaign every year, and he was shocked when he received the call that he had won the grand prize!



 [View our final Igniting media release](#)

Igniting Healthcare 50/50



3.1

18th Annual Charity Golf Tournament, presented by Entegrus

- Held on Friday, June 9th at Maple City Country Club, this year's tournament featured a line-up of 128 golfers and was aided by the assistance of over 30 volunteers.
- The tournament netted \$106,875 to support the purchase of an OR Surgical Table with Bariatric Extensions for CKHA. This total includes \$15,205 raised through the tournament's Online Auction, presented by the Fairway Wealth Management Team.



 [View our tournament photo album](#)

3.2

18th Annual Parade of Chefs, presented by Precise ParkLink

- Our **18th Annual Parade of Chefs, presented by Precise Parklink**, is set for its grand return on Thursday, September 28th after a three-year hiatus. With this year's all-new theme, ***A Royal Affair with Local Flair***, the event will be held at the historic Chatham Armoury.
- All sponsorship opportunities have been sold out for this highly-anticipated event, **totalling over \$100,000 in sponsorship revenue**. The following new event partners have been confirmed:
 - **Dinner Sponsor**..... Honey Electric Limited
 - **Auction/Raffle Sponsor**..... Royal LePage Peifer Realty Inc.
 - **Royal Butler Sponsor**..... St. Clair College Alumni Association
 - **Royal Marching Guard Sponsor**..... Index Design Studio



[View our Foundation video address](#)

- This is shaping up to be a wonderful evening, with five courses prepared by local restaurants, made from locally-sourced ingredients, and paired with delicious beverages donated by local wineries, breweries and distilleries. I can't wait to celebrate with you on September 28th!

34th Annual Christmas Wish Tree, presented by WFCU Credit Union

- **We are very proud to announce that we have partnered with WFCU Credit Union as the new Presenting Sponsor for our 34th Annual Christmas Wish Tree campaign.**
- On September 12th, members of our team were honoured to attend the official ribbon cutting ceremony for the grand opening of WFCU Credit Union's new Chatham branch. During this ceremony, WFCU representatives announced our exciting partnership as part of their commitment to give back to the communities that they serve.



Community Events

Churrascaria Throwback Breakfast Buffet

- On June 3rd, the former Chatham Breakfast House at Churrascaria Steakhouse Restaurante hosted a Throwback Breakfast Buffet Fundraiser in support of the Foundation, offering two exclusive seatings at 10:00 a.m. and 12:00 p.m.
- In total, this Community Event raised \$1,803.00 for our Highest Priority Needs fund.

Sydenham Challenge Dragon Boat Festival

- On June 8th, Mike and Ann from the Sydenham Challenge Dragon Boat Festival stopped by with a donation raised through this annual event.
- In total, this Community Event raised \$2,500.00 in support of breast assessment and our Diagnostic Imaging fund.



Burrito Guyz First Anniversary Celebration

- On July 28th, Burrito Guyz Chatham held their 1st Anniversary Celebration fundraiser. For one day only, they offered \$2.99 small burritos for all customers, with the full \$2.99 from each sale donated to the Foundation.
- In total, this Community Event raised \$610.00 for our Highest Priority Needs fund.



Glasshouse Nursery Charity BBQ

- On July 29th, Glasshouse Nursery held a Charity BBQ in support of the Foundation. This BBQ received a great reception from the customers who visited the nursery on that day.
- In total, this Community Event raised \$141.75 for our Highest Priority Needs fund.

Her Fight is Our Fight

- On September 8th, we stopped by the CKHA Boutique Grand Gift Shop to meet with members of the CKHA Helping Hands Auxiliary and to accept another generous donation of \$2,125.00 towards Melissa Harrigan's **Her Fight is Our Fight** campaign, comprised of funds raised through the sale of campaign t-shirts.
- Melissa was diagnosed with breast cancer in late 2022, and launched this fundraising campaign as a way to make her journey with breast cancer a meaningful one.
- While her initial goal was to raise \$10,000, **this most recent donation put the campaign over \$30,000 raised towards the purchase a new VELA Mammography Chair and to fund needed enhancements to the Mammography room at CKHA!** Additional funds raised will support CKHA's Diagnostic Imaging Department.



Community Events *(continued)*

Mary's Creations

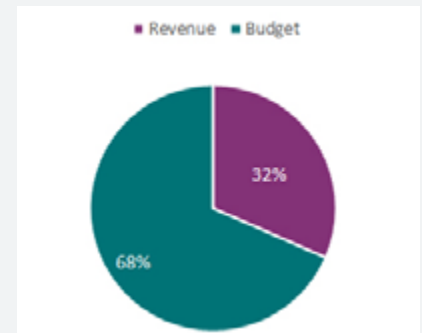
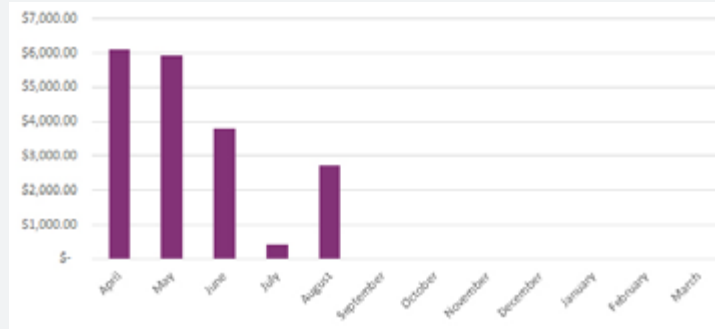
- We were thrilled to have the support of Mary's Creations return once again this summer.
- Mary Vermeij kept busy all winter creating her hand-made dresses, and her daughters hosted booths at **Art in the Park in Blenheim on June 24th** and at **Art in Memorial Park in Tilbury on August 26th** where they sold Mary's beautiful hand-made creations.



Drive Out Breast Cancer

- On September 30th, Monica Couto will be hosting her 3rd consecutive Drive Out Breast Cancer Golf Tournament at Talbot Trail Golf Club in Wheatley, in support of our Oncology fund. Last year's tournament raised a total of \$9,759.00.

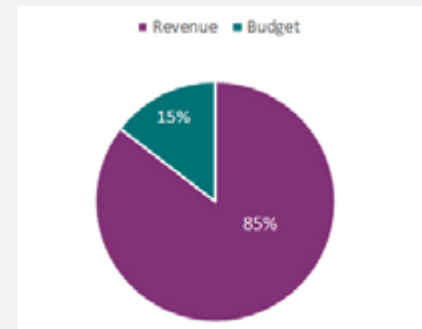
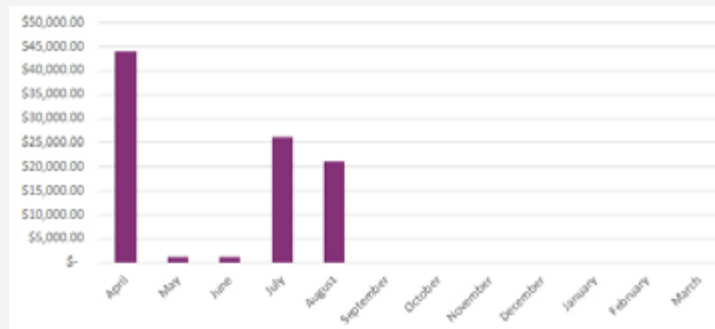
Community Events/ Partnerships



Foundation & Grant/Funding Applications

- Between May 1st and August 31st, a total of **\$27,272** was secured through Foundation and Grant/Funding Applications to support the following areas of greatest need at CKHA:
 - OR Surgical Table with Bariatric Extensions
 - Emergency Department fund
 - MRI fund
 - Highest Priority Needs fund

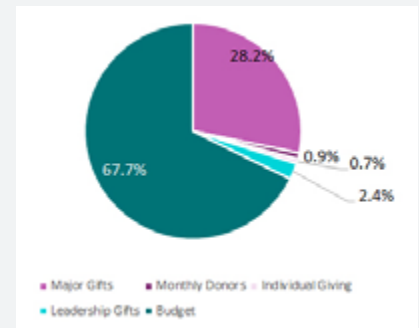
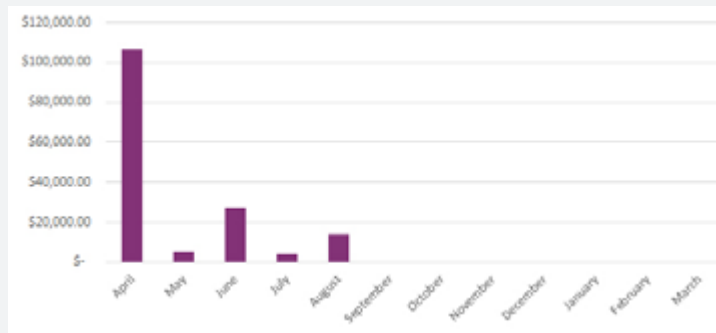
Corporate Giving / Foundations



Individual Giving

Between May 1st and August 31st, we received 19 donations totalling **\$3,069.00**.

Individual Giving



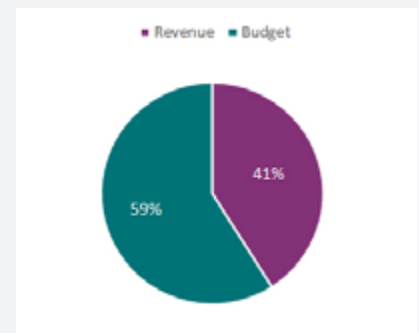
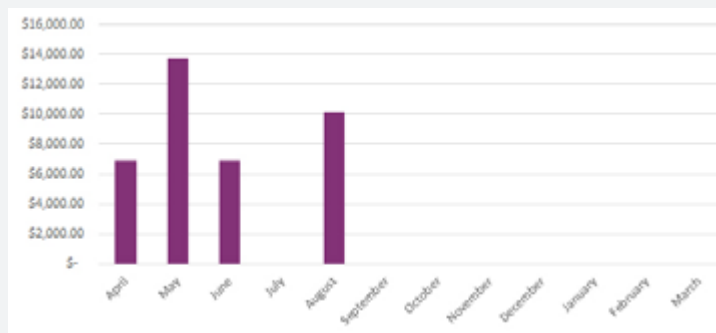
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New Generation Staff 50/50 Lottery

- As of September 14th, the 2022/23 New Generation Staff 50/50 Lottery has raised a total of \$80,595, with half that total paid out to lucky CKHA staff winners, and a net total of \$38,686 going towards our Highest Priority Needs fund.



Lotteries



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Leadership Gifts

Between May 1st and August 31st, we received 7 leadership gifts totalling **\$7,750.00** to support the purchase of an Infant Syringe Pump and other areas of greatest need.

Monthly Donors

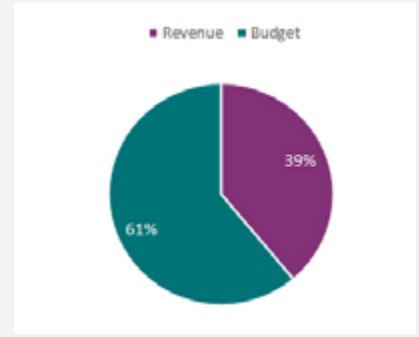
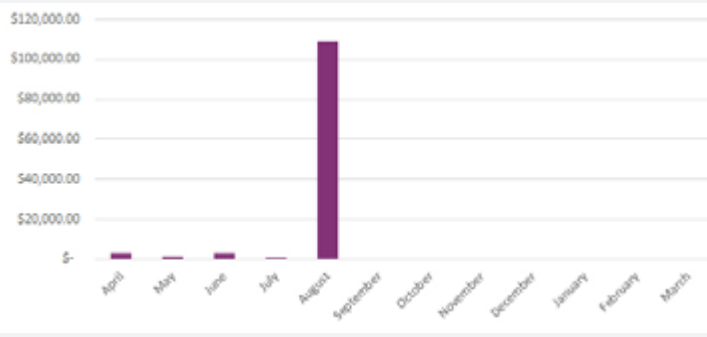
There are currently 30 donors who donate monthly, for an amount totaling **\$840.50/month**.



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Planned Giving



Bequests

- Between May 1st and August 31st, a total of **\$108,457** was received through Bequests in support of our Diagnostic Imaging fund.

Memorials

Between May 1st and August 31st, we received 61 memorial donations totalling **\$5,332.00**.

Major Gifts

- Between May 1st and August 31st, a total of **\$36,155** was received through Major Gifts to support the following areas of greatest need at CKHA:
 - Oncology fund
 - Wallaceburg Redevelopment Project fund
 - Highest Priority Needs fund

Summer Mail Appeal

- Distributed to over 6,000 homes on August 30th.
- Highlighted recent CKHA accomplishments and the profound impact of donor support.
- As of September 14th, this appeal had raised a staggering total of \$27,982, more than doubling its budgeted revenue goal.**

 [Read the appeal letter.](#)



PSSST.....WE'RE TALKING TO YOU!

Organic Social Media

- We continue to see strong engagement on our Facebook page, with a total of 793 content interactions from August 20th to September 16th, greatly exceeding the industry average of 151.

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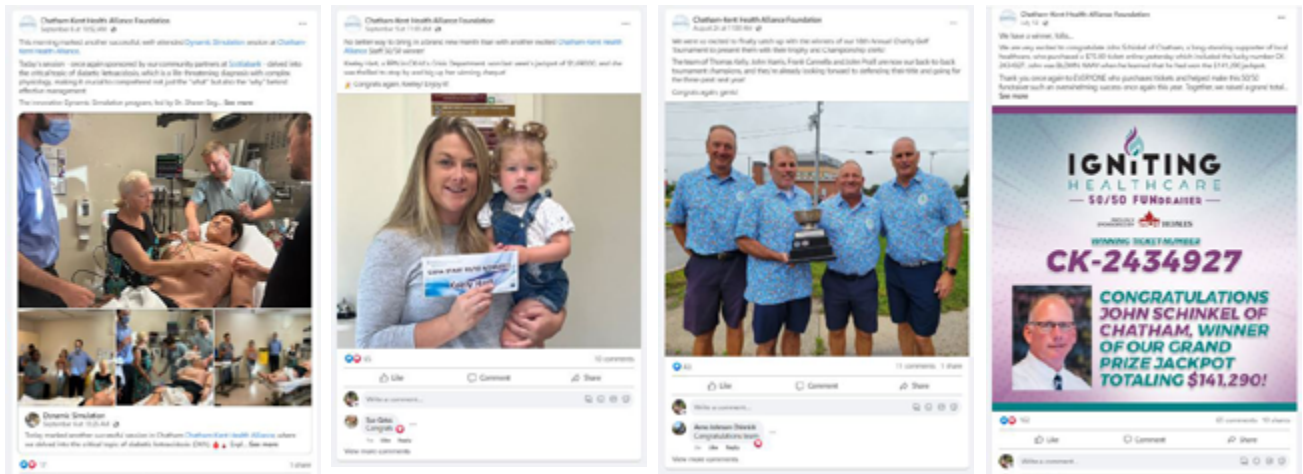
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Organic Social Media *(continued)*

	2023 (May 25 - Sep 17)	2022 (May 25 - Sep 17)
Total Impressions	138,735	132,703
Total People Reached	130,454	117,214
Total Engagements	3,546	4,379
Total Shares	165	200
Total Likes	2,771	3,418

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Email Marketing

Emails continue to deliver exceptional results, with our average unique open rate (**42.5%**) and click rate (**2.8%**) for the period of May 25th to September 14th exceeding the non-profit industry benchmark rates (39.4% and 1.6%). [Benchmarks courtesy of ConstantContact.](#)

Cumulative Performance			
265,684	113,005	42.5%	2.8%
Emails Sent	Total Opens	Open Rate	Click Rate

Media Coverage

Chatham-Kent This Week - May 26th

[Tickets on sale for hospital foundation's annual 50/50 fundraiser](#)

The Chatham Voice - May 29th

[50/50 FUNdraiser is back!](#)

CTV News Windsor - June 15th

[CKHA Foundation golf tournament raises record-breaking amount](#)

Chatham Daily News - June 19th

[Colautti hired to lead Chatham-Kent Health Alliance Foundation](#)

CKNewsToday.ca - June 19th

[CKHA Foundation names new President](#)

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Media Coverage *(continued)*

99.1 CKXS - June 20th

[New CEO Named at the CKHA Foundation](#)

Sydenham Current - June 20th

[Christine Colautti hired as the President & CEO of the CKHA Foundation](#)

Sydenham Current - June 22nd

[Dr. Dennis Atoe joins Chatham-Kent Health Alliance Foundation board](#)

Chatham-Kent This Week - June 22nd

[Two new members join CKHA Foundation board](#)

The Chatham Voice - June 27th

[CKHA Foundation finds new boss](#)

CKNewsToday.ca - July 12th

[Igniting Healthcare 50/50 fundraiser winner announced](#)

Sydenham Current - July 13th

[John Schinkel wins \\$141,290 CKHA Foundation 50/50 jackpot](#)

99.1 CKXS - July 13th

[Chatham Business Owner Wins Igniting Healthcare 50/50 Jackpot](#)

Sydenham Current - July 13th

[CKHA Foundation supporter 'in complete shock' after winning \\$141,290 50/50 jackpot](#)

Chatham Daily News - July 14th

[Chatham butcher takes winning cut in hospital fundraiser](#)

Chatham Daily News - July 22nd

[Chatham Kent Community Foundation delivers \\$350K in grants](#)

Chatham Daily News - August 23rd

[New director announced for Chatham-Kent hospital foundation](#)

99.1 CKXS - August 23rd

[CKHA Foundation Hires New Director of Development](#)

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