



CHATHAM-KENT
Health Alliance
FOUNDATION



PRESIDENT & CEO REPORT
NOVEMBER 28, 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

1.1

New Board Addition

- We are excited to officially welcome Jason Gillett as a member of the Foundation Board of Directors. Jason previously served 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.



1.2

1.3

Alliance Awards of Excellence

- Due to the cyber attack on our regional hospital system, CKHA's Alliance Awards of Excellence and Service Recognition Ceremony have been postponed to a later date.
- We look forward to presenting our three Foundation awards - The Compassionate Caregiver Award, The Vicente and Delia Calma Memorial Nurse Excellency Award, and The Stroke Care Award - at the rescheduled awards ceremony.

3.2

18th Annual Parade of Chefs, presented by Precise ParkLink

- The Foundation's 18th Annual Parade of Chefs, presented by Precise ParkLink, made its triumphant return on Thursday, September 28th. For one magical night, The Chatham Armoury was transformed into the RBC Royal Palace, playing host to 350 honoured guests who were treated to *A Royal Affair with Local Flair*.
- **This evening of elegance raised a grand total of \$192,000, with proceeds to support the purchase of an ORTHO VISION - Swift Analyzer for CKHA's Laboratory Transfusion Medicine Department.**



2.1

18th Annual Parade of Chefs, presented by Precise ParkLink *(continued)*

- We are so thankful for all of our wonderful Event Partners, without whom this magical evening would not have been possible:

PRESENTING SPONSOR 	ROYAL PALACE SPONSOR 	CELEBRITY HOST SPONSOR 	HIS MAJESTY'S VIP SPONSOR 	
AGRICULTURE SPONSOR 	AUCTION/RAFFLE SPONSOR 	DINNER SPONSOR 	STATIONERY SPONSOR 	
SWEET SENSATIONS SPONSOR 	ROYAL BUTLER SPONSOR 	ENTERTAINMENT SPONSOR 		
ROYAL DOCUMENTARIAN SPONSOR 	ROYAL MARCHING GUARD SPONSOR 	QUEEN'S COCKTAIL SPONSOR 	WHITE GLOVE SPONSOR 	ROYAL SHUTTLE SPONSOR 

- We would also like to thank our fantastic Restaurant Partners who each prepared one course for the evening. The dinner was a real highlight of the evening, as attendees raved about the delicious meal prepared by five of our finest local restaurants:

					
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- Other highlights of the evening included our Physician Wine Servers, our Live and Online Auctions, entertainment led by local musicians, and of course, our Celebrity Host, Chef Darren McGrady, who regaled us with stories about his time spent as the personal chef to the Royal Family.

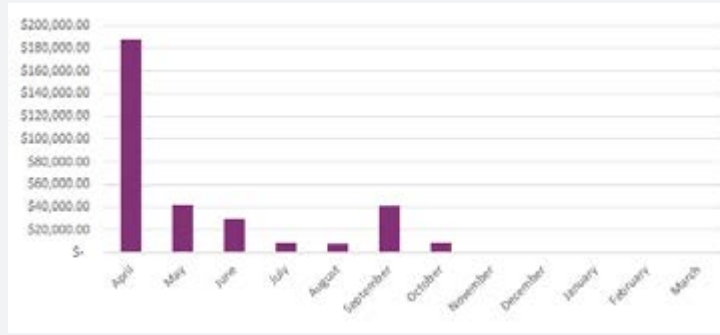
 [View our event recap video](#)

 [View our event photo album](#)



2.1

Signature Events



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

- The Foundation's 34th Annual Christmas Wish Tree, presented by WFCU Credit Union, is set to launch with a mail appeal distributed to homes across Chatham-Kent during the week of November 20th.

[View our appeal Christmas Card](#)

- NEW FOR THIS YEAR**, when community members honour the memory of a loved one with a donation to the Christmas Wish Tree campaign, their loved ones' names will be included in a special Honouree Video sent out at the end of the campaign.
- We want to thank our friends at the Chatham-Kent Hospice Foundation for promoting the campaign in their November e-Newsletter. This collaboration means so much to us.
- We look forward to holding our annual Tree Lighting Ceremonies once again this year:
 - CKHA Wallaceburg Site Ceremony**
Wednesday, December 13th at 6:00pm
 - CKHA Chatham Site Ceremony**
Thursday, December 14th at 6:00pm
- We are so thankful for all of our Christmas Wish Tree Partners for their strong support:



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3.2



2.1



Igniting Healthcare Holiday 50/50

- We are very excited to launch our first-ever Igniting Healthcare Holiday 50/50. Ticket sales will open on Thursday, November 23rd, with the Grand Prize Draw to be held on Thursday, December 21st, just in time for Christmas!
- This month-long 50/50 campaign will feature weekly Early Bird Draws, generously donated by local businesses:
 - **Thursday, November 30th** - \$500 Cash Prize, generously donated by Kent & Essex Mutual Insurance
 - **Thursday, December 7th** - 75L Chilly Moose Cooler, generously donated by Schinkels' Gourmet Meats
 - **Thursday, December 14th** - 2 Night Stay at the Fairmont Queen Elizabeth, donated by TTI Travel and Bob and Robin Hockney. Prize includes \$1,000 travel cash.
- Tickets will be available for sale online and in-person at the Foundation office during regular business hours.

 [View our Holiday 50/50 website](#)

Community Events

Drive Out Breast Cancer

- Monica Couto's Drive Out Breast Cancer Golf tournament was held at Talbot Trail Golf Club in Wheatley on Saturday, September 30th. It was an amazing day of golf and fun in support of local cancer treatment.
- This year's tournament raised a grand total of \$3,300.00 in support of our Oncology Fund.



Frontiers: The Journey of Two Surgeons Through Stroke

- Frontiers: The Journey of Two Surgeons Through Stroke is a recently-published book written by local surgeons Drs. Siva Murugappan and Prema Samy, who draw on their expertise and personal encounter with stroke to guide readers through a profound narrative of hope, recovery, and determination.
- Drs. Murugappan and Samy have generously offered to donate \$5.00 from the purchase of every book sale to our Stroke Unit Fund. Books can be purchased in person at the CKHA Gift Shops in Chatham and Wallaceburg, and online at www.frontierstroke.com, Amazon.ca, Indigo.ca and the Friesen Press Book Store.

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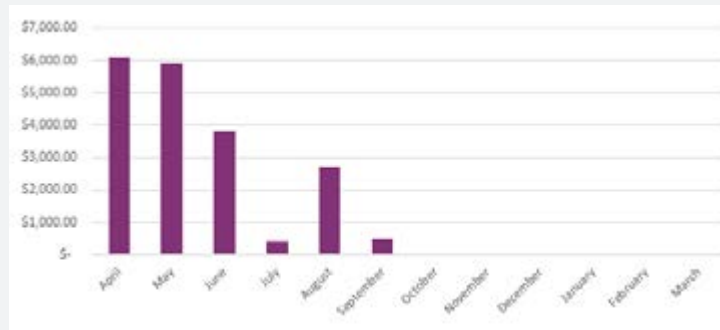
2.1

National Philanthropy Day

- On Wednesday, November 15th, we were honoured to attend a National Philanthropy Day Celebration, hosted by the Association of Fundraising Professionals - Canada South.
- We were very pleased to be joined by Melissa Harrigan, who was honoured with the Outstanding Fundraising Volunteer Award during the ceremony. Melissa has inspired so many people in our community through the *Her Fight is Our Fight* community fundraiser which has raised over \$30,000 in support of Mammography and Diagnostic Imaging at CKHA, and we were so happy to see her get recognized for her generosity and dedication to local healthcare.
- We were also very pleased to sponsor the Youth in Philanthropy Award, and to present the award to 8-year old Lauren Meadows. Over the past five years, Lauren has raised over \$29,000 for the Terry Fox Foundation through her lemonade stand! With young people like Lauren leading the way, the future of philanthropy in our region is very bright.



Community Events/ Partnerships

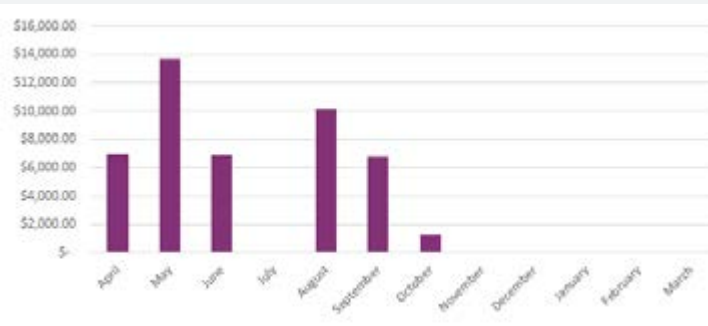


2.2

New Generation Staff 50/50 Lottery

- Due to the cyber attack on our regional hospital system, our New Generation Staff 50/50 Lottery has been put on hold until further notice,

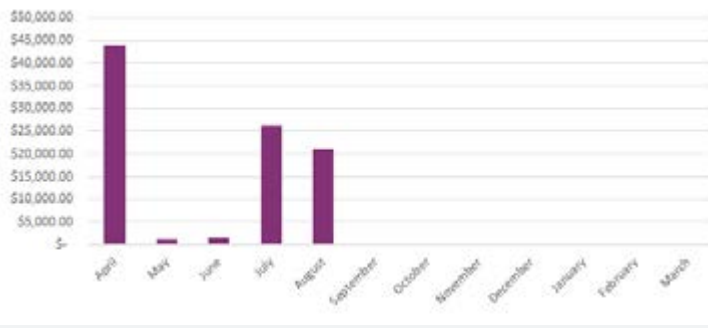
Lotteries



Foundation & Grant/Funding Applications

2.1

Corporate Giving / Foundations



Dynamic Simulation Procedural Skills Day

- On October 12th, we were honoured to sit in on another innovative Dynamic Simulation Procedural Skills session at CKHA, made possible by our partners at Scotiabank.
- The session, organized by Dr. Shawn Segeren, provided 20 of CKHA's Emergency Department Physicians with the opportunity to enhance their skills by practicing a variety of critical care scenarios through clinical simulations.
- We were thrilled to be joined throughout the day by Scotiabank representatives and members of the local media, who were invited to observe this educational hospital program in action.



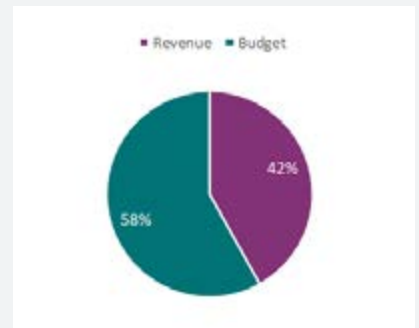
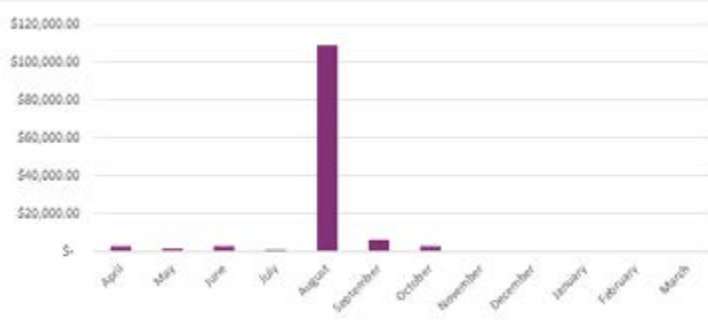
[Learn more about this Dynamic Simulation session](#)

Memorials

Between September 1st and October 31st, we received 161 memorial donations totalling **\$9,055.00.**

2.3

Planned Giving

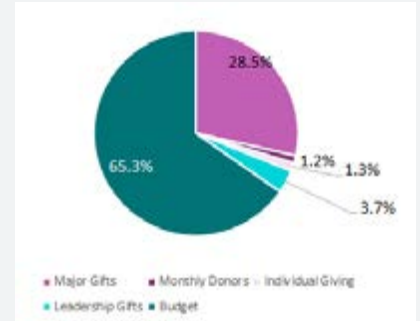
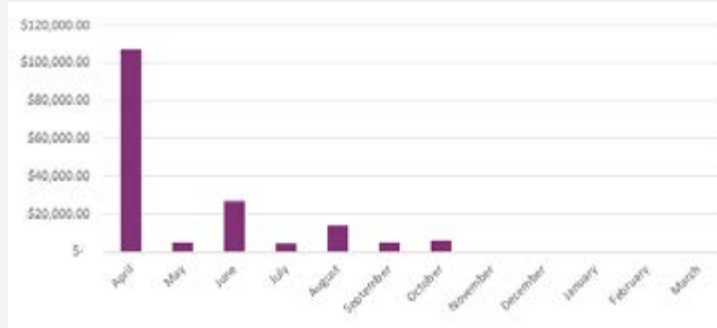


Leadership Gifts

Between September 1st and October 31st, we received 4 leadership gifts totalling **\$5,900.00**.

Individual Giving

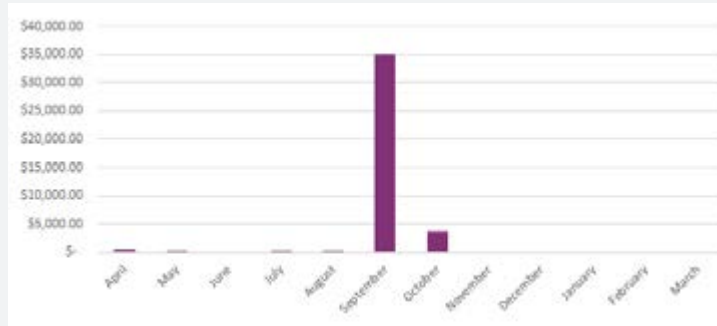
Individual Giving



Summer Mail Appeal

- Our Summer Mail Appeal was distributed to past Foundation donors at the end of August, highlighting recent CKHA accomplishments and the profound impact of donor support.
- This appeal has raised an unprecedented total of \$37,875, shattering its budgeted revenue goal.**

Direct Marketing



Local Events

- On October 20th, Foundation representatives were proud to support another local non-profit at the Chatham-Kent Hospice Benefit Gala. It was another amazing evening at the Chatham Armoury!



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Local Events *(continued)*

- On November 8th, Foundation representatives were proud to attend the Wallaceburg & District Chamber of Commerce Awards. It was an honour to celebrate all of the deserving award winners and nominees, and a pleasure to be involved with such an organized, fun, and inspiring event.
- On November 17th, I was thrilled to participate in the LendCity JAIL N' BAIL in support of Windsor Cancer Centre Foundation's Grow On Windsor campaign.



Organic Social Media

- We continue to see strong engagement on our Facebook page, with a 14% increase in Total Impressions and Total People Reached, and a 2% increase in Total Engagements from September 18th to November 17th, compared to the same period last year.

	2023 (Sep 18 - Nov 17)	2022 (Sep 18 - Nov 17)
Total Impressions	51,413 (+14%)	45,085
Total People Reached	48,039 (+14%)	41,967
Total Engagements	1,569 (+2%)	1,532
Total Shares	104 (+51%)	69
Total Likes	1,314 (+1%)	1,300



Email Marketing

Emails continue to deliver exceptional results, with our average unique open rate (**41.1%**) and click rate (**3.9%**) for the period of September 19th to November 14th exceeding the non-profit industry benchmark rates (39.4% and 1.6%). *Benchmarks courtesy of ConstantContact.*

Cumulative Performance			
53,246	21,859	41.1%	3.9%
Emails Sent	Total Opens	Open Rate	Click Rate

Media Coverage

Sydenham Current - September 21st

[Parade of Chefs online auction now open](#)

CKXSFM.com - October 6th

[Parade Of Chefs Raises Nearly \\$200K For CK Hospital](#)

Chatham Daily News - October 7th

[Chatham event raises \\$192K for hospital, with a royal twist](#)

Chatham Voice - October 10th

[Parade of Chefs raises \\$192K for CKHA](#)

Sydenham Current - October 20th

[Parade of Chefs makes 'royal' return, raises \\$192,000 for CKHA](#)

CKXSFM.com - October 24th

[Melissa Harrigan Prepares to Return to Council Chambers](#)

YourTV Chatham-Kent - October 27th

[Dynamic Sim Procedural Skills Day \(VIDEO\)](#)

Chatham Daily News - November 10th

[CKHA Foundation caught in ransomware attack, says donor info safe](#)

CKNewsToday.ca - November 10th

[CKHA Foundation says donor information wasn't touched during cyber attack](#)

Sydenham Current - November 16th

[New book sheds light on struggles with stroke recovery](#)

