



CHATHAM-KENT
Health Alliance
FOUNDATION



PRESIDENT & CEO REPORT
JANUARY 30, 2024

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.

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

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.

The following hospital equipment and programs have been approved for funding thus far for the 2023/24 Fiscal Year (April 1st, 2023 to March 31st, 2024)

Hospital Unit or Program Impacted	Equipment Funded
Mental Health & Addictions	<ul style="list-style-type: none">▪ Beds and Mattresses for Quiet Rooms
Operating Room	<ul style="list-style-type: none">▪ Eight Rhynolaryngoscopes▪ OR Surgical Table with Bariatric Extensions
Rehabilitation	<ul style="list-style-type: none">▪ Even-Up Shoe Balancer
Dialysis	<ul style="list-style-type: none">▪ Patient Lift▪ Recliner Chair▪ Treatment Chairs
Urology	<ul style="list-style-type: none">▪ Rezum System
Women & Children's	<ul style="list-style-type: none">▪ Syringe Pump
Laboratory Transfusion Medicine	<ul style="list-style-type: none">▪ ORTHO VISION - Swift Analyzer Transfusion Automation
Oncology/Cancer Clinic	<ul style="list-style-type: none">▪ Treatment Chairs
Diagnostic Imaging	<ul style="list-style-type: none">▪ VELA Mammography Chair
Ophthalmology	<ul style="list-style-type: none">▪ Zeiss Wireless Footswitch
All Departments	<ul style="list-style-type: none">▪ Sterrad Sterilization Unit

Programs Funded

- ER Dynamic Simulation Program
- Patient Assistance Fund

Total Support Committed (year-to-date)

\$567,754

1.1

Online Board Application Portal

- As our Governance & Nominating Committee maintains its strong focus on Board recruitment, we are excited to implement a new online application portal for prospective applicants. With the online application form live, we will place a greater emphasis on soliciting new applicants through social media and other digital marketing initiatives.



[View our Online Board Application portal](#)

Ambassador Club Update

- Thank you to the many members of our Ambassador Club who continue to support the Foundation through their financial contributions.
- A special thanks to Norbert Baertson for once again serving as a ceremonial tree lighter for our 34th Annual Christmas Wish Tree Lighting Ceremony at CKHA's Wallaceburg site.



Alliance Awards of Excellence

- CKHA's Alliance Awards of Excellence and Service Recognition Ceremony have been rescheduled and will take place on February 29th.
- 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, and making a very special announcement about a new award as well.

Music for the Mind Sponsorship

- We are very excited to announce that the Foundation will serve as a title sponsor for the Music for the Mind Community Event taking place on February 2nd.
- We are proud to support Elisha Banks and the tireless work that she does in our community through her fundraising efforts. Proceeds from the fundraiser will support the great work done at Family Service Kent, the KIDS Team Program, and Chatham-Kent Victim Services.



3.2

2.1



Igniting Healthcare Holiday 50/50

- The Foundation's first ever Igniting Healthcare Holiday 50/50 was a smashing success, raising an impressive total of \$119,090 in ticket sales!
- Following four weeks of strong ticket sales and overwhelming support from across our community and beyond, we drew the winning ticket number on December 21st.
- Congratulations again to Carol Heuvelmans of Erieau, a former CKHA employee, who took home the fundraiser's \$59,545 jackpot.
- We had so much fun surprising Carol and her family with the good news in person. They weren't home when we first arrived, but thankfully we caught them just in time!

[Check out this surprise cheque presentation video](#)

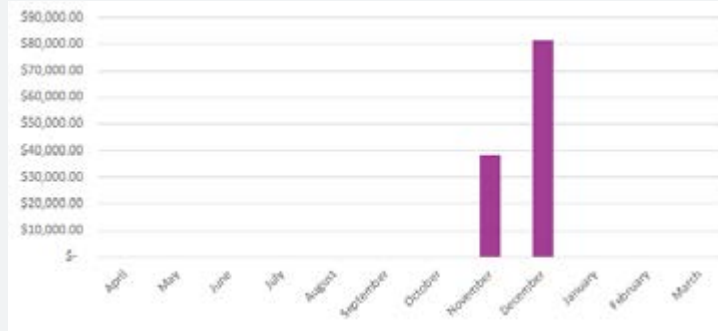
- We'd also like to thank our Early Bird Partners for their strong support of this fundraiser, and congratulate our three Early Bird Prize winners one more time:
 - Kimberly Gaiswinkler from Pain Court was the lucky winner of our first Early Bird Prize, \$500 cash provided by **Kent & Essex Mutual Insurance**.
 - Cheryl Phipps from Chatham was the lucky winner of our second Early Bird Prize, a Chilly Moose Cooler provided by **Schinkels' Gourmet Meats**.
 - Liz Wade from London was the lucky winner of our third Early Bird Prize, \$1,000 cash and a 2-night stay at the Fairmont Queen Elizabeth Montreal provided by **TTI Travel**.
- We are so thankful for everyone who purchased tickets for this 50/50, helping to make it such a great success.



[Learn more about our Holiday 50/50](#)

2.1

Holiday 50/50 Lottery



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

- Our 34th Annual Christmas Wish Tree, presented by WFCU Credit Union, wrapped up in January, **raising a staggering total of \$170,375 in support of our Highest Priority Needs fund**, far exceeding our fundraising goal.

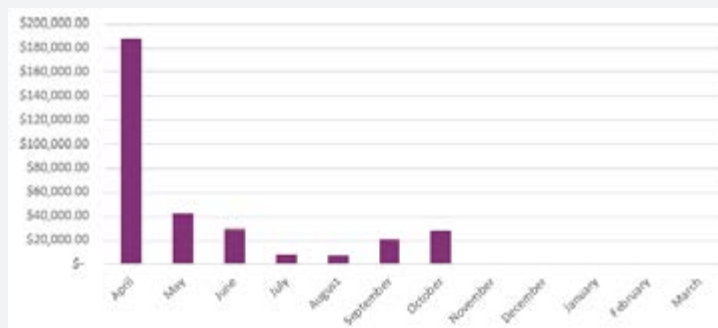
[Watch our campaign wrap-up video](#)

- We had excellent turn-outs at both of our Tree Lighting Ceremonies at CKHA's Wallaceburg and Chatham sites on December 13th and 14th, and we are so grateful for all of the community members, CKHA staff members, and Foundation and hospital Board members who joined us for these magical evenings.
- A special thanks to Danielle Lebrun, Tracey Rieger and Beth Ann Prince from WFCU Credit Union for joining us as well, and for sharing some wonderful messages on behalf of our Presenting Sponsor.
- This year's ceremonies were once again televised thanks to a continued partnership with YourTV Chatham.



3.2

Signature Events



2.1

34th Annual Christmas Wish Tree, presented by WFCU Credit Union *(continued)*

- The Brio Academy Choir joined us for our ceremonies once again this year, spreading some Christmas cheer by singing a number of carols.
- We were delighted to have Lori Marshall speak at both ceremonies, honouring the life and legacy of Dr. Don Patterson, a beloved local physician and philanthropic leader who passed away in 2023. We were honoured to be joined by members of his family.



[Learn more about our 34th Annual Christmas Wish Tree campaign](#)

Community Events

Frontiers: The Journey of Two Surgeons Through Stroke

- Copies of Dr. Murugappan and Dr. Samy's book, *Frontiers: The Journey of Two Surgeons Through Stroke*, are still available for sale online, and in person at the Foundation office, the Boutique Grand Gift Shop in Chatham, the CKHA Wallaceburg Gift Shop, and at Turns & Tales in downtown Chatham.
- Sales have been very strong so far, and the book has received incredibly positive feedback. \$5.00 from the sale of each book will be donated in support of our Stroke Unit fund.
- Book Signings were held on December 8th and December 19th at the Boutique Grand Gift Shop, and on January 13th at Turns & Tales, with so many community members turning up at each appearance to get their books signed and to chat with Drs. Murugappan and Samy.



Breast Buddies Dragon Boat Team 50/50

- Thank you to the Breast Buddies Dragon Boat Team, who ran a 50/50 over the Holiday season, generously donating \$3,000 from their 50/50 proceeds to support our Wallaceburg Site Redevelopment fund.
- We were very pleased to join them for the grand prize draw, which was held at CKHA's Wallaceburg site on January 5th.



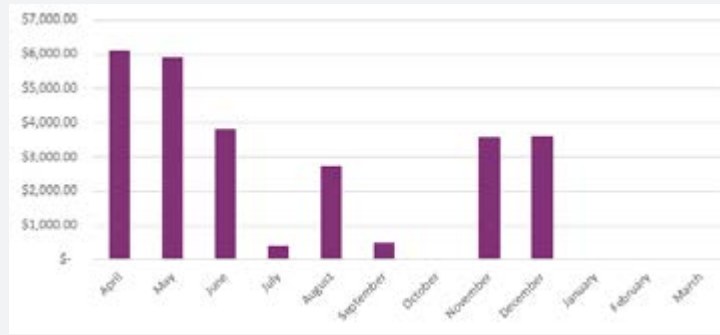
2.1

2.2



Get Out and Save Coupon Books

- Since November, we have been selling *Get Out and Save* coupon booklets from the Foundation office, with \$10.00 from each sale going towards our Highest Priority Needs fund.
- Sales have been strong, particularly leading up to the Holiday season, as these booklets make great stocking stuffers!



2.1

Service Clubs

- On December 15th, we received a **\$1,000 donation from the IODE Ridgetown - Confederation Chapter** in support of our Highest Priority Needs fund. These funds were raised through Charity Gaming at Riverview Gaming Centre in Chatham.
- On December 22nd, we received a **\$1,000 donation from the Knights of Columbus Council 1412** in support of our Christmas Wish Tree campaign.
- We have such a profound appreciation for all of our local Service Clubs and the positive impact that they have on our community, and we are truly grateful for these generous gifts.

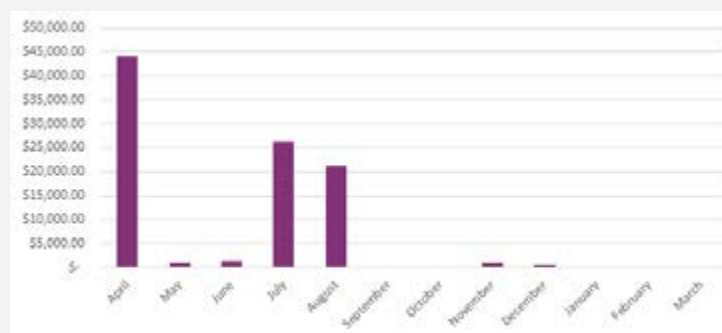


Farewell Ethan

- On January 19th, we bid farewell to Ethan Paxton, our amazing Events & Donor Relations Coordinator. We are sad to see Ethan go, but we are also so excited for him as he embarks on a new chapter in life, as he has accepted the role of Economic Development Coordinator for the City of Sarnia.
- We thank Ethan for his hard work and dedication as a member of our Foundation family, and we wish him nothing but the best in his new role. We know that he'll do great!



2.2



2.2

New Generation Staff 50/50 Lottery

- Due to the recent cyberattack, our 2022/23 CKHA New Generation Staff 50/50 Lottery was temporarily placed on hold.
- In January, we were able to hold our final draw of 2022/23, wrapping up the year with grand total of \$90,970 raised, with half of that total paid out to lucky winners, and the other half going to support the areas of greatest need at CKHA.

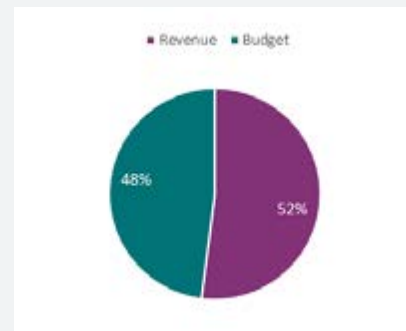
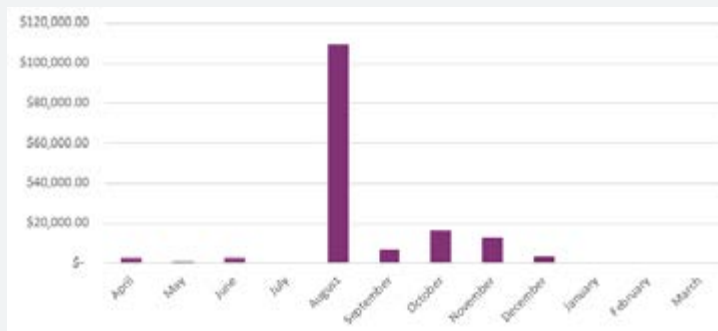


Memorials

Between November 1st and December 31st, we received **160 memorial gifts totalling \$16,103.**

2.3

Planned Giving



2.4

Major Gifts

Between November 1st and December 31st, we received **8 Major Gifts totalling \$227,257.**

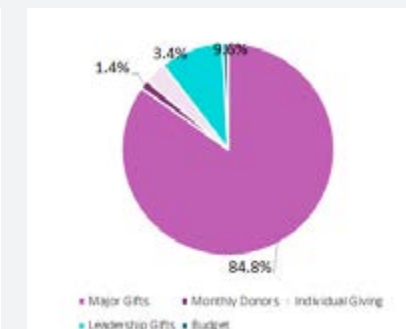
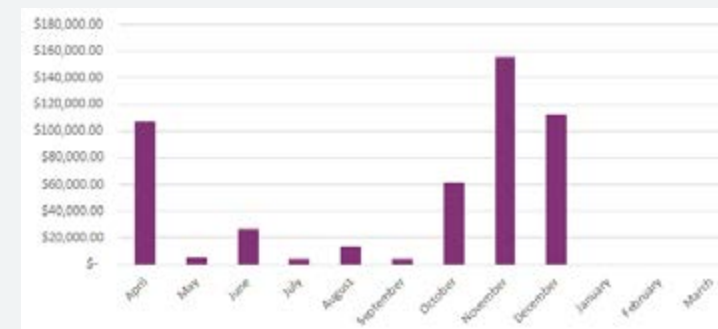
[Learn more about Major Giving](#)

Leadership Gifts

Between November 1st and December 31st, we received **11 Leadership Gifts totalling \$29,743.**

2.5

Individual Giving

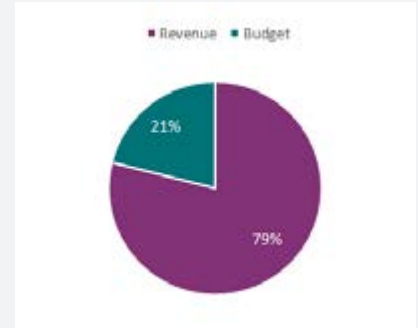
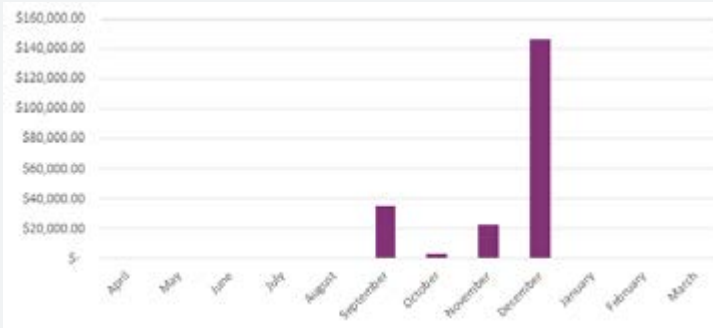


Summer Mail Appeal

- We have continued to receive tremendous support for our Summer Mail Appeal, which was distributed in late-August.
- This appeal has raised an unprecedented total of \$47,007, shattering its budgeted revenue goal.**

3.1

Direct Marketing

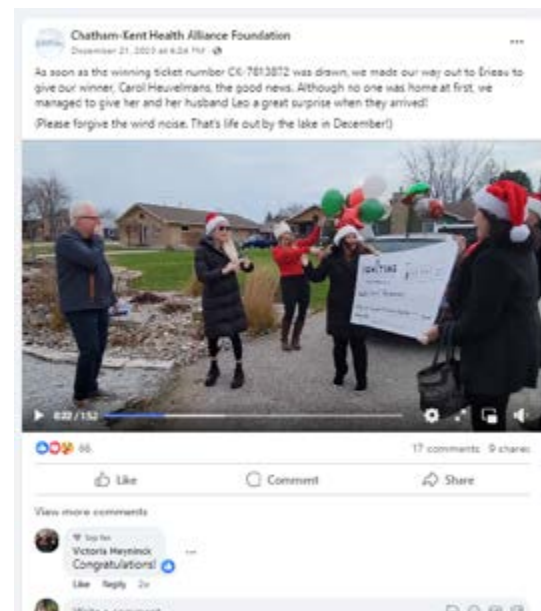


Social Media

- We have been very active across all of our social platforms, seeing extraordinary engagements on our Facebook page, including a massive **714%** increase in Total Impressions and a **260%** increase in Total Engagements from November 18th to January 17th, compared to the same period last year.

Facebook Statistics	2023/24 (Nov 18 - Jan 17)	2022/23 (Nov 18 - Jan 17)
Total Impressions	273,646 (+714%)	38,311
Total People Reached	173,754 (+494%)	35,205
Total Engagements	2,666 (+260%)	1,026
Total Shares	176 (+419%)	42
Total Likes	2,006 (+228%)	881

3.2



Email Marketing

Emails continue to deliver exceptional results, with our average unique open rate (**34%**) and click rate (**7.8%**) for the period of November 18th to January 17th far exceeding the non-profit industry benchmark rates (25.2% and 2.8%). [Benchmarks courtesy of MailChimp.](#)

Cumulative Performance			
218,419	74,356	34%	7.8%
Emails Sent	Total Opens	Open Rate	Click Rate

Media Coverage

CKXSFM.com - November 23rd

[First Ever Holiday 50/50 To Support CKHA](#)

CKNewsToday.ca (Blackburn Media) - November 23th

[Holiday 50/50 fundraiser underway](#)

Chatham Daily News - November 25th

[Hospital foundation launches holiday 50/50 fundraiser](#)

Chatham Voice - November 27th

[CKHA hopes to ignite someone's holidays](#)

Sydenham Current - December 10th

[CKHA Foundation Christmas Wish Tree campaign underway](#)

Sydenham Current - December 11th

[CKHA Foundation holding Igniting Healthcare Holiday 50/50 Fundraiser](#)

CKXSFM.com - December 13th

[Lighting Up CKHA's Christmas Wish Trees](#)

CKXSFM.com - December 20th

[Last Chance To Buy 50/50 Tickets In Support Of CKHA](#)

CKNewsToday.ca (Blackburn Media) - December 21st

[Former hospital employee wins Holiday 50/50 fundraiser](#)

Chatham Daily News - December 21st

[Former hospital worker wins first Holiday 50/50 jackpot of nearly \\$60K](#)

Chatham Voice - December 22nd

[Erieau woman wins hospital 50/50 draw](#)

CKXSFM.com - December 22nd

['An Amazing Christmas Surprise'](#)

Sydenham Current - December 22nd

[Erieau's Carol Heuvelmans wins \\$59,545 'Igniting Healthcare Holiday 50/50' jackpot prize](#)

Chatham Voice - December 23rd

[Wish time](#)

CKNewsToday.ca (Blackburn Media) - January 15th

[Christmas Wish Tree raises \\$170K for CKHA](#)

CKXSFM.com - January 16th

[Christmas Wish Tree Campaign Raises \\$170K For CKHA](#)

Sydenham Current - January 16th

[Christmas Wish Tree campaign raises \\$170,375](#)