



CHATHAM-KENT

*Health Alliance*  
FOUNDATION



## PRESIDENT & CEO REPORT

MARCH 26, 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"><li>• Beds and Mattresses for Quiet Rooms</li></ul>
Operating Room	<ul style="list-style-type: none"><li>• Eight Rhynolaryngoscopes</li><li>• OR Surgical Table with Bariatric Extensions</li><li>• Medical Device Reprocessing Instrument Testing Pans</li></ul>
Rehabilitation	<ul style="list-style-type: none"><li>• Even-Up Shoe Balancer</li></ul>
Dialysis	<ul style="list-style-type: none"><li>• Patient Lift</li><li>• Recliner Chair</li><li>• Treatment Chairs</li></ul>
Urology	<ul style="list-style-type: none"><li>• Rezum System</li></ul>
Women & Children's	<ul style="list-style-type: none"><li>• Syringe Pump</li></ul>
Laboratory Transfusion Medicine	<ul style="list-style-type: none"><li>• ORTHO VISION - Swift Analyzer Transfusion Automation</li></ul>
Oncology/Cancer Clinic	<ul style="list-style-type: none"><li>• Treatment Chairs</li></ul>
Diagnostic Imaging	<ul style="list-style-type: none"><li>• VELA Mammography Chair</li></ul>
Ophthalmology	<ul style="list-style-type: none"><li>• Zeiss Wireless Footswitch</li></ul>
Wallaceburg Site	<ul style="list-style-type: none"><li>• Audio Visual Equipment</li></ul>
All Departments	<ul style="list-style-type: none"><li>• Sterrad Sterilization Unit</li></ul>

## Programs Funded

- ER Dynamic Simulation Program
- Patient & Family CARE Grants  
*(postponed due to cyber attack)*
- Staff Appreciation Celebration

Total Support Committed (year-to-date)

# \$635,030

# 1.1

## Board Recruitment

- There is currently one vacancy on the Board of Directors. The Governance & Nominating Committee is in the process of identifying potential candidates to fill this opening.
- The Governance & Nominating Committee met on March 19th to continue with the recruitment process for the upcoming Annual General Meeting on June 18th.
- Gender representation and ethnic diversity continue to be areas of emphasis throughout the recruiting process, and engagement continues to be an ongoing priority.

 [View our Online Board Application portal](#)

## Alliance Awards of Excellence

- CKHA's Alliance Awards of Excellence and Service Recognition Ceremony was held on Thursday, February 29th at the Chatham Capitol Theatre.
- We were honoured to present our Foundation awards to three very deserving winners:
  - The Compassionate Caregiver Award was awarded to **Lori Paget** (RN, ICU/PCU)
  - The Vicente and Delia Calma Memorial Nurse Excellency Award was awarded to **Olivia Ferguson** (RN, Women & Children's)
  - The Stroke Care Award was presented by Dr. Samy and Dr. Murugappan, and was awarded to **Deena McBrien** (RN, Rehabilitation)
- We were also proud to announce a new award which will come into effect at the next awards ceremony in honour of the late Alan Stevenson, former CEO of CMHA Lambton-Kent and VP, Mental Health & Addictions at CKHA.



## Split the Pot Lottery

- Our Foundation is excited to partner with the Split the Pot Lottery in 2024. This is the largest partnered fundraising initiative in Ontario, with over 50 Ontario hospitals from across the province coming together to provide players with a groundbreaking way to win and support!
- The first Split the Pot Lottery of 2024 kicked on on February 8th, featuring a guaranteed jackpot of \$500,000 to be split between 13 grand prize winners. Players also had 26 chances to win a total of \$76,000 in early bird prizes!



# 1.2

# 1.3

# 3.2

# 2.1

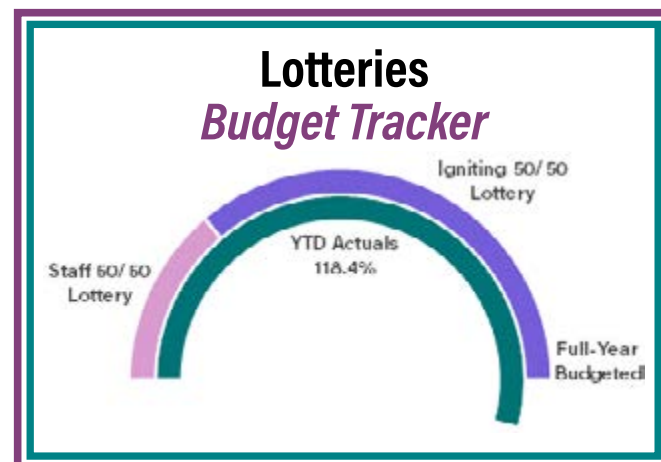
## Split the Pot Lottery *(continued)*

- CKHA Foundation supporters have the option to specify our Foundation when they purchase their tickets - or to use our personalized link - to ensure that proceeds from their purchase go to support our hospital.
- Additional proceeds from all purchases made without a specified hospital or Foundation are split among the 50+ partner organizations.
- Chatham-Kent is on a roll, with three local winners already awarded with Early Bird prizes:
  - Mike Board from Chatham won one of five \$1,000 prizes through the February 23rd Early Bird draw
  - Andrew Jenner from Chatham won one of five \$2,000 prizes through the March 8th Early Bird draw
  - Cathy Telfer from Chatham won one of five \$10,000 prizes through the March 15th Early Bird draw



## Igniting Healthcare 50/50 FUNdraiser

- Three more Igniting Healthcare 50/50 FUNdraisers are set to take place in 2024, with Spring, Summer and Holiday additions currently scheduled.
- The first of these campaigns - the **Igniting Healthcare Spring 50/50** - will launch on Tuesday, April 2nd, with the grand prize draw to take place on Friday, May 3rd.
- The Spring 50/50 will feature four Early Bird Draws held every Friday throughout the campaign, generously donated by our local partners:
  - April 5th - Early Bird Draw for a Chilly Moose Cooler (valued at \$649), generously donated by Schinkels' Gourmet Meats
  - April 12th - Early Bird Draw for \$1,000 generously donated by Lambton Conveyor
  - April 19th - Early Bird Draw for \$1,000, generously donated by Chorley + Bisset
  - April 26th - Final Early Bird Draw for \$1,000, generously donated by Glasshouse Nursery
- We would also like to thank Lambton Conveyor for providing us with an additional \$500.00 to kickstart our opening jackpot.

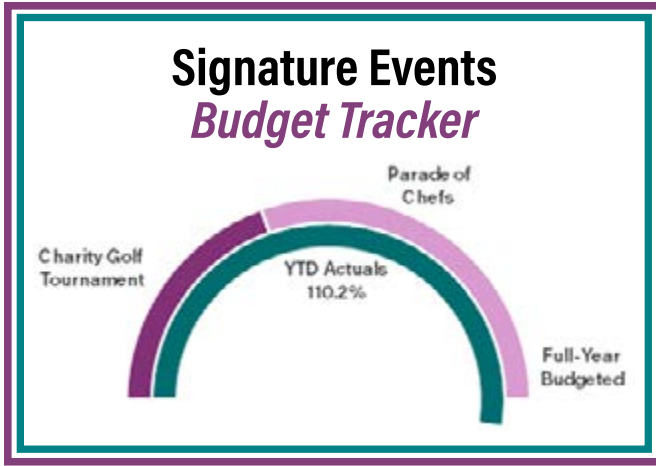


2.2

2.1

3.1

3.2



## 19th Annual Charity Golf Tournament

- Planning is well underway for our 19th Annual Charity Golf Tournament, which will take place on June 7th at Maple City Country Club.
- Golf Committee meetings have resumed, and we are so thankful to have an outstanding group of new and returning committee members:

### Returning Committee Members:

- John Schinkel, Chair
- Mark Dorssers
- Darren Lopes
- Bill Mason
- Erin O'Brien
- Gaye Thompson

### New Committee Members:

- Vicky Heyninck
- Jim Heyninck
- Steve Walker

### [View our Golf Tournament Sponsorship Opportunities](#)

- We have revamped our tournament Sponsorship Opportunities for this year's tournament, and we are thrilled to have already confirmed a significant number of returning sponsors, in addition to some exciting new partnerships for 2024:

### Confirmed Sponsors:

- Gold Sponsor.....**Entegrus**
- Food Sponsor.....**Honey Electric**
- Patio Par-tee Sponsor....**Precise ParkLink**
- Pin Flag Sponsor.....**CF Industries**
- Volunteer Sponsor.....**Neighbourly Care**
- Golf Ball Sponsor.....**Westhoek Construction**
- Corporate Foursome.....**Schinkels' Gourmet Meats**
- Corporate Foursome.....**TekSavvy Solutions Inc.**
- Corporate Foursome.....**Sacwal Flooring Centres**
- Corporate Foursome.....**Garden Craft Canada**
- Corporate Foursome.....**Convergint**
- Corporate Foursome.....**ROA Studio Inc.**
- Corporate Foursome.....**Tony Matteis - Cement Specialist**
- Corporate Foursome.....**Vollmer**
- Corporate Foursome.....**CIBC**
- Hole Sponsor.....**JMC Distributing**
- Hole Sponsor.....**Chatham Honda**



## Community Events

### Frontiers: The Journey of Two Surgeons Through Stroke

- A total of **\$4,540** has been raised to date through sales of Dr. Murugappan and Dr. Samy's book, *Frontiers: The Journey of Two Surgeons Through Stroke*.
- Copies of the book 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. \$5.00 from the sale of each book will be donated in support of our Stroke Unit fund.



### St. Clair College Thames Students Inc.

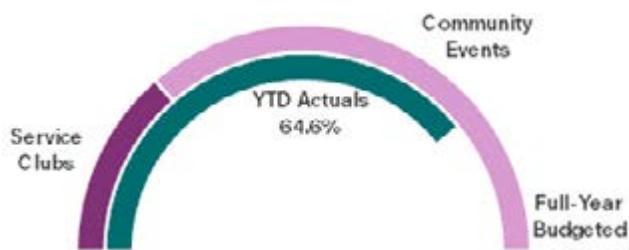
- Thank you again to St. Clair College's Thames Students Inc. for making another **\$250** donation in support of our Oncology fund.
- The TSI Board collected donations throughout the month of November and handed out prostate cancer awareness bracelets and ribbons, and we are so thankful for their continued support of cancer care here in our community.



## Service Clubs

- **\$500 gift** received from Order of Eastern Star in support of our Wallaceburg Annual fund

### Community Events & Partnerships *Budget Tracker*



### Corporate Giving/Foundation *Budget Tracker*



## Welcome Tracy!

- We are thrilled to welcome aboard Tracy Oswald, who officially joined the Foundation family on March 18th in the role of Development Officer, Community Engagement. Tracy previously worked as the Donor Relations Coordinator at Erie Shores Health Foundation, supporting both the Hospice and Hospital, and she has over 10 years of experience working with 3rd party events like *Hogs for Hospice*. She has been married to her boyfriend Joe for 30 years, and she is the proud mom of Sarah and Lauren. Tracy is a wonderful addition to our team, and we are so excited to have her on board!

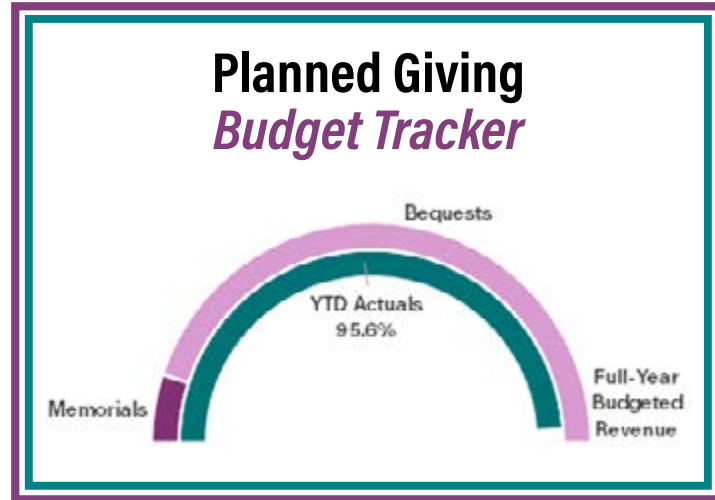
# 2.3

## Memorials

- Between January 1st and February 29th, we received 57 memorial gifts totalling **\$9,915.65**.

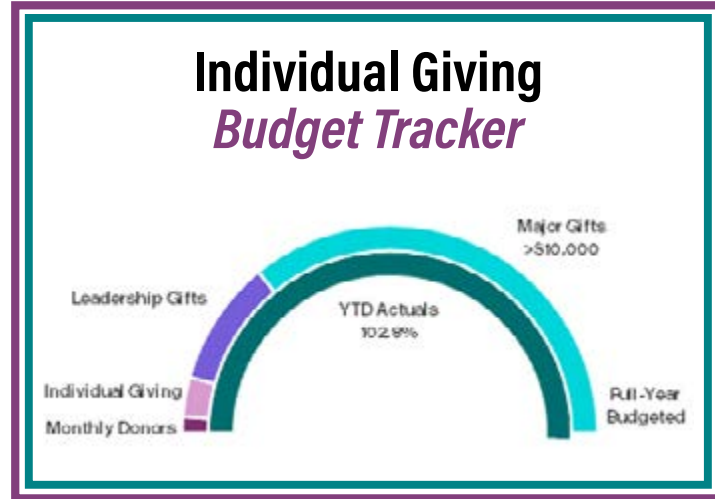
## Planned Giving

- Between January 1st and February 29th, we received one bequest totalling **\$120,706.39**.



## Leadership Gifts

- Between January 1st and February 29th, we received **5 Leadership Gifts** totalling **\$4,600**.



# 2.5

## Spring Mail Appeal

- During the week of March 11th, we distributed our Spring Mail Appeal to approximately 2,500 target constituents from across our community.
- Through this appeal, we celebrated the success of the temporary seasonal care clinic that operated at CKHA over the winter months, reducing Emergency Room wait times by 15-20% by freeing up space in the Emergency Department during the seasonal surge of cold, flu, and respiratory illness.
- Just as the community's response to this service was very positive, we are also seeing positive feedback from this appeal, and the early returns have been very promising.

[View the Appeal Letter](#)

[Make a Donation in Support of this Appeal](#)

# 3.1

# 3.2



**REDUCED EMERGENCY ROOM WAIT TIMES BY 15-20%**

*"THEY HELPED ME GET BETTER, AND WE BARELY HAD TO WAIT AT ALL. THE DOCTOR EVEN DID MAGIC TRICKS! BEING SICK ISN'T FUN, BUT I'M HAPPY THEY WERE THERE."*  
- ASHER (AGE 7)

**1,000+ PATIENTS** SUFFERING FROM ACHEs, SORE THROATS, FEVER & COUGH TREATED

**7x FASTER** THAN TYPICAL ER WAIT TIMES



## Quiet Room Grand Opening

- On January 23rd, we celebrated the unveiling of the new and enhanced Quiet Rooms in CKHA's inpatient psychiatry unit. These new rooms will provide a therapeutic space for patients where outside stimulus and exterior stressors are eliminated, and are designed with features that ensure patient and staff safety.
- This project was made possible thanks to significant support from local donors and organizations, including a \$10,000 grant from the Chatham Kent Community Foundation and an additional \$10,000 donation from an anonymous donor, as well as a total of \$63,579.32 in funds raised through the Music for the Mind Fundraiser.
- We were so honoured to be joined for the ribbon-cutting ceremony by Elisha Banks (Founder, Music for the Mind), as well as Chris Pegg and Janine Griffore (Executive Director and Board Chair of Chatham Kent Community Foundation) for this exciting ribbon-cutting ceremony, and we are deeply grateful for their commitment to mental health and addictions care in our community.

[View the Ribbon-Cutting Media Release](#)



## Dialysis Donor Visit

- On March 20th, we were honoured to be joined by Ron, Sandra and Julia Peltier for a visit to the Dialysis Unit, which was recently outfitted with 12 new chairs.
- The Peltier family generously funded the purchase of one of these new chairs through their own gifts and fundraising efforts, as well as an outpouring of memorial donations made in honour of their dear wife, mother, and grandmother, Joan, who passed away in January of 2023.
- Joan had spent years visiting CKHA for Dialysis treatments, and she always loved visiting with the nurses and her fellow patients. In honour of her legacy, the family wanted to make a difference for local patients, and it was such an honour to meet with them and show them the impact of their generosity.

[Read the Peltier family's story here](#)

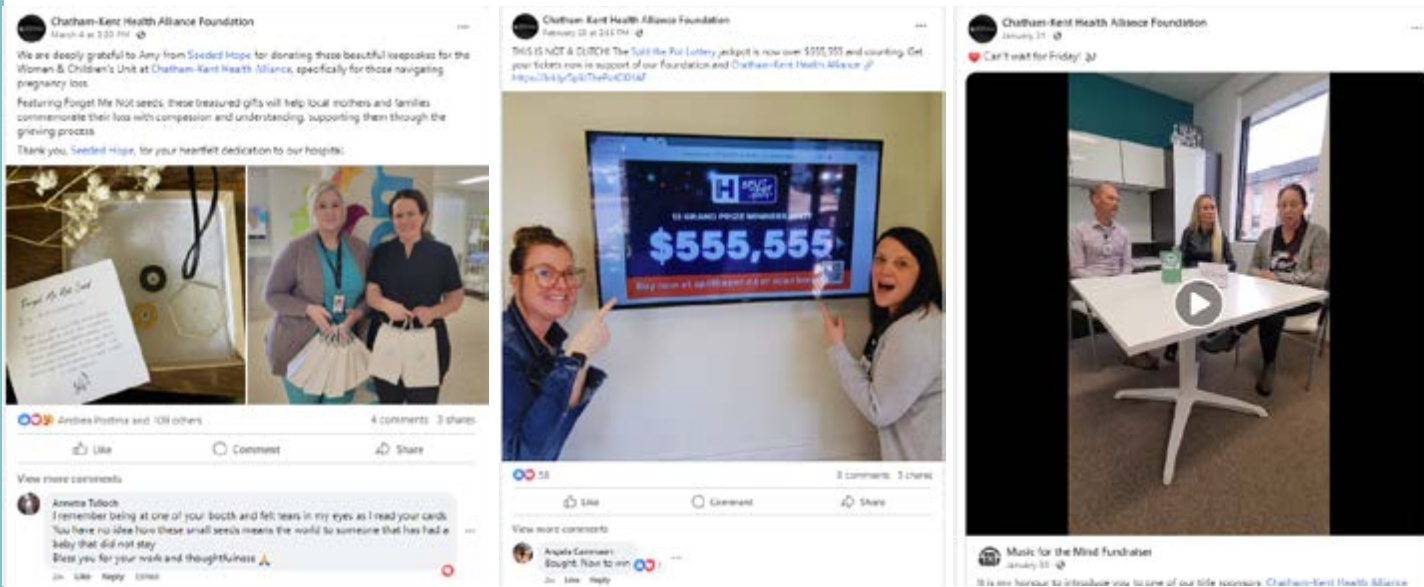


# Social Media

- We continue to be very active across all of our social platforms, seeing extraordinary engagement on our Facebook page, including a significant **207%** increase in Total Impressions and a **36%** increase in Total Reactions from January 18th to March 17th, compared to the same period last year.

Facebook Statistics	2023/24 (Nov 18 - Jan 17)	2023 (Jan 18 - Mar 17)
Total Impressions	<b>58,067 (+207%)</b>	<b>18,890</b>
Total People Reached	<b>54,335 (+216%)</b>	<b>17,207</b>
Total Engagements	<b>1,540 (+30%)</b>	<b>1,184</b>
Total Shares	<b>68 (+113%)</b>	<b>32</b>
Total Reactions	<b>1,354 (+36%)</b>	<b>994</b>

3.1



# Music for the Mind

- On February 2nd, members of our team had the pleasure of attending the Music for the Mind concert at the Portugese Canadian Social Club of Chatham.
- Our Foundation was proud to serve as a Title Sponsor for this wonderful local fundraiser organized by Elisha Banks.
- Proceeds from the fundraiser went to support our friends at Family Service Kent, the KIDS Team Program, and Chatham-Kent Victim Services.
- This was an amazing night of local music, food, drinks and fun in support of some crucial mental health programs and services here in our community. **Great job as always, Elisha and team!**



[View our video interview with Elisha](#)

3.2

# CKHA Staff Appreciation Day Celebrations

- On Thursday, February 22nd, we were thrilled to be able to host very special CKHA Staff Appreciation Day celebrations at both the Chatham and Wallaceburg sites, to express our gratitude for the dedication that our hospital's staff, physicians and volunteers display on a daily basis.
- At the Chatham celebration, nearly 700 CKHA staff, physicians and volunteers participated, enjoying lunch from local food trucks, as well as some great Swag and raffle prizes donated by local businesses.
- At the Wallaceburg celebration, a total of almost 80 staff, physicians and volunteers enjoyed a delicious lunch from Sol Kitchen, along with the same great Swag and raffle prizes.
- We are so grateful for the Foundation and CKHA Board members who joined us as volunteers and helped to make this day such an overwhelming success. Another special thanks goes to the hospital's leadership team for their support in helping these celebrations run smoothly.



## Media Coverage

### **Chatham Daily News - January 26th**

[Health alliance unveils new therapeutic quiet rooms](#)

### **CTV News Windsor - January 28th**

[Chatham-Kent Health Alliance: one of 'Canada's Best Employers for Diversity 2023'](#)

### **CKXSFM.com - January 29th**

[CKHA Named One Of Canada's Best Employers For Diversity](#)

### **Chatham Voice - February 2nd**

[CKHA reveals its new quiet rooms](#)

### **CKXSFM.com - February 8th**

[CKHA Foundation Looking to "Split the Pot"](#)

### **Sydenham Current - February 9th**

[CKHA Foundation participating in 'Split The Pot' Lottery](#)

### **AM800 CKLW - February 9th**

[Split The Pot Lottery Returns In Support Of Ontario Hospitals](#)

### **CKXSFM.com - March 19th**

[100 Men Who Care Support Neonatal Care At CK's Hospital](#)