



CHATHAM-KENT

*Health Alliance*  
FOUNDATION



# PRESIDENT & CEO REPORT

MAY 27, 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 were approved for funding 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><li>• Gold Medal Room Padding</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 to FY 2024/45 due to cyber attack)*
- Staff Appreciation Celebration

Total support committed to CKHA was over

# \$635,000

# 1.1

## Board Recruitment

- The Governance and Nominating Committee met on May 21st to review potential candidates. Geographic, cultural, and gender diversity remain pivotal factors continually evaluated throughout the entirety of the process.

# 1.2

## Annual General Meeting

- This year's Annual Meeting is scheduled for Tuesday, June 18th at 5:00pm at CKHA's Frank and Mary Uniac Auditorium.

# 1.3

## Audit with KPMG

- Our audit with KPMG is nearing completion and we are happy to once again be working with Jim Cassidy, CPA, CA - Partner, Audit, KPMG and Audit Manager Maisha Sinha, CPA Auditor throughout this process. The targeted timeline for receiving Draft Financial Statements, similar to last year, is the first week of June.

## 19th Annual Charity Golf Tournament

- We are so excited to tee off again on June 7th at Maple City Country Club for our 19th Annual Charity Golf Tournament.
- We want to thank our Planning Committee, under the leadership of Committee Chair, John Schinkel, for their hard work and dedication in planning what is shaping up to be another amazing tournament in support of our hospital.
- Our Golf Tournament Online Auction will run from May 27th to June 8th, and we look forward to building off the success of the past few years.

# 2.1

THE FRANK AND MARY UNIAC CHARITABLE FUND  
ARE PROUD TO SUPPORT THE



FRIDAY  
JUNE 7TH

www.ckhaf.ca

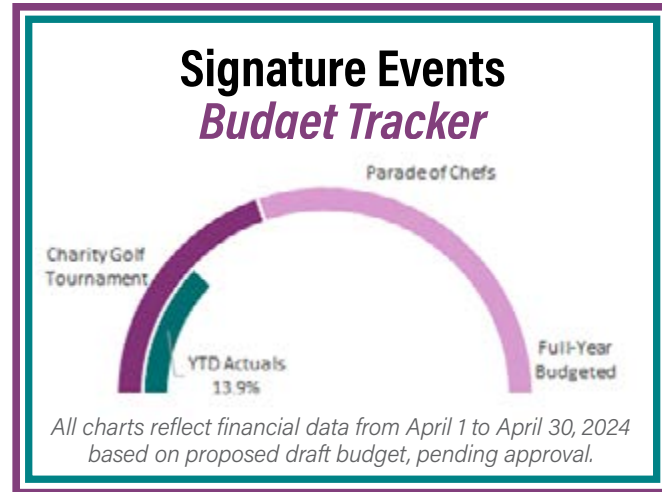
THANK YOU TO OUR  
GOLD PARTNERS





# 19th Annual Charity Golf Tournament *(continued)*

- With the addition of a number of new and enhanced Sponsorship Packages, we are very excited to report a significant increase in sponsorship revenue over last year's record-setting total!
- Special thanks to the **Frank and Mary Uniac Charitable Fund** for supporting this year's tournament at the Platinum level, as well as **Entegrus** and **CIBC Private Wealth: The Seabrook Financial Group** for serving as our Gold-level sponsors.
- We would also like to thank all of our other new and returning event partners for supporting our hospital and making this tournament possible! We can't wait to have an awesome day with all of you on June 7th!



2.1

PROUDLY SUPPORTED BY  
THE FRANK AND MARY UNIAC CHARITABLE FUND

CIBC	Neighbourly Care Home	Unifor Local 2458
CK Tubs & Taps	Health Services	Vollmer Inc.
Convergint Technologies	Planview Utility Services	Agnew Peckham Health
Dajcor Aluminum Ltd	ProResp Chatham	Care Planning Consultants
Fairway Wealth	ROA Studio Inc.	Ascend Fundraising
Management	R P Sauve and Associates	Solutions
Garden Craft Canada	Sacwal Flooring Centres	Chatham Honda
Jayden Construction	Schinkels' Gourmet Meats	JMC Distributing
John Harris Concrete	TekSavvy Solutions Inc.	KPMG Canada
Medavie EMS	Tony Matteis - Cement	MD Financial Management
Chatham-Kent	Specialist	Scotiabank Healthcare+

# Igniting Healthcare Spring 50/50 FUNdraiser

2.1

- Our first ever Igniting Healthcare Spring 50/50 was a smashing success, raising an impressive total of \$149,380 in ticket sales!
- The winning ticket was drawn on May 3rd, and we were so excited to notify Jason Howes of St. Thomas - who was born and raised in McKay's Corners - to let him know that he had won the fundraiser's \$74,690 jackpot!

[Check out this video of the moment when Jason learned he had won](#)

- Once more, we'd like to thank all of our Early Bird Partners - **Schinkels Gourmet Meats, Lambton Conveyor Ltd., Chorley + Bisset, and the Glasshouse Nursery** - for their strong support of this fundraiser.
- We'd also like to congratulate our four Early Bird winners once again: **Sherri Saunders** from Blenheim, **Kristine Ellis** from Thamesville, **Graham Watson** from Chatham, and **Lynn Marchand** from Thamesville.
- We are so thankful for everyone who purchased 50/50 tickets, helping to make it such a huge success, and we look forward to launching our Summer 50/50 in late-June.

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

## Split the Pot Lottery

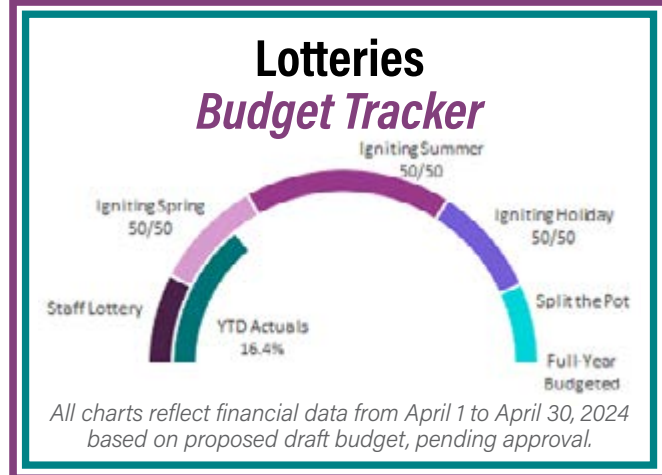
- The second Split the Pot Lottery campaign of 2024 kicked off on May 9th, with a \$500,000 Guaranteed Prize Payout to be split among 13 winners, and an additional \$100,000 in Early Rewards to be split among 21 more winners.
- We are thrilled to join over 50 Ontario hospitals once again in partnering with Split the Pot for this campaign, and we hope to be able to hand out even more cash prizes to local winners in the weeks ahead!

[Visit the Split the Pot website](#)

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# Community Engagement

## Chatham-Kent Nursing Society

- In April, we soft-launched the CKHAF Vendor Program with a Sold Out Bake Sale held in the CKHA Chatham Cafeteria in support of the Chatham-Kent Nursing Society. The sale featured baked goods from Lisa Roberts Creations and St. Clair Thames Students Inc. We look forward to having members of the Nursing Society volunteer at future Foundation events!



2.1



## 100 Men Who Care Chatham-Kent

- On March 15th, we were honoured to be visited by members of 100 Men Who Care Chatham-Kent, and presented with a cheque for \$10,000 to support the purchase of Neonatal Chairs for the Women & Children's Program at CKHA, as presented by club member and CKHAF Board member Jim King on behalf of the Foundation, and voted upon by the club's members during their January meeting.
- Both Tracy and I had the pleasure of joining the group for their April meeting to personally thank them for their generous gift.

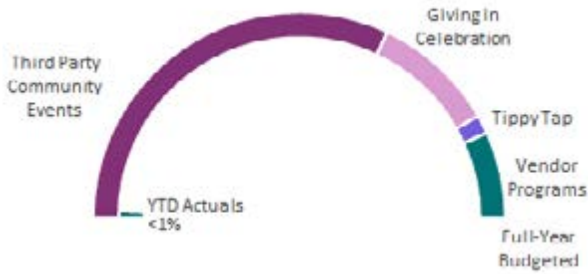
## Frontiers: The Journey of Two Surgeons Through Stroke

- On April 20th, Dr. Samy & Dr. Murugappan held their final book signing event at Turns and Tales. We are so grateful for their continued commitment to donate \$5 from each book sold to support our Stroke Unit Fund.
- It was a wonderful afternoon, as the two local doctors and inspiring authors personally signed and kindly donated some books to hospitals in London and Windsor-Essex.



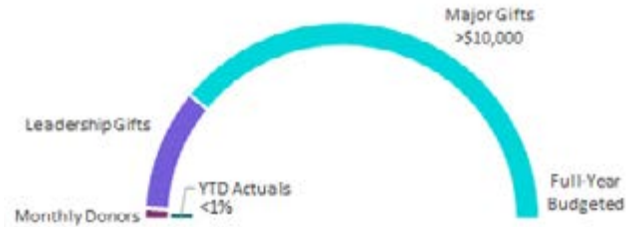
2.2

## Community Events & Partnerships Budget Tracker



All charts reflect financial data from April 1 to April 30, 2024 based on proposed draft budget, pending approval.

## Individual Giving Budget Tracker



All charts reflect financial data from April 1 to April 30, 2024 based on proposed draft budget, pending approval.

## Corporate Giving

- Between April 1st and April 30th, we received two Corporate Gifts totalling **\$4,521.76.**

## Corporate Foundations

- Between April 1st and April 30th, we received two Corporate Foundation Gifts totalling **\$7,445.12.**

## Planned Giving

- Between April 1st and April 30th, we received two bequests totalling **\$45,450.00.**

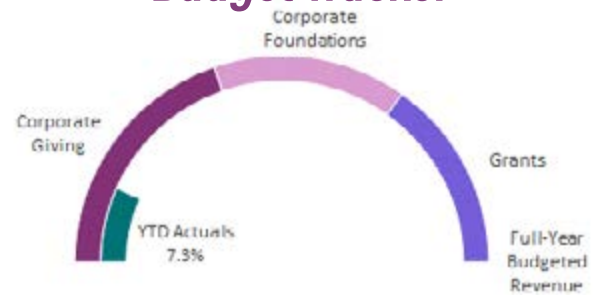
## Giving in Celebration

- Between April 1st and April 30th, we received 32 Gifts in Celebration, totalling **\$1,588.10.**

## Welcome Emily

- We are thrilled to welcome Emily Sellner to the Foundation team in the role of Development Officer, Major Gifts. Her first day will be on Monday, June 3rd.
- Emily is a Dresden resident and has worked in the not-for-profit space since 2015. She has a passion for healthcare, community and fundraising, and she will be a tremendous asset for our team, particularly in regards to the Wallaceburg Site Redevelopment Campaign.

## Corporate Giving/Foundation Budget Tracker



All charts reflect financial data from April 1 to April 30, 2024 based on proposed draft budget, pending approval.

## Planned Giving Budget Tracker



All charts reflect financial data from April 1 to April 30, 2024 based on proposed draft budget, pending approval.



2.1

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# 3.1

## Patient & Family Care Grants

- Our 2024 Patient & Family Care Grant Committee carefully reviewed and put forth 11 submissions from hospital staff for grants up to \$1,000 to purchase items that will enhance patient and family care at CKHA.
- Bob and I had the privilege of announcing our eleven grant recipients to a large crowd of hospital staff during CKHA's Nurses Week Staff BBQ.

 [View all of our grant recipients here](#)

## Nurses Week 2024 at CKHA

- We had such an amazing time taking part in the Nurses Week festivities at CKHA throughout the week of May 6th, and doing our small part to show our gratitude to the hospital's amazing nurses and frontline staff for their dedication and commitment to delivering incredible, patient-centered care.
- We were thrilled to launch a special Nurses Week 50/50 for CKHA staff with proceeds to support the CKHA Employee Crisis Fund. Congrats again to Colleen Cadotte - a RN in the Surgery Unit - for taking home the 50/50's \$2,000 grand prize!
- Our team had so much fun dishing out 50/50 tickets, ice cream and Foundation Swag during the Nurses Week Staff BBQ on May 10th.



# 3.2

## Volunteer Appreciation Luncheon

- Bob, Tracy and I had the pleasure of participating in CKHA's Volunteer Appreciation Luncheon on May 10th at the Links of Kent, as we showed our appreciation to over 100 volunteers for all that they do to make CKHA a better place to receive exceptional care.
- Our team worked closely with the Boutique Grand Gift Store to add final touches to a special gift that was presented to each volunteer, to show our appreciation for all their efforts.



## Earth Day

- On April 22nd, our team was thrilled to join CKHA staff members across all departments by spending some time cleaning up around CKHA's Chatham campus, in partnership with Come Together CK.



## Special Olympics Ontario School Games

- On April 25th, we had the pleasure of meeting with Jason Herder, a local Police Sergeant and a key organizer of the upcoming Special Olympics Ontario School Championship games that will be held here in Chatham-Kent from June 10th to 12th.
- We are very pleased to partner with the games to hand out volunteer gifts and medals to participants, while also helping to promote this amazing local event to our Foundation audience.



## Wallaceburg Site Redevelopment Announcement

- On May 1st, members of our team were pleased to visit the CKHA Wallaceburg Site for a milestone announcement by MPP Trevor Jones in regards to the Wallaceburg Site Redevelopment Project, as the Ministry of Health announced its approval for the project to proceed to the next stage.
- This announcement kicks off a \$9 million campaign that will have such a major impact on Wallaceburg and our community as a whole. As a Foundation, we have such great confidence that this generous, caring community will come together to support this momentous project, and we look forward to working with our partners at the provincial and municipal levels to enhance our hospital's ability to meet the needs of health care delivery today and into the future.



[!\[\]\(a870788d6ed9b8fd294b7654a8c8526b\_img.jpg\) Learn more about this important announcement](#)

## Advertising and Appearances

- On April 29th, I was pleased to visit the CKXS radio station in Wallaceburg to join Tanner and Robyn on the Morning Show to discuss our Igniting Healthcare Spring 50/50 and other things going on with the Foundation, while members of the team sold tickets in-person outside the station.
- Andrew made appearances on the CKSY and CFCO morning shows at the Blackburn radio station in Chatham on April 11th and May 2nd to promote the Spring 50/50
- We ran Igniting Healthcare 50/50 radio ads on CKXS, CKSY, CFCO and CKUE throughout the campaign.
- We also received great feedback from the newspaper ads the we ran in the Chatham Voice and the Southpoint Sun during our 50/50 campaign.



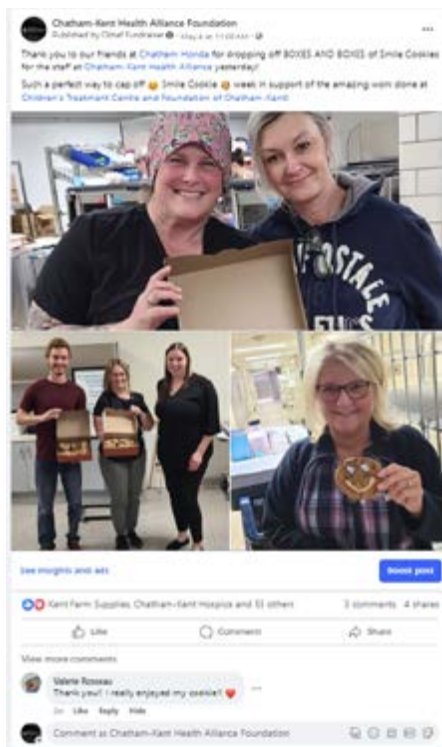
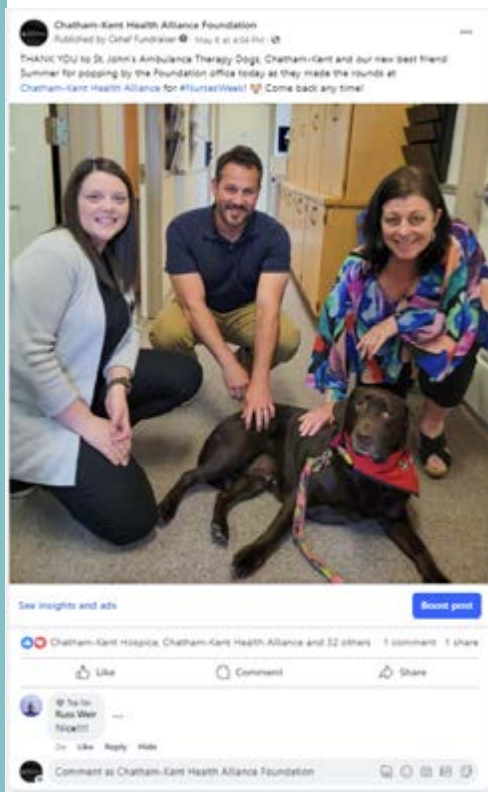


## Social Media

- We continue to grow our brand on social media, with a focus on Facebook, Instagram, and X (formerly Twitter). Facebook remains our top performing platform, as we saw a massive **884%** increase in Total Impressions and a **408%** increase in Total Reactions from March 18th to May 17th, compared to the same period last year. These massive increases can be attributed to an increased emphasis on producing compelling content, and a greater volume of posts promoting our Spring 50/50.

Facebook Statistics	2023/24 (Nov 18 - Jan 17)	2023 (Mar 18 - May 17)
Total Impressions	<b>380,941 (+884%)</b>	<b>43,080</b>
Total People Reached	<b>269,962 (+766%)</b>	<b>35,223</b>
Total Reactions	<b>3,714 (+408%)</b>	<b>910</b>
Total Comments	<b>405 (+455%)</b>	<b>89</b>
Total Shares	<b>218 (+325%)</b>	<b>67</b>

3.1



## Email Marketing

Emails continue to deliver exceptional results, with our average unique open rate (**37.5%**) and click rate (**2.5%**) for the period of March 18th to May 17th comparing favourably to the non-profit industry benchmark rates (25.2% and 2.8%). *Benchmarks courtesy of MailChimp.*

3.2

	Cumulative Performance		
232,283 Emails Sent	86,998 Total Opens	37.5% Open Rate	2.5% Click Rate



## Media Coverage

### **Sydenham Current - April 2nd**

[CKHA Foundation launches Spring Igniting Healthcare 50/50 Fundraiser](#)

### **Chatham Daily News - April 6th**

[Foundation launches spring 50/50 lottery for Chatham-Kent hospitals](#)

### **The Chatham Voice - April 15th**

[CKHA 50/50 raffle returns](#)

### **Sydenham Current - May 1st**

[Next phase of Wallaceburg's hospital re-development approved by the Province](#)

### **CKXSFM.com - May 1st**

[Next Phase Of Hospital Redevelopment Receives Provincial Approval](#)

### **CKNewsToday.ca - May 3rd**

[CKHA Foundation's Spring 50/50 winning ticket drawn](#)

### **Chatham Daily News - May 4th**

[Chatham-Kent native wins nearly \\$75K in hospital 50/50 draw](#)

### **Sydenham Current - May 4th**

[C-K native wins CKHA Foundation's inaugural Igniting Healthcare Spring 50/50 draw](#)

### **StThomasToday.ca - May 6th**

[Winning a Chatham-Kent 50/50 grand prize draw leave St. Thomas man 'speechless'](#)

### **The Chatham Voice - May 6th**

[C-K expat wins Igniting 50/50](#)

### **Sydenham Current - May 14th**

[CKHA Foundation Spring 50/50 exceeds goal, raising \\$149,380](#)

