

Powell River Hospital Foundation 2019 Annual Report

The Powell River Hospital Foundation held its annual meeting November 27, 2019. There were no changes to the twelve Directors of the Foundation. The existing executive of Ken Dickson–President, John Catcher-Treasurer and Meaghan Westie-Secretary were re-acclaimed for 2020 and Dr. Jeremy Buhay replaced Rod Tysdal as Vice President.

The 2019 Annual Report as presented by Ken Dickson and John Catcher follows.

Thank you to members of the Foundation, for being members in the first place and for your contributions during the year.

The Powell River Hospital Foundation receives donations from citizens and businesses who would like to help the Powell River General Hospital provide the best possible health care to our community. As the donors' representatives we, the Foundation members, work with the hospital administration to spend these donated funds in the best way possible. Over the years the Foundation's primary focus has been to purchase capital equipment needed to support acute care within the PR General Hospital.

In recent years the breadth of our mission has expanded slightly to include needs within the Evergreen Extended Care facility and the new Willingdon Creek Village Complex Care facility as well in the General Hospital.

Last year we committed a small amount of funding for the Acute Services Manager to participate in a quality improvement training program provided by the Canadian Foundation for Healthcare Improvement.

The Foundation manages an endowment fund that, in the fourteen years since the principal was received in 2004, has more than doubled in value to nearly \$800,000 today. The endowment requires that the original principal be saved in perpetuity. To date the consensus of the membership has been that the income and capital gain in the fund should be saved and re-invested.

The Year in Review

Today the Foundation has fifteen members and one part time office assistant. We said a special thank you to long time members Michael Stewart and Bob Astrope, both of whom have given many years of service to the Powell River Hospital Foundation. It will be a challenge to find new volunteers as dedicated to the cause as these members have been.

In the office a new computer and colour printer was purchased to replace the old out of date one that was running Microsoft XP. We completed putting the revised Foundation logo onto our stationary, magazine ads and signs.

The website www.prhospitalfoundation.com was transferred to a new host and in the process was updated with the revised logo and a new colour scheme with the assistance of Nicole Narbonne of Skeena Street Studios. A fourth page for news was added. In the last 90 days there were 157 visits or about 1.7 visits/day.

We published the "Our Hospital" news letter twice during the year. We purchased ads weekly in The Peak newspaper and monthly in PR Living magazine for a little over \$160/month.

The total cost of administration amounted to approximately \$1,000 per month.

Grants to our Beneficiary

The Foundation has one beneficiary, namely the PR General Hospital, including Evergreen Extended Care and Willingdon Complex Care. Six pieces of medical equipment were delivered and paid for in 2019 totalling \$169,614. One grant for staff education was approved in the amount of \$2,500. We have committed to purchase four pieces of medical equipment that have not yet been delivered, amounting to \$73,436.

Fund Raising

A gold star for Active fund raising goes to Shirley's Knitted Knockers group who donated \$2,434. There were no other active fundraising activities underway in the year. Donations in the mail, online and in the wishing wells amounted to \$ 25,293.

Moving Forward

Goals for 2020 include:

- The executive will meet to develop goals, strategy and budget.
- We should continue to publish a newsletter on paper, say twice a year, and on the website.
- Increase advertising expenditures to increase visibility in the community. This may include producing a new brochure, producing branded bookmarks or other give aways, and taking part in a seniors day or other community events.
- Develop a business plan for how to put on one public fundraising event each year. We need to know the volunteer hours required, upfront cost and projected net income.
- Recruit new members with the skills we need to do the above work. Consider paying local talent to help where necessary.
- Broaden the scope of our funding grants to include assistance to the hospital staff to enable them to become the best at what they do. This item is currently being led by our staff education committee.
- Consider paying for the Foundation's administration cost of approximately \$12,000 per year out of the Endowment Fund income so that we can properly say all donations go to improving health care in our community. This would amount to about 1.5% of the current fund value.