

STEVENSON MEMORIAL HOSPITAL
Report of the Foundation President to the Annual General Meeting
June 21, 2011

The Stevenson Memorial Hospital Foundation (SMHF) exists for the sole purpose of developing and coordinating fund raising activities in support of capital projects and educational programs for Stevenson Memorial Hospital. The Foundation solicits, collects and manages those funds through prudent investment until such funds are requested and approved for the Hospital's purchases.

Scotia Asset Management continues to handle the Foundation's investment portfolio with portfolio manager Rick Catton reporting personally to the Foundation Directors quarterly and working on an ongoing basis with the Foundation's Finance Committee to develop strategies to optimize our investment performance. Despite market volatility, moderate growth in our investments occurred over the past year.

This year has been an encouraging one in terms of total funds raised. Donations, merchandise revenues, and investment earnings totalled over \$1 million in the year ending March 31, 2011. Donations alone exceeded \$916,000, an increase of \$167,000 over the previous year. This is in keeping with a desire to grow the Foundation's revenues annually in response to Stevenson Memorial's need to grow and expand services. While revenues grew, the cost of raising those funds also rose in account inflation, costs to run the Digital Mammography Campaign, and added staff required.

The Foundation Staff and volunteers succeeded in welcoming approximately 350 new donors to the ever growing list of contributors to the SMHF. The new donors were a result of diligent personal contact, new direct mailings, and through the various funding opportunities created for our highly successful inaugural Gala evening held in May. The direct mail appeal for donations in November, 2010, was delivered to 1,000 more addresses than the 2009 mailing. Gala revenue and expenses will be included in the financial statements for the 2011-2012 year.

The results achieved happened despite some major changes in staff during the year. Kaley Stewart was hired as Fund Raising Assistant, then progressed to full time in the interim, as Fund Raising Coordinator Tanya Godson departed on maternity leave. Denise Harding joined us in April on a one year contract to concentrate on the development of Major Gifts. We are fortunate that Office Coordinator Carin Cloutier continues to be the stability the office requires while changes happen around her.

While equipment was purchased from Stevenson's Capital Equipment List for other areas of the hospital, the greatest emphasis this past year has been on funding for the new Digital Mammography machine, a \$1.2 Million commitment for the Foundation, plus fund raising costs. Under the co-chairing leadership of Sylvia Biffis and former Foundation President Marilyn Holmstrom, the Digital Mammography (DM) Cabinet was successful not only in fund raising, but in getting out the message about the excellent care provided by Stevenson right here in our own community. The Gala Subcommittee of the Cabinet, under Silvia Biffis and Audrey Gibson

delivered a classy event, worthy of praise anywhere. Our thanks go out to the dedicated members of the DM Cabinet for the many hundreds of hours of volunteer time you spent on the project. The DM Campaign continues with the goal in sight.

The Foundation's Strategic Planning Initiative was formalized in April, 2010, with the establishment of several action plans. Some of those plans have been implemented and objectives are being realized. One objective calls for greater visibility for the Foundation in both the hospital and the community. The Digital Mammography campaign itself has been instrumental in the widening of awareness about the excellent quality of care at Stevenson, as well as the realities of hospital equipment funding. Another action plan calls for the examination of the Foundation's governance structure and improvements thereto. The Foundation leadership has begun looking at neighbouring hospitals to discover best practises in governance that could be applicable to the SMHF.

The Foundation has representation on the Stevenson Board of Directors and on its Finance and Communications Committees. While the Foundation president attends Board meetings, this year the committee positions have been delegated. Treasurer Peter Gordon sits on the Board Finance Committee and Fund Raising Chairman Tom Tworzyanski attends the Communications Committee. Both gentlemen are members of the executive of the Foundation and are best suited for representation on their respective committees.

The Communications Committee of Stevenson has been an excellent forum for the coordination of our communications links to the community. The establishment of key messages and the common logo for the Stevenson organizational family have been important in terms of delivering the same messages to the community from all sources at the hospital. The Foundation welcomes this uniformity in messaging as it strengthens our base from which to approach the community to fund projects.

In the coming year, the SMHF will be concentrating on the completion of the current Digital Mammography Campaign and the launch of a new campaign to fund improvements and upgrading of the Operating Room. The cultivation of Major Gifts as a larger portion of the Foundation's revenue will be a focus. We will also be encouraging wider participation of our excellent physicians and other professional staff of the hospital in the fund raising activities of the Foundation. The Foundation will continue to grow our donor base in preparation to meet future fund raising challenges.

On behalf of the Stevenson Foundation, I wish to thank the management, directors, staff, and members of the Stevenson Memorial Hospital for your support of the Foundation's fund raising efforts. You provided excellent lead support, particularly at the Gala, with your attendance, sponsorships and auction donations and purchases. With such great support the Foundation looks forward to another successful year.

Respectfully submitted,

Ken Burns
President, Stevenson Memorial Hospital Foundation