

STEVENSON MEMORIAL HOSPITAL
Report of the Foundation President to the Annual General Meeting
June 19, 2012

Following a very active campaign during the first half of the 2011-2012 fiscal year, the second half of the year, ending in March 2012, saw a time of relative quiet in fund raising for the Stevenson Memorial Hospital Foundation.

In November, 2011, the Digital Mammography (DM) fundraising campaign, begun in June, 2010, came officially to a close and the special campaign cabinet committee was disbanded. The Stevenson Foundation raised from the community over \$1 million and supplemented from its unrestricted assets the balance to enable the transfer to the hospital of the full amount of the requested \$1.2 million. All monies were raised from non-governmental sources, i.e. from the generous individuals, not-for-profit organizations and businesses in the community. Thousands of volunteer hours went into the campaign.

Despite a less aggressive fundraising presence in the community and volatility in the financial markets in recent months, the Stevenson Foundation still succeeded in compiling revenues of \$806,233. A significant portion of funds raised came from four large direct mail appeals spread throughout the year. More than 25,000 letters went out in a carefully targeted strategy of donor acquisition and development to the general populace, and to groups such as former patients and lapsed donors. The appeals have been a success with positive response rates exceeding direct mail averages.

During the year ending March 31, 2012, the Foundation forwarded to Stevenson Memorial Hospital \$858,422 for equipment purchases.

For the 2012-2013 fiscal year, the Foundation Board approved transfer of up to \$900,000 for capital equipment purchases. Should revenue exceed this amount, the Foundation has committed to the forwarding of the excess up to \$1.2 million.

On other fronts, the Stevenson Foundation has set about to improve its visibility in the community with the acquisition of mobile billboards in the form of truck trailers wrapped with the Stevenson message and rolling on highways, both in the local community and outside it. This was achieved with the cooperation and generosity of a community oriented business and at minimal cost to the Foundation. It's an innovative partnership which we hope will succeed in increasing public awareness about the hospital. From idea to finished, wrapped trailer the project took less than three months. The speed with which this project came about is a credit to both the partner business and the Foundation's Communication Committee, headed by Chair Marg Barber.

The Stevenson Foundation was pleased to be part of the celebration of the opening of the new Digital Mammography suite on May 30, 2012, and to say, "Thank you!" to the many donors and volunteers who made DM a reality for Stevenson.

Another point of celebration for the Stevenson Foundation this year was the purchase and installation on May 28th of the new and expanded Donor and Volunteer Recognition Wall in the corridor leading to the Diagnostic Imaging and Obstetrical units. The wall was in place for the tours of the new Digital Mammography suite, which followed the ribbon-cutting ceremony opening the suite on the afternoon of May 30th. Some of our most generous donors were among the first to view the newly installed wall.

Congratulations to the ad hoc committee responsible for bringing this task to fruition. Foundation Office Administrator Carin Cloutier took the lead role in the negotiations with the donor wall designer/installer.

The next focus for capital equipment purchases is the Operating Room (OR) of Stevenson Memorial. Under Tom Tworzyanski, Chairman of the Fundraising Committee and Fundraising Coordinator Tanya Wall, the Foundation is in its 'quiet phase' of a campaign for the O.R., with much preparation under way. The campaign will launch officially later this year and future events will be announced. Two notable events are the Nottawasaga Foundation's Annual Golf Tournament which takes place on July 20th, 2012, and the Stevenson Foundation Gala on May 24, 2013!

This past year Fundraising Assistant Kaley Stewart departed to pursue her career in fundraising in the Niagara Region. On June 4th, 2012, Ms. Julia Curtis joined the Foundation staff as Fundraising Associate. Ms. Curtis comes to the Stevenson Foundation from experience at the Windsor Symphony Orchestra and The Starlight Children's Foundation Canada.

This will be my final report to the Stevenson Hospital Board, as I am completing my term of office this month. I have felt honoured to be able to work with Chairman Scott Anderson and the other Directors of the Board, and with first Gary Ryan, then CEO Annette Jones and others in management at the hospital. I have always been impressed, as well, by the tremendous efforts of the Stevenson Auxiliary under the direction of President Diane Munro and her predecessor, Linda Edmonds. At all times, I felt that the Foundation had the full support of management, board and the Stevenson Auxiliary, and that you were always appreciative of our efforts, even when those efforts didn't quite produce at the desired level! I know that my successor will be afforded the same high level of cooperation and support.

Best wishes to the Stevenson Board in the coming year.

Respectfully submitted,



Ken Burns

President, Stevenson Memorial Hospital Foundation