

# COMMUNITY STEWARDSHIP REPORT

2013/2014





# The Thoughtful Acts of a Giving Community

One philanthropic gesture has the power to impact the lives of thousands. At St. Joseph's Health Care Foundation, we are honoured to be the recipient of that philanthropy, making a difference to the health and well-being of our community – and care that in some cases, reaches across the globe.

From a single donation of any amount to a major corporate commitment, each thoughtful act symbolizes a giving community.

Your continued support enables St. Joseph's Health Care London to pursue excellence in care, teaching and research, and helps people to live fuller, more independent and healthier lives.

This report shows the impact of giving and how donations are put to work through the grants we provide. You will read stories about those who receive this generosity. You will see the many grants to patient care, education and research donor support helped to make.

It is with sincere gratitude that we present the 2013-14 Community Stewardship Report.

For a full listing of grants made to patient care, education and research, please visit the St. Joseph's Health Care Foundation website at [sjhcfoundation.org](http://sjhcfoundation.org).



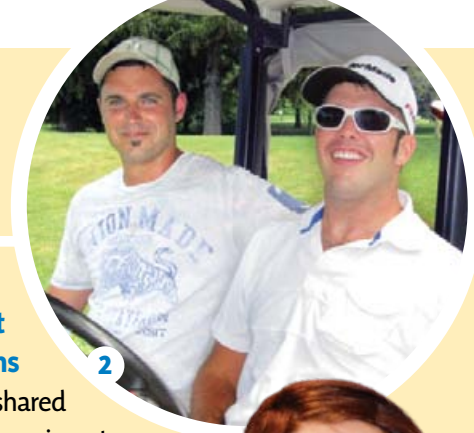
**Michelle M. Campbell**  
President and CEO  
St. Joseph's Health Care Foundation

**Peter Mastorakos**  
Chair, Board of Directors  
St. Joseph's Health Care Foundation

## Donor Support takes many forms...

### 1. Breaking the silence at Breakfast of Champions

Olympian Clara Hughes shared her personal story of depression at Breakfast of Champions, helping to raise awareness and funds in support of mental health care.



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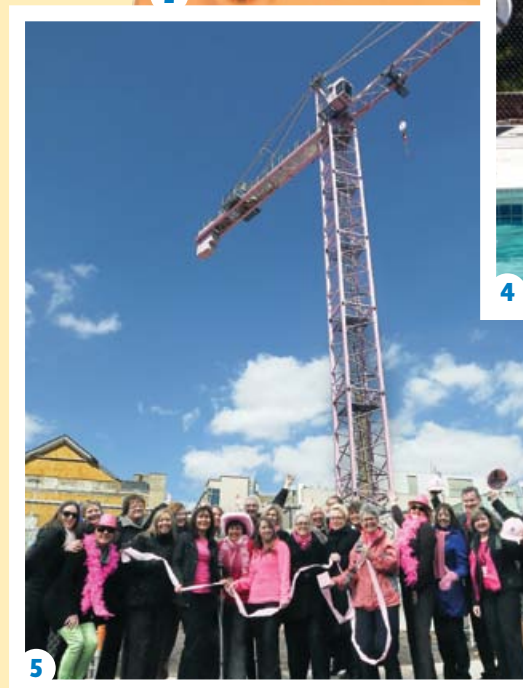
### 2. A family's gratitude

Kyle Ford suffered a serious brain injury after a car accident in 2007. Grateful for the care he received in the Acquired Brain Injury Program at Parkwood Hospital, Kyle and his family host fundraising events to support rehabilitative care.



### 3. Tee'ing off for 10 years in support of urology

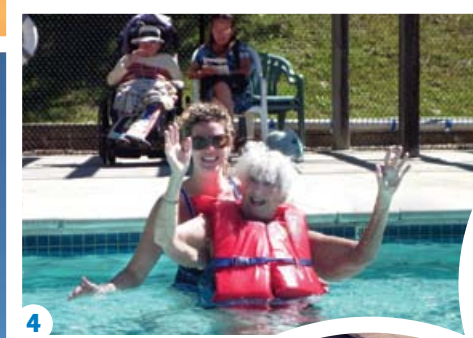
Trudell Medical Urology Golf Tournament raises vital funds to support patient care at St. Joseph's Urology Centre.



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### 4. Residents enjoy the great outdoors

Each year, through donor support, hundreds of residents at Mount Hope Centre for Long Term Care take to the outdoors to enjoy the fall countryside at Camp Woodeden.



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### 5. One-of-a-kind pink crane

EllisDon showed their support for St. Joseph's by painting a 168 foot construction crane pink – making it the first in the world.

### 6. Tribute Dinner hit the right notes

St. Joseph's Tribute Dinner highlighted St. Joseph's role in mental health care and honoured the Rea family for their dedication to philanthropy.



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### 7. A viral video of hope

Rethinking Mental Illness has been viewed by more than 9,000 people on YouTube helping to create awareness and understanding.

### 8. 'Tis the Season of Celebration

Season of Celebration raised more than \$450,000 to enhance the care and comfort of patients in hospital during Christmas time. With each donation, a pink Light of Caring was lit in response to community support.



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### 9. Knights of the Blind

London Central Lions held their 10th annual Fight for Sight Fish Fry in support of St. Joseph's Ivey Eye Institute, helping to purchase advanced equipment in eye surgery and care.

### 10. Bust a Move

Through the collective efforts of participants, sponsors and donors, more than \$2,000,000 was raised through Bust a Move for Breast Health™ London in support of advances in breast cancer research.

### 11. A new Hall of Heroes

A new Hall of Heroes wall was created to recognize donors to veteran's care.



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# Because of Donor Support... Patients are receiving the very best care.

## \$362,201 – MRI for Breast Care Program

Joanne Barker (in Bust a Move shirt) cheered from the sidelines at the 2013 Bust a Move for Breast Health™ London, watching as her friends worked up a sweat in her honour. She would have participated herself, but having been diagnosed with breast cancer in September 2012, she was on her 7th round of chemotherapy, completely bald and not “feeling herself.” But despite all these factors, Joanne was there as a volunteer. With renewed energy, Joanne returned for the 2014 Bust a Move for Breast Health London (with hair) excited to cheer on the crowd feeling more like herself, thanks to St. Joseph’s Breast Care Program, and the expertise of her medical team.

**Donor support** helped complete the purchase of an MRI with breast imaging capabilities that detects any growth through dense breast tissue, so that patients like Joanne can have early detection for life-saving results.



## \$630,000 – Patient Safety Initiative

St. Joseph’s is embarking on a transformative clinical service delivery model called Healthcare Undergoing Optimization (HUGO) to enhance patient safety and quality of care that people receive in hospital. Donor support will help to purchase Workstations On Wheels (WOW) – a mobile workstation that has a computer barcode scanner to reduce medication errors while increasing more time spent at the patient’s bedside.

## \$110,000 Transcranial Magnetic Stimulation (TMS)

St. Joseph’s is now utilizing Transcranial Magnetic Stimulation, to non-invasively increase or decrease brain activity, which can be applied to a wide variety of conditions. Research shows that TMS can help treat Alzheimer’s disease, drug-resistant depression, obsessive-compulsive disorder, chronic pain, and migraines.



## The Foundation proudly granted \$893,101 in support of patient care, including...

**\$30,000** to enhance the quality of life for veterans being cared for by St. Joseph’s through the Veterans Care and Comfort Fund.

**\$25,000** to improve the privacy and overall patient experience in the Norton and Lucille Wolf Breast Care Centre.

**\$15,750** to purchase education carts for Mount Hope Centre for Long Term Care for mobile care-giver training.

**\$21,480** to enhance the patient’s experience at Parkwood Hospital with care and comfort items through the Parkwood Hospital Auxiliary Wish List.

**\$187,838** to provide priority care and comfort items for patients and residents across St. Joseph’s through the Season of Celebration.

**\$1,897** to train staff in the Rehabilitation Program at Parkwood Hospital to assess how blood flow has affected a lower limb through the purchase of a Doppler Ultrasound Machine.

**\$2,545** to create a “living wall” to enhance the patient environment in the Therapeutic Garden in the Neurobehavioral Rehabilitation Centre.

**\$11,109** to support urgent equipment needs at Parkwood Hospital through the Ann and Bill Fleming Fund for Patient Rehabilitation Care Needs.

**\$500** to purchase Prism Glasses for patient therapy in the Neurobehavioral Rehabilitation Centre.

**\$3,810** to purchase laptops for patient rehabilitation in the Acquired Brain Injury Outpatient Program at Parkwood Hospital.

**\$6,262** to provide self-management resource kits for ongoing treatment for patients living with a spinal cord injury.

**\$1,575** to increase memory capacity for patients in the Acquired Brain Injury Program at Parkwood Hospital through Cogmed Training.

**\$2,962** to purchase a portable/digital piano enhancing Spiritual Care services for patients and staff.

**\$3,145** to bring Christmas dinner to residents and their families at Mount Hope Centre for Long Term Care.



# Because of Donor Support... St. Joseph's is enhancing **Education** that translates into excellence in care.



## **\$1,500** Occupational Stress Injury Clinic – Staff Education

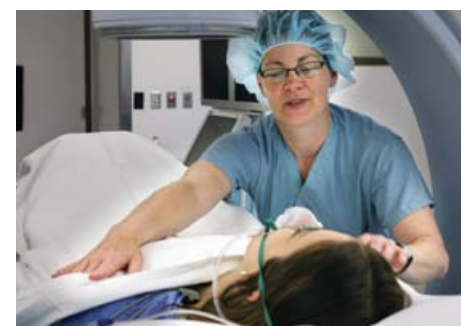
Steve Lamrock was 18 years old when he fulfilled his lifelong goal of joining the Canadian Armed Forces, but during his time overseas his mental health began to unravel. When Steve returned to Ontario he was unable to sleep and his anger was out of control. Once diagnosed with post-traumatic stress disorder at Parkwood Hospital's Operational Stress Injury Clinic (OSIC), he found the support he needed through OSI and his family, in order to heal. Steve, 46, says he is happier now than he's been in 20 years.

*Donor support is enhancing the lives of veteran's like Steve Lamrock and Victor Rose (seated), through recreational programs, improving care environments and enabling staff training to deliver excellence in care for the men and women who served, and continue to serve, on behalf of Canada.*



## **\$3,550** Brain 90X Group Treatment

Brain 90X is a group treatment approach through the Acquired Brain Injury (ABI) Program, which helps individuals cope with Post-Concussion Syndrome. The ABI team has also joined with Western University allowing the next generation of caregivers the opportunity to delve into research that could lead to new care outcomes.



## **\$5,850** Supporting nursing excellence

Nursing bursaries are awarded each year to support continuing education for nurses, helping to pay for tuition, research expenses, and development. They are awarded to nurses that exemplify St. Joseph's values, are positive role models for other nurses and show a commitment to compassionate care.

## The Foundation proudly granted **\$180,953** for education, including...

**\$3,000** to advance leadership in the Rehabilitation Program through the Ontario Hospital Association's Leadership Competencies course.

**\$1,000** to support patient education materials on eye conditions for the Ivey Eye Institute at St. Joseph's Hospital through the Marjorie Jean Jolliffe Fund.

**\$1,000** to support the purchase of ophthalmic educational resources for the Ivey Eye Institute at St. Joseph's Hospital.

**\$2,000** to enable technologists to attend the Thames Valley Breast Imaging Update Seminar through the Dr. Lauren McCurdy Diagnostic Imaging Fund.

**\$2,140** to enhance knowledge and skills in palliative care trends for clinicians in the Complex Care Program at Parkwood Hospital.

**\$1,829** to award an ophthalmology resident with support to enhance their knowledge and skills through the Dr. Alfred John McKinna Fund.

**\$1,000** to award an outstanding teacher in the Gastrointestinal Training Program through the Dr. M.R. Belsheim Memorial Award.

**\$1,000** to support the Western Counties Wing Library at Parkwood Hospital with education resources.

**\$1,000** to enhance the personal and professional development of an employee who demonstrates excellent leadership qualities through the Joan Garrison Fund.

**\$900** to purchase educational resources in orthopedics for the Robert M. McFarlane Library at St. Joseph's Hospital.

**\$1,250** to support Brain Basic Training for staff in the Acquired Brain Injury Program at Parkwood Hospital.

**\$684** to upgrade Smart Boards to incorporate an audio component into rehabilitation group therapy at Parkwood Hospital.

**\$2,000** to enable diabetes educators to attend the Diabetes Education Centre Workshop "The Fundamentals of Diabetes" through the Dorothy Gibson Memorial Fund.

**\$200** to support the purchase of electronic books for Orthoptic educational resources in the Ivey Eye Institute at St. Joseph's Hospital.



# Because of Donor Support... St. Joseph's is advancing care through bench-to-bedside **Research.**

**Donor support** is creating a better quality of care for people living with a mental illness by improving client access and promoting regular health monitoring.



## **\$77,583 – Mental Health Engagement Network**

With a tap of a finger, those living with mental illness can use the Lawson Health Research Institute SMART Record app to track their moods, receive reminders of medication refills and access their crisis plan in an emergency.

The Foundation, along with our partners at London Health Sciences Foundation, teamed up to provide six months of data service to ensure community based mental health patients could continue to have access to this innovative technology. Proceeds were provided through the annual Breakfast of Champions.

## **\$14,821 Tools for self-management of neurogenic bladder in spinal cord injury**

To mitigate health issues related to spinal cord injury (SCI), research is taking place through Lawson's Aging, Rehabilitation and Geriatric Care Research Centre within Parkwood Hospital. The web-based, self-management program, will give people with a SCI tools for tracking their health and educational resources to reduce the likelihood of urinary tract infections and other bladder complications.



## **\$6,222 – Tumour Biobank**

A first for London Ontario, the Breast Care Clinical Research and Tumour Biobank in Lawson Health Research Institute, housed at St. Joseph's Hospital, is a collection of tumour samples and clinical information from patients who've come to St. Joseph's for a biopsy. The \$6,222 is the initial disbursement to purchase computers to assist in data collection.



**\$106,269** to advance research through the Douglas and Vivian Bocking Chair in Fetal and Newborn Growth Fund.

**\$2,312** to fund the Canadian Centre for Activity & Aging Lecture Series through the Dr. Peter A. Rechnitzer Fund.

**\$150,000** to enable research in the development of minimally invasive upper arm surgical intervention in the Surgical Mechatronics Laboratory.

**\$170,000** to provide young researchers the opportunity to pursue research initiatives at Lawson Health Research Institute.

**\$140,166** to support research through scientific leadership within Lawson Health Research Institute through the Beryl and Richard Ivey Research Chair in Rehabilitation and Geriatric Care.

## The Foundation proudly granted **\$1,578,125** for research, including...

**\$13,000** to purchase a dedicated RT-PCR machine to help uncover the causes of glaucoma.

**\$130,797** to support diabetes research through the Helen and Frances Lawson Chair in Diabetes Research.

**\$33,400** to support research into the causes, prevention and treatment of mood disorders through the Dr. Joseph Rea Chair in Mood Disorders.

**\$7,517** to support the research of molecular PET imaging to detect early stages of Type 2 diabetes.

**\$225,524** to support the Research Chair in Human Microbiology and Probiotics at Lawson Health Research Institute.

**\$10,158** to support research to review the treatment of pressure ulcers for people with a spinal cord injury.

**\$3,100** to support research in the use of Community Treatment Orders for patients with severe mental illness.

**\$19,434** to obtain assistance for researchers to commercialize their discoveries through the Donald and Elizabeth R. Ness Endowment Fund.

**\$24,980** to utilize the Canadian Kidney Cancer Information System database to improve patient outcomes.



**\$5,997** to enable Nuclear Medicine research.



**\$3,458** to support the Family Inclusion Project with booklets for staff, family and support group education.

# We're helping to meet critical health care needs through the effective management of **Donor Dollars**.

As the economy of the region and Ontario continues to experience a slow recovery, the generous support of the community is greatly appreciated.

Donation revenues of \$6.5 million remained steady, providing resources to St. Joseph's Health Care London for patient care, education and research.

Like other charitable organizations, costs have trended higher in the last fiscal year. To mitigate this trend and ensure donations have the greatest impact possible on patient and resident care, the Foundation has embarked on a strategic fundraising performance improvement strategy to increase donation revenue, build internal capacity and streamline our business practice.

The Foundation investments continue to show positive returns with a total return for the year of 9.9%. Investment income for the year of \$5.5 million was 38% higher than what was recorded in 2012-2013.

Total assets for the year grew by 11.4% to 62.3 million. Of that, the endowed funds grew to \$51.4 million and the restricted funds grew to \$9.2 million.

In 2013-2014 each dollar spent on fundraising resulted in an 84% return on that investment.

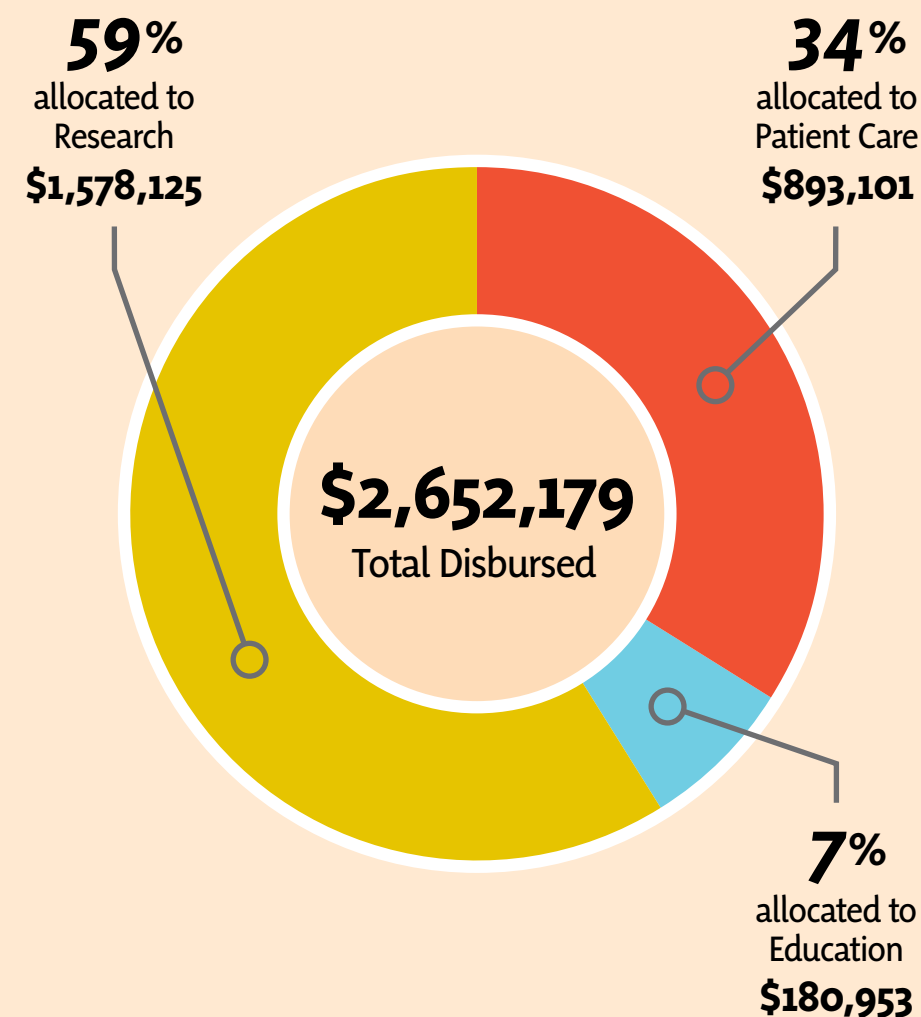
Through the generosity of the community, \$2.6 million in funds were granted to St. Joseph's Health Care London to support care for patients of today, and into the future.

On behalf of the finance committee and the board of directors, we are privileged to steward these precious resources on behalf of our donors to meet the critical health care needs of our community.

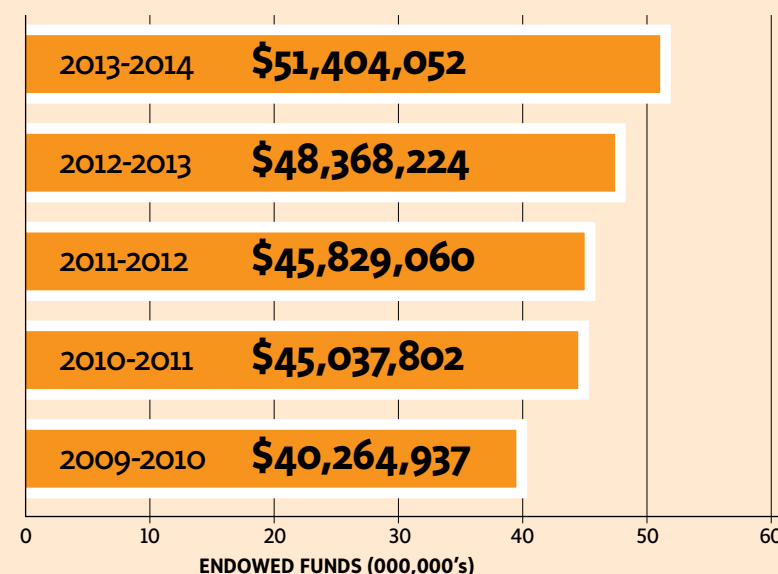
**Tim Brown**  
Chair, Finance and Audit Committee  
Member, Board of Directors  
St. Joseph's Health Care Foundation

CONDENSED STATEMENT OF INCOME (UNAUDITED)					
Year Ended March 31	Unrestricted	Restricted	Endowed	2013-2014 Total	2012-2013 Total
Donation Revenue	\$ 1,362,793	\$ 5,060,688	\$ 107,111	\$ 6,530,592	\$ 6,507,864
Expenses	\$ 2,200,362	\$ 860,243	\$ 491,437	\$ 3,552,042	\$ 3,261,379
Investment Income	\$ 825,944	-	\$ 4,661,072	\$ 5,487,016	\$ 3,955,389
Grants	\$ 304,766	\$ 1,106,495	\$ 1,240,918	\$ 2,652,179	\$ 3,122,927
<b>NET</b>	<b>\$ (316,391)</b>	<b>\$ 3,093,950</b>	<b>\$ 3,035,828</b>	<b>\$ 5,813,387</b>	<b>\$ 4,078,947</b>

## 2013-2014 GRANT DISBURSEMENT



## ENDOWED FUNDS



\$1.00 investment = \$1.84 benefit  
= **84% Return on investment**

In addition to the condensed financial information provided in this report, a complete set of financial statements is available on our website at [sjhcfoundation.org](http://sjhcfoundation.org) or by calling the Foundation at 519 646-6085.

OUR **COMMITMENT**  
TO OUR DONORS AND  
THE COMMUNITY.

THE HIGHEST STANDARD  
OF PERFORMANCE

St. Joseph's Health Care Foundation is committed, both through policy and practice, to ethical fundraising practices and the highest standards of financial accountability. The Foundation is proud to be one of the more than 350 national charities granted the use of Imagine Canada's Ethical Trustmark.





THANK YOU



“ Donor support helps fund innovation that would otherwise not be possible, and at the same time, makes a lasting difference to the communities we serve. ”

**Dr. Gillian Kernaghan,**  
President and CEO  
St. Joseph's Health Care London

## 2013-2014 BOARD OF DIRECTORS

Peter Mastorakos, *Chair*

Ian Dantzer, *Vice-Chair*

Tim Brown

Dr. Gillian Kernaghan

Lesley Cornelius

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Dianne Evans

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Mark Farrow

Rick Spencer

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Tania Testa

Stacey Graham

Brian Waltham

John Haasen

Paul Way

Michelle Campbell, *President & CEO*

### MISSION

With the support of a giving community, we invest in healthcare innovation and discovery at St. Joseph's that would otherwise not be possible.

### VISION

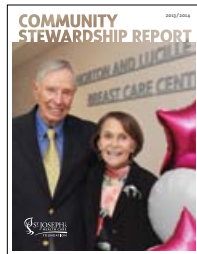
Our donors will have a personally fulfilling giving experience, confident they are improving the lives of people touched by St. Joseph's care, teaching and research.

### VALUES

Respect, Excellence and Integrity.

### ON THE COVER

In recognition of The Bernard and Norton Wolf Family Foundation's grant of \$1.1 million to breast care, St. Joseph's named its breast care centre the Norton and Lucille Wolf Breast Care Centre.




St. Joseph's Health Care Foundation  
801 Commissioners Road E  
London ON N6C 5J1 519 646-6085

Charitable Registration Number: BN 11918 3390 RR0001

Renowned for compassionate care, St. Joseph's is one of the best academic health care organizations in Canada dedicated to helping people live to their fullest by minimizing the effects of injury, disease and disability through excellence in care, teaching and research.

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