

# COMMUNITY STEWARDSHIP REPORT

2012-2013



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PATIENTS LIKE SHERRY  
ARE LIVING LIFE  
TO THE FULLEST

*page seven*

ST. JOSEPH'S IS MAKING  
A DIFFERENCE TO  
TRACEY'S RECOVERY

*page eight*

THE BEAT GOES  
ON FOR PATIENTS  
LIKE CONNOR



# THE ALTRUISTIC SPIRIT OF OUR COMMUNITY



The growing support for all programs at St. Joseph's Health Care London was clearly evident this year, with total donations of \$6.5M, an increase of 30.4% over the previous year.



Charitable giving and volunteer service are strong indicators of the spirit of a community. The degree of altruistic activity and the way in which a community looks after those in need says much about its culture. If altruism is a reflection of the true spirit of a community, then that spirit is alive and well in ours. It is with sincere appreciation for your support, that we present St. Joseph's Health Care Foundation's 2012-13 Community Stewardship Report.

The growing support for all programs at St. Joseph's Health Care London was clearly evident this year, with total donations of \$6.5M, an increase of 30.4% over the previous year. Combining this level of revenue increase with well-controlled expense growth of 4.4% enabled the Foundation to grant \$3.1M to front-line care, research and education across St. Joseph's Hospital, Parkwood Hospital, Mount Hope Centre for Long Term Care, Regional Mental Health Care London and St. Thomas and Lawson Health Research Institute. Each dollar spent on fundraising produced \$2.00 of new donations, a 100% return on that investment.

Investment performance exceeded last year's results by 184.4%, contributing to a growth in total assets of 7.8%, to \$55.9M. Most of these assets are endowed funds from donors who want their donations to produce an ongoing stream of grants for years to come.

Grants were awarded to a wide variety of clinical, research and equipment projects as presented in this report. Individual grants ranged from a few hundred dollars for a specific frontline need, to several thousands of dollars for substantive programs and projects. All had a profound impact on our mission of health and healing.

Our Foundation benefits from the strong volunteer leadership of community and corporate leaders who bring skill and dedication to our work. Members of our Board of Directors devote themselves to ensuring excellence in governance, community engagement and public accountability. They have brought dedication, skill and passion, to their work with St. Joseph's – a commitment that has helped great things happen at St. Joseph's and contributed to the altruistic spirit of our community.

## COVER STORY

Because of donor support, residents like Gerald Forbes have access to exercise equipment in Parkwood Hospital's Physiotherapy Gym.

## 2012-13 YEAR IN REVIEW

Marquee events showcasing the clinical and research excellence of many St. Joseph's programs received strong community support. This year's *Tribute Dinner*, led by volunteer chair, Murray Faulkner, chronicled decades of surgical innovation in celebration of the many world and national 'firsts and bests' for which St. Joseph's is known. We also paid tribute to the altruistic contributions of London's Callaghan family. *Breakfast of Champions*, chaired by Pete McMahon, featured TSN sportscaster Michael Landsberg, whose personal experience shone a bright light on the darkness of depression.

To support St. Joseph's innovative new Breast Care Centre, which opened in early 2012, a committed group of volunteers headed by Chair and "Chief Bust a Mover" Frank Longo worked hard to bring an exciting new mega-event to Southwestern Ontario. *Bust a Move for Breast Health™*, a six-hour fitness extravaganza engaged hundreds across our community and raised significant dollars for the new Centre.

Along with our partners at the Children's Health and London Health Sciences Foundations, we were delighted to team up on the new 'fall' *Dream lottery*, giving people from across the region and beyond the opportunity to contribute and at the same time, take a chance on winning their dream.

Community groups and organizations with their own connections to one of St. Joseph's many specialty programs, organized a myriad of activities to raise critical funds and awareness. All across our region, these events – runs, fish fries, trivia games, donations in lieu of wedding favours, fashion shows, soccer matches and golf tournaments – all made a lasting difference in care and research.

Charitable giving and volunteer engagement are critical to vibrant, healthy communities. We are blessed with the support of a giving community. Because of the generosity of donors and volunteers, this legacy continues, making great things happen for the health of our community and for those cared for by St. Joseph's.

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

**Ron Martindale Jr.,**  
Chair, Board of Directors  
St. Joseph's Health Care Foundation



Charitable giving and volunteer engagement are critical to vibrant, healthy communities. We are blessed with the support of a giving community.



# THE IMPACT OF YOUR GIVING

Because of donor support... we are helping patients and residents cared for by St. Joseph's Health Care London to live life to the fullest.

Below is a listing of just some of the grants made by St. Joseph's Health Care Foundation in 2012 and 2013 with donor support.



## Patient Care...

This year, 56% of grants disbursed by the foundation were directed to patient care items and equipment essential to providing the best care possible.

### PATIENT AND RESIDENT CARE NEEDS – \$1,310,299

Care needs across all St. Joseph's sites were supported through this grant, including:

- Specialty and pressure reducing mattresses for veterans at Parkwood Hospital
- Funding to support the purchase of a lithotripter
- EMG Machine for Ambulatory Care at Parkwood
- Cognitive Rehabilitation Equipment for Regional Mental Health Care London
- An MRI machine with breast imaging capabilities
- Eye exam equipment for the Ivey Eye Institute

Because of donor support, patients who receive care at St. Joseph's specialized mental health care facilities are able to live life to the fullest.

With one in five Canadians living with mental illness, chances are you or someone you know is among those who are feeling the quiet desperation of this disease. Because of donor support, St. Joseph's is leading the transformation of specialized mental health care in our region through the development of a drop in centre for patients. This centre will play an important role in the recovery journey enabling patients to foster relationships, participate in activities, learn and practice skills and reconnect with enjoyable activities.

### ELECTRIC KEYBOARD – \$3,277

Mount Hope Centre for Long Term Care  
The organ is often used to provide music for the residents and their families to attend church services, memorial services and special celebrations in the Recreation Hall at Mount Hope. The existing organ required many repairs and it was recommended that it be replaced. To continue providing the presence of music for the residents to enjoy, a grant for \$3,277 was approved to replace the organ with a new electric keyboard.

### VETERANS CARE AND COMFORT – \$30,000

Veterans Care Program, Parkwood Hospital  
This grant supports the social, recreational and personal care needs of veterans living at Parkwood Hospital.

### DROP IN CENTRE – \$5,000

Regional Mental Health Care London and St. Thomas  
The Drop in Centres located at Regional Mental Health Care London and St. Thomas were initially funded by a grant of \$10,000 in 2011-12 aimed at providing a place for clients to socialize and have fun with their peers in a welcoming and safe environment. Now that the Drop in Centres are active, an additional grant of \$5,000 was made to support recreational activities for both sites including Wii systems and games, a television, art and craft supplies, computer games, popcorn machines and karaoke machines.

### ACCESSIBLE TECHNOLOGY FOR BRAIN INJURY – \$2,291

Acquired Brain Injury Outreach Program, Parkwood Hospital  
Non-verbal patients are often frustrated by their inability for self-expression. To assist with this, a grant of \$2,291 was approved in support of the purchase of three iPads. An iPad is familiar technology across many age demographics. By bringing real world technology into a rehabilitation setting, patient engagement and interest increases as the patients have a mechanism to express themselves. Games and apps like "Assistiveware Proloquo to Go", along with drawing apps target cognitive communication skill post brain injury.

### SMART BOARDS – \$4,546

Diabetes Education Centre, St. Joseph's Hospital  
The Diabetes Education Centre provides education to individuals living with diabetes. Part of that education takes the form of group classroom-based education. To enhance the learning of the participants, a grant of \$4,546 was approved to purchase two Smart Boards to be used during education sessions. This technology enhances the delivery of patient care by providing alternative and interactive ways to engage and educate participants.



Because of donor support, patients like Sherry are able to live life to the fullest.

For Sherry, a preschool resource teacher, her first concussion was sustained in 2008 when she was hit on the side of the head with a baseball. In the following years, she sustained more concussions – and was plagued by severe migraine headaches, vertigo, fatigue, speech and vision issues. She felt her health was unraveling until she was referred to Parkwood Hospital's Acquired Brain Injury (ABI) Program. She now feels she has a future.



**OTHER PATIENT CARE GRANTS INCLUDE:**

- Therapeutic Recreation, **\$4,500** – Complex Care Program, Parkwood Hospital
- Garden Railway Project, **\$2,400** – Parkwood Hospital
- Palliative Care Carts, **\$2,300** – Mount Hope Centre for Long Term Care
- Acquired Brain Injury Rehabilitation Program Family Education Book, **\$724** – Acquired Brain Injury Program, Parkwood Hospital
- iPad and iPod Touch, **\$2,689** – Acquired Brain Injury Program, Parkwood Hospital
- Blanket Warmer, **\$5,300** – Diagnostic Imaging, St. Joseph's Hospital
- Veterans Wish List, **\$66,944** – Veterans Care Program, Parkwood Hospital
- Mount Hope Residents' Christmas Celebration, **\$2,850** – Mount Hope Centre for Long Term Care
- Residents trip to Camp Woodeden, **\$1,644** – Mount Hope Centre for Long Term Care



Because of donor support patients like Tom are receiving the best care possible.

Tom thought he was healthy, but his personality changes and sleep disturbances raised warning flags for his wife, Elke. After Tom failed a short-term memory test, a CT scan revealed a tumour which resulted in surgery. When Tom returned to his job teaching high school in Sarnia, his recovery was taking a toll on his family life. It wasn't until Tom sought support from Parkwood's Brain Injury Outreach Program that he was able to use strategies from a clinical consultant, like sticky notes and a donor funded iPod touch, to compensate for the lingering effects of his brain tumour.

## Education...

An important part of providing the best care possible is enhancing the knowledge and expertise of care teams at St. Joseph's, as well as providing educational materials for patients and families about their health conditions.

**EDUCATIONAL MATERIALS AND RESOURCES FOR THE JOLIFFE RESOURCE CENTRE – \$1,000**

Ivey Eye Institute, St. Joseph's Hospital

This grant supported the purchase of educational materials for the Ivey Eye Institute. Patients are able to take home pamphlets and booklets on various eye conditions and diseases as a way to be informed and ease anxiety and stress.

**COMMUNITY HEALTH & WELLNESS VIM & VIGOUR MAGAZINE – \$203,879**

This funding supports the publication of our health and wellness magazine, *Vim & Vigour*. Produced quarterly, in partnership with the hospital, this magazine shares valuable health tips, information and stories, including those about St. Joseph's programs and services, that support community health and wellness through prevention education.



**OTHER EDUCATIONAL PROJECTS INCLUDE:**

- Occupational Stress Injury Special Education Forum **\$1,500** – Operational Stress Injury (OSI) Clinic, Parkwood Hospital
- 2012-13 Ophthalmology Day Clinic **\$9,500** – Ivey Eye Institute, St. Joseph's Hospital
- Dr. M.R. Belsheim Memorial Award **\$1,000** – Gastroenterology, St. Joseph's Hospital
- The Dr. David B. and Zivia Anne Meltzer Fund **\$4,000** – Nursing Education, St. Joseph's Hospital
- The Helen C.L. Zavitz Award (Annual) **\$150** – Nursing Education, Parkwood Hospital
- Attendance at the Toronto Acquired Brain Injury Network ABI Conference **\$1,625** – Acquired Brain Injury Program, Parkwood Hospital
- Attendance at the International Association of Gerontology and Geriatrics World Congress **\$1,500** – Specialized Geriatric Services, Parkwood Hospital
- Organizing the Inaugural Diabetes Spring Education Workshop **\$1,500** – Centre for Diabetes, Endocrinology and Metabolism, St. Joseph's Hospital
- Mentorship Program **\$1,100** – Ivey Eye Institute, St. Joseph's Hospital
- Attendance at the 2012 Radiological Society of North America Meeting **\$2,062** – Diagnostic Imaging, St. Joseph's Hospital
- Medical books and journals for the Robert M. McFarlane Library **\$5,531** – Robert M. McFarlane Library, St. Joseph's Hospital
- Training in Supported Conversations with Adults with Aphasia **\$3,225** – Acquired Brain Injury Program, Parkwood Hospital

Because of donor support, patients like Tracey have access to the very best care.

Tracey noticed a rash on her left breast and began experiencing a great deal of pain. Fearing the worst, she booked an appointment with her family doctor. Two days later she was being treated at St. Joseph's Breast Care Centre and after several tests, was diagnosed with breast cancer. Because of donor support, Tracey had access to less waiting, quicker answers and better care, all in one location – making an enormous difference to her recovery.





## Research...

Research is key to helping people live their lives fully. This year, 35% of grants were directed to advancing health care through research at Lawson Health Research Institute.

### THE BERYL AND RICHARD IVEY CHAIR IN AGING, REHABILITATION AND GERIATRIC CARE – \$134,110

This position is held by Dr. Robert Petrella, whose leading research efforts are improving the care of patients and residents at Parkwood Hospital and beyond. This is a model for hospital-based research, translating clinical research findings directly to best health care practices.

### LEWY BODY SPECTRUM DISORDERS RESEARCH PROJECT – \$97,932

Specialized Geriatric Care, Parkwood Hospital

This funding supports research into Lewy Body Disease and dementia. The goal is to improve clinical expertise in recognizing and diagnosing Lewy Body Disease. The project is instrumental in creating a formal research partnership between the Aging Brain and Memory Clinic in the Division of Geriatric Medicine and the Cognitive Neurology Clinic, both now located at Parkwood Hospital.

### THE HELEN AND FRANCES LAWSON PROFESSORSHIP IN DIABETES RESEARCH – \$125,469

This professorship, held by Dr. David Hill plays an important role in our understanding of diabetes, in order to limit its impact on a growing, aging population. In the past year, six new diabetes studies have been published or are in press, including the REACH Study which examined the effectiveness of lifestyle change, with or without metformin, on the degree of obesity and the risk of developing type 2 Diabetes in obese youth.

To learn more about the impact of your support and to view a full listing of grants made to patient care, teaching and research, please visit the St. Joseph's Health Care Foundation website at [sjhcfoundation.org](http://sjhcfoundation.org)

### Because of donor support, the beat goes on for patients like Connor.

Born into a musical family, music is Connor's passion, yet an abnormality in his hand prevented him from playing the drums. The only solution was surgery. Because of donor support, Connor had access to some of the finest surgical facilities and equipment available. All this, in addition to the expert surgical care he received through the Hand & Upper Limb Centre at St. Joseph's, meant a positive outcome for Connor.

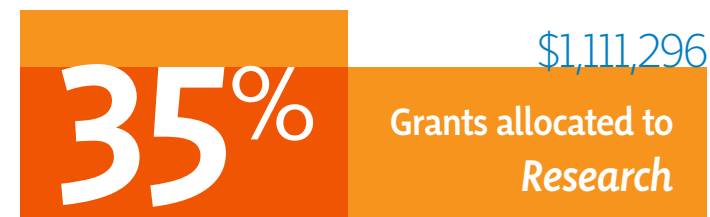


### OTHER RESEARCH SUPPORT INCLUDE:

- Dr. Joseph Rea Chair in Mood Disorders, **\$32,039**
- The Douglas and Vivian Bocking Chair in Fetal and Newborn Growth, **\$66,744**
- The Dr. Peter A. Rechnitzer Fund for the Centre for Activity and Ageing, **\$1,739**
- Better understanding of the Aging Bariatric Population at Parkwood Hospital, **\$4,077** – Complex Care, Specialized Geriatric Care, Parkwood Hospital
- Endowed Fellowships in the Care of the Elderly, **\$120,000**
- Bioengineering a Novel Contact Lense Drug Delivery System for Human Eye Disease, **\$8,632** – Ivey Eye Institute, St. Joseph's Hospital

Because of donor support, patients like Tammy are quickly back to what matters most.

A day of shopping on Boxing Day was abruptly cut short as Tammy doubled over in agony in the middle of the mall. She was rushed to the Urgent Care Centre at St. Joseph's Hospital and, after tests and x-rays, was diagnosed with kidney stones. Referred to Dr. Hassan Razvi in St. Joseph's Urology Clinic, Tammy was fortunate to be recommended for a lithotripsy procedure, the most successful non-surgical treatment ever developed to disintegrate kidney stones – first developed here at St. Joseph's.



# FINANCIAL PERFORMANCE



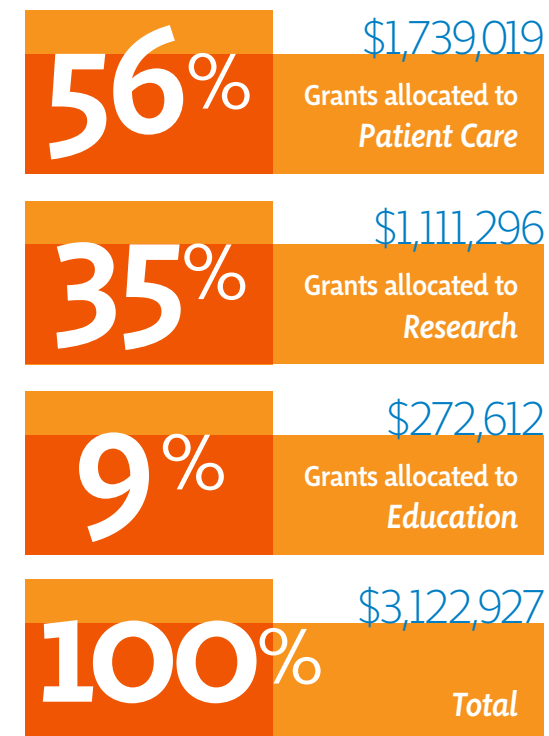
BELOW: Michelle Campbell celebrates the success of Bust a Move (BAM) with event Chair, Frank Longo  
LEFT: BAM team voted 'Best Dressed' at the event

Because of the generosity of our community, the Foundation was able to grant more than \$3.1 million to benefit patient care, education and research across St. Joseph's Health Care London.

## CONDENSED STATEMENT OF INCOME

Year Ended March 31	2012-2013				2011-2012
	Unrestricted	Restricted	Endowed	Total	Total
Donation Revenue	\$2,108,566	\$4,311,903	\$87,395	\$6,507,864	\$4,988,991
Expenses	\$(2,021,604)	\$(833,684)	\$(406,091)	\$(3,261,379)	\$(3,123,098)
Investment Income	\$437,830	-	\$3,517,559	\$3,955,389	\$1,390,930
Grants	\$(574,592)	\$(1,888,636)	\$(659,699)	\$(3,122,927)	\$(3,556,678)
<b>NET</b>	<b>\$(49,800)</b>	<b>\$1,589,583</b>	<b>\$2,539,164</b>	<b>\$4,078,947</b>	<b>\$(299,855)</b>

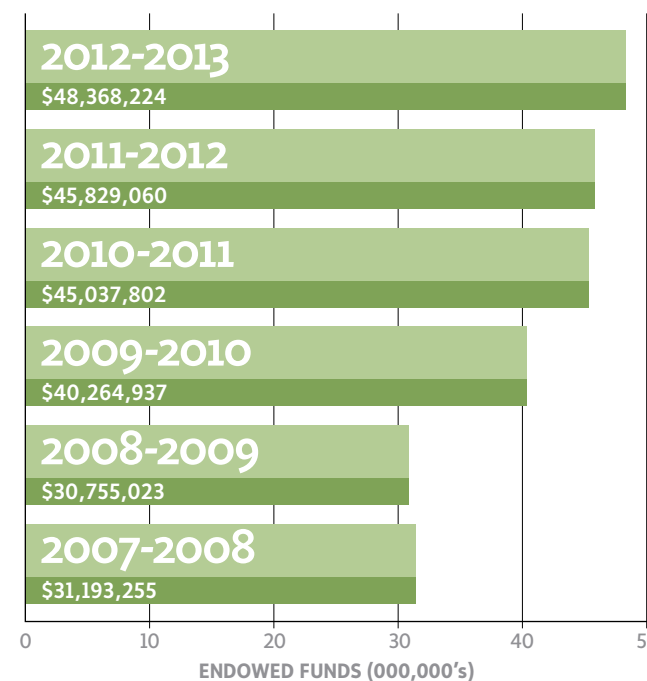
## DESTINATION OF FUNDS RAISED



## SOURCE OF FUNDS



## ENDOWED FUNDS



**\$1.00 Invested = \$2.00 Benefit**  
**= 100% 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.

## 2012-2013 BOARD OF DIRECTORS

- Ron Martindale Jr.  
*Chair*
- Peter Mastorakos  
*Vice-Chair*
- Tim Brown
- Michael Dale
- Ian Dantzer
- Dr. Tim Doherty
- Samira El-Hindi
- Dianne Evans
- Mark Farrow
- Murray Faulkner
- Stacey Graham
- Marcella Grail
- John Haasen
- Dr. Gillian Kernaghan
- Dr. Roman Kozak
- Brenda Lewis
- Frank Longo
- Peter McMahon
- Theresa Mikula
- Rick Spencer
- Tania Testa

Michelle Campbell  
*President & CEO*

# OUR COMMITMENT TO OUR DONORS

## MISSION

To gather, grow and grant philanthropic funds that enable St. Joseph's Health Care London to pursue excellence in care, teaching and research.

## VISION

To be a recognized leader in our fundraising, granting and donor stewardship programs through a passionate commitment to patient care, donor accountability and volunteerism.

## VALUES

Respect, Excellence and Integrity.

## 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.



“  
With grateful hearts, we thank all those who contribute to the new generation of care emerging across St. Joseph's. Your confidence fuels our commitment to excellence, innovation and as always, our mission of healing - body, mind and spirit.”






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



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

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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