



# Saint Martha's

REGIONAL HOSPITAL

## foundation

# Annual General Meeting

## 2018



St. Martha's Regional Hospital Foundation  
Annual General Meeting  
Monday June 25, 2018 5:00pm  
Clare Marie Gathering Place

AGENDA

1. Call to Order
2. Roll Call
3. Agenda Review
4. Approval of Minutes
5. Guest Speaker- Frank van Schaayk, Chair, Nova Scotia Health Authority Board of Directors
6. Chair's Report
7. Nominations, Governance and Human Resources Committee Report
  - Declaration of Officers
8. Audit, Finance and Investment Committee Report
  - a) Auditor's Report
  - b) Investment Report
9. Fund Development Committee Report
10. Communications and Public Relations Committee
11. Appointment of Auditors
12. Adjournment



MINUTES

St. Martha's Regional Hospital Foundation  
Annual General Meeting  
June 19, 2017  
Council Chambers, Bloomfield Center

Call to Order: Meeting was called to order by Chair, Joe MacDonald at 5:05PM

Roll Call: Joe MacDonald, Mike O'Brien, Hugh Gillis, Judy MacInnis, Jim Burke, Cyndy Henderson Minoli Amit, Sr. Liz Riopelle, Shannon Stephenson, Eric Atkinson, Wayne Ezekiel, and Mike Keough (coop student) .

Regrets: Mary Coyle, Marc Champoux, Camilla Benoit, and Sadie Benoit

Agenda Review: Motion to approve agenda made by Jim Burke, seconded by Sr. Liz Riopelle. Motion carried.

Approval of Minutes: Minutes of 2016 AGM were reviewed. Motion to approve 2016 AGM minutes made by Judy MacInnis and seconded by Mike O'Brien. Motion carried.

Guest Speaker: Rosalie Courage and Lisa Mills of RBR Development Associates

Introduced and welcomed by Joe MacDonald, Foundation Chair

Rosalie and Lisa presented a brief time line history of the St. Martha's and YOU...The Time is NOW campaign from the initial meeting in April 2014 with GASHA, The Palliative Care Society of Antigonish Town and County and the Foundation to discuss a feasibility study to the present.

She highlighted that a fund raising campaign isn't just about raising money, it is about people, good healthcare and giving back to the community.

The campaign has a bold vision and the Foundation and the Sisters of St. Martha lead by example with the 100% of the Foundation Board and the Sisters of St. Martha making pledges as the campaign was taking shape.

Lisa spoke of the website redevelopment, the preparing of the collateral material, the launch, Dr. Mike Silver's efforts to secure celebrity endorsements, the media screens in the Hospital and the ongoing social media campaign.

The efforts of the "transition team" were recognized in recruiting Steve Smith as campaign chair and his "leading by example" pledge of \$1M to the campaign. The commitment by the business community was highlighted that by the official launch in September 2016, \$3M had been pledged to the campaign.

Rosalie complimented the residents of Antigonish by saying that in over 30 years of fund raising, Antigonish is truly different from other communities she has worked with. The community campaign, in 6 months, from Nov 2016 to April 2017, raised over \$1.1M, with a response rate of 700% over industry standards. Over 50% of business prospects have committed to the campaign, with only 6% declining. In concluding, Rosalie and Lisa presented RBR Dev's final report to Joe MacDonald, Foundation Chair.

#### Chair's Report

Joe MacDonald, Board Chair, acknowledged and thanked current board members for their work during the year. He acknowledged and thanked Minoli Amit for her dedication and work over her 6 years with the Board and presented her with a token of appreciation on her retirement from the board.

Sadie Benoit, our executive director was thanked not only for her work on behalf of the board, but also for her work with the "The Time is NOW" campaign. Our two co-op students, Catherine Delaney and Michael Keough, were thanked for their support during the year.



2016-2017 'Raise the Bar' objectives were highlighted.

- The increase in the Foundation's profile in the community
- The support for the Campaign in the community, 60% of goal achieved. With thanks to Campaign Chair Steve Smith, Corporate Division Co-chairs Bill Fraser and Ron MacGillivray, Family Division Co-chairs Dr. Mike Silver and Debbie MacIsaac and campaign executive Donald Chisholm, Brian MacLeod, Harley MacCaull, Joe MacDonald, and Hughie Stewart.
- Healthcare Foundations of Nova Scotia work with the government and NSHA on the 75/25 cost sharing formula was highlighted. The impact, collectively, of the Healthcare Foundations on healthcare in Nova Scotia has been brought to the government and NSHA's attention.

2017-2018 Theme- 'Persistence'

- Continue to support the "St. Martha's and you...The Time is NOW" Campaign Team as we strive for the \$20Million goal by 2026.
- Sustain the Foundation's profile within our hospital community and the Quad Counties of Richmond, Inverness, Guysborough and Antigonish. The Foundation to become a Household name.
- Leverage the good work of HFNS to be a key advocacy voice for all Foundations and the 1000's of volunteers and 100,000's of thousands of donors in the province.
- Open the Palliative Care Unit at St. Martha's.

Minoli Amit thanked chair Joe MacDonald for his extraordinary work and achievements in the last 2 years, as chair.

Auditor's Report:

The Financial Statements and Auditor's Report was distributed. Ryan Armstrong of Grant Thornton presented the review of the report and gave detailed year end status of the four funds of the Foundation. Motion to approve the auditor's report made by Judy MacInnis, seconded by Wayne Ezekiel. Motion carried.

Equipment and Education

Mike O'Brien acknowledged committee members and noted the following major approvals for funding:

- Education budget increased from \$5,000. To \$10,000.
- \$50,000. was approved from XFM Hospital Help Day for the purchase of Mock Code/Resuscitation Simulation Mannequins and for program coordinator training.
- Overall the Foundation approved \$88,115 for equipment purchases and education activities in the past year at St. Martha's.

Mike acknowledged the Hospital Auxiliary providing in excess of \$200,000 in funding to the Hospital, allowing the Foundation to build its endowment for future needs of the Hospital.

Investment Committee Report

Hugh Gillis presented the Investment Committee Report.

The increase in the investment/endowment fund over the year was \$1.1M, made up by increase in equities, cash from the campaign, dividends, capital gains and interest. The fund as of March 31, 2017 was \$4,419,634. The committee is looking forward to passing the \$5M mile post in the near future.



Public Relations/Special Events, Office Management and Membership Committee Reports were circulated.

Motion to approve all reports as presented or circulated was made by Mike O'Brien and seconded by Sr. Liz Riopelle. Motion carried.

Motion to re-appoint all current Board members, save Minoli Amit and to appoint Dr. Blair McDuff to the St. Martha's Regional Hospital Foundation Board of Directors was made by Wayne Ezekiel and seconded by Eric Atkinson. Motion carried.

Motion to appointment the following as executive for 2017-2018 was made by Shannon Stephenson and seconded by Jim Burke.

Joe MacDonald, Chair

Mike O'Brien, Vice Chair

Judy MacInnis, Treasurer

Cyndy Henderson, Secretary

Mary Coyle, (special appointment) Development Chair

Motion carried

Motion to appoint Grant Thornton as auditors for 2017-2018 was made by Judy MacInnis, seconded by Hugh Gillis. Motion carried.

Motion to adjourn Wayne Ezekiel



St. Martha's Regional Hospital Foundation  
Chairs' Report

BOARD CHAIR

As I end my term as Board Chair I continue to be impressed of the very good work of our Foundation in addressing the needs of our Hospital, St. Martha's. Our Board of Directors take their responsibilities seriously in ensuring that our direction sustains our MISSION; "Committed to ensuring our hospital has the resources that support quality health and medical care.", and VISION of "Inspiring generosity to support of education, research and equipment that sustain the delivery of health care."

Our AGM highlights the work of the Board that informs our community of all that we do as volunteers in support of St. Martha's Regional Hospital.

2017-18 'Persistence'

Given the criticalness of our Campaign I set 'persistence' as the theme for 2017-18.....'to be persistent in our work to support these key goals and objectives':

My objectives/priorities for 2017-18 were...

- *Continue to support the "St. Martha's and you....The Time is Now" Campaign Team as we strive for the \$20 Million goal by 2026.*
- *Sustain the Foundation's profile within our hospital community and the Quad Counties of Richmond, Inverness, Guysborough and Antigonish. The Foundation to become a household name!*
- *Leverage the good work of HFNS to be 'a' key advocacy voice for all Foundations and the 1000's of volunteers and 100,000's of thousands of donors in the province.*
- *Open the Palliative Care Unit at St. Martha's.*

I believe we have had success with all objectives!!

With the launch of our Campaign in September 2016, to build an Endowment Fund that would ensure a future where secure funding would be in place to support our Hospital, this past year our focus has been on sustaining the very good work of 2016-17 where we reached \$12.2 Million, over 60% of our goal. We continue to make excellent progress as we are now at approximately \$15M or 75% of the \$20Million goal.

The Endowment will be used for priorities of the Foundation in supporting the needs of St. Martha's including but not limited to, helping with acquisition of state-of-the-art medical technology and staff education – the importance of which will be profound for the patients of the hospital and the community. Moreover, fueling the accelerated growth of the Foundation's permanent endowment will ensure access to high-level healthcare for future generations.

We continue to be very grateful of the leadership from CAMPAIGN CHAIR Steve Smith and CORPORATE DIVISION CO-CHAIRS Bill Fraser and Ron MacGillivray. Your support will ensure the Foundations ability to reach \$20Million and secure funding that will keep St. Martha's modern for many years to come.

The Foundation Board

Our Foundation Board remains committed and motivated to ensure we are able to raise the necessary funds that support the delivery of health care to the citizens within the Quad Counties of Inverness, Richmond, Guysborough and Antigonish. I want to express my heartfelt thanks to the Board generally,



the Executive Committee and Committee Chairs for their time and expertise as we support and sustain the best patient care possible at our hospital.

We held monthly Board Meetings on Monday evenings throughout September to June with Executive Meetings the week prior to each Board meeting. I cannot overstate the dedication and commitment of the Board in its diligence on meeting our Vision and Mission.

I want to personally acknowledge and thank Dr. Mike O'Brien and Judy MacInnis who are stepping down after serving for 6 years. Mike has been our key contact in our partnership with the Hospital Auxiliary and managing the relationship with the St. Martha's Medical team and Administration in identifying the key pieces of equipment we needed to support as well as education programs. Judy has played a key role as our account manager for the past 6 years. Judy has agreed to stay on as a non-board member for which we are very grateful. We also want to acknowledge the work of Mary Coyle who assisted with the formation of a Fund Development strategy. We wish Mary every success in her time in the Red Chamber.

As well I wish to acknowledge the very good work of our employee, Sadie Benoit, for her support of the Campaign and coordination and management of events and activities that promote donor participation in our many programs and activities.

Our Board continues to work closely with the Hospital Auxiliary in support of the very good work they do for St. Martha's.

A special welcome and gratitude to our newly minted Board members Germaine Silver, Tony Overmars, and Mike MacIsaac who bring extensive community development experience to the Foundation.

#### Palliative Care Unit

On Friday June 8<sup>th</sup> we officially opened the Palliative Care Unit in partnership with The Auxiliary, The Palliative Care Society and St. Martha's Regional Hospital/Nova Scotia Health Authority. This is a community success story. What started out as a 3.5 Million 4 bed unit opened as a .75Million 6 bed unit!!! The project was completed within budget and allowed our funds to also cover the costs (\$75,000) of the special beds required for the unit.

#### HEALTH CARE FOUNDATIONS OF NOVA SCOTIA (HCFNS)

Our Foundation continues to be an active member of HFNS which has become more engaged with the formation of NSHA. HFNS is now incorporated as a Society within Nova Scotia Public Service as the Health Care Foundations of Nova Scotia. I have been asked to sit as Chair for 2018-19. We continue to be strategic in working with both the NSHA and Provincial Government on key issues that affect all Foundations in the Province. Our partnership with the NSHA is critical to ensuring our donors relationships with our Foundations remains positive and robust.

#### OUTREACH

In the spirit of relationship-building and sustaining awareness I continue to have many meetings with our MLA and Minister of Health and Wellness, Randy Delorey and with NSHA administration and the NSHA Board of Directors.



St. Martha's Regional Hospital Foundation  
Nominations, Governance and Human Relations Report

1. The Committee recommends the following board Appointments;

Mr. Jim Burke is recommended for re-appointed for a second three year term.

Mr. Michael Maclsaac is recommended for a three year term

Mr Tony Overmars is nominated to the Board for a three year term by the Congregation of the Sisters of Saint Martha.

Mrs Germaine Silver is nominated to the Board for a three year term by Saint Martha's Regional Hospital Auxiliary.

2. Executive Committee:

Chair- Wayne Ezekiel

Vice Chair- Dr. Blair MacDuff

Treasurer- Michael Maclsaac

Secretary- Cyndy Henderson

Past Chair- Joe MacDonald

3. Audit, Finance and Investment Committee

Chair- Michael Maclsaac

Members: Hugh Gillis, Shannon Stephenson, Sister Elizabeth Riopelle, Marc Champoux, Judy MacInnis

4. Nominations, Governance and Human Relations Committee:

Chair -Joe MacDonald

Members: Wayne Ezekiel, Eric Atkinson, Shannon Stephenson

5. Communications, and Public Relations Committee:

Chair- Cyndy Henderson

Members: Michael Hatt, Tony Overmars, Joe MacDonald

6. Fund Development Committe:

Chair- Wayne Ezekiel

Members: Blair MacDuff, Jim Burke, Marc Champoux, Camilla Benoit, Germaine Silver

7. Parking Fund Advisory Committee:

Foundation Appointee: Blair MacDuff

St. Martha's Regional Hospital Foundation





Endowment Report for Fiscal Year April 1, 2017 - March 31, 2018

Market Value of the Endowment Fund: As of March 31, 2018:	\$7,861,920
As of April 1, 2017:	\$4,419,634
Increase:	\$3,442,286

The increase was due to the following:

Equities and cash transferred in:	\$3,167,284
Dividends	\$ 47,860
Interest	\$ 8,575
Net capital gains (realized and unrealized)	\$ 218,567

Net capital gains were approximately 3.6% for the fiscal year, based on an approximation of the average amount of money available for investment. Interest and dividends together contributed another 0.9%, for a total gain of 4.5%. By comparison, the S&P/TSX Composite Index lost about 1.2% over the same period, and the S&P 500 Index was up about 11.8%.

Hospital Foundation Endowment Portfolio as of March 31, 2018

<u>Canadian Equities</u>	<u>Market Value (\$)</u>
Algonquin Power & Utilities	140,470
Brookfield Asset Management, Class A	200,880
Brookfield Infrastructure Partners	219,473
Bank of Nova Scotia	200,384
Canadian National Railway	150,656
CGI Group, Class A	226,615
Chartwell Retirement Residences	100,160
Canadian Tire Corp., Class A	160,930
Enbridge Inc.	263,380
Manulife Financial Corp.	239,200
Royal Bank of Canada	229,692
Toronto-Dominion Bank	341,789
Sub-Total	\$ 2,473,629 (31.5%)



Canadian ETFs

BMO Covered Call Canadian Banks ETF	188,150	
iShares S&P/TSX 60 Index ETF	251,570	
iShares Core S&P/TSX Capped Composite Index ETF	183,000	
	Sub-Total	622,720 ( 7.9%)

US Equity

Apple	304,641	
	Sub-Total	304,641 ( 3.9%)

US ETFs

BMO Low Volatility US Equity ETF (CAD)	214,620	
Guggenheim S&P 500 Pure Value ETF	174,982	
iShares US Healthcare Providers ETF	309,538	
iShares US Dividend Growers Index ETF (CAD)	334,740	
iShares Edge MSCI Multifactor USA Index ETF (CAD)	251,937	Schwab Strategic Tr US
LCap ETF	367,734	
	Sub-Total	1,653,551 (21.0%)

EAFE ETF

iShares MSCI EAFE Index ETF (CAD)	281,050	
	Sub-Total	281,050 ( 3.6%)

Fixed Income

Brookfield Asset Management 4.5% Reset Cl. A Pfd.	240,000	
BMO Laddered Preferred Share Index ETF	371,520	
BCE 1 <sup>st</sup> Preferred Ser. Y Variable Rates	211,500	
Manulife Non Cum Rate Reset Pfd. Class 1	251,400	
	Sub-Total	1,074,420 (13.7%)

Cash or Near-Cash

Cash	49,311	
Renaissance High Interest Savings Account	1,402,598	
	Sub-Total	1,451,909 (18.5%)
	Grand Total	7,861,920



St. Martha's Regional Hospital Foundation  
Fund Development Report

2017-18 has been another exciting year in the life of fund development for St. Martha's Hospital Foundation. Under the excellent leadership of our Campaign Cabinet, Steve Smith, Bill Fraser and Ron MacGillivray, we have received or pledged \$15m or 75% of the \$20m goal.

These important funds will help protect our hospital and maintain its status as a Regional Hospital by providing the necessary resources to purchase the equipment, ensure continuing education for our health care providers and fund important research to attract and retain the talent needed.

In addition to the "St. Martha's and you....The Time IS Now" Campaign, I would like to thank Mike Silver, Joan MacLellan and Bruce Gouthro for the creation of "The Concert In The Round" which will be returning again this year. These types of community events point out the importance of good, local health care and the necessity for us as citizens to take the initiative to ensure it happens.

The Hospital Help Days and the annual Foundation Golf Tournament continue to be a big success and contributor not only to the financial stability of the organization but are also a great way to engage the community and gain recognition for the essential work that we do. This year we have been approached by Waterloo Police Male Chorus to do a one time event in September.

As our Endowment Fund grows it allows us more resources to meet the needs of our three priorities of equipment, education and research. In the past twelve months we have approved disbursements for each of these.

1. Equipment – 5 purchases for a total of \$365,100.
2. Research – 1 project - \$6,000 Micro Research Grant
3. Education – 3 conferences \$9,020

Since the beginning of our new year we have already approved approximately \$60,000 in new equipment.

The highlight of the year for the foundation was the opening of the Palliative Care Unit. The Foundation contributed \$600,000 toward the renovation of surplus space at the hospital which opened on Friday June 15<sup>th</sup>. After touring the new unit and speaking to the health care professionals there I can't tell you how proud I am to be a member of this Board. Because of the generosity of our donors, we have a world class unit that provides families and patient with the comfort and dignity that they deserve in their last days.

Over the past year the Board has been working with KCI Consultants to find an Executive Director who will take the torch from the Cabinet Committee and continue their efforts to reach \$20m. Joe MacDonald, Mary Coyle and I have conducted many interviews and worked diligently to find the right person for our community. We have been close on two occasions to securing the right person but being a very competitive market for qualified candidates we were not successful in securing the person. Our search continues in earnest and we are committed to having a person selected by the fall.

I would like to thank the Investment Committee for their excellent stewardship in managing our Endowment Portfolio. I would also like to extend as special thank you to Dr. Mike O'Brien for his work as the head of the Equipment Committee. Mike is retiring from the Board this year after many years of exemplary service. He will leave big shoes to fill. I also want to thank Cyndy Henderson and her committee for her tireless efforts in promoting our work and supporting the Campaign Team. Finally, I would like to thank Sadie who works each and every day to support our Foundations efforts.



St. Martha's Regional Hospital Foundation  
Communications and Public Relations Report

Committee Members:

Cyndy Henderson- Chair  
Wayne Ezekiel  
Michael Hatt  
Sadie Benoit

With the windup of the Foundation's contract with RBR Development Associates in the spring of 2017, the Communications and Public Relations Committee took on the responsibility of communications and public relations to support the St. Martha's and You...The Time is NOW campaign. As a result, this report will include initiatives for both the Foundation and the campaign.

In print media, notably the Antigonish Casket, the Guysborough Journal, the Port Hawkesbury Reporter and the Inverness Oran, we ran campaign donation presentation photos throughout the year.

In December 2017 we had features in all four papers with a complete listing of all donors to date, thanking all for their support of the Foundation and the St. Martha's and You...The Time is NOW campaign.

The papers were also supportive and ran the stories we submitted on the Open Arms Clinic and the Communication Tool being used in the Oncology Department at St. Martha's Regional Hospital. Over the summer of 2017 we ran weekly stories in the Casket, featuring a number of departments in the Hospital, often ones that the public may not see or come in contact with during their visit, but none the less, are vital to the daily operation of the Hospital. The feedback, both from the public and staff was positive. We highlighted the first annual Healthcare Foundations Day on November 17 in print, on radio, in social media and with a display at the Hospital.

To support the St. Martha's and YOU...The Time is NOW campaign, refreshed radio ads were developed and recorded for use by both XFM and The Hawk.

We have installed "TV" monitors in various locations throughout the Hospital running a loop featuring several videos on the Foundation, the Campaign, the Legacy of the Sisters of St. Martha and the need for a Palliative Care Unit at St. Martha's. The "loop" also runs a listing of our many supportive donors. Recognizing the need to keep the monitors up to date, we have started the process of developing new material for them to be installed and running by late May.

In late spring 2017 we developed a mailing for the St. Martha's and YOU...The Time is NOW that went to over 23,000 homes in the Quad County area via direct mail drop. The donation response from the residents was wonderful!

To keep our donors up to date on the Foundation's work, we sent Foundation Connections, our newsletter, out in the summer via email and again in December via both email to our donors, and mail drop to households in the Quad County area. In the December newsletter, we were permitted to include drawings of the soon to be announced Palliative Care Unit for St. Martha's Regional Hospital!

After the official announcement of the Palliative Care Unit in December 2017, an update newsletter was put together by NSHA. We were asked to include an article from the Foundation. The newsletter was distributed via email to our donors and posted on our website.



Highland Games Week brings the Street Fair. We joined with the St. Martha's Hospital Auxiliary for a table at the Street Fair. It is a chance to raise public awareness of both organizations and the roles we play in supporting St. Martha's.

The Foundation has a number of fundraising events throughout the year.

Last summer saw the first annual Ceilidh in the Round in support of the St. Martha's Regional Hospital Foundation. It featured a wonderful line up of regional musical singers and singer songwriters and was extremely successful, raising over \$26,000!

The Chip In for St. Martha's Golf Tournament in September was another success story raising approximately \$9,000.

The 24<sup>th</sup> annual XFM Hospital Help Day in late October raised close to \$60,000 for new equipment at St. Martha's!

Planning is well underway for these events this year, building on last year's successes.

The efforts of the St. Martha's and You...The Time is NOW campaign team, lead by Steve Smith, Ron MacGillivray and Bill Fraser have to be recognized! Their tireless work in the community on behalf of St. Martha's Hospital and the campaign, has not only raised a significant amount for the endowment fund, but increased the profile of the Hospital and the Foundation in the community. Thank you gentlemen!

Respectively submitted,  
Cyndy Henderson  
June 2018





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