



# West Parry Sound Health Centre Foundation Annual General Meeting • June 22, 2011

## Annual Report



## Annual Report to Donors

This has been the final year in the Foundation's 3 year Operational Plan, launched in 2008. The Plan detailed 48 deliverables with a key objective of communicating with donors. The Plan's goal was to reverse declining revenue trends and achieve a revenue target of \$1.2 million by fiscal year-end 2010/11. Together we exceeded our goal realizing revenues of \$1,319,416.

In 2006/07, the Foundation suffered from declining revenue streams. By 2006/07, the number of donations processed had fallen to numbers equal to the earliest year of the Foundation. Since 2006/07, when the volume of donations fell to 3,760 transactions, there is now a steady increase in the donations processed to 6,763 in 2010/11.

Through the years of being guided by the Operational Plan the Foundation has achieved an 80 % increase in the volume of donations. In 2009/10, the Foundation had its most successful year in total dollars raised other than during the Capital Campaign year of 2004/2005.

In 2010, the Foundation transferred \$291,644 to the Health Centre. In 2011, the Foundation is projecting to transfer just under \$1,000,000. With the Health Centre passing its 5th year in the new facility, the need for dollars to keep equipment up-to-date grows greater every year.

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Each year we are both aware and thankful that you make the West Parry Sound Health Centre Foundation your charity. Unemployment within our small, rural population exceeds 9% in the best of times and the remaining donor community lives here only seasonally. Still, you find it in your hearts to care about and support the Foundation. It would be impossible for us to keep equipment in the Health Centre up-to-date without you. With technology obsolete in five years or less and the increasing scarcity of government dollars, each one of us who donates continues to be the greatest influence on the provision of local health care services.

## Donor Communications

In 2010, the Foundation continued using e-newsletters and printed materials to share pertinent information. The Foundation's website increasingly plays a key role. This spring, online pledging enabled more than \$20,000 in revenues for participants in the Biosphere Walk, Run, Pole.

## Support the Girls Update

In time for Mother's Day 2010, the Foundation launched the fundraising for our \$650,000 digital mammography unit. Two Co-chairs, Dr. Corrine Geh-

rels and Paula Attwell kept the campaign on track and by Christmas 2010, the Foundation hit its target of \$525,000 towards the purchase of the unit. Much goodwill is tied up in this enormously successful campaign – Moose FM hosted a \$30,000 Radio-a-thon, Health Centre CEO, Donald Sander-son hosted a \$100,000 Ontario Hospital Association golf tournament, local women organized and golfed in the annual Breast Cancer Golf Tournament accumulating funds since 2003, and local businesses, individuals and cot-tager groups joined together to ensure early diagnosis is a local reality.

## Endowment Policy

The demand on the Foundation continues to be for much needed equip-ment. Managing today's donations for tomorrow's health care remains the story of the Foundation's fledgling Endowment Fund. In 2010, the Com-mittee established the parameters for endowment investing (risk tolerance, return expectations, income/growth requirements, etc.) and in February of 2011, sent the document to four money managers/advisors to request a submission for managing the Foundation's endowment funds. After inter-viewing the four firms, 2 were short-listed. The candidates were then asked to submit three Foundation references that our Committee could interview. The interviews were extensive. In May of 2011, the Committee moved for-ward with recommendations to the Board for a fund manager and Terms of Reference for the Endowment Investment Committee.

## Special Events

In 2010, the Foundation's three very active Special Event Sub-Committees continued to host successful events. The Biosphere Walk, Run, Roll and the Gala Committees both increased revenues over previous years. Our third Sub-Committee was formed this year when the Organizing Commit-tee for the BCAT tournament passed the torch to the Foundation. With a combination of new and old Committee members, the fall tournament was renamed the Support the Girls Tournament. Our Sub-Committees are com-prised of an amazing group of community-minded people who have been critical to making the Foundation a vibrant force in Georgian Bay Country.

In the past year, we were also blessed by the efforts of A Black Tie Affair with an elegant evening at the Charles W Stockey Centre in support of digi-tal mammography and a fashion show hosted by the downtown merchants emceed by iconic fashion designer Marilyn Brooks.



# Management

In 2010/2011, the Foundation operated with one full time and two contract-employees. The staff answers to a volunteer Board of 15 Directors, a multitude of volunteers and nine committees: Art Acquisition and Selection, Endowment Investment, Executive, Finance, Funds Development, Policies and Procedures and Special Events (3).

# Financial Report

## Statement of Operations and Fund Balance

*For the year ended March 31, 2011*

Total Revenue		\$1,319,416
Less: Operating Expenses	\$215,903	
Fundraising Expenses	\$251,510	
<b>Net revenue over expenses</b>		<b>\$852,003</b>
Less: Transfers to West Parry Sound Health Centre		
Specified Donations	\$277,952	
Grants	\$ 14,225	
		\$292,177
<b>Net increase in Fund Balance</b>		<b>\$559,826</b>
Add: Fund Balance @ the beginning of the year		\$668,842
<b>Total Fund Balance @ the end of the year</b>		<b>\$1,228,668</b>

\* Full copies of the 2010/11 Financial Statements available by contacting the Foundation office at 705-746-4540 x 3348

## Providing Extraordinary Support for Health Care Services in Cottage Country



west parry sound  
health centre  
**FOUNDATION**

**CARING FOR YOU  
IN COTTAGE COUNTRY**

6 Albert Street  
Parry Sound, ON P2A 3A4

**Cover Photos - Left Column:** Support the Girls Campaign, Brides Ball on Georgian Bay, Breast Cancer Golf Tournament

**Right Column:** Biosphere Walk, Run, Pole, Fashion for a Cause, Digital Scale Donation to Ambulatory Care