

MANAGEMENT

In 2011/2012, the Foundation operated with one full time and two contracted employees. The staff answers to a volunteer Board of 15 directors, a multitude of volunteers and eleven committees: Art Acquisition and Selection, Endowment Investment, Executive, Finance, Funds Development, Policies and Procedures and Special Events (5).

FINANCIAL REPORT

STATEMENT OF OPERATIONS AND FUND BALANCE

For the year ended March 31, 2012

Total Revenue		\$ 1,280,654
Less: Operating Expenses	\$ 210,086	
Fundraising Expenses	\$ 137,900	

Net revenue over expenses	\$ 932,668
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Less: Transfers to West Parry Sound Health Centre		
Specified Donations	\$ 722,975	
Grants	\$ 3,002	
		\$ 725,977

Net increase in Fund Balance	\$ 206,691
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Add: Fund Balance @ the beginning of the year	\$ 1,228,668
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Total Fund Balance @ the end of the year	\$ 1,435,359
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* Full copies of the 2011/12 Financial Statements available by contacting the Foundation office at 705-746-4540 x 3348

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west parry sound
health centre
FOUNDATION
CARING FOR YOU
IN COTTAGE COUNTRY



THE WEST PARRY SOUND HEALTH CENTRE FOUNDATION

ANNUAL REPORT TO DONORS

The big news this year is, 'We Have History'!

Coming out of the building campaign in 2005 the Foundation labored to find the way forward. With great support from the Board, staff and volunteers a 3-Year Operational Plan was launched in 2008.

In short, that plan changed the way we do business. By the time we completed the plan in March 2011, the Foundation was hitting new financial goals, enjoying greater support from increasing numbers of people who share our cause and buying big-ticket urgent items for the Health Centre.

But there is more. In 2011, Support the Girls, our fundraising campaign for the digital mammography unit, captivated producers at the Canadian National Exhibit (CNE). We were invited to exhibit it onsite in the Arts & Crafts Pavilion. Along with financial support from the CNE, our local Community Business and Development Centre made it possible for rotating volunteers to staff the 18-day fair. Support the Girls became both a media magnet and crowd pleaser. We still hear folks say "I saw it at the X".

But not just a crowd pleaser, a Canadian publisher fell in love with the project and by April 2012 the campaign was published as a book, *Support the Girls, Bra Art for Breast Health*. Women in Costa Rica are running with the concept, launching the Bra Project Costa Rica October 2012.



All of this would be thrilling in its own right but then in November 2011 the Association of Fundraising Professionals honoured the

Foundation with the Small Organization Excellence in Fundraising Award. This was the icing on the cake! Supporters, volunteers and staff were once again assured that we are on the right track doing great things with donated money!

In January 2012, the Health Centre's new \$650,000 digital mammography unit was installed and by March technicians were administering the stereotatic biopsy application. The goodwill of donors ensured other emergency equipment was also purchased including a new \$48,000 tissue processor for the Laboratory.

As of the end of March 2012 the Foundation transferred \$768,000 of the targeted \$925,000 to the Health Centre. The difference is merely a time delay at 'year-end' between RFPs, purchases and invoices received by the Foundation.

The singular reason the Foundation was successful this past year is because in 2011, 6,712 people made our cause their cause. Continued success in building excellent support for local health care means we stay in your heart and others join you in guaranteeing local hospital services. For the past 25 years our hospital operated in the black. This will become more difficult going forward as in 2012 the government reduced the tax dollars transferred for operations. Increasingly, it will be those of us who donate to the Foundation that keeps equipment working and up to date in the hospital.



DONOR COMMUNICATIONS

In 2011, e-newsletters, newspaper ads/articles and radio ads/news reports have been our method of communications. Traffic reports on our website www.theBraProject.com reveal thousands of visitors around the world are viewing our art-bras and more modestly, reports on www.WPSHCF.com reveal hundreds rely on our website for information.

ENDOWMENT POLICY

Ready and willing. The Foundation has all elements in place to build an endowed fund that will support the hospital in perpetuity. Established in 2008 with a donation from an anonymous Islander, our Committee then spent time developing policy, donor agreements and asset management. In the fall of 2011, the Foundation lost a wonderful friend and past Board Member Kathy Krug. The \$13,118 collected in Kathy's honour was added to our Forever Fund helping the Foundation buy what's needed long into the future. This past spring Ted Krug made it his mission to raise the profile of our Forever Fund and wrote to 500 Foundation donors asking them to think about remembering the Foundation in their Wills. It's the Foundation's goal to have \$2,000,000 in endowed funds by next year's AGM.

SPECIAL EVENTS

In 2011, the Foundation enjoyed tremendous success in events. The Biosphere Walk, Run, Pole realized a net profit of \$78,999; our Gala Committees both increased audiences and revenues over previous years with three separate galas hosted at Glenn Burney Lodge, the Ridge at Manitou and the Carling Rec Centre. Local businessman Bill Connor made our Gala season the ultimate success with an announcement of a \$60,000 donation towards 24-hour radiology at the Health Centre. Our third Sub-Committee the Organizing Committee for our fall breast cancer golf tournament, renamed the Support the Girls Tournament, enjoyed an unprecedented celebration in 2011 as they witnessed the realization of their dream of 9 years to buy a digital mammography unit for the Health Centre. Our Sub-Committees are comprised of an amazing group of community-minded people who have been critical to making the Foundation a vibrant force in the community.

In the past year, we were also blessed by the local MOOSE radio. For a second year in a row, the MOOSE held a radio-a-thon amassing \$20,000 towards our mammography unit. Cottagers Joe and Fatima Bamford began a unique fundraising program with their 'Get Off the Bus Concerts'. Joe and Fatima have brought a terrific line-up of artists – Jann Arden, Jim Cuddy, Drum, Gowan, and the Trews with many more planned into the future. Profits from the concerts are a fundraiser for the Foundation.