

# Celebrating Healthcare Heroes



2013  
annual report



REGIONAL  
HOSPITAL FOUNDATION



CEO, Brad Jacobs and Board Chair, Dwight Rudderham accept \$1,500 gift from the Louisa Street Teens at Radiothon 2013

## A Message to You, Our Healthcare Heroes

One of my warmest memories of 2013 was at the Cape Breton Cares Radiothon. Three teenage girls—Samantha, Rosie and Andrea—came into the Radiothon with a \$1,464 donation. To raise these funds, they spent their summer vacation making and selling crafts. I was in awe over their drive and passion for giving back to our community. I've never felt so proud and grateful to be a Cape Bretoner.

When I am asked what makes the Regional Hospital Foundation different, I think of this memory, and the answer is simple: you, our donors. Thanks to you, this year, we will fund more than \$2,300,000 in needs for the Regional Hospital.

You help us fund priority equipment, facility upgrades and programs. You also help us go the extra mile, providing financial assistance to families who rely on the Pediatrics TLC Fund and the Cancer Patient Care Fund to cover medical-related expenses. Ultimately, you help Cape Bretoners get world-class healthcare at home.

Thank you for trusting us with your hard-earned dollars. And thank you for taking care of your fellow Cape Bretoners.

### **Dwight Rudderham**

Chair, Cape Breton Regional Hospital Foundation Board of Directors



CEO, Brad Jacobs announces \$607,823.96 total at the 2013 Cape Breton Cares Radiothon

## Thank You For Being a Healthcare Hero

My grandmother was a patient in the Renal Dialysis Unit at the Cape Breton Regional Hospital for more than three years. During that time, my family was surrounded by many healthcare heroes—doctors, nurses and staff who ensured she received great care.

She was a strong, caring person, who was a provider for our family, always ensuring those around her had what they needed. These same qualities apply to all of you, our donors. By donating to the Cape Breton Regional Hospital Foundation, you are a healthcare hero. With every gift you make, you ensure families in Cape Breton continue to get the care they need close to home.

Our healthcare system is complex. The needs are ongoing and often very costly. Thank you for understanding this and for continuing to give generously to help meet these growing needs.

Through this report, we will introduce you to some of the healthcare heroes we spent time with in 2013. Just like you, these heroes are doing their part to improve care for all Cape Bretoners.

From my family to yours, thank you for being a healthcare hero!

### **Brad Jacobs**

CEO, Cape Breton Regional Hospital Foundation



## 2013 Volunteer Board of Directors

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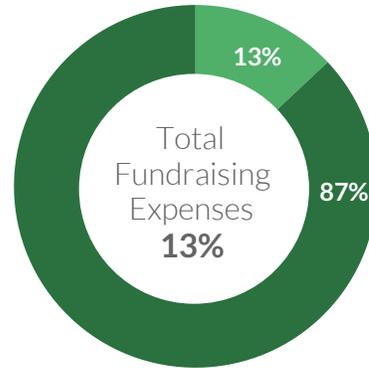


# Your Donations at Work & Our 2013 Financial Results

In 2013, you helped fund more than

## \$2.3 Million

in equipment, facility upgrades, and patient care initiatives.



**\$287,832**  
Total Fundraising Expenses (13%)

**\$2,233,321**  
Total Fundraising Revenue (87%)

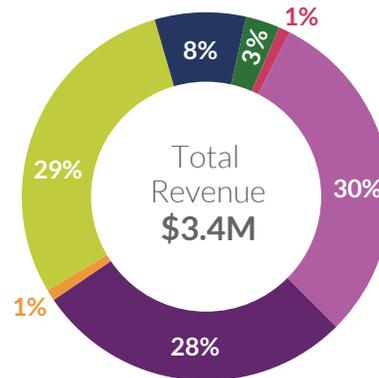
According to Canada Revenue Agency, the industry fundraising expense ratio standard is 35% of total fundraising revenue.



**63%**  
Priority Equipment

**9%**  
Patient Care

**28%**  
Facility Upgrades



**28%** Annual/Renewal

**1%** Planned Giving

**29%** Major Gifts

**8%** Capital Campaign

**3%** Business Operations

**1%** Other

**30%** Interest & Gains

In 2013, the CBRHF raised \$3,402,254 to fund priority equipment, facility upgrades and patient care at the Cape Breton Regional Hospital.

## 2013 Disbursements:

Cancer Care	\$	191,506.74
Pediatrics		34,635.61
Patient Comfort and Care		39,799.40
Renal Dialysis		34,065.20
Labour and Delivery/NICU		247,051.00
Palliative Care		10,997.59
Mental Health and Addiction Services		22,100.94
Diagnostic Imaging		15,539.93
Critical Care		81,648.54
Operating Room		353,506.25
<b>Total Disbursements</b>	<b>\$</b>	<b>1,030,851.20</b>

## 2013 Commitments:

Pediatrics	\$	115,000.00
Operating Room		502,000.00
Labour and Delivery/NICU		247,971.99
Harriss Emergency Department		20,000.00
Palliative Care		19,896.00
Diagnostic Imaging		361,070.01
Cancer Centre		87,804.00
Renal Dialysis		12,937.00
<b>Total Commitments</b>	<b>\$</b>	<b>1,366,679.00</b>

# CAPE BRETON REGIONAL HOSPITAL FOUNDATION

## Financial Highlights

*Year Ended December 31st, 2013*

This is an overview of our financial statements. Complete audited financial statements are available by contacting the Foundation Office.

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### REVENUE

Annual campaign <sup>1</sup>	\$ 953,330
Planned giving	23,182
Major gifts	980,043
Capital campaign <sup>2</sup>	276,766
Business operations, net <sup>3</sup>	116,145
Other	50,798
Interest and gain on investments	1,001,990

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**Total revenue** **3,402,254**

### DISBURSEMENTS

Direct expenses	287,832
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**Total net fundraising** **3,114,422**

Administration	389,972
Distributed to Cape Breton District Health Authority <sup>4</sup>	1,030,851

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**Excess of revenue over disbursements** **\$ 1,693,599**

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1. This includes Annual Campaign and Special Events, net.
2. Does not include outstanding payments on multi-year pledges.
3. This includes an administration fee collected from parking operations.
4. This excludes parking revenue transferred to the Cape Breton District Health Authority.



a  
Bright  
Light  
on  
Mental  
Health

*Autumn MacDonald*  
Healthcare Hero



The sun dances on the right side of seventeen year old Autumn MacDonald's face as she reflects on the shadows of her past. "I always felt like people were looking at me," she explains about her struggle with social anxiety. "I would hide under the covers, not wanting to get out of bed. I would hide beneath the safety of my hoodie so nobody would know the truth."

Moving from town to town when she was younger, Autumn never truly set roots anywhere long enough to develop lasting friendships. For years, anger and anxiety lived inside of Autumn. "I couldn't understand why I was so mad. I loved sports, drama and music, but I could never put myself out there to participate," her voice turns to a tone of regret.

Autumn's grade nine teacher sent her to the principal's office for not taking her hood down in class. It was then that her principal recognized the struggle. Autumn was set up with an outreach worker through Mental Health and Addiction Services. "Had I known the impact that my outreach worker, Deena, was going to have on my life that day, I would have never believed it. She has supported me every step of the way."

Autumn was diagnosed with anxiety, obsessive compulsive disorder and depression. "I was terrified. I worried what people would think about me at school now that my issues had a name," she remembers, "but somehow, I felt better knowing why I was upset all the time."

Deena Corbett, Autumn's outreach worker recognized signs of alcohol and drug abuse and encouraged Autumn to take part in a program called CaperBase which is targeted toward at risk youth. It is both an online and group focused project that gives teens a safe place to turn. Through their "Free2BU" program, Autumn says, "I finally was able to be myself; at CaperBase activities I took my hood down."

Creating friendships and learning that she wasn't alone in her feelings, Autumn excelled in her activities. More like a family, CaperBase is a warm environment where teens learn to deal with their feelings, addictions and mental health. Autumn admits she is a different person than she used to be.

With the sun now brightly in her eyes, Autumn laughs, "I'm happy now. I can get along with anyone. I enjoy going out now and I am confident in doing so. Now when people stare, I don't turn away. I think to myself, go ahead and look at me if you want to."

Thanks to donors like you, young Cape Bretoners like Autumn MacDonald will get the support they need through Mental Health and Addiction Services.

# Healthcare Heroes: Chéticamp Walk Organizers

Seven years ago, a group of volunteers from Chéticamp started fundraising to help cancer patients. To date, they have raised more than \$125,000 for the Cancer Patient Care Fund. Here is their story:

A dear friend of mine almost had to stop cancer treatment because she couldn't afford her medication. She had breast cancer and needed to take a medication prior to her chemotherapy sessions. The medication cost more than \$250, it wasn't covered by insurance and she couldn't afford this ongoing cost.

She gracefully accepted her fate, but I knew this was wrong and that there had to be another option.

After many phone calls to different organizations, I became more and more frustrated—there didn't seem to be anyone that could help her. That is when a doctor directed us to Tom MacNeil, a Medical Social Worker at the Cape Breton Cancer Centre. He is responsible for the Cancer Patient Care Fund.

At that moment, everything became possible. Without hesitation, Tom agreed to pay for the prescriptions through the Cancer Patient Care Fund.

The Cancer Patient Care Fund gave this amazing lady another 4 years with her family, friends and community. I remember being with her at the hospital during her last weeks of life. As she was lying in her bed, her head proudly bald, her mouth dry from chemo, hanging onto life by a thread, I made myself a promise that someday I would raise money for this wonderful fund.

## **This is how the Chéticamp Cancer Patient Walk was started.**

Remembering those from our community who have fought cancer, some of who have lost their battle, keeps us going. We do this walk for them and for all Cape Bretoners who may need the fund.

2014 will mark our seventh anniversary. We are so proud of what we have accomplished and would love for more communities to be part of this incredible day. For more information, visit <http://cheticampwalk.kintera.org>.

**Lyne Larade**

Chéticamp Walk Organizer



## The Cancer Patient Care Fund at a Glance



- The Cancer Patient Care Fund is 100% donor funded
- This Fund provides financial assistance to Cape Bretoners for cancer-related expenses
- Each month, 15 to 30 Cape Bretoners rely on the Fund for support
- In 2013, more than \$83,000 was disbursed to patients
- In 2013, 325 patients received financial assistance from this Fund
- To date, more than 2,200 patients have relied on this Fund



Three year old, Gianna, shows love for her healthcare heroes, Tracey, Child Life Specialist and Andrea, RN

## Healthcare Heroes: The Pediatrics Staff

The sound of laughter and building blocks snapping together fills the hallway of the Cape Breton Regional Hospital's Pediatric Unit. Inside the renovated playroom, bright colors are splashed on the walls and comfortable nooks create a space for the children spending time on the unit to have a chance to just be kids.

The staff makes their rounds with a calm, yet upbeat spirit.

Working together as a team, the unity of one common goal is clear; making a difference in the lives of the little patients with larger than life dreams.

The Pediatrics Unit is different from others in the hospital. The staff takes their time to nurture the innocence and charisma of the patients. Caring for small bodies with big hearts is both the greatest challenge and the greatest reward for the healthcare professionals that work on the unit. Pediatrics Unit Manager, Mickey Daye calls his staff "true healthcare heroes."

After a twelve hour day, when the lights in the playroom have been turned down, the dayshift staff heads home knowing that they have made a difference in the lives of young Cape Bretoners; with the love and passion to do it all again tomorrow.



### Pediatric Care in Cape Breton:

- More than 1,800 children are treated each year on the Pediatrics Unit
- Children receive treatment in PEDS for acute care, cancer, palliative care, chronic illness and mental health
- In 2013, the Foundation provided more than \$149,000 in funding for improved pediatric care, renovations and patient support
- More than 5,400 hugs were given to sick children last year in this Unit



Members of the Cape Breton Mental Health Foundation leave a legacy, presenting Brad Jacobs, CEO, with a cheque for \$675,000



## Mental Health & Addiction Services Major Gift Campaign Update

### Healthcare Heroes: The Cape Breton Mental Health Foundation Leaving a Legacy of Transformational Change

For more than 30 years, the Cape Breton Mental Health Foundation (CBMHF) has made it their mission to improve the quality of life for those living with mental illness.

In September 2013, **this group made history.** The CBMHF made a \$692,000 gift to the Regional Hospital Foundation, with the promise that their gift would be matched, launching a \$1.35 million campaign for Mental Health and Addiction Services.

“In talking with the CBMHF, two things became clear to me: this group had worked tirelessly to make a difference when nobody would shine a light on their cause, and that more work needed to be done for mental health,” says Brad Jacobs, CEO, Regional Hospital Foundation.

“The services provided by the Mental Health and Addiction Services team are far reaching and there is an urgent need to improve services and supports,” says Dr. Linda Courey, Director, Mental Health and Addiction Services, Cape Breton District Health Authority. Dr. Courey continues, “The CBMHF’s legacy will continue for years to come, as their gift and this campaign will have a transformational impact on our community.”

This campaign supports at risk youth, housing, transportation and inpatient health and wellness

1 in 5 people are affected by mental health and addictions

Each year, more than 50,000 patient contacts are made by the Mental Health and Addiction Services team

Each year, there are more than 1,200 admissions to the Mental Health and Addiction Services inpatient units at the Regional Hospital

The CBMHF made a \$692,000 gift to the Regional Hospital Foundation. This is the largest gift the Regional Hospital Foundation has ever received from a non-government group

# 2013 Donors

We are grateful for every gift we receive. In this report, we are pleased to recognize donors who have contributed \$250 or more in 2013.

3061193 Nova Scotia  
Limited  
60/40 Draw

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Acadian Cancer Patient  
Care Walk  
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Cape Breton  
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