

UNTIL NO PATIENT NEEDS US,
WE NEED YOU!

2014 Report to Donors



REGIONAL
HOSPITAL FOUNDATION

You Make it Possible - **Thank You!**

As I reflect on what a wonderful year 2014 was with the Cape Breton Regional Hospital Foundation, I am mindful that our needs continue to grow more significantly each year. I am reminded that the world-class care that we are able to provide would not be possible without the support of you, our donors.

One of my fondest memories over the last year was the day in mid-November when I sat down to call you, our most loyal donors, to thank you for your gifts to the hospital. I was overwhelmed by the voices on the other end of the phone. You told me stories about your loved ones who were cared for by the dedicated staff at the Regional Hospital, you shared moments you spent receiving life-saving care, and you explained to me why you felt it was important to donate. It was that day that I realized we all truly have reasons to give to the Cape Breton Regional Hospital.

Thank you for your commitment to care and our community. Thank you for trusting us with your hard earned dollars. In 2014, we were able to save more lives, all because of you.

Until no patient needs us, we need you!

Patricia MacNeil

Chair, Cape Breton Regional Hospital Foundation
Board of Directors



“I’m thankful to donors for their commitment to
healthcare in Cape Breton”



Foundation CEO, Brad Jacobs announces a \$586,000 total and celebrates with Foundation staff at the Cape Breton Cares Radiothon in 2014

Thank You for Finding a Reason to Give

In 2014, I had the opportunity to experience patient care first hand, as several people in my family have used the services of the Cape Breton Regional Hospital. During this patient experience, it is clear that donors are continuing to strengthen healthcare for Cape Bretoners.

On Valentine's Day, my son Luke spent a night in the Pediatrics unit for an infection. We had a chance to stay in one of the newly renovated Pediatrics Rooms, which reinforced as a parent the immeasurable value of your child being comfortable and able to enjoy their environment while receiving care.

In addition to three other close family members who were treated here at the Regional Hospital, my Aunt was diagnosed with cancer for the second time. During my Aunt's treatment, she used an expensive piece of equipment called a linear accelerator to provide her radiation therapy. The very same piece of equipment we are in the midst of raising \$937,000 for as part of our \$10,500,000 fundraising goal.

My story of how the Regional Hospital has touched me in the last year is not unique. Whether it's our family, friends, neighbours or co-workers, we all have a reason to support the Cape Breton Regional Hospital Foundation.

As you read our report to donors, you will see that we all have a reason to give. Thank you for finding your reason in 2014.

Brad Jacobs

CEO, Cape Breton Regional Hospital Foundation



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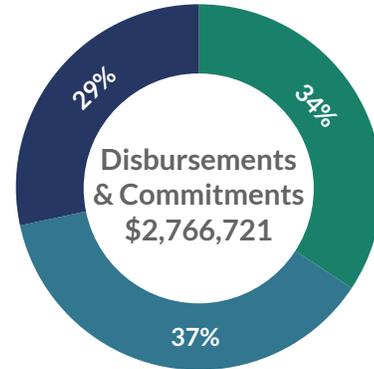
Dr. Jacquelyn Thayer-Scott



Your Donations at Work & Our 2014 Financial Results

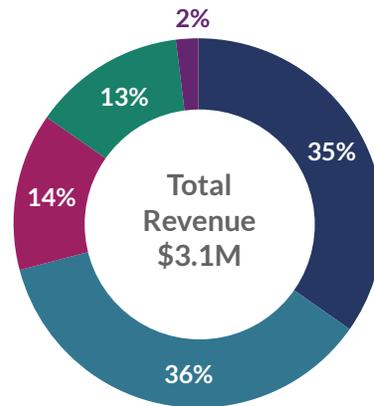
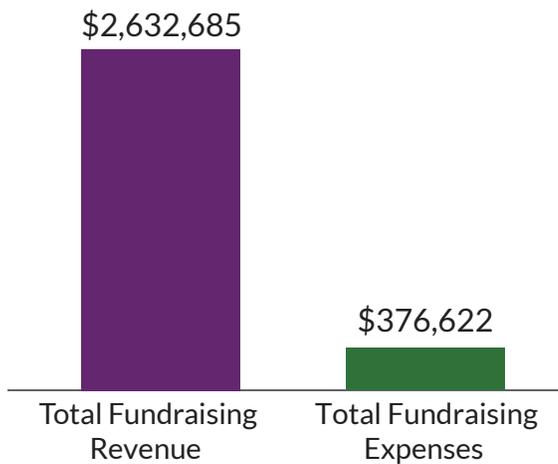
In 2014, you helped fund more than

\$2.7 Million
in equipment, facility upgrades, and patient care initiatives.



34% Equipment
37% Patient Care
29% Facility Upgrades

Total Fundraising Revenue Vs. Expenses



35% Annual/Renewal
36% Major & Planned Gifts
14% Interest & Gains
13% Capital Campaign
2% Business Operations/Other

Total fundraising expenses are 14% of total fundraising revenue. This is 60% lower than the industry fundraising expense ratio standard of 35%, according to Canada Revenue Agency.

In 2014, the Cape Breton Regional Hospital Foundation raised \$3,124,620 to fund priority equipment, facility upgrades and patient care at the Cape Breton Regional Hospital.

2014 Disbursements

Operating Room	\$	436,908
Cancer Care		431,320
Labour and Deliver/NICU		242,439
Mental Health and Addiction Services		204,995
Pediatrics		123,723
Emergency Care		67,255
Critical Care		72,622
Palliative Care		22,358
Renal Dialysis		11,160
Total Disbursements	\$	1,612,780

2014 Commitments

Mental Health and Addiction Services	\$	400,000
Critical Care		260,364
Cancer Care		249,298
Diagnostic Imaging		99,795
Emergency Care		67,674
Labour and Deliver/NICU		40,800
Pediatrics		24,400
Palliative Care		11,611
Total Commitments	\$	1,153,941

CAPE BRETON REGIONAL HOSPITAL FOUNDATION

Financial Highlights

Year Ended December 31st, 2014

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

REVENUE

Annual campaign	\$ 838,658
Special events	247,021
Planned giving and major gifts	1,129,746
Capital campaign ¹	417,260
Business operations, net ²	10,833
Other	50,091
Interest and gain on investments	431,011

Total revenue	3,124,620
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DISBURSEMENTS

Direct expenses	287,717
Special events expense	88,905

Total disbursements	376,622
Total net fundraising	2,747,998

Administration	444,292
Distributed to Cape Breton District Health Authority ³	1,537,780
Distributed to other organizations	75,000

Excess of revenue over disbursements	\$ 690,926
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1. Does not include outstanding payments on multi-year pledges.
2. This includes an administration fee collected from parking operations.
3. This excludes parking revenue transferred to the Cape Breton District Health Authority.

Only the Beginning...

When you walk the halls of the Cape Breton Cancer Centre, the nursing staff greets you with warmth. They know you've been faced with some difficult news. They know that you are doing your best to make it through your treatment. But nobody knows that quite like twenty four year old nurse, Alexandra Bruleigh.

Alexandra calls a patient into the chemotherapy suite for their treatment. When she asks her patients how they are doing, she asks with deep sincerity. When she covers them with blankets, she knows they are cold from treatment. And when she sees that they are having a down day, she flashes back to life not so long ago.

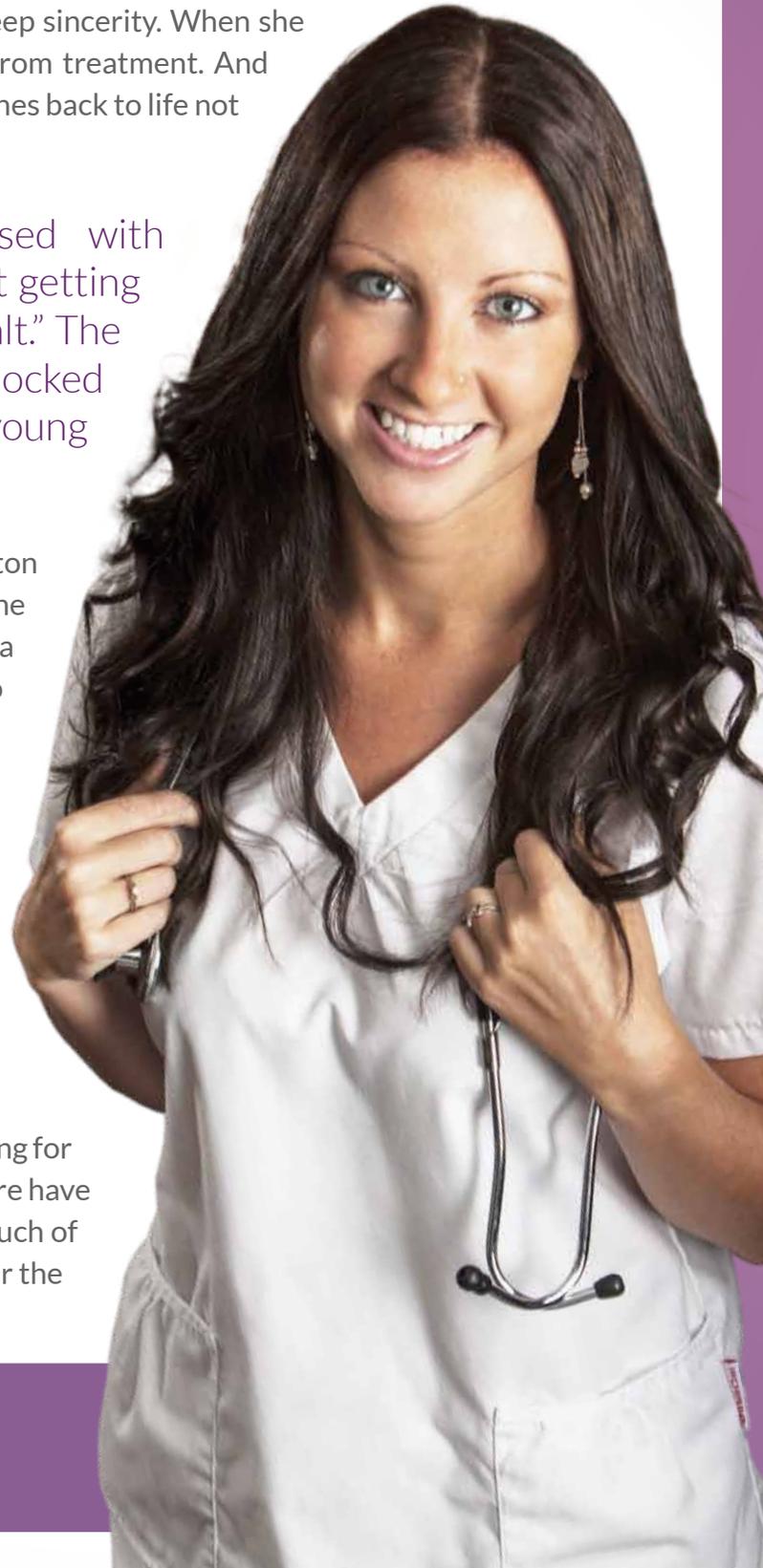
"I was nineteen when I was diagnosed with Lymphoma," Alexandra explains, "I was just getting my life started and I felt it all come to a halt." The devastating news that she had cancer knocked her off her feet, as she thought, "I'm too young for this."

"When I came for my treatment at the Cape Breton Cancer Centre, I couldn't believe the kindness and the care that I received from the nurses," Alexandra remembers. She became attached to the people who saved her life; they became her role models.

"At the time, I felt like my life was falling apart - having to leave school and focus on my care. But the truth was, my life was only just beginning." Alexandra enrolled in the nursing program at Cape Breton University as soon as she felt healthy and strong enough. Her goal was to be as inspiring and kind to patients as the nurses had been to her.

Cancer helped Alexandra realize her passion in life; caring for others. Today, patients in the Cape Breton Cancer Centre have access to the some of the best care in the world, and much of that is thanks to inspirational nursing staff that cares for the mind, body and soul.

Cancer Centre Nurse and Cancer Survivor, Alexandra Bruleigh, sympathizes with her patients because she's been in their shoes.



Cape Breton Cancer Centre Quick Facts

1,200 new cancer diagnosis in Cape Breton each year

More than 30,000 patient visits annually

150 patients treated daily

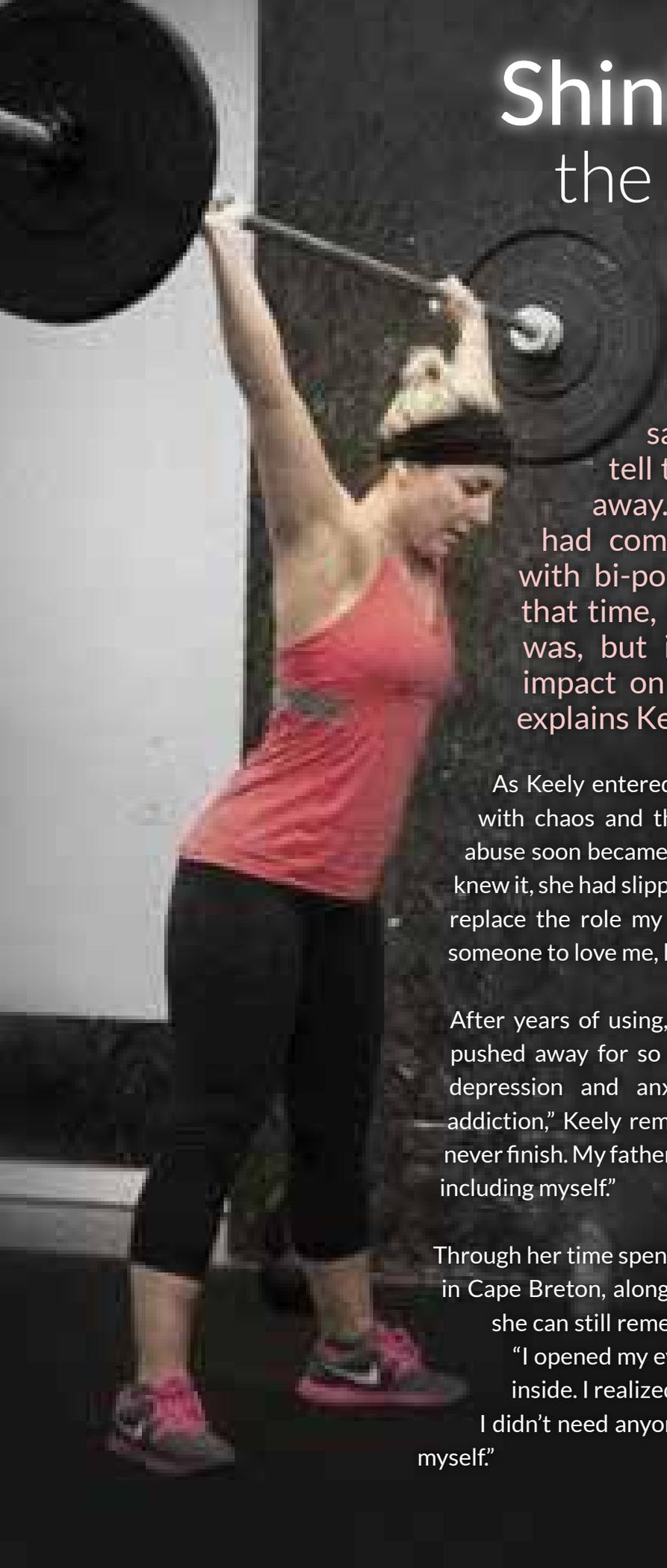


Thanks to our donors, \$196,000 disbursed through the Cancer Patient Care Fund

Most urgent need is a new Linear Accelerator, which delivers radiation therapy to 30 patients every day

WE **ALL** HAVE
REASONS TO GIVE



A woman with blonde hair tied back, wearing a red tank top and black leggings, is performing a clean and jerk lift with a barbell in a gym. She is standing on a dark floor, and the background is a dark wall with a large black weight plate visible. The lighting is dramatic, highlighting her form against the dark background.

Shining Through the Darkness:

Keely Wadden

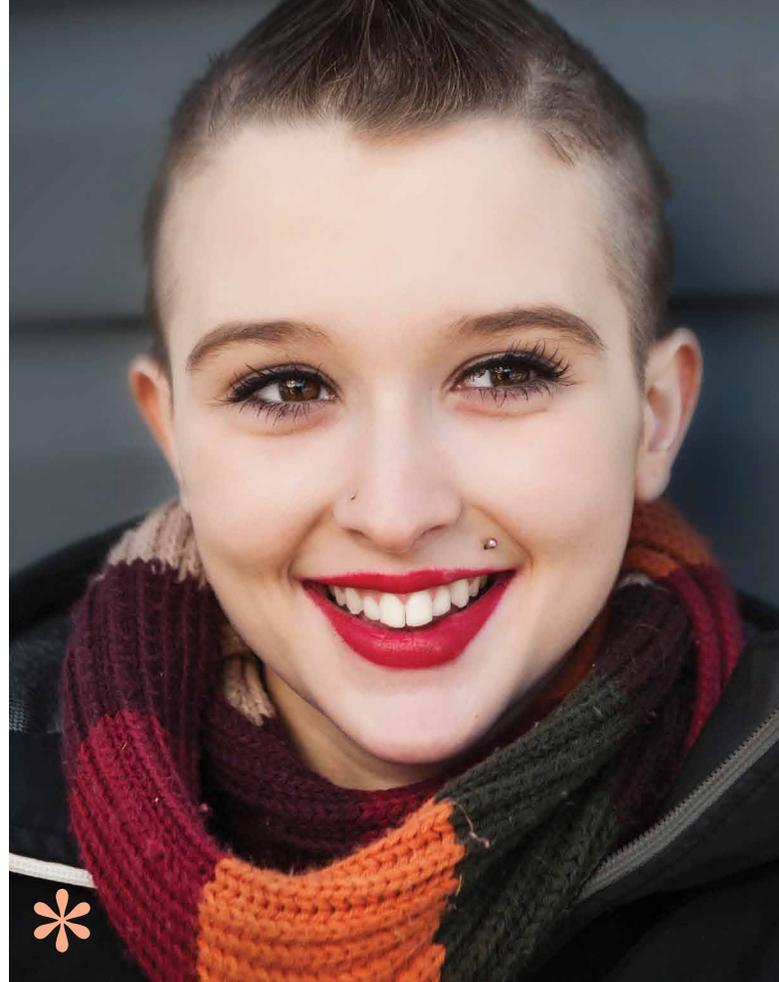
One day before her thirteenth birthday, Keely Wadden's mom sat her and her brothers down to tell them that their father had passed away. They learned that their father had committed suicide and was dealing with bi-polar disorder for many years. "At that time, I didn't know what mental illness was, but it would come to have a great impact on my life from that day forward," explains Keely.

As Keely entered her teenage years she says, "I filled myself with chaos and the wrong relationships." Drinking and drug abuse soon became a part of her regular routine and before she knew it, she had slipped into a dark place. "I longed for someone to replace the role my father played in my life. I was starved for someone to love me, but the truth is, I didn't love myself."

After years of using, she decided to face the darkness that she pushed away for so many years. "Learning that I suffered from depression and anxiety was much more difficult than my addiction," Keely remembers. "I would start something, and then never finish. My father gave up on me, so I gave up on everyone else, including myself."

Through her time spent with the mental health and addictions team in Cape Breton, along with many years of self-healing, Keely says she can still remember the day she woke up and felt different.

"I opened my eyes one morning and felt a sense of calmness inside. I realized that I was happy. And the best part was that I didn't need anyone to make that happiness for me, I did it for myself."



Mental Health & Addiction Services at Work in Our Community

In September 2013, the Cape Breton Regional Hospital Foundation embarked on a new journey in fundraising at the Regional Hospital – Mental Health and Addiction Services.

After launching a \$1.35 million campaign to support Mental Health and Addiction initiatives within the Regional Hospital and in our community, the feedback from Cape Bretoners told us that this campaign was a long time coming.

In less than a year, we were able to not only reach our goal – but we surpassed it! Through generous support of community groups, donors, and businesses we have been able to provide funding for:

Inpatient Health and Wellness: Updates to inpatient units and equipment, including new gym equipment for inpatients.

Housing for Individuals Dealing with Mental Health and Addiction: Four new SHIMI Houses were funded through the campaign for people living with mental health and addiction issues.

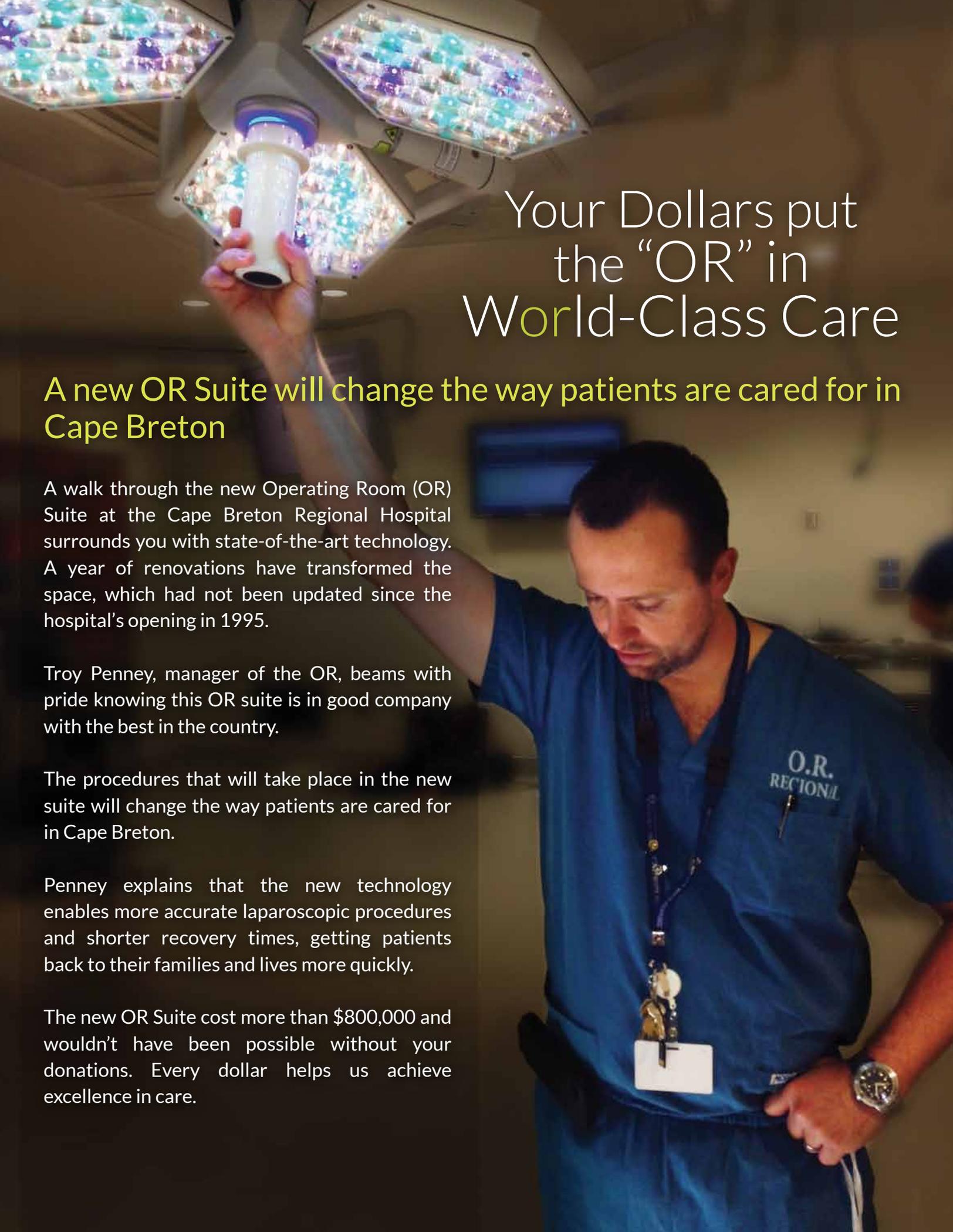
Transportation: Three new vans were purchased for the organization Crossroads to provide transportation to programs and appointments for people in Cape Breton dealing with mental health and addiction issues.

At Risk Youth & Virtual Outreach: We have raised \$440,000 for programs and services benefiting at risk youth, such as CaperBase. We have also helped to create an online strategy to reach out to at risk youth.

As part of our current \$10.5 million fundraising goal, Mental Health and Addiction Services will continue to be a priority. We aim to raise an additional \$2 million by 2017 for this area of care.



Photo: Seventeen year old Autumn MacDonald works through anxiety, depression and obsessive compulsive disorder with the team at CaperBase.

A man in blue scrubs is adjusting a surgical light fixture in an operating room. The light fixture is illuminated with a mix of blue, green, and purple lights. The man is looking down at the light fixture. He has a watch on his left wrist and a lanyard with a badge around his neck. The background is slightly blurred, showing other parts of the operating room.

Your Dollars put the “OR” in World-Class Care

A new OR Suite will change the way patients are cared for in Cape Breton

A walk through the new Operating Room (OR) Suite at the Cape Breton Regional Hospital surrounds you with state-of-the-art technology. A year of renovations have transformed the space, which had not been updated since the hospital's opening in 1995.

Troy Penney, manager of the OR, beams with pride knowing this OR suite is in good company with the best in the country.

The procedures that will take place in the new suite will change the way patients are cared for in Cape Breton.

Penney explains that the new technology enables more accurate laparoscopic procedures and shorter recovery times, getting patients back to their families and lives more quickly.

The new OR Suite cost more than \$800,000 and wouldn't have been possible without your donations. Every dollar helps us achieve excellence in care.



Polished Pediatrics at the Cape Breton Regional Hospital

Thanks to our donors, we have completely renovated the Pediatrics Unit at the Cape Breton Regional Hospital.

Through your generous donations, we were able to turn the unit from bland to brilliant! With a new playroom, family room, and themed patient rooms, staff and patients have been raving about the difference this has made in caring for our patients.

Creating a child-friendly, comforting unit to treat the smallest of Cape Bretoners is a dream come true. Manager, Mickey Daye, says the fresh new look has “created an environment just like home for the kids.”



2014 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 2014.

\$250 - \$999

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