

# eliminating barriers to Lead Care

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**2023 REPORT TO DONORS** 

a year to remember

#### **A MESSAGE FROM THE CHAIR**

Since 2015, it has been my absolute pleasure to be part of the Cape Breton Regional Hospital Foundation (CBRHF) Board of Directors. Over these nine years, the last five as Chair, I have been inspired by the spirt of our community. Thanks to you, 2023 saw the Foundation raise more than \$4.13 million – a record-breaking year.

I have always believed that generosity, as well as resilience, have been at the forefront of our community. This was evident in the more than 80 community-led fundraisers hosted in support of our Foundation in 2023.

Donors and participants of our signature events also left us in awe, with both Radio Day and Festival of the Greens seeing record-breaking results, raising more than \$1.2 million and \$250,000 respectively.

Mike McPhee and the Cancer Care Here at Home Campaign committee were able to surpass their \$10 million goal and plans are now underway for a closing celebration in 2024. Thanks to your generosity, the Foundation was able to disburse \$1.06 million to support priority programs and initiatives, making a meaningful difference to the lives of people within our community – both patients and health care workers.

As my time as Board Chair has come to a close, I want to extend a special thank you to the members of the Board of Directors for their unwavering support, and to the Foundation staff for their dedication and commitment. And, on behalf of myself and the Board of Directors, I extend sincere thanks to you, the donors of the CBRHF, for your continued support for health

**Stan MacDonald** Chair

care, right here, at home.





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**Yianni Harbis** Secretary



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Elaine Gibney Board Member

#### **A MESSAGE FROM THE CEO**

Each year, I am ever grateful to work with an organization that has such direct impact within our community. Contained within this annual report, you will see examples of this impact and how your generosity is supporting health care needs in Cape Breton.

This past year was exceptional for our Foundation – a year to remember! Our success was made possible thanks to you, our supporters, which includes 5,499 donors who provided 15,900 gifts to the Foundation in 2023.

Along with seeing the success of our signature events, the growth of our third-party fundraisers and our Cancer Care Here at Home Campaign target exceeded, we also saw more than \$425,000 in bequests.

While 2023 allowed us to reach and exceed our goals, we are ever mindful of the future. Informed by more than 1,200 stakeholders who completed surveys and attended focus groups, the Foundation is proud to have developed a strategic plan to ensure we continue to meet the health care needs of our community. The past year also saw the Foundation reaccredited with the Imagine Canada Standards program, which is a rigorous independent peer review of our operating and governance practices. We have held this accreditation since 2017 and join only 260 charities in the country with this standing.

As I reflect on the year, I extend my thanks to you, our donors, for helping to make 2023 an outstanding success. Thank you for providing your time, talent, and treasure, and please know that your support inspires and motivates us each day. We look forward to working with you in 2024.

Paula MacNeil, CFRE CEO





**Sheri Fortune** Database Manager



FOUNDATION STAFF

Thomas Xidos Financial Officer



Caitlyn MacDonald Manager of Philanthropy



Ashley MacKeigan Annual Giving & Donor Engagement Officer



Paige Westbury Manager of Marketing & Communications



**Brittany Hopkins** Stewardship & Administrative Assistant



Craig Josesph Fund Development Officer



## a RADIODAY to remember

History was made on Thursday, October 5, as Radio Day 2023 saw the largest fundraising revenue in its 16-year history. The event raised **\$1,246,312.00** for health care in Cape Breton, with a designated portion of funds helping to launch the new Vital Patient-Care Fund.

As always, the success of Radio Day is truly the result of our community rallying together. We'd like to thank our tremendous Radio Day partners, **Hot 101.9** and **New Country 103.5**, for their dedication to this event year after year; our Power Hour partners – **Meco Construction DKI**, **Schwartz Furniture**, and **Jim Sampson Motors** – who match up to **\$12,500.00** each during their Power Hours and rally donations from their communities; the medical social workers at the CBRH who identified the need for a new Vital Patient-Care Fund; Dan MacDonald, Christina Joe, and Sylvia MacDonald, who shared their health care stories; the **70 volunteers** who made Radio Day a success; and the **3,614 donors** whose generosity helped to break records.

With the addition of 2023's efforts, Radio Day has now raised more than **\$11 million** for health care in Cape Breton!



#### FOR HELPING TO ELIMINATE BARRIERS TO HEALTH CARE IN CAPE BRETON!



Anchored Ideas and Anchored Recruiting & HR Solutions helped launch the Vital Patient-Care Fund, making the first ever gift to the fund, giving \$5,000.00





A commitment from our first ever Bucket Brigade sponsor, Kenny's Pizza, paired with bucket donations collected at eight on-island locations raised \$10,700.00.

C.S. Boudreau Holdings Ltd. became our first ever online matching donor, matching \$10,000.00 in online donations.

### **NEW** Vital Patient-Care Fund

In 2022, Dan MacDonald, originally from Creighnish and now residing in Westmount, contracted pneumonia and COVID-19.

He was admitted to the Cape Breton Regional Hospital (CBRH), where he went to sleep and woke up six weeks later in the Intensive Care Unit (ICU). During his hospitalization, Dan was intubated three times. Each time, his wife was called in, being told he may not make it through the night. After 55 days in the ICU, Dan was cleared to stay in the general population of the hospital, and afterwards, rehabilitation.

"They wouldn't let me go until I had a C-PAP machine, and those things are expensive," says Dan. "Luckily, that was made possible through funds from the Cape Breton Regional Hospital Foundation, for which I'm very grateful."



Showing his appreciation, Dan shared his story in support of Radio Day, which launched the new Vital Patient-Care Fund to help patients in similar situations.

The Vital Patient-Care Fund aims to eliminate barriers to care, such as financial burdens associated with health care journeys, for patients on every floor of the Cape Breton Regional Hospital. The newly launched fund supports more than 30 patients each month by purchasing items necessary for discharge from hospital, thus freeing up beds for other patients; supporting travel needs such as emergency trips to Halifax for patients and their families; purchasing clean clothing for patients in which to leave the hospital; renting accessibility equipment like wheelchairs and crutches; and more.

Dan, an avid volunteer, history buff, and new grandfather, is continuing to work on his recovery and is now living with Long-COVID.

"I'm now doing much better, living at home, and feeling much stronger. People tell me I'm sounding and looking more like myself. I am still trying to figure out some things, but I think little things like being able to stand on my own to take a shower are accomplishments on their own. Every step might be small, but it's a step, nonetheless."



Dan MacDonald and his grandson.

Dan MacDonald and Paige Westbury celebrating Radio Day 2023.



ens breaks records

The 19th annual Festival of the Greens, presented by **Cape Breton Beverages**, took place on November 25, and raised **\$252,626.58** for health care in Cape Breton.

This is the most the event has raised in its 19-year history and, once again, we are left astounded by the generosity, dedication and compassion shown by those in our small and mighty community.

These funds allow our Foundation to purchase vital equipment for the Cape Breton Regional Hospital and its health care heroes; fund research and innovation; and, to directly support patients, when they need it most.

Taking the Festival of the Greens crowd by surprise, **Parker Rudderham**, President of Seaboard Industrial, announced an outstanding gift of \$100,000.00! Later in the night, he made an additional live auction donation of \$25,000.00 that made his total gift **\$125,000.00**, which is earmarked for the Cancer Care Here at Home campaign.

THANK YOU to everyone who supported the 19th annual Festival of the Greens. Since its inception, more than **\$2,605,00.00** has been raised to support priority health care needs in Cape Breton.



Craig Joseph, Stan MacDonald, Paula MacNeil, Shannon Lynch, President and CEO of Cape Breton Beverages, and Caitlyn MacDonald, celebrating the night's success.



Caitlyn MacDonald and Parker Rudderham.



The Foundation's 4th annual Golf Because You Care took place in August and was presented by **ServiceMaster** of Cape Breton.

With 34 participating teams, the tournament raised **\$31,535.40** for the Cancer Care Here at Home campaign.

To-date, Golf Because You Care has raised **\$137,321.00** for health and cancer care in Cape Breton.



Team ServiceMaster at Seaview Golf & Country Club.

#### **DONOR IMPACT:**

because you care

As a donor of the Cape Breton Regional Hospital Foundation, your impact is vast it is seen every day, throughout every floor of our hospital. Here are some examples of how your generosity has helped to strengthen health care, here at home.

Because of **Caleb's Courage** donors, **\$19,884.00** was disbursed to purchase sleeper chairs for the **Pediatrics Unit** at the CBRH. These compact chairs can also be used as a chaise lounge or bed, allowing for rest and relaxation for family members and care givers staying with their child in-hospital overnight and long term. Before these chairs arrived, many support people were sleeping on the floor, during some of their hardest days.

Thanks to **belairdirect** (formerly Johnson Insurance), Laura Jillett completed professional development to improve the care she provides at the CBRH. Initially a general sonographer working in Diagnostic Imaging, Laura received a grant of **\$2,500.00** to train to become a cardiac sonographer. Now, Laura will be able to provide critical exams to **1,800 additional patients** a year.

Taigh Gradhach is located next to the CBRH and is a long-term care facility for individuals living with complex medical conditions, both physical and intellectual. Thanks to donors of Pediatrics and Mental Health, our Foundation was able to purchase and provide sensory toys to benefit those living in the facility. This
\$4,000.00 purchase allows for a multisensory environment, which is both soothing and stimulating, and used as a learning and developmental tool.

**Kelly Anthony** has been a longstanding friend and volunteer of the Foundation. After undergoing treatment for a brain tumor, her mobility suffered and, most days, she is unable to sit up on her own. Thanks to donors of the **Tom McNeil Cancer Patient Care Fund**, we disbursed **\$2,100.00** to purchase a specialized lift chair for Kelly, which has made a world of difference for her and her family.

Thanks to donors who support **Palliative Care** at the CBRH, a mobile patient lift is now available in the An Cala Palliative Care Unit. This **\$4,000.00** lift assists with patient transfers for those who are unable to safely move by themselves. Since its purchase, it has positively impacted both patient and staff safety, enhancing the overall care provided.

\$273K DISBURSED FOR VITAL EQUIPMENT



DISBURSED TO PROFESSIONAL DEVELOPMENT **\$663K** DISBURSED DIRECT TO PATIENTS











# LEAVINGAlegacy

#### Bruce Guthro (1961-2023)

Bruce Guthro was a true ambassador – a Cape Breton son. A friend to our Foundation, Bruce hosted events and supported projects to raise awareness for the new Cape Breton Cancer Centre.

We were honoured to be a part of Bruce's celebration of life in September 2023, where his friends and family hosted a 50/50 raffle, received in memorial donations, and auctioned a very special, one-of-a-kind guitar.

With an anonymous donor matching the auction price of the guitar, giving a donation of \$30,000.00, the total raised in Bruce's loving memory is over \$75,000.00, with a portion of proceeds directly supporting the Cancer Care Here at Home campaign.

The Cancer Care Here at Home campaign was important to Bruce and will help to support more than 45,000 patient-visits to the Cape Breton Cancer Centre each year. His legacy will live on – a space in the new Cancer Centre, aimed to operate in 2026, will be dedicated in his honour.



Bruce and teammate Sheldon Marinelli are joined by Cabot employees during the golf tournament that softlaunched the Cancer Care Here at Home campaign. Bruce later serenaded our guests.



Caitlyn MacDonald and Paula MacNeil address the crowd at Bruce Guthro's celebration of life, thanking guests for the outstanding support.



legacy GIVING

In 2023, the Cape Breton Regional Hospital Foundation received \$425,684.00 in legacy gifts through planned giving. Planned giving is the process of planning a gift to be donated at a future date, and these gifts are most commonly donated through a will or trust once the donor has passed away.

If you would like to leave your own legacy, please connect with our Foundation.

#### Cory Keeping (1971-2022)

Cory Keeping was many things to many people: a son, husband, father, true friend, entertainer, and helping hand to anyone in need. His giving spirit and community minded nature were woven into all aspects of his life.

In December 2022, Cory's family announced his passing at age 51, after several months of battling stage 4 pancreatic cancer. Our Cape Breton community mourned alongside his wife Nichole, children Geoff, Tyler, Jaimie, Allie and Breton, and their family.

Residing in North Sydney, Cory's family found comfort in having him home during his final months. "The stress that a disease like cancer puts on a family is so overwhelming," shares Nichole. "Having treatment at home gave us more time to spend with each other and focus on what's important. Everyone went above and beyond to assist us in our journey and to help ease the burden of such an impact. For this, our family will be forever grateful."

The Cape Breton Regional Hospital Foundation is honoured to have dedicated the 2023-2024 Because You Care Catalogue in loving memory of Cory, and his humble legacy of uplifting others in need.

"I truly love hearing stories of how Cory has impacted people. I hope that by honouring Cory it will help bring light to what the Cape Breton Regional Hospital Foundation does for the entire community. I know the Because You Care Catalogue makes a difference in many lives."



Cory (second from left) sits with his family; son Tyler, mom Darlene, wife Nichole and kids. Breton, Allie. Jaimie and Geoff.

With the support of our presenting partner, Colbourne Auto, and donors in our community, the Because You Care Catalogue has impacted thousands of patients in Cape Breton.





\$39,732 RAISED **AREAS OF CARE** 

10



## COMMUNITY THAT Cares

Each year, we have upwards of **80 community-led fundraisers**. These fundraisers are hosted and organized by individuals with a passion for change-making, here on the Island. They dedicate their time and skills to raise funds for areas of care dear to their hearts, helping to eliminate barriers to health care in Cape Breton.

In 2023, **\$1,010,090.77** was contributed to our Foundation by community-led fundraisers. Thank you to all of those who work tirelessly to bring their fundraisers to life – many times, year after year. You are helping to uplift our friends, families and neighbours, when they need it most.

In August, **EverWind Fuels** hosted their annual auction and golf tournament, with proceeds supporting **Caleb's Courage**. The tournament saw teams from all over North America and raised its largest fundraising total to-date. With a total of **\$254,873.86**, EverWind Fuels has now given the largest gift Caleb's Courage has received in its history.

In June, on the longest day of the year, our Foundation's Financial Officer, **Thomas Xidos**, and **Wes Standford**, Head Golf Professional at the Lakes Golf Club, set a Guinness World Record. Along with the title, "most holes played in 12 hours by a twosome using a cart," the pair also raised **\$18,004.00** for the **Area of Greatest Need**. This fund allows our Foundation to respond quickly to priority health care needs of the CBRH as they arise.

In April, **Claire Chabassol** organized the first annual **All for Lungs and Lungs for All**, a walk/run in support of Cape Bretoners battling lung disease. Inspired by her late father's journey, the event raised **\$29,040.00** and, almost immediately, was able to support a patient and their family to travel to Toronto for a lung transplant.

After someone dear to Everett Gillis' heart passed away while in **An Cala (Palliative Care)** at the CBRH, he proudly took care of her pumpkin patch. Once the pumpkins were ready, he set up a stand and began sales. Through these sales, Everett raised **\$312.00** for the An Cala Unit.









McHappy Day, a national event, was hosted in May. Locally, McDonald's restaurants earmarked a portion of funds raised for the Pediatric Unit at the the efforts of Wayne Kennerknecht, owner/operator of McDonald's in

Brenda's Circle of Friends continue to fundraise in loving memory of their sister and friend, Brenda McCarthy. The photo here shows the group's second cheque presentation of the year, for an annual total raised of \$6,011.75. These funds will support the purchase of equipment and training upgrades to Stereotactic Body Radiation Therapy (SBRT), a vital piece of cancer care equipment that was funded largely in part by this incredible group's efforts.

CBRH, which supports more than 200 children each year. Raising \$74,084.00, Cape Breton, and his team, will support the purchase of equipment such as specialized pediatric wheelchairs, beds and vitals monitors for the unit; day-today necessities such as pediatric johnny shirts and bottle warmers; televisions for patient rooms; and a toy room renovation to include sensory toys for

The Laurendeau Family hosts fundraisers all year long in support of the Neonatal Intensive Care Unit (NICU) at the CBRH. In 2023, they raised a total of \$47,161.64. Inspired by their son, who was born prematurely, this family has been fundraising for the Foundation since 2012. In 2023, they received our Foundation's Jack Yazer Caring Spirit Award to celebrate their heart, dedication, and true impact, which helps the tiniest Cape Bretoners get through some of their hardest days.

The second annual Teal to Heal, organized by Dena Edwards Wadden, was a resounding success, raising **\$178,969.00** for those battling gynecological cancers in our community. Since launching two years ago, the fund has provided support in the areas of travelling to specialist appointments, accommodations for medical-related travel, childcare during treatment, psycho-social support programming such as psychologist visits, medication support, respite care, and more.

children with autism and other special needs.

84 FUNDRAISERS **HELD IN** 

**SUPPORT OF OUR** FOUNDATION





**\$1 MILLION** RAISED BY COMMUNITY-LED FUNDRAISERS

**FUNDRAISERS HOSTED FOR 10+ YEARS** 







# CANCER Care

#### WE ARE STRONGER TOGETHER

We are extremely proud to say that, in 2023, we surpassed our Cancer Care Here at Home campaign goal of **\$10 million**!

We will be celebrating the success and impact of the campaign in June 2024, where the total amount raised in gifts and pledges will be announced.

Because of the generosity of **5,165** individual donors, Cape Breton's new Cancer Centre will see cutting-edge technologies and equipment placed in the hands of our dedicated health care professionals; clinician-led research and innovation funded to take place here in the Centre; and important patient support programs like complementary therapies, exercise, and financial supports, continue and grow.

The current Cape Breton Cancer Centre was opened in 1998 to sustain 16,000 patient-visits annually. Today, the Centre sees more than 45,000 patient-visits each year.

**THANK YOU** to each individual donor, organization, and corporation who has answered the call to support this important initiative, and those who need it most, here at home.

#### CAPE BRETON CANCER CENTRE UPDATE

In December 2023, facility activation began at Cape Breton's new Cancer Centre. Facility activation focuses on four main pillars: Operational readiness, people readiness, equipment and technology readiness, and built environment readiness. The new Centre is set to be operational in 2026.



Pictured here is the progress made on the construction of Cape Breton's new Cancer Centre as of September 2023

"I am beyond grateful to our community of supporters who helped to achieve – and surpass – our ambitious fundraising goal for the Cancer Care Here at Home Campaign. We rallied together as a true community and, in turn, we will transform the future of cancer care offered on Cape Breton Island. Thank you."

Mike McPhee, Chair, Cancer Care Here at Home Campaign



# HEREAT Lome

Together, donors of the Cancer Care Here at Home campaign have fully funded 14 pieces of equipment to enhance cancer care on the island. These pieces include those listed below and have been approved for purchase to be placed in Cape Breton's new Cancer Centre in 2026.



#### Dedicated Ultrasound \$140,000

This machine is used to help diagnose cancer and is often the first modality used to discover questionable masses in the body. It also allows radiologists to safely perform biopsies on these masses, placing drainage tubes when necessary. Approximately 1,920-2,400 patients annually will benefit by having this piece of equipment on site, allowing for more timely access to procedures and results.



#### Image Guided Sinus Surgery System \$198,000

The Image Guided Sinus Surgery System (IGS) has become a standard of care for sinus surgery, and allows surgeons to explore the nose, sinuses, and skull base in cases of chronic sinusitis, or in detecting, diagnosing, and treating lesions and tumors. The IGS improves the accuracy and precision of testing, biopsies, and surgeries, reducing post-operative morbidity and mortality. In cancer care, the IGS allows surgeons to locate tumors with confidence, improving diagnostic accuracy and treatment choice.



#### Gamma Camera \$750,000

A Gamma Camera is a nuclear medicine imaging device that uses the detection of radioactive energy emitted from a patient's body to create images. This equipment assists in detecting tumors, infections, hematomas, organ enlargement, and cysts.

The current Gamma Camera in the Cape Breton Cancer Centre is 20 years old and is becoming increasingly difficult to maintain. The machine, which serves 120-160 patients each month, is known to be out of service for weeks at a time. A new Gamma Camera will result in decreased scanning times, and such, decreased waitlists for this type of testing.

Thank you for supporting Cancer Care, right here, at home.

# 2023 donors

#### WE ARE GRATEFUL FOR EVERY GIFT WE RECEIVE. BELOW, WE ARE PLEASED TO RECOGNIZE DONORS WHO HAVE CONTRIBUTED \$250 OR MORE IN 2023.

\*Names marked with an asterisk denotes those who belong to our GEM program and Give Every Month.

#### \$250 - \$999

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- 14 pieces of equipment fully funded through the Cancer Care Here at Home campaign
- More than **2,500** individual patients directly supported
- 5,499 donors, contributing 15,900 gifts
- 84 community-led fundraisers



To review our official financial statements from 2023, visit:

cbrhfoundation.ca/about

The Cape Breton Regional Hospital Foundation is proud to be a registered charity, nationally accredited by Imagine Canada.

To be accredited by Imagine Canada, a charity must demonstrate excellence and leadership in five key areas of operation: board governance; financial accountability and transparency; fundraising; staff management; and, volunteer involvement.

Our Foundation, which has been accredited since 2017, is proud to uphold these standards to better serve our donors, community, and Hospital.

Charitable Donation Number - 13040 4593 RR0001

Thank you

#### FOR HELPING TO ELIMINATE BARRIERS TO HEALTH CARE, FOR THOSE WHO NEED IT MOST.

#### Become a GEM by Giving Every Month.

The name of our GEM (Give Every Month) program was inspired by its participants. Monthly donors are shining 'gems' in our community, who generously, directly, and consistently support the increasing needs of patients and health care in Cape Breton.

Become a GEM today by contacting the Cape Breton Regional Hospital Foundation.



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