



A Year for the **Record Books**

2020
Donor Impact Report



Our Mission

We inspire everyone in our communities to invest in the facilities, equipment, programs and services the Collingwood General & Marine Hospital needs to deliver outstanding healthcare.

Our Vision

To provide outstanding care for life.

Our Values



Donor Centred

We are committed to stewardship and to providing an excellent donor experience



Integrity

We will maintain the highest integrity of the Foundation



Innovation

We celebrate new ideas and change



Accountable

We operate with transparency and integrity. Our culture is to set objectives and goals, measure and benchmark results to build and preserve donor trust



Grateful

We build relationships by consistently demonstrating caring and appreciation



Inclusive

We seek to ensure that everyone in our communities is welcomed as donors, staff, volunteers, partners and Foundation Board members

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Privacy Policy

The staff and volunteers of the Collingwood General & Marine Hospital Foundation (CGMHF) are highly respectful of the privacy of our donors. Accordingly, we are committed to protecting all personal information in our possession. CGMHF does not rent, sell or trade any personal information with third parties. All personal information is confidential and CGMHF employs electronic and manual safeguards to protect against unauthorized access, loss, or alteration of personal information entrusted to us. For our full Privacy Statement, visit: www.CollingwoodHospital.ca

2020

BOARD OF DIRECTORS

At CGMHF, we are so fortunate to have an amazing group of individuals who make up our Board of Directors. The purpose of our Board is to provide high-level strategy, oversight and accountability to our Mission while being key links to our community at large. Below is the full listing of the CGMHF Board of Directors and we thank each member for their service to the Foundation.

Jack Marley
Chair

Debora Bloom Hall
Community

Jack Duffy
Past Chair

Joan Emmans
Community

Michael Dick
Vice Chair

Pat Wright
Community

Brad Miller
Treasurer

Norah Holder
Hospital President & CEO

Jim Anderson
Community

Lesley Paul
Hospital Board Chair

Jon Cheek
Community

Dr. Michael Lisi
Medical Staff Apointee

Monica Quinlan
Community

Jennifer Young
Ex-Officio - Community

Kara McIntosh
Community

Jory Pritchard-Kerr
President & CEO

For a community to be whole and healthy, it must be based on people's love and concern for each other. ”

- Millard Fuller

CARE IN A TIME OF CRISIS



2020 represents a significant time in world history as the Coronavirus Global Pandemic swept across the globe. It left no corner unaffected and, for many of us, it changed the way we thought about life. It changed what was important to us; family, health, community will never be taken for granted again.

The multiple “unknowns” related to the Coronavirus forced the Collingwood General & Marine Hospital (CGMH) to constantly change its processes and policies to keep up with the ever-evolving medical information that continues to inform best practices for the care of not only those suffering from COVID-19 but for all other patients as well.

The reaction of the South Georgian Bay community to the COVID-19 pandemic proved once again that we live in the most generous, caring community. The outpouring of support for the medical teams and support staff at CGMH was at times overwhelming.

CGMH and its Foundation share a common vision of Outstanding Care for Life!

The Foundation was proud to play an integral role in facing down this global pandemic by organizing community support to ensure all members of the CGMH team had the medical technology and protective equipment to provide outstanding care to every patient that presented at CGMH for medical care.

The global shortage of personal protective equipment (PPE) was a real concern for the Hospital in the spring of 2020. As supplies waned, the Foundation turned to the community to help protect our caregivers. A call out to the community resulted in thousands of medical grade gloves, masks, face shields and other important items stacking up in a makeshift storage room in the Foundation Office. We can't forget the dozens of individuals who organized themselves to design and sew hundreds of protective gowns when the supply across Canada made the usual disposable gowns unavailable. Their efforts were monumental, and their patterns were shared with other hospitals in Ontario that tried to duplicate the effort that seemed to come so naturally in South Georgian Bay.

Thousands of individual donations poured into the Foundation along with inspirational messages for physicians and staff. Many of these messages were posted throughout the facility to inspire the team to continue their efforts to provide outstanding care despite the fear and the unknown.

As you will notice in the Foundation's Audited Financial Statements, financial support for your Hospital reached unprecedented levels in 2020. Gifts of \$10 and \$25 dollars worked together with those of over \$100,000 and more to ensure that the Hospital could procure the necessary equipment and quickly renovate areas of the building (Emergency and Intensive Care) to ensure the very best infection control standards in a facility that was not designed or built to anticipate a deadly pandemic.

Well over \$1 million was spent to defend against COVID-19 and to care for all patients. Community support allowed the Hospital to move ahead quickly with those purchases and renovations without the need to worry about the financial implications.

By our year-end, the Provincial Government stepped in to reimburse all Ontario hospitals for their COVID-19 related expenses. This does not diminish the importance of community support in the pandemic fight. Funding that was transferred to the Hospital from the Foundation in 2020 has been redirected to fund the equipment and technology needs that were not met due to the COVID-19 related expenses. Thanks to the support of our community in 2020 and the charitable funding now being raised in 2021, the Hospital expects to purchase over \$4.5 million in medical equipment and technology in 2021.

We hope that you are proud of what was accomplished in 2020 with your support and the fact that no medical need will go unmet in 2021 thanks to your gifts.

South Georgian Bay has always been a generous and caring community but in a global pandemic, when many had financial concerns of their own, our community stood up for its Hospital and healthcare teams like never before. We are grateful to each one of you who found a way to show your support.

Thank you for your support!

Jory Pritchard-Kerr
President and CEO

Jack Marley
Chair of the Board of Directors

2020

G&M HOSPITAL STATISTICS



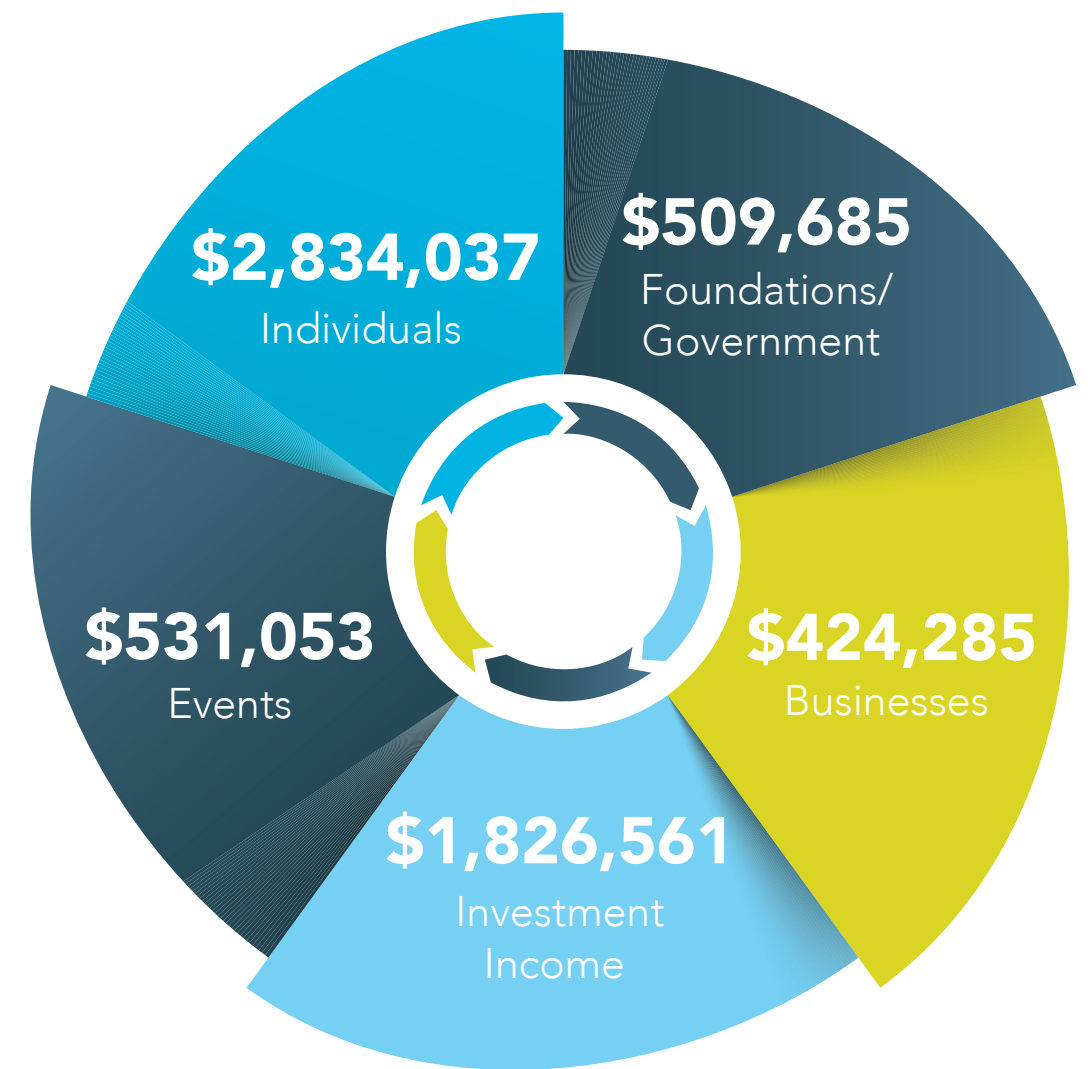
2020

FOUNDATION GIVING STATISTICS

Thank you to the 4,449 donors who made 7,867 donations in 2020. Individuals, families, foundations, municipalities, and businesses all came together last year to raise almost \$4.3 million for equipment and technology for CGMH.

Additionally, the Foundation's endowment fund reached an exciting milestone of \$20 million. Investment income from this fund is strategically invested and 50% of the income generated is used to purchase equipment and technology for the Hospital, while the other 50% is re-invested in the fund to continue to grow this steady source of income. This is all possible because of donor support.

For the complete audited financial statements, please visit: www.CollingwoodHospital.ca or contact the Foundation Office at (705) 444-8645.



Grand Total
\$6,125,621

2020 WAS MANY THINGS... INCLUDING A RECORD-BREAKING FUNDRAISING YEAR!

Every year, the Foundation, armed with a list of urgently needed equipment and technology needed for CGMH, sets out with a planned course of fundraising events, mailings and campaigns. For forty years, we have relied on these well-laid plans to communicate with our community and raise the funds needed to ensure Collingwood G&M Hospital can continue to provide outstanding care. **But 'every' year was not 2020.**

When early February hit and COVID-19 began to spread, the CGMH team switched gears and began preparing for the worst. Suddenly, our aging hospital equipment wasn't our biggest concern anymore. Our Hospital had to be ready and prepared for whatever was coming to protect our community.

The Foundation officially began the COVID-19 Response Campaign late March, 2020. When the call came to help our Hospital and frontline workers, you answered immediately!

From a Foundation press release dated April 22nd, 2020, a few weeks into the campaign:

"To say the support has been overwhelming is an understatement," says CGMH Foundation President & CEO, Jory Pritchard-Kerr. "Our fundraising focus had to quickly change from Diagnostic Imaging equipment to items specific to fighting COVID-19. We've had thousands of masks and gloves donated and even have dozens of local people sewing 300 reusable isolation gowns."

All of the many COVID-19 Response donations allowed for urgent renovations to begin and critical equipment to be purchased without delay. Your generosity ensured that the Hospital could purchase over \$1 million in COVID related equipment without impacting its operational budget or worrying about going into a deep deficit.

Beyond the response with your donations, our community truly rallied around CGMH. We were inundated with messages of thanks, of support, of love for our frontline workers. People of all ages joined our 'Hospital Heroes' movement and came up with so many creative ways to raise funds to support the campaign. From lemonade stands, to cookbooks, hiking goals and handmade masks, you offered your time to support your Hospital.

That support lasted all through the summer and well into the fall. The Foundation office was constantly humming with calls, messages and donations that showed your support.

And then, our 2020 Tree of Life campaign began. The Tree of Life campaign is our heritage fundraising campaign that occurs in November and December of each year. We carefully select a piece of medical equipment that is in critical need of replacement, one that impacts patient care at CGMH every day.

This year was no different and on November 13th, 2020, we launched the Tree of Life campaign asking donors to consider supporting the purchase of a new Fluoroscopy & Digital X-Ray machine for your Hospital.

With our CGMH team of Medical Radiation Technologists and Radiologists seeing over 64,000 patients every year to diagnose important issues like orthopedic injuries, cancer and heart problems, a replacement machine was desperately needed.

Again, without hesitation, you answered the call. Your generous gifts came online and by mail, again with messages of care for our frontline teams or in memory or honour of your loved ones. Because of this amazing outpouring of support, we were so proud to share earlier this year that a new X-Ray Machine will be a reality at CGMH, helping thousands of patients each year in South Georgian Bay. We will continue to provide updates on this project in the coming months.

Without a doubt, your response in this past year shows that our community is truly committed to ensuring that your Hospital has the equipment it needs to take care of our residents, our neighbours, our friends.

Thank you for your resilience and your support.



Whenever there is a need, the full-time and part-time residents of South Georgian Bay respond generously and **thoughtfully.** ”

A LEGACY OF FRIENDSHIP & PHILANTHROPY:

MAX MACLEAN'S GIFT OF 1M TO COLLINGWOOD HOSPITAL

By all accounts, Max MacLean knew how to live life. As someone who made friends wherever he went, he loved to socialize and incorporated that into the many sporting activities that he loved. He also made lifelong connections all around the world during his 38 years at the Ford Motor Company. A longtime resident of the area, Max split his time between Honey Harbour and Collingwood where he ultimately retired in 2000. He was a fixture at the Toronto Ski Club, was known to be a great host and between all of his sporting, cottage and work connections, by his own words, Max accumulated a 'lifetime of friends'.

Max often referred to his friends as his 'family' and these relationships were important to Max. Decisive in his wishes and plans for his estate, when the time came, he drew from his network of friends to find a sounding board to discuss the direction of his will. The friend he turned to, who ultimately became the Trustee of his estate, was Ron Sparks.

Ron, a lawyer by profession, met Max in the late 60's on the ski hill and this friendship was solidified both on the slopes and with a mutual love of sporting and enjoying life. While careers and family obligations in later years reduced their time together, they stayed in touch and Max felt that Ron was the person he could entrust with ensuring his wishes for his estate were carried out.

When the discussions began about leaving a legacy gift for a non-profit, Ron recalls that when the Collingwood Hospital came up as an intended recipient, he advised Max to reach out to the CGMH Foundation to inquire about the procedure. Sadly, Max passed away on December 14, 2018, with complications from a pre-existing condition.

After his passing, the Foundation was contacted with the amazing news that Max had left a one-million-dollar gift to the Collingwood Hospital. Acting as Trustee, Ron worked with the Foundation team to help facilitate the administration of the MacLean estate. Although Max did not contact the Foundation prior to his passing, his wishes were ultimately carried out.

In a recent conversation with Ron, he shared that he had; "stressed to Max that legal (as well as accounting and tax advice) was essential when planning for the distribution of his estate, especially if a non-profit or charitable organization was to be a beneficiary". He also expressed to Max that it was important to "organize and list the details of his assets (and



keep this information up to date) as this would eliminate the scrambling of his Trustee to locate this information". Sound advice.

If you or your loved ones are considering a legacy gift to the Collingwood Hospital, please reach out to us. First, so we can thank you, and second, so we can know and plan for your gift and ensure your wishes for how it will benefit CGMH are carried out.

For all of those who knew Max MacLean, we are sorry for the loss of your friend but so grateful for his generous support of our shared community hospital. Many thanks to Ron Sparks for helping facilitate this gift and for sharing his thoughts.

If your estate plans already include the Collingwood G&M Hospital Foundation, please let us know so we can thank you and discuss your wishes. Please contact Jesse Dees at deesj@cgmh.on.ca or 705-444-8675 to discuss your gift or to learn more about planning a gift in your will.

The Foundation was contacted with the amazing news that Max had left a **one-million-dollar** gift to the Collingwood Hospital.



THE LILA SEYMOUR HAWKINS & ROY C. HAWKINS

ETERNITY FUND FOR NURSING EDUCATION

Sitting in a brightly lit, tastefully appointed living room that has been thoughtfully decorated with mementos of past travels, Roy Hawkins describes what life was like with his late wife, Lila (Seymour) Hawkins.

It is the healthcare journey that Lila took, along with his own experiences, that led to the inspiration to create a legacy fund called The Lila Seymour Hawkins & Roy C. Hawkins Eternity Fund For Nursing Education.

Roy, born in Barrie, ON and Lila, born near the area of Creemore, ON, originally met in their early twenties and eventually wed in 1977. Roy, a seasoned, successful entrepreneur even at a young age was well-versed in automobiles and a favourite memory is buying Lila a yellow Cadillac Coupe DeVille with a yellow outfit to match, all the way down to the hat and gloves! Deeply in love and sharing a passion for travel, the couple eventually moved and settled in Collingwood in 2000. Lila especially was very active in the community, playing in a musical group with friends and family that entertained residents in long term care. Both she and Roy shared a deep faith which still helps comfort Roy today. Says Roy when recalling their relationship: "we knew what love was all about".

In more recent years, Lila suffered from cognitive health issues as a result of a tragic car accident that occurred in Collingwood, right around the corner from Collingwood G&M Hospital. Subsequently, as she required more care and Roy was also experiencing various encounters with doctors both in and out of CGMH, the couple came to have special relationships with many of their caregivers which they felt, and Roy still feels very grateful for.

Lila passed away peacefully at Collingwood G&M Hospital in the spring of 2020, Roy by her side.

Often, with the passing of a loved one, it is some of the simple things we miss the most. For Roy, he remembers spending time with Lila on their couch, sipping coffee and discussing all sorts of things, as a couple as close as they would do. While Roy says he and Lila did not discuss setting up a legacy fund previously, remembering the morning coffee conversations makes him feel certain that this is something that she would have loved. In fact, he says 'I wouldn't think of doing this' otherwise.

Roy contacted the Foundation in the fall of 2020 and while initially he wasn't sure that what he wanted could be done, Jory Pritchard-Kerr, President and CEO of CGMHF quickly

eased his mind. According to Roy, Jory took his questions of 'is this possible' and 'can we do this' and helped create what the fund ultimately became.

The Lila Seymour Hawkins & Roy C. Hawkins Eternity Fund for Nursing Education has been endowed and the income from the Fund will support Nursing Education Initiatives. Funding will be made available to those who are part of the nursing profession at CGMH including registered nurses, registered practical nurses, nurse practitioners and personal support workers. The Fund will give priority to education bursaries for individuals who are upgrading nursing practices to meet the changing needs of the Hospital's patient population; upgrading to meet changes in professional practice, and finally to fund programs that will assist in the recruitment and retention of Registered Nursing Professionals.

It is the pleasure of the CGMH Foundation to share the news of this new fund initiative that will impact the training and education of our nursing professionals for generations to come.

Roy is looking forward to seeing the fund be used to honour the excellent caregivers we are fortunate to have in our community. Roy's commitment to ensuring that CGMH nursing professionals can continue to build their skills without financial hardship is a fitting tribute to honour the love of his life, Lila.

He shared the following with our Foundation team that we share now:

"Do not weep for me, for I be with thee, and you with me, for eternity."



INSPIRING WELLNESS INNOVATION IN SOUTH GEORGIAN BAY

WELLNESS INNOVATION FUND



motivated donors, provided the initial capital of \$250,000 to encourage and fund wellness projects in Southern Georgian Bay Communities.

To date, six project grants have been awarded through the Fund. These are: The Be Well Community Collective (2018), The Living Wish Foundation (2019), The Innovation Navigator Research Program (2019), The Green Prescription Program (2020), The South Georgian Bay Parkinson Disease Awareness Program (2020) and the 2021 grant went to Hospice Georgian Triangle for Community Support Programming.

As one of the early recipients, The Living Wish Foundation has flourished since receiving their grant. Dr. Alyssa Boyd, Co-Founder and Board Chair of The Living Wish Foundation shared her thoughts on their experience:

“We have been so fortunate to have received a grant from the Wellness Innovation Fund to help us to create The Living Wish Foundation! The Living Wish Foundation was just a dream that three of us (health care co-founders) had. We wanted to allow adults with a terminal illness to benefit from the joy of one last wish. We had a vision of what we could do and offer to this population, but it took the funding from this grant to help us get it off the ground. It was an arduous process, that first year, but we were spurred by Larry’s enthusiasm and dedication to our project. Here we are only a few years later and we are now recognized as a national charity.”

After five years of funding important community wellness projects, the CGMH Wellness Innovation Fund is again growing to provide even more partnership opportunities to not for profit and healthcare partners across the South Georgian Bay Region. Wellness Innovation Fund founders, Barb and Larry Hall are providing another \$100,000 matching gift program with a goal of growing the fund to \$500,000.

Founded by the Halls in 2017, the Fund is a partnership between the Foundation, Collingwood G&M Hospital, healthcare service providers and community wellness stakeholders throughout the region. The Fund is designed to generate monies from investments for community sponsored wellness innovation projects, each year, forever.

Since the beginning, the goal of the Fund was to inspire, challenge and foster wellness innovation outside of the Hospital in the community. The Halls, along with other

The grant covered the legal and administrative costs to register the Living Wish Foundation as a charity. The goal was to make the Foundation financially viable in the future. Dr. Boyd shared the impact The Living Wish Foundation has had over the past few years:

“We have a transfer vehicle with our logo on it and have far surpassed our ‘one-wish-a-month- goal’. We have helped facilitate weddings, celebrations of life, visits with celebrities and final trips home to see family, friends, and even beloved pets. We took people to dip their toes in the shores of Wasaga Beach one last time and hosted favourite meals and visits from loved ones. The joy that this wish granting brings to families and our community has been astounding and beyond what we ever thought we could accomplish. I received a blind call the other day from the husband of a former wish recipient. He was driving in his car, recalling the beautiful day he and his wife and grandchildren had spent together at the beach, thanks to The Living Wish Foundation. He told me that he is so often comforted by the happy memory of that moment, and then he asked me; ‘Dr. Boyd do you know what you’ve done?’ Before I could answer he continued, ‘You’ve created memories. Lifetimes of happy memories for grieving families. And we can’t thank you enough.’

Each and every program that has received grants from the Innovation Wellness Fund has benefited from the funding to further support the goals of their projects. In most cases, the funding provides ‘seed money’ to get a program



Living Wish Co-Founders
from left to right: Dr. Alyssa Boyd, Lisa Wright and Nancy Good-Kennedy

You’ve created memories.
Lifetimes of happy memories for grieving families. **And we can’t thank you enough.**”

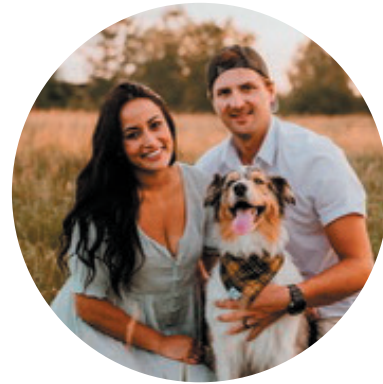
up and running. Each grant application includes a sustainability plan to allow the program to run independently after the grant funds are used. While some projects have been waylaid by the pandemic, each one in its own way has had impact on the community, supporting a variety of different needs that are not be covered by traditional forms of funding.

As the Wellness Innovation Fund grows its resources, the Fund Advisory Committee which reviews applications and awards grants continues to search out innovative wellness programs that will impact the South Georgian Bay community. Those organizations that wish to be considered for funding can find the grant application at www.cgmhf.com/innovation/ Those who are interested in supporting the Wellness Innovation Fund and take advantage of the Matching Gift program can email foundation@cgmh.on.ca to discuss how best to make a gift.

There is so much more that needs to be done to ensure South Georgian Bay continues its leadership in community-based wellness innovation and so many more individuals who can benefit from the impact of innovative initiatives like The Living Wish Foundation.

INTRODUCING:

CGMHF YOUNG PROFESSIONALS COMMITTEE



In early 2020, Jesse Dees, Chief Development Officer at CGMHF and Rebecca Meesters, a local entrepreneur and Banking professional, co-founded the CGMHF Young Professionals Committee.

The Young Professionals Committee consists of a dynamic group of young leaders with the desire to raise funding in support of the Collingwood G&M Hospital (CGMH). A group of volunteers, this committee is highly engaged in our community and has a strong desire to support the future of healthcare in South Georgian Bay via unique, creative and successful events.

To gain some insight about the Committee, its purpose and the recently very successful 'In This Together Event' (highlighted on page 15), we asked Rebecca to tell us more about herself and the mission of the committee.

What does the Collingwood Hospital mean to you in terms of value to community/health of your family, etc?

I have always admired healthcare professionals and am grateful for the level of compassion and care my family has always received. CGMH is the heart of the community and has a special place in my heart as it will support us as our family grows. It is also the hospital in which my husband was born, the hospital in which my mother-in-law worked for many years and my grandmother-in-law volunteered at. The level of care and support CGMH provides is invaluable for our community and for the health of our families, especially during these uncertain times.

In your own words, what is the mission of the Young Professionals Committee? Why were you inspired to chair this group?

In 2020, I had spoken with Jesse about the idea of launching a Young Professionals Committee and we began the process to form the group. I was inspired to Chair this Committee of dedicated young professionals as a way to support our hospital and give back. I also felt it was important to reach a new demographic by educating our peers of the importance of donating our time and money to such a significant cause.

Education is a large part of our mission as we believe there is a misconception with regards to how our hospitals are funded. Despite what many might believe, the government does not fully fund healthcare in Ontario. This is particularly evident at CGMH where over 90% of all medical equipment & technology is funded through donations to the Foundation.

Tell us about the type of Young Professionals that make up the Committee?

Our Young Professionals Committee consists of a group of very talented, dedicated professionals who have come together to offer their industry expertise and unique skill sets to raise funds for the Foundation.

What does the future of our hospital look like in your eyes in this community?

As our community continues to grow and develop, the need for our new hospital continues to be evident. Our Hospital now supports over 77,000 permanent residents and 3.5 million visitors to the communities of Wasaga Beach, Clearview, Collingwood, Grey Highlands and the Blue Mountains! We see that the demographics are changing as more and more young families are choosing our region to settle down alongside our longstanding members of the community. I think the hospital will continue to be an anchor in our community providing support to our families throughout all stages of life, as we continue to grow and share our beautiful region with newcomers, young families, seniors and those who have been a part of our community for generations. Having our hospital offer the level of care and service it does and new specialized programs strengthens our community and enables our families to get the support they need right here at home.

The 2021 Young Professionals Committee Members Are:

Rebecca Meesters (Chair)	Sarah Collie
Monica Quinlan	Diana Hamilton
Palmer Taylor	Jesse Dees (CGMHF)
Cassandra Ironside	



IN THIS TOGETHER

Once the Young Professionals Committee was formed, the group wasted no time and enthusiastically began making plans for its inaugural event in 2020. The format chosen was an in-person event, a social fundraising occasion to be hosted at a local venue. However, like all events last year, COVID-19 halted all plans.

Fortunately, this did not sway their ambitions and the Committee continued meeting virtually throughout the year. Seeing the success of various of in-home events, the group decided that a culinary event that supported both local restaurants and the Collingwood Hospital would be a great way to introduce the Committee to the community at large.

Fast forward to Thursday, May 13, 2021, the CGMH Foundation Young Professionals Committee hosted their inaugural event, 'In This Together', a culinary experience in partnership with three South Georgian Bay restaurants in support of Collingwood General and Marine Hospital (CGMH).

In total, just over 500 people enjoyed an in-home, 3-course dining experience successfully raised \$39,000 needed to bring an innovative Virtual Paediatric Critical Care Consult Program to the CGMH Emergency Department as well as fund two additional pieces of equipment which will be

purchased for the Obstetrics Department and Emergency Department.

Dr. Gillian Yeates, who has been practicing Obstetrics and Gynaecology at the Collingwood Hospital since 2000 comments on the impact of the In This Together event:

"Over the last 21 years, I have seen firsthand the amazing impact that community support has on our ability to care for our patients. Because of this donation, we will be able to fund the entire Virtual Pediatric Critical Care Consult program for the Emergency Department. This program will bring the SickKids Critical Care team right into the CGMH Emergency Department through high fidelity video technology which will help provide the best possible care to our youngest patients. In addition to funding this innovative program, we will also be able to purchase a special gynaecology stretcher for our Emergency Department and an epidural pump for our Obstetrics Department."

While this exact event may not be duplicated in the future as the Committee hopes to be able to host live, in-person events, the success of In This Together shows that even though the pandemic changed many plans, fundraising events can still impact CGMH.



The CGMH Foundation Young Professionals Committee would like to thank local partners Men With Knives Catering, Copper Blues Bar & Grill and Mylar & Loreta's for providing unique and creative menus for the In This Together event. In addition, the support of the following sponsors was instrumental to the success of the event: **95.1 The Peak FM, Clairvest Group Inc., Agnora, RBC, Creemore Springs, CIBC, Girl Time Inc., TD Canada Trust, RBC Wealth Management - Nick Hamilton, Tim Hortons, Reinhart's Cider, Barriston Law, Fawcett Funeral Home, Gowling WLG, Beaver Valley Ski Club, A.G. Designs Co., IWA Spa Yoga Boutique, Lumberjack Tree Service and Taylor Wellness & Chiropractic Clinics.**

A SELECTION OF SENTIMENTS SENT TO OUR CGMH TEAM

MESSAGES FROM THE **Heart**

"We appreciate the dedication and long hours our healthcare workers are providing each and every day at this very difficult time."

"The staff are efficient and friendly. The hospital always strives for improvement and good care."

"CGMH is vital to our community - always there to help in time of need. We are most thankful for that reassurance & peace of mind."

The Grateful Patient program is a much-loved initiative at the Foundation as we are so honoured to be able to pass on your special messages to the CGMH team.


The program encourages those who have received exceptional care at CGMH to make a donation in honour of their care provider. It offers the opportunity to include a special message of thanks that we in turn pass on to the hospital staff member. In addition, grateful patients are also invited to share their story of care as it inspires not just our medical staff but also others in our community to make a donation.

In 2020, we were thrilled to receive SO many amazing messages from those who have received care at CGMH. This influx of messages, plus those received from the public inspired us to create the 'Messages From The Heart' campaign as an extension of the Grateful Patient Program.

'Messages From The Heart' shares selected, impactful notes from patients on branded signage on the walls of CGMH. These notes are so appreciated by everyone who works here and walks by them.

Here are some of the 'Messages From The Heart':

I feel the hospital staff is dedicated to do **the very best they can** for their patients & their families. 


We would like to thank you from the bottom of our hearts for your dedication to the lives of others. **You're all amazing!** 

"All the people who report to work daily to keep our community safe, your dedication is appreciated and brings tears to my eyes."

"G&M has been there on more than one occasion in my life so far - and my family has always felt we had the best of care."



I give healthcare professionals my sincere appreciation for all the long hours and care you give to all patients in your care. Covid has hit you very hard and your families as well. **You are all guardian angels.**

CGMH is a high standard quality care facility integrated with local health professionals. 

If you would like to make a donation in honour of a health care professional, visit www.collingwoodhospital.ca or email Maria, Annual Giving Coordinator at borgesm@cgmh.on.ca

GIVING CIRCLE AWARDS AN ASTOUNDING \$69,350 in 2020!

The Giving Circle is an inclusive group of like-minded women in support of the Collingwood General & Marine Hospital Foundation (CGMHF), which focuses on funding projects that measurably impact the quality of care provided to patients in South Georgian Bay. The Giving Circle focuses on funding 'exceptional' needs not generally covered under the Hospitals' usual capital budgeting process.

While an in-person fundraising event was not possible in fall of 2020, the Giving Circle instead hosted their annual meeting through a unique virtual option. Pre-recorded presentations from CGMH Physicians and staff were followed with a live online event featuring presenters in real time answering questions about proposed projects. This resulted in a record amount of funds raised by members, a total of almost \$70,000 for innovative projects at CGMH. Thank you, Giving Circle, for another phenomenal year of support!

We are thrilled to report the following projects were funded by the Giving Circle in 2020:

PEARS & PALS – Pediatric Emergency Training

PEARS (Pediatric Emergency Assessment, Recognition & Stabilization) is a training program which arms our CGMH team with skills to manage the critical initial stages of respiratory, shock and cardiopulmonary arrest emergencies in children. Participants are taught lifesaving intervention techniques, applied during the first minutes of response until the child can be transferred to an advanced life support provider. PALS (Pediatric Advanced Life Support), is the follow-up certification offering skills to manage more advanced cardiac life support scenarios.

Mental Health Rapid Access Crisis Clinic – Weighted Furnishings

In late September 2020, CGMH launched the Rapid Access Crisis Clinic (RACC) to support mental health patients presenting to the Emergency Department (current or up to 48 hours post discharge). The goal of the RACC is to reduce the number of repeat visits to the Emergency Department for mental health patients. Weighted furniture was needed to create a comforting atmosphere and to assist in preventing damage during a potential physical situation, therefore acting as an additional safety measure for both patients and CGMH staff



Responsive Behaviour Champions

Gentle Persuasive Approach (GPA), is a person-centered approach to care giving when managing patients with dementia, delirium, and confusion. GPA also promotes the use of respectful, self-protective, and gentle redirection techniques should a situation of risk arise. The Giving Circle funded 120 licenses for the virtual version of the GPA program to be offered to inpatient nursing staff.

Mental Health First Aid Training for Frontline Staff

Thanks to 2020 funding from the Giving Circle, Mental Health First Aid (MHFA) will be offered to a broader group of employees in the CGMH Emergency Department in order to provide them with the tools to care for patients presenting with Mental Health Illness and to care for each other during times of great stress and rapid change. This has been most evident during the COVID-19 pandemic. Combined virtual classrooms, the opportunity to network and learn from others will build a foundation of support.

Medical Leadership Education Program

The 2020 Funding from the Giving Circle will launch a seed fund to provide partial support to ongoing management and leadership education for physicians. Opportunities for support to attend programs such as the Harvard Healthcare Leadership Executive Education program will ensure continued Medical Leadership for CGMH.

To learn more about joining the Giving Circle, please contact Jesse Dees, Chief Development Officer at 705-444-8645 or deesj@cgmh.on.cacgmh.on.ca



G&M HOSPITAL FOUNDATION

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