



Saint John Regional Hospital Auxiliary
Auxiliaires de l'Hôpital Regional de Saint John

Our Mission:

We enhance the hospital experience, for patients, families and staff at the Saint John Regional Hospital by fulfilling un-met needs for emotional support, physical comfort and medical care.

Our Vision:

The best possible hospital experience supported by a caring, compassionate community.

Our Values:

We value collaboration, caring and courage while honoring our history.

Annual Report/Newsletter 2014



President's Message

"I can do things you cannot, you can do things I cannot; together we can do great things. – Mother Theresa

This was a quote that was shared at our June 2014 strategic planning update meeting where the Board gathered to set the goals for the Auxiliary for the year. Lofty goals were set at that meeting. By bringing together a strong team with different backgrounds and skill sets, the Auxiliary had yet another successful year.

The following are some of the key highlights:

- Judie Domokos became our **new Executive Director** in February
 - In April, the 15th Annual People of Influence Luncheon rose over \$13,000 and we were able to purchase another **virtual sky ceiling** for the oncology department.
 - In June we awarded **\$13,500 in volunteer and education awards** to students who volunteer at the SJRH and are pursuing a career in a health-care related field and we announced **over \$80,000 of funding** for 7 departments in the hospital.
 - There were two new fundraising events: **Canadian Inspiration, An evening with Alex Bilodeau** and the **UNDIE Run** raising over \$10,000 for Pediatric neurology care and cancers below the waist, respectively.
 - Our Gift Shop refresh!!! If you haven't been in to check it out please do!!! It's amazing what a fresh coat of paint and new shelves and lighting can accomplish.
 - A **100 year Committee** has been established to plan a large project and special events to celebrate our upcoming anniversary in 2019.
 - The development and launch of our new brand – The Brighten Group!
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- Over \$13,000 was provided for small requests within the hospital. Examples include painting materials for Rehab, toys for Pediatrics, puzzles, games and craft supplies for the Hostel on 5B South, a monthly nutritional break for the Amputee Support program and magnetic alarms for fall prevention on 3B South to name a few. Small expenditures with big impact!

A lot has been accomplished in the past year but we are not slowing down. Looking forward to 2015 – 2016 we are guided by five key priorities that will enable us to accomplish our mission of enhancing the hospital experience:

VALUE OUR PEOPLE:

- Recognize & Reward
- Keep them Informed

LIVE OUR BRAND:

- Rebrand to Create Awareness
- Continue to build Strong Partnerships
- Build Active Membership

INCREASE OVERALL REVENUES:

- Effectively Manage Revenue Operations
- Seek New Initiatives to Fund Patient Comfort Programs

MEASURE SUCCESS:

- Set Targets and Measure Effectiveness

GIVE MORE:

- Working with Horizon, Continue to Develop New Opportunities to Fund Patient Comfort Programs



We look forward to introducing another new event in 2015 as well as the Big 50/50. We are also excited to announce our 2015-2016 funding initiatives. Stay tuned for that. Welcome to our new board members! You are joining at a very exciting time and we look forward to adding your new skills and experience to our board.

As I reflect on the year that has past, there are a number of people I would like to thank. I want to thank Mike Brannen, our former Executive Director. Although Mike officially retired in February he has been very generous and has continued to volunteer for the Auxiliary throughout the year by offering support, advice, and guidance to Judie. Thank you Mike, for your past service and continued support. You have been a huge factor in the success of the Auxiliary for many years. Thank you to Judie Domokos for all of your enthusiasm, new ideas, responsiveness, focus and commitment to the success of the Auxiliary. Thank you to the outgoing board members: Dianne Ormandy, Lynn Kearns, Sarah Abraham, and Janet Steeves-McIntyre. You will be missed at the board level but we hope that you will continue to be active supporters of the Auxiliary. Finally, thank you to all of our volunteers, members, and staff. Without you none of this would be possible!

2014 Board of Directors

President: Katie Rogers
Vice President: Cherry Thorne
Secretary: Natasha Doucet
Treasurer: Bradley Brown

Sarah Abraham
 Aimee Burgess
 Ken Galbraith
 Nathalie Justason
 Lynn Kearns
 Janice Lavigne
 Teri Levine
 Marjorie Milner
 Dianne Ormandy
 Janet Steeves-McIntyre
 Cassandra Theriault

2014 Committee Chairs

Executive:	Katie Rogers
Finance:	Bradley Brown
Revenue Operations:	Natasha Doucet
Governance:	Marjorie Milner
Membership:	Sarah Abraham
Nominating:	Lynn Kearns
Patient Services:	Aimee Burgess
Fundraising:	Nathalie Justason
Awards:	Cherry Thorne
100 Year:	Judy McLeod

Executive Director's Message

"Never believe that a few caring people can't change the world. For, indeed, that's all whoever have."

Margaret Mead

We have seen tremendous change in the Auxiliary over the past few short years. Why is that?

In order for the Auxiliary to continue to fulfill its mission of enhancing the hospital experience for patients, families and staff at the Saint John Regional Hospital, we need to do three basic things:

1. Grow revenue operations and continue to offer valuable services within the hospital,
2. Make ourselves attractive to volunteers and new members,
3. Create a strong awareness within the hospital and the community about who we are and what we do.

Let me tell you a little bit about what we did in 2014 to accomplish this:

- Our Gift Shop was refurbished to create a fresh, new, inviting experience for those visiting the hospital. At the same time, we had great success in the Uniform Shop with a new Manager who has improved service to our customers and established us as the place to shop for Uniforms in Saint John! This coupled with bringing in new, unique items will keep us on our path to grow revenues in our shops and as a result, will help us fund more Patient Comfort programs going forward!
- Attracting new volunteers and members required us to first create awareness of who we are and what we do. In the fall of last year, we established a team of people consisting of a cross section of the business community, Horizon, the student population and our Board members in an attempt to find a way to do just that.

During our discussions, we were told that our logo wasn't representative of all of the great things we do and was in need of a refresh.

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Executive Director's Message

We listened ...and we now have a new brand and a new logo that couldn't be clearer – "Making Your Day A Little Brighter" and a buzz in the hospital about who we are and what we do!

The response to the changes in the Gift Shop and our new brand "the Brighten Group" have been extremely positive! One staff member said "I have been working at the hospital for over 30 years and had no idea the Auxiliary did all that!"

Change is inevitable in everything we do. Sometimes it's good and sometimes, not so great! The changes made to the Auxiliary over the past few years have brought us tremendous results to date and have created the awareness we were hoping for.

Please remember: no matter what changes, our **Mission, Vision and Values** will always remain the same and the **Saint John Regional Hospital Auxiliary** name will be proudly and prominently displayed. We will continue to honor our history and our people, and maintain integrity in delivering the best possible hospital experience for patients, families and staff at the Saint John Regional Hospital!

A proud Auxilian!

Judie Domokos
Executive Director

Auxiliary Awards Committee

Honoring student excellence and volunteerism is the purpose of our Auxiliary Awards Program. The committee, chaired by Katie Rogers, reviewed twenty applications and awarded \$13,500 to seven students – four Auxiliary Awards to individuals pursuing a post-secondary education in a health care field and three Student Volunteer Awards to individuals pursuing a post-secondary education and in recognition of their volunteer service at the Saint John Regional Hospital. The 2014 recipients were as follows:

Volunteer Awards:

Peggy Bulmer Award; Emma Crowley
Teresa Casey Award; Huy Do
Dr. Deborah Mitton Award; Han Kim

Auxiliary Awards:

Elizabeth Armstrong
Carly Baxter
Chelsey Brown
Katie Pizzev

A reception for award recipients, their families, friends and Board members was held in the Light Court on June 19, 2014. Please visit our website to learn about the Awards process and to view the list of accomplishments of these very successful student recipients.

Cherry Thorne
Awards Chair 2014

Fundraising Committee

The Fundraising Committee was responsible for organizing another very successful 15th People of Influence Luncheon raising \$13,000 in support a Sky Ceiling for the Oncology Department. This Ceiling provided a beautiful virtual view of the outdoors for the patient to enjoy while undergoing radiation treatment.

In partnership with the Vito's Midget AAA Hockey Club, a dinner and auction took place at the qplex on June 5th with Alex Bilodeau along with his brother Frederic. Proceeds of \$7,500 were donated to Pediatrics, neurology care.

Our first annual "Undie Run... show you care for cancer down there" was held on Sunday September 28th at the Bill McGuire Centre in Renforth. Proceeds of \$3,000 for the run were used to raise awareness for cancers below the waist; colon, ovarian, prostate, testicular, etc. Part of the fun of the run was to wear your underwear on the outside to draw more attention to the cause. Our next run is scheduled for Sunday September 27th.

Nathalie Justason Chair Fundraising, 2014



Pictured above is the Sky Ceiling installed in one of the Oncology Bunkers. Funds raised from the People of Influence purchased this unit, the 3rd one we have purchased to date.

Patient Services Committee

The past year has brought some great successes! One is the great addition of our Executive Director; Judie Domokos. She has stepped into our committee and been a shining star. She has helped take our hard work to the next level. One big challenge we had was trying to find out where we should properly spend money for items and programs that will make a difference in the hospital. The committee developed a form for all the hospital to put in requests for funding. Judie Domokos was able to present the form during a monthly meeting to all the Unit Managers. Since she has, we have received many requests, and funded around \$17,000.00 last year to the Saint John Regional Hospital. She has developed some great contacts and friends within the hospital that has lead us to keep funneling through requests. Some examples we have approved are:

- Painting Materials for the Rehabilitation Unit,
- Toys for the Emergency Department,
- Toys and games for 5B South – the Hostel
- Healthy snacks for the Amputee Support Group Meetings,
- Amongst many other small-ticket items to enhance Patient, Family, and Staff comfort.

Again this year, the knitted items at the gift shop paid for our Christmas Giving Program. These items raised around \$800.00. This year everyone got a fleece throw and toiletries, as it was a big hit from the previous year.

One new idea we have to sell in the gift shop is a fleece shawl. These are very warm and comforting for patients, and we tested a few in November/December and they sold well. We are looking for volunteers willing to help sew and serge the shawls. We would like to make some to be sold in the gift shop for the Christmas season.

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Patient Services Committee

We need to recognize all of our volunteers that helped make 2014 such a great year. There was a lot of hard work, hundreds of hours of volunteering, and what makes this group special, is the emotional support and caring that comes with every hand-made item. We could not be the Patient Services Committee or the Comfort Group without all the beautiful hand-made items that are donated every day. 2015 is already looking to be a great year with more successes to add to the list.

Aimee Burgess

Chair Patient Services, 2014

Pictured below is Steve Duncan, a patient who used painting as a way to retrain his stroke affected arm to be more functional post-stroke. Steve has painted many beautiful canvases during his time in the Rehabilitation Stroke Day Hospital Program. Like Steve, many other patients have benefitted and enjoyed painting as a means of recovery.

The Auxiliary is happy to be able to provide these and many other supplies to help patients recover. Thank you Steve for your kind donation of this painting to the Auxiliary.



Governance Committee

The Governance Committee met regularly throughout the year to address the areas identified in the By Laws under its responsibilities. These included:

- Periodic review of Letters Patent and By-laws of the Auxiliary
- Oversee periodic review of Governance Policies and Procedures
- Develop a recruitment process to attract suitable candidates and provide a nominating report to the annual Meeting of Members
- Develop orientation and training programs, establish and oversee a process for evaluation of Board and committee members
- Maintain membership records and dues accounts
- Monitor implementation of Auxiliary Strategic Plan
- Additional functions as directed by the Board

The appropriate Divisional chairs report on their specific strategic area of responsibility. They are:

- **Policy and By Laws Division – Chair, Jan Steeves**

The major revisions were completed February 2014. Manuals will be redistributed at year end to appropriate incoming Chairpersons.

- **Membership Division – Chair, Sarah Abraham**

The membership Committee has created and maintained a list of all current Auxiliary members with contact information. This list has been transferred to the Auxiliary office and is available through the Executive Director. Changes must be identified by committee chairs to ensure the membership list is current.

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Governance Committee

Following the November Memorial Service held in the Meditation Room a decision was made to incorporate this service into the Annual General Meeting effective at the AGM 2015. Appreciation goes to Beth MacKenzie who has contributed so much to this service over many years.

Two retiring Board members, Dianne Ormandy and Lynn Kearns will receive their Auxiliary Life Membership this year. Both these members have contributed much to the Auxiliary and their citations will be reflective of their contributions on the Board.

- **Nominating Division- Chair, Lynn Kearns**

The committee was required to recruit individuals to fill four vacancies on the board for the upcoming year. Individuals with a background in Fundraising, Health Care, Marketing and Law were sought. Four excellent candidates will be presented to membership for approval at the AGM.

The committee lost a valuable life member in the sudden death of Joan Smith.

- **Orientation, Training and Evaluation Subdivision – Chair, Dianne Ormandy**

- **Orientation:** The Directors Manual and Power Point Orientation presentation was revised. One individual orientation was conducted.

- **Training:** Planned two educational sessions to the board with one delivered. Advised Board members of locally available orientation /educations for Non Profit Boards. Developed online and recommended training program for 2015 – 2016.

Governance Committee

- **Evaluation:** Designed & circulated three Board Meeting Evaluation surveys. Based on results made recommendations to the Governance Committee. Developed and circulated Board Member self-evaluations for return to the President. Collaborated with Nominating committee to design a recruitment questionnaire to assist in Board recruitment.

- **Implementation of the strategic Plan** was monitored by using the monthly Dashboard to indicate compliance with Board goals.

Prior to the March meeting the President requested Governance to reconsider the need for Divisional Committees for 2015 - 2016. After lengthy discussion it was recommended to the Board to:

Merge membership and Nominating responsibilities under one designated Governance committee member, with administrative functions gradually transferred to Auxiliary office, and authority to the designated member to recruit support as required.

- Assign O.T.E. responsibilities to one designated Gov. Co. member with authority add as required.
- Retain the Policy and By Laws Governance Divisional Committee.

These recommendations will be addressed in the upcoming year.

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Governance Committee

I want to thank all committee members and particularly the Divisional Chairs who are completing their term of office at this time. The commitment and willingness of this group to fulfil new roles and responsibilities in Governance has been phenomenal. Dianne Ormandy, the first chair of Governance, worked endlessly to provide direction for the implementation and was such a tremendous resource and mentor to all during the process. To Sarah who championed Membership and Lynn with Nominating Committee you have done a wonderful job. We are losing valuable years of experience from our Board but thank you for all for you have contributed. We will welcome our new members for 2015 – 2016 and face the future with optimism.

Marjorie Milner
Chair Governance, 2014

Life Memberships

Larry Cosman received an NBAHA Life Membership during our Student Awards ceremony in June of 2014. Larry was a dear friend of the Auxiliary who volunteered countless hours of his time. He is missed.

Mary Losier Roderick, outgoing President, also received a Life Membership from the Saint John Regional Hospital Auxiliary in 2014.

Volunteers

To Our Volunteers:

Dedicated hearts like yours
Are not so easy to find.
It takes a special person to be
So generous and kind.
To care so much for your fellow man
Is a quality all too rare.
Yet you give of your time and talents,
For all in need to share.
So thank you for being a volunteer,
We're privileged to work with you.
We want you to know how appreciated you are,
Not just today, but the whole year through.

Thank you for all you do!
The Saint John Regional Hospital Auxiliary

Celebrating National Volunteer Week:
April 13 – 17th

I would like to thank all of our Volunteers for their generosity in giving their time and kindness to the Saint John Regional Hospital.

I would also like to introduce you to our new Volunteer Coordinator – **Leigh Giberson**. She is a welcome addition to our team! Please stop by the office any time to say hello!

Julia Brooks
Manager of Volunteer Resources, Auxiliary and Alumnae Relations