



# Saint John Regional Hospital Auxiliary Inc.

# Annual Report/Newsletter

## President's Message

Whilst completing my first year as president of the Saint John Regional Hospital Auxiliary, now more than ever I recognize the success and the vision we are working towards is only possible as a result of the participation of so many. Board members, staff and countless volunteers work for the sole purpose of 'making a difference' for the patients and their families at the Saint John Regional Hospital.

Virtually no-one in the charitable or non-profit sector has been immune to the negative impact of the economic climate and so it is with pride that we can reflect back upon our activities and accomplishments (more in the following pages) of this past year.

Whilst our primary objective has, and always will be to support the hospital to provide an enhanced healthcare environment for the patients, we need to be conscious of our responsibility to be an effective and viable organization. It's for that reason that during this past year we have had an extensive look into how we could better prepare for our future, and as a result our organizational structure has undergone a change that will assist us to that end in the coming years. This was also the catalyst for the proposed changes to our by-laws. These changes will assist the organization to better provide for the future requirements in the areas of governance and membership.

In May an ad hoc Strategic Planning Committee was struck. The committee organized a two -day, facilitated meeting of the Board and key stakeholders held on September 28 and 29<sup>th</sup>. We took an in-depth look at what we were doing, how we did it, and for whom we did it. We realized

our member profile had changed dramatically; the number of members had been steadily decreasing, those members left were aging, and their participation in auxiliary activities was decreasing. We were not attracting new members and several churches had closed. We realized that we were spending a great amount of time trying to keep church and membership lists and not focusing on our mission. As we reflected on the changing patient population at the hospital,

examined what needs we could fulfill, what were the opportunities, and what was our capacity to meet these needs, it became obvious change was necessary.

As reported in the Notice of Meeting, your Board had primarily been focused on the development of a new strategic plan and a fresh innovative model of operations through the later months of 2012. It was agreed a new smaller



Mary Losier-Roderick  
*President*  
2012 - 2014

structure would encourage a strengthening partnership with the hospital's Volunteer Services, collaboration with the SJRH Foundation, other auxiliaries and community services, and continued support for our revenue generating activities.

As we transition from a structure of thirteen committees, to one of five committees, we encourage volunteers to sign-up at our 2013 AGM. We want to make the volunteer experience flexible, meaningful and manageable. Our committees want to get things done and serve the hospital.

With our new mission we will continue to focus on patients, families and staff at the SJRH. We

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## 2013 2014 Board of Directors (Proposed)

*President*

Mary Losier-Roderick

*Vice President*

Katie Rogers

*Secretary*

Lynn Kearns

*Treasurer & Chair Finance  
Committee*

Bradley Brown

*Past President & Chair Fund-  
raising Committee*

Natasha Doucet

*Governance Committee Chair*

Dianne Ormandy

*Patient Services Committee  
Chair*

Judy MacLeod

*Revenue Operations  
Committee Chair*

Cassandra Theriault

Aimee Burgess

Jill Jennings

Lynn Kearns

Teri Levine

Janice Lavigne

Marjorie Milner

Janet Steeves-McIntyre

## OUR MISSION

We enhance the hospital experience for patients, families and staff at the Saint John Regional Hospital by fulfilling unmet 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 honouring our history.

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## President's Message

will continue our tradition of fund raising to purchase much needed equipment for the hospital. An Equipment Purchase Process Map has been approved by the Board to ensure that our resources are being spent as determined by our mission. Our committees will have more members involved in serving our patients and in fund raising.

Our first key result area has not changed - to meet our hospital funding commitment. Second, we will strive for excellence in our businesses: Essentials Gift Shop, Trinkets and Treasurers, Stylin' Scrubs and the Hair Salon. We also continue to look for new and diversified business options that will provide addition funding opportunities. All profits from our businesses go to fund the Auxiliary's projects and services at the hospital. We encourage the use of our Gift Cards, our on-line shopping and our delivery service to patient's rooms. We hope to increase our volunteer participation, our sales and awareness of what is accomplished at the hospital from the profits.

Through our new Patient Service Committee and its volunteers, the Auxiliary will continue to honor our past and fulfill unmet needs of the patients, families and staff of the SJRH. The committee will

continue to support Geriatrics, Obstetrics, Oncology, Orthopedics, Pediatrics, the Emergency Department and Volunteer Services.

As well in 2013, we will continue our annual Awards to student volunteers and mature students of the Greater Saint John Area. Seven students will receive \$13,500 at our June awards reception.

In total we contributed \$121,930 in grants to the hospital during 2012. We have an outstanding commitment of \$25,000 carried forward for 2013. In addition to this outstanding commitment, another \$150,000 will be considered for 2013. **This will bring our total grants (since 1982) to the hospital to just under \$5,000,000.**

In conclusion, it has been a busy and productive year. Thank you all most sincerely for always being so willing to do whatever is asked of you and a special mention for retiring directors, Martha Geary and Sue Palmer.

To all our supporters, your continued support will ensure this Auxiliary's wonderful legacy will carry on. We look forward to build the future with confidence.

## Deceased Honor Roll

2012

Brenda MacArthur

Annie Hill

Mona McArthur

Jessie Nason

Constance "Connie" Barry

Doreen Desmond (Life Member)

Marjorie Long (Life Member)

Audrey Gaunce

Dorothy McCormack

Agnes McCrossin

Slyvia MacDonald

M. Jean Barrett

Mildred Colwell (Life Member)

Elizabeth Barry

Mary Mitton

Virginia Emmerson

Deborah Ann Chapman

Josephine "Jo" Murphy

Dorothy Olsson

Ruby Shuve

Elizabeth "Betty" Boyce

Bessie Macquire

## Executive Director's Message

What might the future hold? – Not only a question for our personal lives but a question we as non-profit leaders in partnership with the healthcare community must ask as we rethink the Auxiliary's role in 'making a difference' for patients, their families, and staff at the Saint John Regional Hospital.

A 'Social Enterprise', I believe is the best way to describe how we carry out our role. According to Jed Emerson, author and public speaker, a social enterprise measures success with what could be referred to as a 'blended value bottom line'. It is not financial or social, it is financial and social. It is the simultaneous achievement of both our economic and social values – it is the balance between the Auxiliary's revenue efforts and its mission.

Despite challenges this past year, we continued to deliver solid financial results through our four businesses – although revenues from all sources were down during 2012 both our gross profit and net income met our expectations. \$210,244 was provided by the businesses to support the administration of the Auxiliary and its Grants Program. I wish to thank and congratulate all our staff and volunteers, not only for the excellent results, but also for their passion and commitment to the Auxiliary's mission.

Success, however, must not be taken for granted. In 2013, we will be to stay focused on simplifying our business in order to maximize

revenue opportunities and keep our expenses in order. As well, board committees and staff will spend considerable time measuring both elements of our success formula, revenues and the impact our grants have on enhancing patient care. Measuring success will allow us to effectively focus our efforts moving forward.

In the current economic climate, uncertainty and risk abound. Government is dealing with large deficits and departments, including healthcare, are being asked to cut back or at minimum hold the-line. Businesses are worried about what the future holds and are reluctant to spend reserves. In short, everyone is impacted in different ways, including charities and non-profits like the Auxiliary, and the thousands of patients we work for every day.

On a positive note, I believe government will come to rely more on charities and non-profits. The opportunity for dialogue to ensure a sustainable charitable and non-profit sector, and the programs and services we provide exists today.

The future promises to be practical and useful, and it's a lot closer than one might think.

Mike Brannen,  
Executive Director



Mike Brannen  
Executive Director

## Board Activities

The changes that will be introduced at this year's Annual General Meeting reflect a significant shift in the Auxiliary's approach to governance and managing operations. The "Auxiliary Team" in 2013 will be made up of five committees – Governance, Finance, Revenue Operations, Fundraising, and Patient Services. After some early apprehension regarding the proposed structure, early signs are positive and indicators show that the new approach will be embraced by all.

The following reports are presented on behalf of all committee members by their respective Chairpersons as they existed in 2012.

The **Archives Committee, under the Chair of Dianne Ormandy**, continues to sort, file and catalogue the Auxiliary's archival items for transfer to the New Brunswick Museum. It is expected that the first significant shipment of files will be delivered to the Museum in June of 2013.

In 2012, the Committee revised the terms of reference for the committee, and created a set of guidelines for the management of archival materials. The guidelines are helpful to the current committee and will simplify and streamline the work for those responsible for the Auxiliary's documents in the future.

While the older items are moving to the Museum, where they can be accessible by anyone, the Auxiliary office will continue to store documentation and memorabilia for the past seven years.

The **Administration Committee under the Chair of Dianne Ormandy**, has been dedicated to planning the transition of the structure of the SJRH Auxiliary following the Strategic Planning sessions which were held in September of 2012.

The Committee has met almost weekly to lead the revision of Auxiliary By-Laws; the revision of terms of reference for committees; and has identified issues for Board decisions. Next, the Committee will revise the Auxiliary's policy documents.

The transitional plan will be presented at the 2013 Annual General Meeting on April 18th.

The **Marketing and Communications Committee's** focus for 2012, **under the Chair of Sue Palmer**, was to continue our efforts to increase the awareness of the Auxiliary with the Marketing Plan 'Because of You' in. Building the Auxiliary's profile continues through our signage, newsletter, promotion of events such as the People of Influence Luncheon Series and our

Student Awards Program. Our website is kept current, making information about the Auxiliary more accessible and timely to the public. We continue to use the colorful leaflet prepared for the Saint John Board of Trade's 2011 Big Heart Award submission as promotional material. We will see changes during 2013 to the structure of the Marketing & Communications Committee to fall in line with our new Strategic Plan.

The **Executive and Finance Committees** continued to meet as required during the year to monitor and control the Auxiliary's activities. The Service Operations Committee under the Chair of Martha Geary met three times during the year to be briefed on issues relating to the businesses. Overall, the businesses are operating well, with Trinket and Treasures continuing to perform well. One area of concern for the committee going forward will be the viability of the uniform shop. As well, in early 2013 the committee reviewed and updated its Terms of Reference to reflect the Strategic Plan and new direction of the Auxiliary.

The **Fundraising Committee under the Chair of Natasha Doucet** had a very successful year in 2012 primarily due to the Auxiliary's flagship fundraising event, The People of Influence Luncheon. The 2013 luncheon was our 13<sup>th</sup> annual and our most successful to date from a

fundraising perspective. More than \$20,000 was raised; taking the total funds raised from the People of Influence luncheon series to over \$120,000 since the first one in 1995. Gerry Pond was the guest speaker and Person of Influence and feedback from the more than four hundred people in attendance was very positive.

The funds raised from the event were used to purchase a Vacuum Assisted Breast Biopsy (VABB) device. VABB is a tissue sampling technique that uses a special instrument and imaging guidance to remove samples of breast tissue through a single, small skin incision. This technique allows the surgeon to remove more tissue through a single incision than is possible with a traditional core biopsy and is much less invasive than an open surgical biopsy. Above all with the ability to perform the VABB procedure at the Saint John Regional Hospital the time between detection and diagnosis will be reduced, which is very important for patient reassurance.

Planning is underway for the 2013 People of Influence Luncheon that is scheduled to take place on May 29<sup>th</sup> at the Delta Brunswick. This year's guest speaker is Lee Cohen, a Halifax based lawyer who has dedicated his

practice exclusively to matters related to immigration, refugees and human rights. The topic for this year's event is 'Immigration: a personal journey' and funds raised will benefit surgical services at the Saint John Regional Hospital. **Tickets to this event are still available.**

The Fundraising committee is also planning on adding a new fundraising event later in 2013. Stay tuned for more details.

To all those that have supported the People of Influence Luncheon and the fundraising efforts of the Auxiliary, thank you! Here's to another successful year!

## The Helping Part of Healing: Auxilians Are Golden

From our very beginning back in 1919 the Auxiliary, under one name or another, has been helping patients and their families cope with the stressful experience of hospitalization. As the Saint John Regional Hospital Auxiliary, we have just completed our 30th year and it has been another very successful year. Through the work of the **Patient Programs Committee under the chair of Judy MacLeod**, 15,915 volunteer hours knitting, sewing and crocheting was recorded. This is about 2500 fewer hours than last year. The baby sets and sweaters we sent to the Gift Shop raised \$1206.90, an increase of nearly \$500.00 over last year. These funds were dedicated to purchasing more yarn and providing Christmas gifts for patients without family.

We delivered approximately 30 Christmas gifts. The men received a throw and the women pretty scarves, along with toiletries. Our greatest need from you is Tops for Tots and Toe Socks. Both have moved out quickly this winter and we need to prepare for the summer months when things slow down for us. This year, we have received tremendous help with our tops program from the other auxiliaries in Region 2.

All our knitting patterns are now available on our web site, [www.becauseofyou.ca](http://www.becauseofyou.ca).

Thank you so very much for your continuing interest and support. We could not do these "little" things for our patients without all your help.

A special thanks to Committee Members, Sarah Abraham, Anne Burpee, Lynn Kearns, Marjorie Milner, Dianne Ormandy, and Heather Toole who have sorted and delivered all our donations to the appropriate units in the hospital. Thank you to Cathy Hutchinson for assisting the committee with the Christmas Wrapping.

*Since 2004  
our association  
with Lifeline  
(Personal  
Response System)  
has contributed  
\$305,728*

*“Act as if what you do makes a difference. It Does.”*

– William James

## Auxiliary Awards Program

Honoring student excellence and volunteerism is the purpose of our Auxiliary Awards Program. The committee, chaired by Board Vice-President, Katie Rogers, 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 2012 recipients were:

### Volunteer Awards:

- Peggy Bulmer Award – Janette Debly
- Teresa Casey Award – Kendra Belding
- Dr. Deborah Mitton Award – Emma Crowley

### Auxiliary Awards:

- Elizabeth Reed
- Katelyn Comeau
- Caitlyn Carpenter
- Suzanne Taylor

A reception for award recipients, their families, friends and Board members was held in the Light Court on June 21<sup>st</sup>.

## Recognizing Volunteers

Under the direction of Co-Chairs Jill Jennings and Sarah Abraham, the Membership Committee focused primarily on two events the Memorial Service and the Muffins and More meeting. The 11<sup>th</sup> annual Memorial Service that was held November 13, 2012 in the Multi-Faith Chapel of the Saint John Regional Hospital. Twenty-three deceased Auxilians were remembered at the service. Janet Holtzman recorded their names in the Memorial Book, which was blessed by Chaplain Pam Dreidger. Sarah Abraham led the Auxiliary prayer. Rosalie Acker, Heather Toole, and Joan Smith read scriptures. Beth MacKenzie read the Memorial Roll as June MacDonald lit a candle representing each deceased member. Judy MacLeod, past president of the Canadian Association of Health Care Auxiliaries, presented Memories and Murray Driscoll accompanied the singing of hymns. After the Memorial Service there was a reception and the Fall General Meeting.

On Tuesday, January 29, 2013 our annual Muffins and More meeting was held with conveners and denominational chairs. The focus of the meeting was to introduce to the members, the proposed new structure of the auxiliary as a result of our strategic planning session. Mary Losier Roderick welcomed everyone and Katie Rogers gave a power point presentation detailing the proposed structure. A Question and Answer sheet was circulated to generate discussion.

## Life Memberships

Anne Burpee will receive a Saint John Regional Hospital Life Membership at this year's AGM and Cathy Hutchinson as been nominated for an NBAHA Life Membership in 2013.

## Volunteer Corner

**Julia Brooks,**

Manager of Volunteer Resources, Auxiliary & Alumnae Relations

Celebrating National Volunteer Week, April 15<sup>th</sup> – 21<sup>st</sup>,

“You give without expecting anything in return; you think of others first and help to make the world a better place.”

Thank you for your continued support to Saint John Regional Hospital. Your contributions throughout the years positively impact the services that are offered to the patients and their families.

Discover the Value and join one of our many programs!

Volunteer Opportunities Include:

Volunteer Patient Program – Dalhousie Medicine, Friendly Visitors – Long Term Care Units, Gift Shop, Library Cart, Oncology Visiting, Special Events

## Don't Forget About Us!

**If you have moved or your contact information has changed please call 648-6523 to provide us with the changes. This will help to keep the Auxiliary files up to date!!**



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