

# 2010 - 2011

## 2010 - 2011 Stakeholder Report



*Dear Friends,*

We have had a productive and exciting year at the Foundation!

In spite of the effects of the economic recovery our continued success is thanks to your generosity and the giving spirit of all supporters; patrons who recognize a need and take action. You have found it in your heart to make life better for your family, friends, and neighbours. We thank you very much for each and every donation we receive because every dollar counts.

The Hospital Foundation has had a very busy year with various endeavours including the setup of our new subsidiary Pulse Coffee, fundraising events and building partnerships in our local community and with VIHA.

The Directors of the Foundation find their volunteer work quite fulfilling because ultimately the roles and responsibilities that we undertake enhance the quality of patient care at our Hospital. Our commitment to the Foundation has been reinforced, especially when we see the results of what our Foundation has accomplished during this past year. The Board recognizes that its accomplishments are due in large part to the hard work and dedication of the Foundation Staff. During this past year the relationship between the Board and the Staff has grown exponentially and in fact has been conducive to implementing the Vision of the Board. The vibrancy of the Board will continue to grow as we add new members who bring with them needed competencies and circles of influence in order that we may expand our Vision and achieve our Goals.

## **Partners**

A partner is someone who shares a common interest and our fundraising partners are an invaluable piece of supporting quality health care for Campbell River and the North Island. Many caring and dedicated businesses, individuals, community groups, foundations and organizations have supported the Campbell River Hospital Foundation throughout this past year in a variety of different and innovative ways.

From the events that you hold like the Sportfit Pub Run, BC Ambulance Paramedics Trivia Night, Enchanted Forest, Italian Cultural Picnic, McHappy Day, Sequoia Golf Tournament, Mike Schmidt Memorial Golf Tournament, Thrifty Foods Pumpkin Smash, River Runners Run Club, the First Open Heart Society Walk for Hearts and Lyndon's Legacy Mixed Slo-Pitch Tournament – Thank you.

To all of the community groups and clubs that continuously support health care; the Altrusa Club, Lions Club, Campbell River Shrine Club, Comox Valley and Campbell River Japanese Society, Ladies Auxiliary to The Fraternal Order of Eagles, OAPO Branch 52, Gold River Health Care Auxiliary, Rotary Club of Campbell River, Campbell River Daybreak Rotary, Willow Point Lions Club, Elk Falls Benevolent Society and River Spirit and Bravehearts Dragon Boat Teams – Thank You.

To the various Foundations that support us; Telus Foundation, RBC Foundation, BMO Employee Charitable Foundation and the London Drugs Foundation – Thank You.

To the dozens of local businesses that hold raffles, wrap gifts, sponsor and support our Foundation events, and to the thousands of individual supporters, to all of you, from our heart - Thank You.

*Your support and dedication year after year benefits our Hospital, for all of us.*



*2011 Sportfit Pub Run,  
sponsored by Quinsam Coal.*

## Pulse Coffee

A new venture that the Hospital Foundation has undertaken as another fundraising avenue is the start-up of Pulse Coffee; our coffee kiosk situated at the entrance to the Campbell River hospital. The kiosk opened in May of 2010 and is into its second year of operation. The hospital staff are its most significant supporter, in addition to patients and their visitors. Pulse started by offering espresso and drip coffee and an assortment of baked goods, and is now serving lunch items. Local suppliers, including Steiner's Bakery, Willie's Café and Popsey's Log Cabin Restaurant, provide baked goods and lunch items. The coffee served is Aroma Coffee from Quadra Island and the tea products are from Stonehouse Teas. The Foundation is proud to support local businesses while raising additional funds to use to purchase equipment for our local hospital.



*Pulse Coffee Kiosk*

## VIHA Relationship

The Hospital Foundation has been working to build and maintain our positive relationship with VIHA and hospital staff and management. We feel that the stronger this relationship is, the more results we can achieve in meeting local health care needs by working together towards a common goal of providing top quality health care.

We have seen this relationship continue to grow including the support of VIHA with our addition of Pulse Coffee at the hospital. As mentioned, the main supporters of the kiosk are hospital staff and this show of support is appreciated and great to see. Hospital staff have also become heavily involved in our events by sitting on committees or participating in the events including entering two teams in the Canada Day Bed Race on July 1st, 2011.



*VIHA, Hospital Staff  
and Management*

The Foundation is very pleased to see this relationship with VIHA and hospital staff and management grow and we believe that this will continue to lead to a greater outcome for our hospital.

## Equipment Purchased

At the end of the day, the purpose of all of our efforts and your donations are to purchase equipment for our local hospital and all funds stay here in Campbell River. All funds donated to the Hospital Foundation are used to purchase equipment for the various departments in our hospital based on priority or highest need.



*Supporting Excellence  
in Patient Care*

The equipment purchased for the 2010/2011 fiscal year was very impressive; a few of the highlights are:

### *Speech /Language Pathology Equipment - \$13,754*

Before the purchase of this equipment, the speech pathologist would accompany patients with throat or swallowing issues to the imaging department, where the patient would have to swallow barium in order to diagnose larynx and swallowing function. Generally, these are patients living with neurodegenerative diseases including MS and Parkinson's disease, as well as stroke victims. Now, with the purchase of this piece of equipment, only a few cases will be required to be referred to radiology. The result is shorter wait times for patients for diagnosis and treatment.

This piece of equipment uses a camera on a tube that goes in through the patients' nose into to the top of the throat by the vocal cords; the patient is asked to speak or swallow and the speech pathologist can see the results in real time and try different methods in order to both diagnose and treat the patient.

Another significant benefit for this type of equipment is that it provides additional service to an existing position in the hospital; the speech pathologist on site is able to handle patients through her department rather than refer them to other departments or to other hospitals. By being able to provide specialists with the relevant equipment to perform their jobs there is a greater likelihood of retaining these specialists in our region.

Additionally, this service is provided in our local hospital for the North Island with referrals coming from the Comox Valley all the way to Port Hardy. Having this equipment provides greater support for this position currently maintained at the Campbell River Hospital. This is a very cutting edge piece of equipment and is the only one north of the Malahat.



*Speech /Language  
Pathology Equipment*

### *Pillow Paws - \$204*

There is a risk to patients when getting in and out of bed to slip and fall, particularly with elderly patients. For patients over 70 years old, breaking a bone from a slip and fall results in the highest case of death due to various complications than can subsequently arise. Therefore, avoiding or mitigating this risk is a large consideration.

The Occupational Therapy Department purchased a couple of hundred pillow paws on a trial basis. These grip socks were very well received by both patients and nurses; and have since been added to the stock list at the hospital. This means that they will become a regular inventory item on the nurses' cart and they can be used in various departments as needed. The first pair will be provided by the hospital with the plan to have additional pairs available for sale at the Hospital Auxiliary gift shop to be purchased by family members.



*Pillow Paws  
Non-slip Grip Socks*

This project was funded by a single donor through the miscellaneous or small item section of the Hospital Foundation operating budget with the support and approval of the Hospital Site Director. This donor gave the hospital an opportunity to try a product that is currently being used in other hospitals and it resulted in an additional product that can be used to support patient care.

### Staff Education - \$8,265

In addition to capital equipment, the Foundation also allocates part of the annual operating budget to staff education at the hospital. VIHA also provides funding for education; however, there are limited funds to provide ongoing education for all departments and types of staff.

The Foundation provides additional funding, which allows staff to attend the ongoing training and workshops to ensure our local hospital staff are up to date with the most recent education and training available. Often, when staff return from a training session or workshop, they hold an internal workshop and present the training to the other staff in the hospital, which ensures all staff are kept current with best practices.

The Foundation believes this is an important part of our annual funding, because not only having current equipment available provides exceptional health care, but having staff at our hospital that have the most current training available ensures that when a patient comes into our hospital, they are treated by staff who know how to use new equipment and are practiced in the most current methods. This is a benefit to all patients and just as important as any equipment we would purchase.

### Baby Anne Dolls - \$1,308

CPR training to maintain staff certification is provided internally at the Campbell River Hospital. The purchase of the baby Anne dolls was made possible through two donors. These dolls allow staff to practice on babies with approximate weight and size of an infant so when situations at the hospital arise, they feel comfortable with the pressure and appropriate methods to use to administer CPR to these fragile patients.

One of the tools provided with the doll is a plug; this simulates an item that is choking a baby. This teaches staff the correct force and method required to dislodge such an item to save a young life.



Staff Education



Baby Anne Dolls  
used for CPR training



Ventilator

### Ventilator - \$44,216

In the past five years, the need for a ventilator in the Intensive Care Unit (ICU) of the hospital has increased substantially. Through a number of donors, the Foundation was able to commit to the purchase of a second ventilator for this department to cover the over 2,000 hours of use each year. A ventilator is essentially a life support system that provides the A and B of the A/B/C in life support. The A is for airway, which is provided by the tubing from the ventilator. B is for breathing, which is provided by the machine of the ventilator; C for circulation is provided by other pieces of equipment.

Having ventilators on hand in the ICU department allows for patients to stay here in Campbell River rather than send them to other hospitals. This is becoming particularly important as hospitals are reaching capacity for these services and their local patients obtain priority. Furthermore, when patients are in need of intensive care it is risky to have family members travelling to be with their loved ones who can think of nothing else than their safety. This puts other people on the road at risk.

With this ventilator our ICU Department has the necessary equipment to keep these high-risk patients in Campbell River. Family members can be there to either provide the healing support or say their good-byes if need be.

The types of patients a ventilator can care for are respiratory failure or distress related to ailments such as an outbreak such as SARS or H1N1, severe asthmatics or an asthmatic attack.

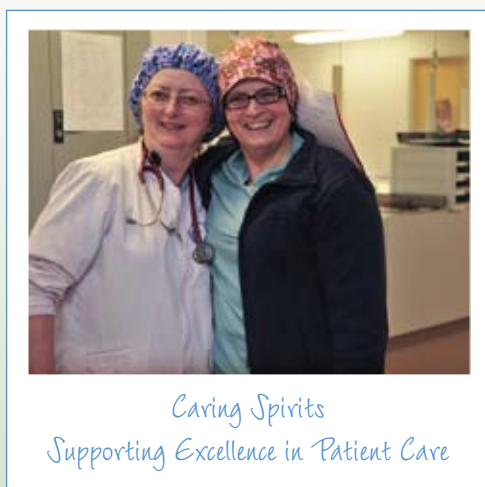
It also provides life support for major surgery patients and overdose patients; a major surgery patient such as a cancer patient who has had a tumour removed and needs to spend the following 24-48 hours healing, the ventilator can provide the breathing function for them; this way the body can focus its energy on healing rather than the basic function of breathing which is quite remarkable.

This machine saves countless lives and having this equipment allows patients to receive the care they need right here in our local hospital. Further, it also provides the necessary support for recovery time so that our local surgeons can perform procedures here in Campbell River; which supports the retention of surgeons in our community.

## Funding Process

The Hospital Foundation determines what equipment to purchase in any given year through working with local hospital staff and management; annually each department determines the equipment they need and its priority within the department. Then, each item is prioritized on a list and provided to VIHA. It is then reviewed with the other three community hospitals, which include Port Alberni, Comox and Cowichan Valley.

A top priority piece of equipment for Campbell River Hospital may take years to be purchased or never make it high enough on the list to be purchased at all. The Foundation funds allow the departments to maintain or increase service levels in our local hospital that would not otherwise be attainable.



Having updated equipment provides our community with better care, but also provides opportunity for us to attract and maintain top quality health care professionals, doctors and specialists.

## Caring Spirit Program

The doctors, nurses, technicians and support staff are the life force behind our local Campbell River hospital. The Caring Spirit Program was introduced in fiscal 2009/2010 to allow patients, family members and friends to express their gratitude to the people who were there they needed them most.

The Caring Spirit Program provides the opportunity to support excellence in patient care at the Campbell River Hospital, while recognizing professional service by a particular individual or health care team.

To date more than 50 staff have been recognized for their compassion and caring service.

**Here are a few comments about our Caring Spirits:**

*"Very sweet, one of the most efficient RN's"*

*"Brought me tea twice a day, very appreciated"*

*"Happy, positive and kind"*

*"A new grad, a great nurse with a great future!"*

*"Thank you for taking such good care of our Mom"*

*We would like to thank all of our Caring Spirits, we are proud of you.*



*Supporting Excellence  
in Patient Care*



*Supporting Excellence  
in Patient Care*

**Thank You.**

One of the events that occurred at the start of the 2011/2012-year was the Canada Day Bed Race held as part of the downtown celebrations. This event was presented as part of a new partnership with our Campbell River Daybreak Rotary Club. Each team built or rented their own racing bed and gathered pledges for fundraising; the competition was well attended and we all had a fun day. We would like to thank all of the teams involved in this inaugural event; we hope to see all of you again next year!

We realize there are many members of the community who would enjoy being involved with the Hospital Foundation and there are many times throughout the year we are in need of some additional support. If you are interested in volunteering with the Campbell River Hospital Foundation, please contact our office; we would be happy to meet with you to discuss your choices and interests and how your experience can best assist us.

The Foundation wants to support the upcoming development and construction of the new hospital for our community. There has been discussion amongst the Foundation directors and staff members about possibly funding a capital campaign portion of the new hospital; this discussion is in the preliminary stages however the Foundation would be very pleased to be involved in the new hospital in a significant way.

In conclusion, we would like to thank you, our donors, partners and friends, for the support you provide to the Hospital Foundation and our Campbell River Hospital. Without your continued support we could not purchase the equipment or support other needs that help to provide exceptional health care for our community and the North Island. We're looking forward to 2011/2012 and we will continue to work to make you proud.

*Thank you!*



**Yes!** I want to support the Campbell River Hospital Foundation's mission to enhance healthcare equipment, services and education for North Vancouver Island.

I would like to make a one-time gift in the amount of \$ \_\_\_\_\_

Please find my enclosed gift:  Cash  Cheque  Visa  MasterCard

Credit Card Information *(Please print)* \_\_\_\_\_

Card # \_\_\_\_\_ Expiry Date \_\_\_\_\_

Name \_\_\_\_\_ Signature \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_

Province \_\_\_\_\_ Postal code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

I would like to become a Monthly Donor for the monthly amount of:

\$20  \$50  \$100 other amount \$ \_\_\_\_\_

Please use my Credit Card information above for my monthly donation.

*\*Tax receipts are issued annually and you can cancel your monthly gift at any time.*

I would like to leave a Legacy Gift.

I have already included a gift for the Foundation in my Will or Life Insurance Policy.

Please send me Legacy Gift information.

*If you would like to make a gift to the Foundation for local healthcare simply complete this donation sheet as applicable, seal in an envelope, and drop off or mail to the Foundation at:*

**Campbell River Hospital Foundation**  
**381 – 2nd Avenue, Campbell River, BC V9W 3V1**

Or you can contact Stacey Marsh (*Executive Director*) for further information at 250-850-2418 or by email at [stacey.marsh@viha.ca](mailto:stacey.marsh@viha.ca).

You can also donate securely online.

Visit "Donations Online" under our "How to Give" heading on our website at [www.crhospitalfoundation.ca](http://www.crhospitalfoundation.ca).

Please provide name and address if you would like to receive a donation tax receipt; receipts are automatically issued for donations of \$20 or more. If you provide your phone and email, we can contact you to clarify information provided if need be.

*Thank you very much  
for your support!*