

# PARTNERS

OF THE SAANICH PENINSULA HOSPITAL FOUNDATION



## What's in a Name?

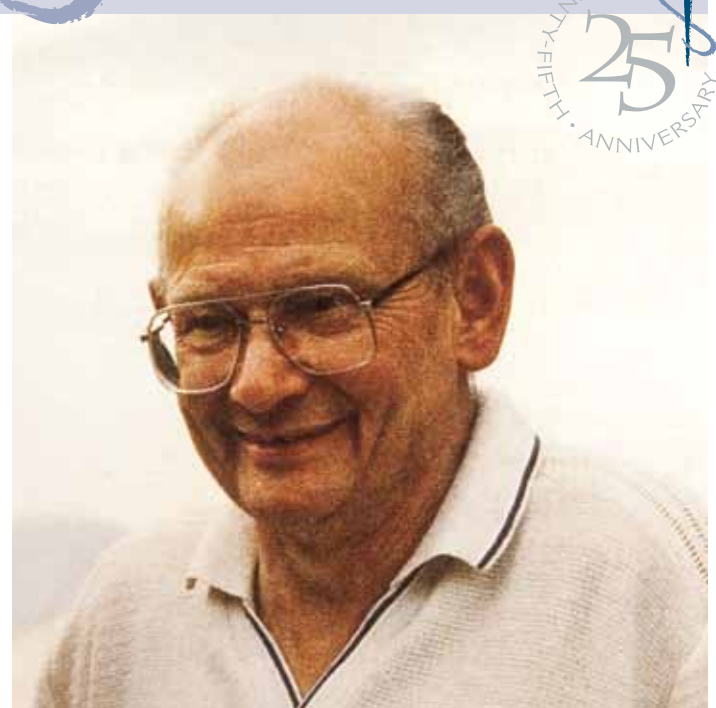
In the early afternoon of May 20th 2010, a gathering of Board Members, guests, and hospital staff witnessed the dedication of the newly renovated Rose Garden between Acute and Extended Care to long-time donor Len Barlow. It was the generosity of a great, but humble man, that provided for the creation of the garden and the naming of the garden in his honour was therefore fitting.

## Who was Len Barlow?

Len was a Marine Mechanic at the Institute of Ocean Sciences on West Saanich Road for many years. Upon retirement, he was able to fix just about any piece of equipment and became known for his talent for repairing old cars and motorcycles. Len was a very quiet man; non-confrontational, but a man who, if he did not think you honest and trustworthy, had no time for you. He loved squirrels and racoons, and made sure that no animal on his property went hungry.

He spent much of his 15 years of retirement being a confidante to his neighbour Warren Hastings. Len was always in the background, keeping a watchful eye on a man who obviously trusted him implicitly. When Warren died, Len inherited a considerable amount of property. Because Len had looked after Warren during his life, Warren was able to look after Len for the rest of Len's life.

But, to Len, everything he had been given was "stuff". He was not impressed by material things and without any fanfare, would give items to his trusted friends. If he sold anything of value, he would walk in to the Saanich Peninsula Hospital Foundation office and write a cheque for several thousand dollars just because he wanted to. He was not asked for a donation, but he got a lot of pleasure by



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## Board of Directors

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Donna Randall, Major and Planned Gifts

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Carolyn Stout

Colin Jackson

Bryan Warner



surprising Karen and Lesley. He donated in excess of \$100,00.00 during his lifetime.

Upon his death, Len provided for his family, and gave donations to several other charitable organisations, but saved the greater amount of 1.6 million dollars for the Saanich Peninsula Hospital Foundation.

Past President of the Hospital Foundation, Dale Henley, knew Len very well and I quote:

*“Len was a very special man. Most of us would like to be as he was”*

by Barbara Harwood.



Since renovations were completed, the garden has become a hive of activity, attracting both birds and humans. This space, which was inaccessible to most before ramps and walkways were installed, is being used on a daily basis

by residents, patients and staff. On warm sunny days, you can see residents from Extended Care heading out by wheelchair to enjoy the blooms and sunshine. Later in the day, you might see Acute Care patients,

some with their intravenous poles and stylish hospital wear, entertaining visitors in this restful space.



## Plans for the Construction of the SPH Multi-faith Chapel

After many years of hard work, we now have plans for the new multi-faith chapel at Saanich Peninsula Hospital. Final detailed drawings have just been completed and the project has been recently put out to tender by VIHA. In a space at the end of the Extended Care Unit, that will co-ordinate with the existing building, the Chapel will provide good sources of light to create beautiful, uplifting spaces, that will be used for many purposes, including worship, pastoral and spiritual counselling, quiet reflection and prayer, concerts, and family visits.

### It will include:

- » A beautiful and well-lit non-denominational sanctuary room
- » An office for the hospital chaplain
- » Volunteer meeting space and washroom
- » A new area for Extended Care Residents to visit family members, one that is more protected from the elements.

We're planning a ground-breaking celebration soon. Watch for it!



# Donna Randall

Behind the warm smile,  
a questing spirit and huge heart.

Those of us who've been at donor teas or other Foundation events over the past few years likely have had a chance to chat with Donna Randall. She's worked with the Foundation since 2005, initially undertaking contracts to research and write fund development proposals. Donna's competency and commitment have seen her become a valued part of the Foundation team. As the Foundation has developed a more formal Planned Giving program over the past year, Donna has played a larger contract role as Major Gifts Manager.

"Donna is one of those unique individuals who always has positive energy around her," says Foundation Director Karen Morgan. "She has a wonderful attitude and a remarkable eye for detail."

It's hard to separate Donna's professional career history from her volunteering background. While working in administration in the education field, she volunteered in alumni & development for Wildrid Laurier University, discovering an aptitude and a passion for fundraising.

Later, while she was working toward a PhD in English Literature & Rhetoric at the University of Waterloo, she began volunteering for Planned Parenthood. Then, when an education position came up at Planned Parenthood, Donna didn't hesitate.

*"I made the transition into the not-for-profit field, and found I truly enjoyed the challenges."*

After being named executive director, Donna helped build Planned Parenthood Waterloo Region from \$90,000 to \$230,000 per year in fundraising income, and secured three large gifts to start a \$350,000 endowment fund. It was a fulfilling and rewarding position, but family changes led to Donna making the cross-continent move to the Island.

## Taking "a different approach"

When Donna arrived in the Victoria region, she decided to focus her energies on fundraising, creating and running a fundraising and communications consulting service called "a different approach."

"I saw such a huge need here," says Donna. As the first-ever fundraiser for the Prostate Centre, Donna helped secure and then match a \$42,100 challenge grant from the Victoria Foundation, all the while building the Centre's profile and their donor base.



It was also at the Prostate Centre that she and Bob Bentham first met. "We actually met in his urologist's office," laughs Donna as she remembers the occasion. "I think it was a bit of a set-up!"

A prostate cancer survivor, Bob volunteers for the Centre as a counsellor for patients. Donna and Bob volunteer together, counselling couples.

The two share a love for sailing Bob's 30' yacht, moored at the Capital City Yacht Club, where they decided to dress up for the annual Opening Day sailpasts, as pirates one year and clowns another. As members of the Royal Victoria Yacht Club, they also have become popular standouts at the Swiftsure International Yacht Race as Publicity & Promotion Co-Chairs, with Donna founding the News Update Team

(or NUT), who populate the race website with stories.

Donna continues to combine her work and volunteer interests through the Association of Fundraising Professionals (AFP) and Canadian Association of Gift Planners (CAGP).

As she approaches her tenth anniversary here on the Island, and her fifth year working with the Foundation, Donna feels part of the community. "I love my work with the Foundation," says Donna. "The Hospital is such an important part of the community, and the community is so eager to support the Foundation. It makes my work a pleasure."

*by Carolyn Stout*

# Leaving Legacies

## — the motivating factors

The major gifts officer or executive director of any charity can tell stories of learning about bequests, or other planned gifts, from people with whom she or he is not readily familiar. Always, these notices lead to employees scouring donor files for one small hint as to how this donor was connected to the organization. Sometimes the search reveals the donor has supported the organization in days gone by. But most often, no clue is found.

Staff members are left with unanswered questions about the gift – what prompted such generosity – why was our organization chosen – how would the donor have wanted the gift to be used? There is a sense that it would have been wonderful to know this donor. No doubt the story behind the gift is an interesting one... if only we could have worked with the donor to explain fully our goals and objectives, and learn how she or he would have liked the gift used... and, how sad that we will never be able to thank this donor for her or his wonderful generosity.

So, how do planned gift donors choose their gift recipients, and what are some of the motivating factors behind their decisions?

*So, how do planned gift donors choose their gift recipients, and what are some of the motivating factors behind their decisions?*

In the textbook case of a planned gift, the donor is someone known to the organization, who knows about its services, programs, and methods of operating, and has supported it for years, most often starting with the annual appeal. Usually this person was prompted to begin her or his support through a personal connection – perhaps she or he used the services, or a family member received good care, or the work of the organization closely matches a strong belief system or speaks to a passion of this individual. Quite often over the years, the donor has increased her or his giving, perhaps joining the ranks of the “major donors” of the charity.

As legacy giving has become more widely known and understood, donors feel more comfortable sitting down with representatives of the organization to talk about the planned gift, explaining the purpose of the gift and even deciding what type of recognition, if any, is desired.

When the donor is unknown to the organization, we can only surmise the reason behind the gift. But, conversations with family members of such donors have revealed that sometimes these people lived very frugally and felt they couldn't afford charitable giving during their lifetimes.

In some cases, family members can trace connections from donors to the charities of choice through a monumental life event, such as an illness and death of a loved one or a mental or physical disability in the family.

Most often, planned gifts come from the heart, and are made carefully with the assistance of trained professionals, such as financial advisors, accountants, lawyers, and notaries public. They help dreams become realities through hard work and careful planning by the donors. And, as a result, they help many more dreams become realities, when the fruits of these labours are used wisely by the charities of choice of these generous and thoughtful individuals, who choose to make their mark by leaving a legacy.

*by Donna F. Randall*



# Questions & Answers about Planned Giving

Retirement is no longer a distant destination – it’s just around the corner for the “baby boomer” generation. Many of us are looking back over what we have accomplished in our lives, and we are thinking ahead to determine what more we can do for causes we believe in and organizations we care about.

One of the most significant decisions we can make is how to structure our estates to make best use of our assets. This will enable us not only to provide for our descendants, but also to make a positive and lasting difference to the world they’ll inherit.

The Saanich Peninsula Hospital Foundation has developed a Planned Giving program to provide an opportunity for donors to establish legacy gifts. Here are answers to the questions people often ask when they first learn of the program:

## Q. Why do people choose to leave legacy gifts to the Hospital Foundation?

Most often these are gifts from the heart. A parent or a spouse, a close friend or relative, has received exceptional care from medical staff at the Saanich Peninsula Hospital. People feel a strong desire to ensure staff can continue to provide the same outstanding level of care to other patients, right here in the community, in the future.

## Q. How is a legacy gift different from making a simple donation?

A planned gift can enable you to provide a larger donation to a cause you believe in, and often receive significant tax savings for your estate. Planned gifts also continue to give long after the donors have passed away, often enabling them to give much more than they could have during their lifetime.

## Q. Why is Planned Giving important? How does this differ from annual campaigns?

Both are important. Annual campaigns are designed to meet immediate, specific goals such as developing the new operating theatres and putting new equipment in the hands of the surgeons. Planned Gifts are usually invested, not spent, providing long-term financial stability and enabling us to weather the storms of economic downturns, when charitable donations can drop.

## Q. If we don’t have a large estate, is there still a possibility of making a legacy gift?

Of course. In fact, a significant part of the Foundation’s capital fund comes from people who have lived quiet lives in relatively modest circumstances, but considered it important to leave a legacy. They have created endowments or made bequests of life insurance policies, RRSPs or RRIFs, or even publicly traded securities.

## Q. Is it possible to make a gift without affecting our children’s inheritance?

Yes. To encourage more philanthropic giving, the federal government has changed the tax treatment of charitable gifts. In many cases, planned gifts can be structured to create tax savings or even to take advantage of generous tax credits. This means you can make a legacy gift to the Hospital Foundation, while ensuring the amount you wish to leave to your children and grandchildren is unchanged.

## Q. Will you help us to draft our wills?

No! Our role is to explain why your legacy gift is important and how it will benefit the hospital. While we will be delighted sit down and outline the ways in which you can provide a legacy, if you *do* decide to pursue that opportunity, we will encourage you to work with your lawyer, your financial advisor – and to talk it over with your family.

by Carolyn Stout

## Motivating Factors

An Investors Group poll conducted in December 2009 found Canadians are highly altruistic in their charitable giving.

### People make donations to:

- 90% Support a cause that matters
- 34% Realize tax savings
- 3% Receive public recognition.

### People who support charities favour those that are close to home:

- 89% of people volunteer locally
- 82% of people donate to local organizations and causes.

*“A gift, like a home, should be designed for the individual. For some, an outright gift of cash is the best fit. Others will be more comfortable with a bequest, an assignment or a life insurance policy, or perhaps a gift annuity.”*

From *Planned Giving for Canadians*

# Shining Example of Community Spirit

## Crystal Crusaders charge to Victory

At its annual awards gala on April 14, the Peninsula Chamber of Commerce named the Saanich Peninsula Hospital Foundation “Business of the Year – Non Profit.” To resounding applause from the audience in the Blue Poppy restaurant at The Butchart Gardens, the Foundation received the prestigious Crystal Award for Excellence for service to the community.

How fitting, then, that it was the community that had risen to the challenge of seeing the Foundation win the award!

The campaign was spearheaded by long-term Foundation supporter Fraser Smith of the Smith Manoeuvre. Never one to do things half-heartedly, Fraser set his sights high. “The Chamber asked for one letter of support to accompany each nomination. I thought, we can do better than that.”



Photo by Christine van Reeuyck

Indeed they did. A group of “Crystal Crusaders” was recruited to spread the word and generate letters and emails from people across the Peninsula, whose lives had been touched by the Saanich Peninsula Hospital. A website called “It’s our hospital” was created, emails were sent, phone calls were made and the responses came roaring in.

In the few short weeks between the initial meeting on February 10th and the deadline

for nominations on March 5th, the Crusaders gathered nearly 1,400 endorsements.

“It was just overwhelming,” laughs Fraser. “On the day of the deadline, we carried this enormous stack of paper into the Chamber offices. Fortunately, Chamber president John Treleaven happened to be in the office for the presentation and I think it made quite a convincing show of community support.”

*In the few short weeks... the Crusaders gathered nearly 1,400 endorsements.*

They even took along a shredder. “We’d promised anonymity to endorsers, so after presenting the letters we shredded them on the spot – then took the paper to be composted. Nothing went to waste!”

### Crystal ...backed with gold

Fraser believes in creating synergies by putting several initiatives together, so the campaign also encouraged supporters to

contribute to the Foundation, in two very creative ways. “We had ‘It’s Our Hospital’ buttons made up, and at the first meeting all 17 Crystal Crusaders learned they were buying their own button – for \$100 each. So that got us off to a strong start with \$1,700.”

People were also encouraged to make pledges for endorsements. Much like fundraising walks or rides where supporters pledge an amount for a kilometre travelled, people pledged an amount for each endorsement received. With pledges amounting to almost \$7 per endorsement, that raised another \$8,950.

The campaign raised \$10,650 to accompany the award – quite impressive results for the Crystal Crusaders and Fraser Smith – the Foundation’s “knight in shining armour.”

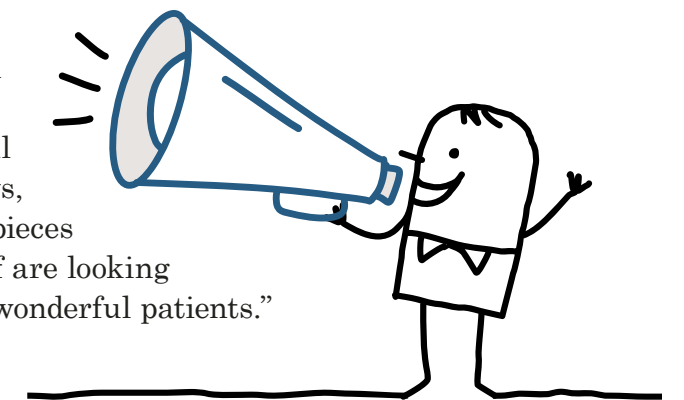
by Carolyn Stout

**HOT  
OFF  
THE  
PRESS**

After the annual golf tournament, Lesley, Linda (our event planner) and Karen tallied up the results. Not only was it a record year for the tournament, with \$63,000 raised, but this wonderful result put the campaign over the top! We’re thrilled to announce that this year’s campaign to raise funds for Operating Room equipment has raised

**\$1,005,037.79**

As planning proceeds for the construction of our new operating rooms, staff is starting to work on the timing of new purchases, so new equipment will arrive at approximately the same time as construction is complete. Barb Mollberg, Clinical Nurse Coordinator for the Operating Rooms says, “We are so thrilled to be working to get all the pieces in place for our new Operating Rooms. The staff are looking forward to providing even better service to our wonderful patients.”



# YOU, Life Insurance, Community Health Care, and the SPHF

Over many years, you have demonstrated that you know the meaning of the word ‘generosity’ and are happy to incorporate that knowledge into your charitable giving to the Saanich Peninsula Hospital Foundation. For this generosity, we thank you!

Many of us respond to the needs of our hospital through annual campaigns, offering gifts that are vital to quality health care within our community. For those of us who want to continue this type of support while helping to ensure a healthy future for our hospital, a gift of life insurance can be a valuable tool.

Many people hold paid-up life insurance policies they no longer need to meet family or business responsibilities. Such policies can be donated, to ensure first

rate community health care into the future, in one of two ways:

- » By transferring ownership of the policy to the Saanich Peninsula Hospital Foundation and naming the Foundation as the irrevocable beneficiary
- » Alternatively, by retaining ownership of the policy and naming the Saanich Peninsula Hospital Foundation as the beneficiary.

The tax benefits to you or your estate will depend upon which option you choose, and your professional advisor(s) can help you decide what works best for you.

It is important to remember, however, that planned giving does not start with a specific tool. Rather, it starts with an individual or couple with a desire to support a charitable organization, who might

also be facing a challenge (such as low income, high taxes, excess assets, or capital gains, for example) and the various life insurance products available represent possible solutions to the prospective donor, while bringing new opportunities to the charity.

Ultimately, giving life insurance might work well for you, as it is a fairly simple way of making a generous gift without affecting your estate, except perhaps positively through tax advantages. Giving through life insurance will result in a substantially greater gift than it cost you to purchase, while allowing you to leave a legacy of excellent health care within your community.

*by Donna F. Randall*

# Donor NEWS



*National Bank Financial helps celebrate SPHF 25th anniversary!*

National Bank Financial in Sidney belongs to an 86 branch-network that makes it a truly national company. Located in the heart of Sidney, on Beacon Avenue, its staff has made client service and the development of long-term client relationships the cornerstone of its operating philosophy. Over the years the company has built its reputation and clientele on the peninsula.

This year, branch manager Allan Green wanted to make a statement about the importance of this community to the investment advisors and support staff with National Bank Financial. He decided to sponsor the two events that celebrate the Saanich Peninsula Hospital Foundation’s 25th anniversary, the “Tee Off for Technology” golf tournament and the “Wine, Wit and Song” fall gala. Here, Allan presents a cheque for \$6,000 to Executive Director Karen Morgan and SPHF Board President Lorne Jack.



Zonta Club is a worldwide service organization of executives in business and the professions working together to advance the status of women. Nearly 33,000 individuals are members of more than 1,200 Zonta clubs in 68 countries and geographic areas. Zonta Clubs are members of Zonta International. The Foundation recently received a donation of \$8,100 from this club for the Operating Room Equipment that will benefit women of our community. Pictured here are two members Carol Didner and Gwen Page presenting the cheque to Karen Morgan.



Island Savings Branch Manager Mark Demeridos and Bob Kerr visited Karen Morgan with a donation of \$2,500 for Equipment for the Operating Room. This donation brings our total to just over our goal of \$1 million.



Joy Sutton and Lesley Shaw from the Peninsula Singers brought in a donation of \$1,000 for the Palliative Care Unit Music Therapy Program. This donation comes from the proceeds of their most

recent concert entitled "Around the World in Song". The singers are busy preparing for their Christmas series. Please check out their website at [peninsulasingers.ca](http://peninsulasingers.ca)

Gord Hryhoryshen is the Grand Knight from the Knights of Columbus. He recently visited the Foundation with a donation of \$500 towards the Chapel Renovation. We are sure you are as anxious as we are to see the ground-breaking event coming soon.

*see article on page 3*

## EVENTS

**Forget Dancing with the Stars!**

**Come share a dance with a constable from the Central Saanich Police force at**

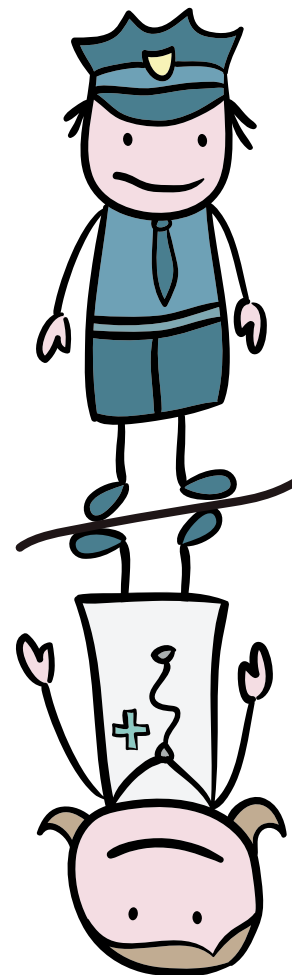
*The 2nd Annual*  
**Central Saanich Police Ball**

**Saturday October 23, 2010, 6:00pm**

**Featuring a great dinner, the music of the Timebenders and a silent auction**

**Proceeds to the Saanich Peninsula Hospital Foundation**

*Call Karen or Lesley to reserve your tickets 250-652-7531*



## Annual North Saanich Flavour Trail

The Foundation may not be doing the Blackberry Ramble this year, but you can still participate in a fun and healthy country weekend – August 21st and 22nd. You can take a gentle country bike tour of roadside stands, attend a real country hoe-down, tour farms including historic White House Stables or listen to authors read their food-themed literature. Brochures will be available at local outlets.

*For more information, call Anny Scoones at 250-656-9740*

## Saanich Peninsula Hospital Foundation AGM

If you have an abiding interest in numbers, you'll want to join us at this year's AGM – Sept. 16, 2010. Members are able to vote on resolutions, new board members and the financial statements, but anyone is welcome to attend, hear annual reports and receive a copy of the Foundation's financial statements.

*To become a member, call Lesley or Karen at 250-652-7531*

## Annual SPH Foundation Gala Dinner

Enjoy an elegant wine-paired dinner at one of the region's finest wineries, Church and State, on the night before Halloween. This event was a big hit last year, so reserve your tickets early.

Saturday October 30, 2010.  
Cocktails at 6:00pm; dinner at 7:00pm

*Call Karen or Lesley to reserve tickets 250-652-7531*



## Save the date, Pardner!

We've just had word from Dave, the canine ambassador at the Sidney Pier Hotel, that he and the staff there are organizing a "Wild West Roadshow" for October 16, 2010. It's still in the early planning stages, but you can bet, with Dave involved, the food will be great! This is sure to be an exciting addition to the fall schedule. Watch for more.

## You too can be a fundraiser...

Have you ever thought of putting on a fundraiser for SPHF? We are fortunate to receive many requests to partner with companies and individuals. To ensure that all events match the Foundation's mission and goals, please call Karen at 250-652-7531 and she'll provide advice.

# DONATION INFORMATION

I would like to make a donation of:

\$10  \$25  \$50  \$100  \$1,000  \$\_\_\_\_\_

Name:

Address:

City: Postal Code:

Phone: Fax:

Email:

Visa /  Mastercard

Card #:

Expiry Date:

A receipt will be issued to acknowledge your generosity.

BN11913 0540 RR0001

"In accordance with the Province of BC's Personal Information Protection Act, the Saanich Peninsula Hospital Foundation collects information required for tax receipting purposes and protects all personal information. No information of a personal nature (other than that required by the Canada Customs and Revenue Agency for tax filing purposes) will be revealed to any outside organization. From time to time the Foundation mails information regarding existing and new fundraising programs. If you would prefer not to receive such mailings, please advise our office. Your donor records are available to you for inspection upon request."



**PARTNERS**

is produced on a quarterly basis by the Saanich Peninsula Hospital Foundation.

Your suggestions are most welcome.

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Saanich Peninsula Hospital  
**FOUNDATION**  
*your community, your health*

