

PARTNERS

OF THE SAANICH PENINSULA HOSPITAL FOUNDATION

Ray Smith, Marigold Nurseries, and **SPHF Golf Tournament**



Team photo from tournament, including (from left to right) Colin Jackson, Ray Smith, Libby Smith and Len Smith.

On June 17th, Glen Meadows Golf and Country Club was the site for the 26th annual Saanich Peninsula Hospital Foundation golf tournament. Called Tee Off For Technology, the tourney was organized to raise money for the hospital.

There were special prizes too. Low gross and low net awards were presented following the Texas-scramble format. All proceeds went toward the purchase of equipment for the new operating rooms at the hospital. The hospital donors and sponsors recognize the importance of assisting the devoted and compassionate staff in the delivery of tremendous personal care and new equipment is the focus. The foundation was established over a quarter-century ago to raise funds to improve the hospital's facilities and so far the 14-member board has organized events so that over \$26 million has been contributed.

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Planning Now to Secure our Future

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Golf tournaments are an effective way to raise money for a cause. For instance the U.S. President's Golf Tournament raises \$150,000 each year for students' scholarships and the 2010 RBC Canadian Open raised \$1.3 million for its designated charity, the B.C. Children's Hospital. Golfing is a fantastic vehicle because there are myriad ways to allow for sponsorships and participants get a wonderful outing in return for their generosity.

Sponsors can be gold, silver or bronze depending on their pledge amount; also there are individual sponsorships for "closest to the hole" or "longest drive" designations. Ray Smith of Marigold Nurseries is a gold level sponsor for the Saanich tourney and can attest to the fun.

Ray believes in community and brings qualities like longevity, loyalty and persistence to his enthusiastic sponsorship commitment. Marigold Nurseries, on Lochside Drive in Saanichton, has been a Saanich Peninsula mainstay since 1944, first in the Glanford area and then Saanichton since 1963. Les, his father, started the business, which now claims to be Victoria's largest garden centre. It is in its fourth generation, with Ray's grandchildren appearing in the nurseries' television commercials. When the 1996 winter storm destroyed seven greenhouses, the family worked hard to rebuild and be ready for the next spring. Ray and Marigold Nurseries know what it means to be committed to maintaining the community.

While the growing season is in full bloom, we look forward to growing, in essence, a community health care insurance policy for the Saanich Peninsula Hospital.

To that end, we've created a planned giving booklet and accompanying clauses leaflet that offer a glimpse into the various ways of planning a legacy gift, thereby allowing your Hospital and Foundation to plan and prepare financially for a healthy future.

With so many of us generously donating to secure the current health of the Saanich Peninsula Hospital, we invite you to help us ensure top-notch community health care for the generations to come.

To receive these booklets and possibly talk further, please leave a message for Donna Randall 250-652-7531, or email dfr@dfrent.org.

Ray took over the business in 2001 after his brother retired and he now runs it with his own three children, Brooke, Rayanne and Randy. "We celebrated our diamond anniversary in July 2004 and are still enthusiastic about providing our customers with top-quality products and services in our seventh decade in business in Greater Victoria."

"I am not a golfer," Ray laughed when asked in an interview. "I get out three or four times a year and love it but I don't really have time and I can't plan ahead for a round." However he pledges Marigold Nurseries as a gold sponsor. That means he pays \$2,000 each for two golf teams in the annual hospital tournament and has done so since 1985.

When asked why, he did not hesitate to answer. "I love the hospital. My parents started the tiled wall for donors in memory of my younger brother who died in the 70's". (When the hospital first wanted to acknowledge donors, the Smith family held a juried art competition and purchased the

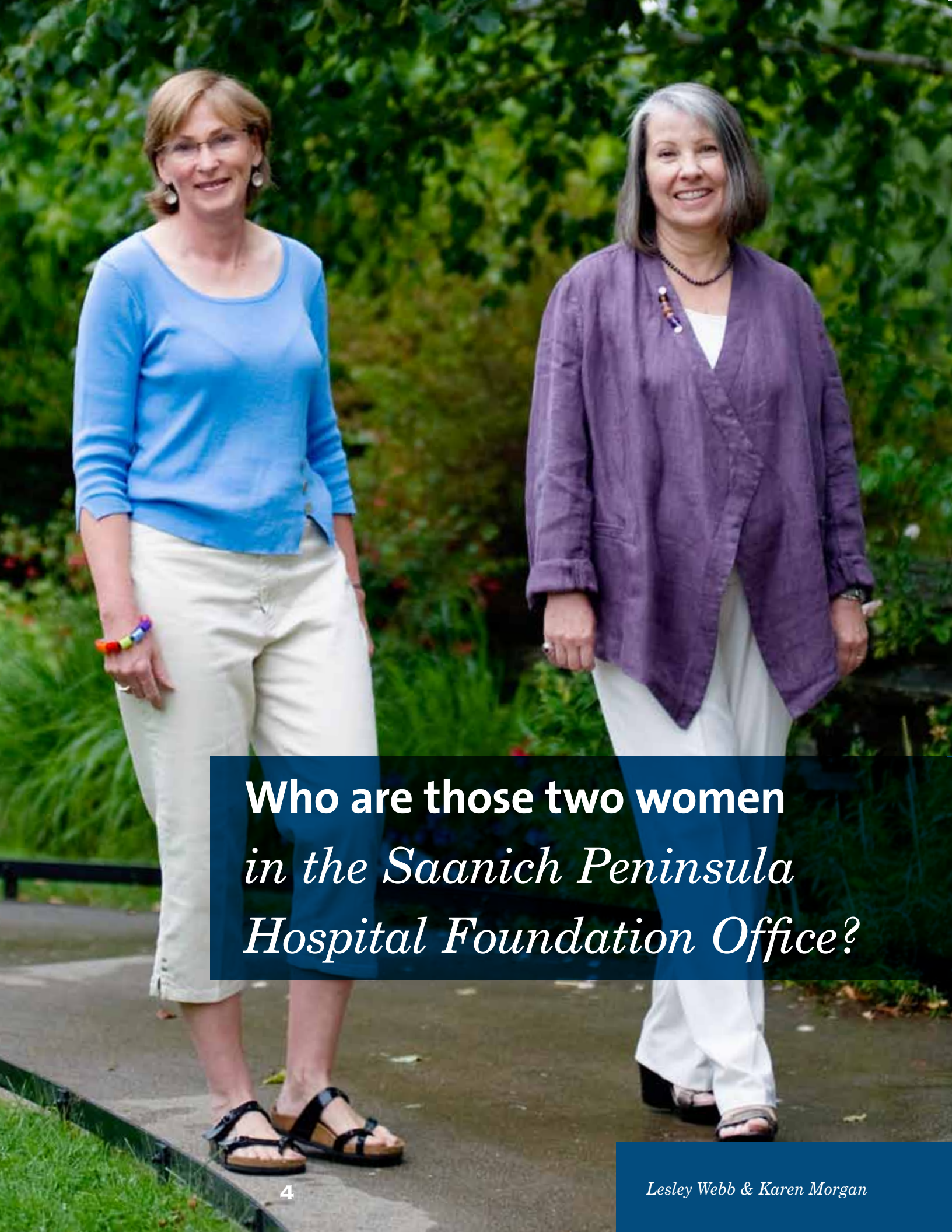
winning piece to be the centerpiece of the donor wall). "The service and care there is great and we want to maintain it at that level or better."

Ray and Marigolds also donate 200 poinsettias to the extended care facility each year and give seniors carte blanche on their annual visit to get plants for the hospital gardens. In fact, his proudest moment as a donor and sponsor occurs each spring when the seniors come by bus to the nurseries. "I just get a great feeling of being able to help where I can."

Brooke and Rayanne are carrying this sense of philanthropy into the new generation. They have organized special wine and gardening evenings as fundraisers for the hospital.

Ray and Marigold Nurseries are proof that having a community focus for their generosity has its own rewards, and a good day of golf is one of them. ■

by James Ellsworth



**Who are those two women
*in the Saanich Peninsula
Hospital Foundation Office?***

When you approach the Saanich Peninsula Hospital Foundation office at any time during the working day, you are guaranteed a warm welcome.

That is the true essence of the Foundation. It matters not whether you are donating five dollars or five thousand dollars, you receive the same welcome.

The two people behind that welcome are Karen Morgan and Lesley Webb. Their combined number of years of service to the Foundation is 23 and that is an important reason for the success. Karen and Lesley are now welcoming second and third generation donors

Both women are employed by the Foundation, which is a registered charity. As such, they must adhere to the regulations set out for charities by the Canada Revenue Agency. They must abide by such rules, but take their ethical responsibilities even more seriously.

To spend an hour in their company is like spending time with celebrities from the movie world. They are so exciting to listen to because they love their work. Lesley had always been in the business world, but took a hiatus of ten

years to be an “at home” Mum for her three children; one boy and two girls. At the end of those ten years, Lesley went to Camosun College to upgrade her skills and was soon appointed to the Foundation office. She has never regretted any of those decisions. She loved being at home, enjoyed her training at College and thoroughly enjoys her work with the Foundation. Since 1999 her office has been in the same place in the Hospital. Not only do donors know where to find her, but many patients drop in for a smile and a chat. Her days are also enhanced by visits from members of the medical staff... Doctors and Nurses alike know where they can have a moment of quiet humour and support.

Lesley lives in Brentwood and cycles to work almost every day. When asked what her rewards are for these many years of service, she echoed the words of Karen... meeting the donors, hearing their stories, learning their histories and understanding why it is so important for them to make a donation. Most of them take that step because they are able to see what their money goes towards. As the Hospital is able to add new and up to date equipment, to build the Chapel, create the new Palliative Care Unit and extend the Emergency Room,, donors feel a sense of ownership. They know that the money is staying in THEIR Hospital, not being despatched to somewhere else.

Karen’s very special passion is the Palliative Care Unit. Some ten years after caring for both her parents with no support, she found herself fundraising to create a Palliative Care Unit at SPH. Potential donors commented on

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her passion, and she has been gratified to hear positive comments about the unit and the caregivers from some of those first donors and their families.

Karen took an undergraduate degree in Spanish and Anthropology but later added a Master's degree in Business Administration to her credentials. Before her position at Saanich Peninsula Hospital, she worked in Vancouver as a fundraiser. Upon seeing the advertisement for the Executive Director for the Foundation, Karen applied. She had two very interesting interviews (one of which she was very late for, due to her unfamiliarity with the ferry schedule), and was offered the position.

One of Karen's greatest delights in her work is the strong personal connection which develops between her, the donors, the staff and the Board. She describes the Board as a wonderful group of volunteers. We all know how dedicated they are and how much care and thought they put into their support for the Hospital. For example, it was a decision of the Board about 5 years ago to give educational support to members of the Staff. This money goes to additional training (predominantly for nurses), who in turn dedicate that newly acquired knowledge to their position at the Hospital. This means that the donors who may be patients or who have family members in the Hospital receive an additional return on their donor dollars.

There are 5,000 donors on the register, of whom 3,500 are regular donors. Many people add a personal note with a donation and some of those notes are very moving. Over the years, Karen and Lesley have learned about families and have come to love so many patients in the Hospital. Their dark

days are when they learn of the death of a loved patient.

The comfort level between these two women extends to everyone they meet, and the Saanich Peninsula Hospital Foundation is successful because of their hard work.

Perhaps these words from Karen say the most about the Foundation Office:

“Working here is the most fun I can possibly have and still receive a salary”.

Fun it may be, but in the years that Karen and Lesley have been at the helm (11 and 12 respectively), almost 15 million dollars has been raised. The past three years alone has seen 7.3 million dollars added to the funds, and 2011 looks even better. ■

by Barbara Harwood



Royce McKinnon: for the love of golf and hospital

In 1941, Royce McKinnon joined the Royal Canadian Air Force, and was introduced to the game of golf. The neighbour of a relative who lived in the Scottish community named Monilieth between Carnoustie and Dundee offered to teach him, so whenever Royce was on furlough, he would head up north to play.

After five years in the RCAF, Royce was back in Canada and began a career in accounting. He and his young wife Doris started in Brandon Manitoba; then came a move to Calgary and from there Royce retired from the position of Financial Manager for Gulf Oil Canada. After several business trips to Vancouver Island, Royce realised that the Island had been tugging at his heart. It was therefore a natural move for him and his wife Doris to come to live on the Peninsula.

Like so many retired people, Royce and Doris enjoyed golf, but the Hospital Foundation was where Royce found another outlet; one that used his years of accounting experience. He became the Treasurer of the Foundation in the very early days of the organisation.



Royce & Doris McKinnon at the SPHF Tournament

When his term of office on the Foundation Board was complete, Royce still wanted to give back to the Community and he began helping with the Golf Tournament. What better fit than a good player and a man with a mathematical brain to lead the way to the complicated system of making up and scoring teams from entrants of all abilities?

Thus, every year since 1996, Royce has looked after the actual tournament. Doris, not wanting to miss the fun, still volunteers on the holes. Royce is quick to say that much of the “spade work” is done by Foundation staff.

About six weeks before the tournament, Royce begins regular meetings at the Foundation office. When entries close, Royce has three very hectic days of

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The Changing Face of *Fundraising* at the Saanich Peninsula Hospital Foundation

For many Peninsula residents, it seems it was just yesterday that a small group of citizens came together and founded an organization to raise money for the Saanich Peninsula Hospital. In fact, the year was 1985 and that small organization has been going strong for twenty-six years.

Today the SPH Foundation is one of the most highly regarded charitable organizations in the community. It's hard to find a resident who hasn't heard of the hospital Foundation and whose face doesn't light up with delighted recognition when its name is mentioned.

What's more, since it was formed the Foundation has raised more than \$26 million. That means a community of only about 30,000 households has contributed an astonishing average of \$1 million a year to see the Foundation help the hospital provide excellent healthcare services to patients and extended care residents.

This reveals how highly the community values its hospital. It also speaks volumes about the Foundation itself. Despite the Peninsula's relatively small population and the economic downturn that has adversely affected so many organizations, the Foundation has seen remarkable success with its fundraising efforts.

How has the Foundation done it? The answer won't come as a surprise for anyone familiar with the Foundation – it's a combination of passionate commitment, best practices management, the ability to adapt, and

commonsense decision making. Among other prudent decisions, the Foundation has weathered the financial storm by:

Staying small. Even today, there are just two full time employees. (The Planned Giving and Special Events managers work on a contract basis.) Executive Director Karen Morgan and Assistant Lesley Webb work out of small offices in the hospital itself. This pocket handkerchief of space is often jam-packed with materials for special events, and bustling with people having meetings, volunteers working on laptops, and for several months even the piano that is destined for the new Chapel has found a home in the offices.

Being efficient. There isn't a wasted moment in the day, or a wasted envelope in the office. Every single thing that can be sourced from community supporters or provided through volunteers is valued.

Using new technology carefully. Where once all contact was in person or by phone and mail, today's contributors might visit the Foundation's website or Facebook page. Where once donors wrote out and sent in cheques, now they can call the offices with their credit card information. Without letting technology interfere in the warm personal relationships that are part and parcel of the Foundation's work, the Internet and social media are becoming more important in helping the Foundation do more, for less.

Evolving steadily. As times have changed, the Foundation has expanded its efforts into three separate yet interlocking activities to raise funds for the hospital:

- » The Annual Campaign remains a pillar of the Foundation's work. Each year, a goal is selected – either equipment needed by the medical staff or an improvement to the facility itself – and an appeal is sent out to the community.
- » The Planned Giving program has become another vital element for the Foundation, as endowments and legacies enable the Foundation to make long-term investments and provide financial stability.
- » Last but definitely not least, three major Special Events ensure the Foundation maintains a high profile in the community. The June Golf Tournament and October Gala are both fundraising events, while the Spring Donor Tea is a “thank you” event for supporters.

Responding to change quickly. For three years, the fall Blackberry Ramble was part of the Foundation's calendar of fundraising events. When other local organizations launched similar events, participation in the Blackberry Ramble began to wane. The decision was swiftly made to let that event go, and focus on the two successful events each year – the Golf Tournament and the October Gala.

Never forgetting why. For all the changes that have swept across the fundraising community, the mission of the Foundation remains steady. The Foundation exists to provide up-to-date equipment and facilities to support the hospital in promoting healthcare excellence. As a result of this, the Foundation continues



to achieve its vision, that of seeing every person on the Peninsula feel that the Saanich Peninsula Hospital is their hospital.

FUNDRAISING EVENTS: More than Meets the Eye!

Anyone planning to host a special event as a fundraiser for a charitable organization would be well advised to do a little homework. As a start, it might be wise to check the Internet for tips. A quick Google search will find more than nineteen million results!

While many are postings about actual events, a huge number present cautionary tales about the myriad pitfalls facing event organizers, and the stupendous amount of time involved in hosting a successful event. Special events for charitable organizations take skill, experience, hard work. An alarming number of well-intended events barely break even, even if they are well-attended. Others manage to raise money, but leave participants disappointed and organizers exhausted.

This serves to highlight the amazing achievement of the SPH Foundation in organizing not just one, but two successful fundraising events each year – the June Golf Tournament and

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The annual SPHF golf tournament!

MC Kevin Bell presented this year's winners with their trophies:



Thank you

The SPHF Foundation Board and the 2011 Golf Committee wish to sincerely thank all those listed below for their support in making this year's golf tournament such a success. Over \$66,000 raised from this event.

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Peter Porritt
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IN-KIND SPONSOR

Peninsula Signs

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Red Barn
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Rumrunner Pub & Restaurant
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Scotiabank - Sidney
Shopper's Drug Mart - Sidney
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Sidney Pharmacy Ltd.
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Transmissions & Auto Care
- Sidney
Truffles
VI Fitness Centre - Saanichton
Waterlily Shoes
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Whitespot Restaurant
- Saanichton
Wine Kitz - Sidney

AUCTION ITEM DONORS

Golfstar
The "Q" Radio Station
/A\ Victoria

HOLE IN ONE SPONSORS

Steve Drane Harley-Davidson
GWG Rentals
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Investor's Group

ROYCE ...continued from page 7

making up the teams. Many players are very good and keen golfers; others play but once a year and tell him that their Handicap is 140. With a wonderful smile and a twinkle in his eye, Royce says that he believes that that is the score they expect to make at Glen Meadows Golf Club.

In 2011 there were 138 entries and the tournament raised over \$60,000.00. In the past 20 years, more than \$500,000.00 has been raised for the Hospital Foundation. What a testament to the dedication of a small group of people and a large number of sponsors and donors of prizes!

Royce recently celebrated his 90th birthday and his 68th wedding anniversary (he and Doris celebrated this milestone on July 3rd of this year) and has decided that he needs to pass the torch to a younger person. He will still be on hand with advice and guidance.

If you see Royce around town, be sure to thank him for the huge contribution he has made to the success of the SPHF Golf Tournament (don't forget to thank Doris too, for her assistance and patience!). He may be retiring, but his sage advice will continue to be sought. ■

by Barbara Harwood

Changing Face of Fundraising ...continued from page 8

the October Gala. (The Donor Tea is another major event on the Foundation's calendar every year, but as a "thank you" rather than a fundraiser the dynamics are different.)

How is success of an event measured? The amount of money raised is just part of the equation. To be considered truly successful, the event should not only make a profit for the organization, it should generate positive media coverage, expand the organization's circle of support, reflect the organization's values, leave supporters, organizers and volunteers feeling enriched, not depleted. What's more, it should leave participants and contributors with a sense that they can't wait to do it again.

In every aspect, the SPH Foundation's fundraising events pass with flying colours. The reasons behind these ongoing success stories include a worthwhile cause, an incredibly supportive community, and a seasoned events manager.

For the past six years, the Foundation has retained Linda Doctoroff to manage the annual Golf Tournament in June and the Gala in October. Each year, the financial returns from both events have been greater than the year before – a particularly impressive trend considering the economic downturn and increasing requests from other charitable organizations.

A hands-on manager with an infectious laugh, Linda makes the challenge sound easy. “These are both now such well-established events, it’s just a question of letting sponsors and participants know about the opportunity,” she explains.

Of course, there’s really much more to coordinating these two major events.

It is time-consuming, detail work that I love, says Linda. For the Golf Tournament at Glen Meadows, Linda leads a team of a dozen volunteers in organizing the “Texas Scramble” for 144 golfers, the dinner and the Raffle. This year she gathered cash prizes and raffle items from some 65 businesses.

An equal amount of time and effort is devoted to the October Gala. As the 2010 event at the Church and State Winery was such a tremendous success, this year’s event will again be held at the winery. Linda has already begun the process of organizing the event, confirming sponsors and lining up items for the live and silent auctions.

“One important part of my fundraising strategy is to ask larger companies to support both events,” explains Linda. “They provide community leadership. Then I can approach other, smaller companies and professionals to support a single event.”

Seeing the events continue to grow means keeping a finger on the pulse of the community. Linda takes a hands-on approach to spotting new businesses. “Every spring, Lesley Webb and I head out in her car. She drives, and I look for new signs posted by companies, professional firms, retail businesses. I make a list of every new company, and when I get back to the office I send out letters asking for support. We call it ‘drive-by scouting’ and it’s a very successful way of expanding our community of sponsors.”

For Linda, the events are much more than professional projects. “I truly love the hospital, and the people who support its work are much like a family,” she says. “This is an amazing example of a community putting its heart into a hospital that is treasured. For me it is an honour and a privilege to work with the committed people who maintain this as a first-class facility.” ■

by Carolyn Stout

Annual SPH Foundation Gala Dinner

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

Saturday October 29, 2011.

Cocktails at 6pm, Dinner at 7pm

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

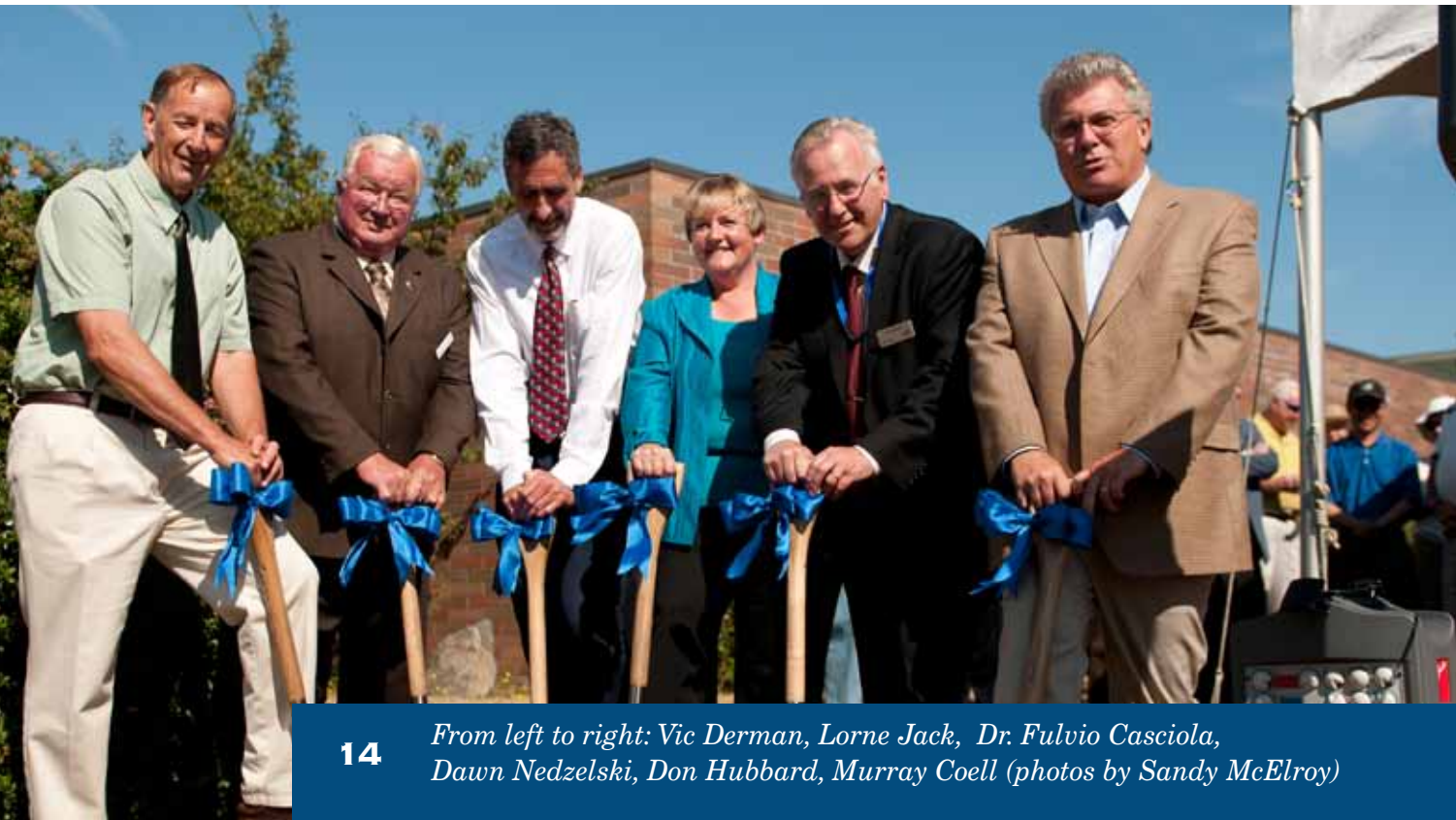
And the dirt flies...

The start of the operating room construction project was kicked off at a groundbreaking ceremony on August 4, 2011. The Honourable Murray Coell attended and announced: “We are pleased to invest \$2.8 million to upgrade the operating rooms and the electrical system at this hospital to benefit South Island Patients and their Families.”

In addition to provincial funds, the Capital Regional Hospital District (CRHD) provided a \$1.8 million contribution towards these upgrades. “The Capital Regional Hospital District is proud to support this significant

redevelopment of the Saanich Peninsula Hospital operating rooms,” said CRHD Board member Vic Derman. He went on to praise the efforts of the Foundation, and emphasized the esteem in which it is held by the members of the CRHD. “When the Saanich Peninsula Hospital Foundation brings forward a project, we know the community is behind it and we’ll support it.”

The groundbreaking was also attended by the new chair of VIHA’s Board, Don Hubbard. He praised the hospital as “a unique community hospital integrated within our South Island Hospital



Network.” VIHA has made a contribution of \$124,000 for architectural and project management support.

“\$5 million dollars”, began Lorne Jack. “That’s what you donated for construction and equipment. Our fundraising campaign was challenging; it was a much larger amount than we had ever raised for one project or area of the hospital. But thanks to the generosity of Peninsula residents, along with the leadership and activism of our Honourary Campaign Chairs, Ron and Susan Gurney and Lori and John Salvador, we realized our goal in just over three

years.” He went on to thank donors who made early leadership gifts, including the late Bill Armstrong, Frank and Betty Garnett, Rudi Hoensen, Fraser and Judy Smith, Elaine Killam, Christina Bloemarts, Elizabeth Russ and the Victoria and RBC Foundations.

The \$4.3 million contract for the operating rooms was awarded to Kinetic Construction Ltd with construction expected to be complete in Summer 2012.



A spiritual haven realized

On August 11, 2011, the Chapel was officially opened. Many people came to celebrate, but many more contributed to make this quiet, contemplative space happen. In honour of this event, we want to recognize those many generous individuals who gave donations to support this worthy cause.

Rose

Enid & Arthur Blakeney
In Memory of Keith Tucker
Steven & Donna Jack
Gordon & Audrey Waugh

Magnolia

F.K. Morrow Foundation
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Saanich Peninsula C.W.L.
Saanich Peninsula Parish
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John D. Spencer
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Anonymous (2)

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A Grace-ful beginning to the new Chapel

A standing-room only crowd attended the multi-faith chapel opening ceremonies on Thursday, August 11, 2011

Arriving to the gentle strains of Brad Prevedoros' guitar, the crowd marveled at the beauty of this addition to the Saanich Peninsula Hospital. Two elders of the Tsartlip Nation, May and Gabriel Sam, began with a prayer offering thanks for the chapel. They then blessed it for patients and families. Chaplain Joy Hunter, after thanking the planning committee, the architect Charles Kierulf and Doug Mace of Canpro Construction, offered her blessing and declared it a sacred space. On behalf of the family of Cynthia Campbell, John Crisp spoke and asked for a moment of silence. Cynthia represented the residents on the planning committee and was actively involved in the final design. Unfortunately she passed away this spring before the chapel was completed.

Kirsten Davis, the music therapist in the Palliative Care Unit, played two lovely pieces on the flute and piano, and was



*Kirsten Davis and Emma Koopmans
(photo by Sandy McElroy)*

accompanied by an equally talented young volunteer Emma Koopmans.

Architect Charles Kierulf, Chief of Staff Ambrose Marsh and Foundation Board President Lorne Jack rounded out the programme, thanking the community for its support of this project. Charles Kierulf told the audience that "Some projects are a labour and some are a labour of love. Designing and building this chapel was a labour of love." Lorne emphasized the role of all the donors, both large and small, in making this project a reality and happily reported to the group that the project came in on-time and slightly under-budget. The event concluded with a ribbon-cutting and a rousing sing-along of "Amazing Grace".

Donor NEWS



Thank you for continued support from Scotia McLeod. Recently we received a very generous of \$6,000 provided by Scotia McLeod, Chuck McNaughton and Brian Smith. We truly appreciate your generosity in keeping our hospital up-to-date with the latest medical technology. (photo) Chuck McNaughton, Karen Morgan and Dean Freeman.

The Royal Canadian Legion recently made a donation to the Palliative Care Unit Music Therapy Program. We wish to thank Val Noyes, who diligently submits the requests to the Legion, follows through and provides the gift to us. This program is a very well run, well liked program for patients and families in the unit.



Order of St. Lazarus has been a huge supporter of the Music Therapy program at the hospital in the past. The Foundation is very honoured to be the recipients of yet another donation from this organization. Pictured here is Anne Taylor-Gardner and Lorne Jack.



The Peninsula Singers have done it again. They have performed a sold out performance with proceeds to the Music Therapy Program in Palliative Care. Since 2002, the Peninsula Singers have donated a total of \$9,800. That's a lot of money for a wonderful group of people who love to sing! Pictured taken with Joy Sutton and the new president Louise Jovanovic.

DONATION INFORMATION

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Your suggestions are most welcome.

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